UWM Typefaces

AaBbCcDd  AaBbCcDd  AaBbCcDd  AaBbCcDd  AaBbCcDd  AaBbCcDd  AaBbCcDd
EeFfGgHh  EeFfGgHh  EeFfGgHh  EeFfGgHh  EeFfGgHh  EeFfGgHh  EeFfGgHh
IjJkKlLm  IjJkKlLm  IjJkKlLm  IjJkKlLm  IjJkKlLm  IjJkKlLm  IjJkKlLm
NnOoPpQq  NnOoPpQq  NnOoPpQq  NnOoPpQq  NnOoPpQq  NnOoPpQq  NnOoPpQq
RrSsTtUuVv  RrSsTtUuVv  RrSsTtUuVv  RrSsTtUuVv  RrSsTtUuVv  RrSsTtUuVv  RrSsTtUuVv
WwXxYyZz  WwXxYyZz  WwXxYyZz  WwXxYyZz  WwXxYyZz  WwXxYyZz  WwXxYyZz

Futura  New Baskerville  Helvetica  Times  Univers

Approved Logomarks:

UWM  UWM  MILWAUKEE  MILWAUKEE

UNIVERSITY of WISCONSIN MILWAUKEE  UNIVERSITY-WISCONSIN MILWAUKEE

Additional Permission Required

Overlays are allowed on a case by case basis

Restricted Use

Panther alone without UWM identifier (exception on women’s clothing)

Not Acceptable:

 Modifications to these logomarks must be approved by the UWM Licensing Manager.

Under special circumstances, Milwaukee may be removed. Refer to the Athletic Marks section inside the brochure for specifics.

UWM BRANDED MERCHANDISE
GRAPHIC STANDARDS

Approved by UWM Branded Merchandise Committee
June 2014
The UWM Branded Merchandise Graphic Standards reflects the logos, typefaces and other specifications that are to be used by UWM Athletics, Auxiliary Services and retail outlets for branded merchandise. These standards contain the conditions under which the UWM logo and other official marks can be used and when exceptions can be made. The signature, three letters with banner and Panther marks require ®. Milwaukee Panthers requires SM. Questions regarding clarification of these standards or application of the marks for branded merchandise should be referred to:

Lauren Abramowski
Revenue Contracts & Trademark Licensing Coordinator
University of Wisconsin-Milwaukee
Auxiliary Services, Union 329
414-229-5577
abramow2@uwm.edu

The Board of Regents of the University of Wisconsin System owns and supervises use of UWM indicia. Examples of UWM indicia include any graphic representation relating to the following: The ® emblem must appear on all products that have UWM registered marks and verbiage, otherwise ™ must be present on all products pertaining to any UWM marks that are not registered.

University of Wisconsin–Milwaukee®
Milwaukee Panthers™
UW–Milwaukee®
Milwaukee Athletics™
Milwaukee Panthers™
UWM Panthers™
UWM Athletics™
University of Wisconsin–Milwaukee Panthers™
University of Wisconsin–Milwaukee Athletics™
The UWM Panther Logo (requires ®)
The University Seal (requires ®)
UWM®
The complete array of approved logo marks are on the back of this brochure.

UWM Athletic Marks
The UWM athletic marks require permission from UWM Athletics for all uses beyond sportswear for resale, in addition to Licensing approval. These marks require the “R” designation.

The UWM Panther head logo can be used without Milwaukee as long as the Panther head is labeled with ® and one of the standard marks appears somewhere else on the garment. The UWM Panther head logo can be used without words on women’s garments without the second placement requirement.

The acceptable standard marks are the signature or one of the three letter marks.

The “Milwaukee Panthers” mark can only be used with Division I sports and is labeled SM.

The full rectangular Panther mark and related head graphic are restricted. Persons wishing to use that mark or the head separately should contact Lauren Abramowski.

The complete array of approved logo marks are on the back of this brochure.

UWM Colors
UWM colors are Black and Gold.
Gold (PMS1235C for coated applications, PMS116U for uncoated applications) and Black.
CMYK = C0, M25, Y100, K0 (coated)
CMYK = C0, M16, Y100, K0 (uncoated)
For all applications, it is imperative to visually match the UWM Gold.

Clothing Colors
Red is prohibited. Blue may not be used with gold or yellow graphics.

Emblematic Exceptions
When proportion and space do not allow use of the full marks or fonts, exceptions will be made on a case by case basis. Every reasonable effort should be made to use one of the standard marks or fonts when possible.

University Seal
The University Seal is restricted.
Permission to use the University Seal must be obtained from the Office of the Vice Chancellor for University Relations. Artwork will be provided once permission is obtained.

Registered Student Organizations
The University of Wisconsin-Milwaukee Logo and the Athletic Panther Logo are registered trademarks of the University and may only be used by official university offices and departments. These logo marks include the acronym UWM, the two wavy lines, the registered trademark sign, the logo signature, the words University of Wisconsin-Milwaukee, the letters UWM in any shape or form, and the Panther logo in whole or in parts. Student organizations cannot use UWM-Milwaukee logos or UW-Milwaukee in the possessive as part of the name of their organization. This includes web addresses, emails and social media applications. Please refer to the Guidelines for Registered Student Organizations or contact Lauren Abramowski.

The following are examples of verbiage relating to individual sports and may only be used for NCAA Division I sports:

UWM Basketball · Milwaukee Basketball
University of Wisconsin–Milwaukee Basketball

Student Org at University of Wisconsin–Milwaukee

University of Wisconsin–Milwaukee Student Org

Student Org UW–Milwaukee

 UW–Milwaukee Student Org

Student Org – UWM

UWM Student Org