The way forward: building the UW–Milwaukee story.

An overview of our brand and graphic system guidelines.

Version 1.3
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It’s time for perception to catch up with reality.
We are committed to the effort of defining today’s UWM brand. We’ve been telling the people of Wisconsin and the nation for years that we have something great in mind. Now it’s time to show them exactly what that means.

We partnered with Lipman Hearne and developed ideas that were built on solid research, vetted with stakeholders and tested in focus groups. We emerged with a clearly defined brand message and a determination to reintroduce UW–Milwaukee to the world.

The first expression of our rebranding is our new tagline: Powerful Ideas. Proven Results. It will serve as our inspiration and cornerstone as we create campaigns that raise awareness and advance UWM.

Why we created these guidelines.
Because the tagline will be implemented across all media and on communications that span the university, it’s critically important that every stakeholder is familiar with the proper usage. This will ensure clarity, build recognition and strengthen our university.

We know we can count on your support to move UWM forward.
The UWM Brand Expression

We believe in the hard work of brilliance. We believe that knowledge is not just something to be accumulated—it should be shared, weighed, debated. It must be felt. It’s something that lives in the minds of the curious and is expressed in the work of the determined. We recognize the power of brilliant ideas and understand the impact they can have on the needs, issues and problems the world faces today. This is why we test everything we know with everything we have. And this is what makes UWM and the education we provide relevant to our students and society in a way that truly matters.

Welcome to UWM, the place for powerful ideas and proven results.
The Powerful Ideas. Proven Results. tagline is combined with the UWM preferred signature to create a formal signature, primarily used for advertising but appropriate for all university-wide print communications. The two lines of the tagline and the rules align from the end of the banners to the end of the logomark. Note that a small service mark (SM) is considered integral to the tagline design.

On a white or light neutral background, the tagline prints in black. Below are examples of other acceptable color combinations—all based on our graphic standards for print materials.

For clear space requirements, please see page 4.2 of UWM’s Graphic Standards Manual, posted on the UWM website.

On a photo, the tagline may be reversed out of a dark or “clear” area. On UWM signal yellow, the tagline prints in black. On a black background, the tagline reverses to white. On a color from the UWM Graphic Standards secondary palette, the tagline prints black.
UNIVERSITY-WIDE TAGLINE IN STAND-ALONE APPLICATIONS

Use the following guidelines for application of the tagline as a stand-alone graphic used as a design element or sign-off in conjunction with other elements on the page or panel. See side notes for additional usage comments.

Use the preferred two-line tagline in most circumstances. For spaces that won’t easily accommodate the two-line version, a single-line option is available to maximize horizontal space and provide enhanced legibility at smaller reproduction sizes.

**POWERFUL IDEAS | PROVEN RESULTS**

Preferred tagline, two lines

<table>
<thead>
<tr>
<th>Tagline option, single line</th>
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<tr>
<td>**POWERFUL IDEAS</td>
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Minimum size

| On UWM signal yellow, the tagline prints in black. |
| On a black background, the tagline reverses to white. |
| On a color from the UWM Graphic Standards secondary palette, the tagline reverses to white or prints black. |

NOTES: This version of the tagline should never be treated as a headline or a sole display graphic except on envelopes (see page 15 for examples).

For application of the tagline with a school signature, the tagline must be placed away from the signature (see page 8).

See how the tagline is converted into a headline format on page 10.

See how the tagline can be positioned in print applications on page 9.

For clear space requirements, please see page 4.2 of UWM’s Graphic Standards Manual, posted on the UWM website.
EDITORIAL USE OF THE TAGLINE

When using these phrases in running text or as a campaign name, use headline style and, when possible, bold type so the words stand out. Also, put periods after each phrase:

Powerful Ideas. Proven Results.

These words can also be used in running text, in sentence form. Use upper- and lowercase and no extra periods:

“UWM has always been a place of powerful ideas and proven results. . .”
UNIVERSITY-WIDE INFORMAL SIGNATURE FOR PRINT

Where the identity of the university is understood, such as in the UWM campus environment, the Powerful Ideas. Proven Results. tagline may be combined with the UWM logomark by itself.

Note that the tagline can be placed either to the right or below the logomark using the spacing guidelines shown.

On a white or light neutral background, the tagline can print in black. Below are examples of other acceptable color combinations—all based on our graphic standards for print materials.

For clear space requirements, please see page 4.2 of UWM’s Graphic Standards Manual, posted on the UWM website.

Left-right relationship/tagline (stacked) for horizontal applications.

Tagline (stacked) for vertical applications.

On UWM signal yellow, the tagline prints in black. On a black background, the tagline reverses to white. On a color from the UWM Graphic Standards secondary palette, the tagline prints black.
Formal signature positioning

The formal signature is best used in the lower-right corner of publications. See the sample applications on this page.

NOTE: When an address block is used with the university-wide or school signature, the tagline should always appear as a stand-alone item. See page 15 of this document.

Headline position zones for six-column grids

A. Flush left (horizontal)
B. Flush left (smaller size text/tight rag)
When using the UWM school signature, separate the tagline from the signature as shown below. The preferred two-line tagline, Powerful Ideas. Proven Results., should always appear as a stand-alone item, separate from the school signature. For areas that won’t accommodate the two lines, there is a single-line option.

The tagline is used as a design element or sign-off in conjunction with other elements on the page or panel. The stand-alone tagline graphic should always be displayed with the UWM university-wide or school signature—either on the same page or in the general vicinity. Avoid using the tagline in place of a clear and precise headline or call to action.

See how the tagline is converted into a headline format on page 10.

See how the tagline can be positioned in print applications on page 9.

On UWM signal yellow, the tagline prints in black. On a black background, the tagline reverses to white. On a color from the UWM Graphic Standards secondary palette, the tagline reverses to white or prints black.
Tagline positioning

The school signature is best used in the upper-left corner of publications. The tagline should be placed toward the bottom of the page, in the lower-right corner, or centered. See the sample applications on this page.

NOTE: When an address block is used with the university-wide or school signature, the tagline should always appear as a stand-alone item. There is a preferred, two-line tagline for this use. For areas that won’t accommodate the two lines (i.e., more layout room is needed above), there is a single-line option.

Headline position zones for six-column grids

A. Flush left alignment off banner (horizontal)

B. Flush left off center (deep zone)

C. Field for postcard content

5/8" postal regulation clear space

tagline is centered
When used in a feature or content area as more than a design element, the tagline should be used as a headline.

Where used over light background, when able, let the design overprint (as in multi-ply) for effect. When it is used over color or photo backgrounds, when able, tone back the lowercase parts of the sentence.
PHOTOGRAPHIC APPROACH TO THE BRAND

The objective of these initial ad concepts is to convey the respect we have for our accomplishments. The photographic style is heroic, portraying pride in belonging to the UWM community and welcoming the viewer to explore a place with powerful ideas and proven results.

General photographic style: Use a close-to-subject, low-angle portrait style of photography. Shoot the subjects on-site, where their confident attitude and their world can converge. To further enhance their sense of pride, subjects should look directly into the camera, however it is important that they not appear threatening or unwelcoming. The background location needs to be chosen to emphasize the physicality of where powerful ideas are born and proven. As such, the locations should be more than backgrounds and the main subjects should be posed in a way that connects them to their location. The UWM visual brand look can be expressed in both exteriors and interiors, though it works best in exteriors, where the space can be used to add drama and clarity.

Brand advertising details: For brand advertising creative, shoot the subject and background separately, and merge them in post-production. This allows the designer to control perspective and focus issues. Look for site locations where there is a grand scale, both horizontally and vertically. When shooting outdoors, look for blue skies to enhance the brand expression, and create dimension and drama. Avoid poses and camera angles that exaggerate nose length.

The lighting is to be slightly high-key on the subject with additional retouching work as needed to enhance drama.

Select locations and backgrounds that allow for placement of the logo signature and tagline. Avoid complex and contrasty situations in the lower areas of the image. Ideally, do not place the logomark signature on the body of the subject. There may be more than one subject per image, but only one is dominant.

Layout details: For print ad solutions that are right-hand pages, the person should ideally be on the left side with the logo on the right. For solutions that use the logo on the right, align left edge of the UWM art with headline vertical rule separator. A darkening may be required at the upper half of print ads for legibility of key elements.
The UWM brand photography:

**Portrait style.**

Portraiture is the primary photographic style used in the UWM brand expression. Pride and confidence can be brought into everyday scenes, turning them into powerful ideas.

*Portrait guidelines:*
- shoot at an angle that creates a sense of drama. Low angles relative to subject are preferred, but high or other angles can also be used
- maintain as much depth of focus as is feasible through use of a wide-angle lens to show the subject’s world
- avoid excessive angles of view and ultra-wide-angle lenses that create excessive distortion of the subject’s features
- artificial lighting may be added to create distinction between foreground and background, but avoid extreme effects—the location is important
- ideally have subject maintain eye contact with the camera in order to show a sense of pride
- when possible, avoid cliché heroic poses
- standing or another active position is preferred

**Candid style.**

Even in candid situations, the ordinary can be turned into the heroic by the point of view.

*Candid guidelines:*
- shoot at an angle that creates a sense of drama
- maintain as much depth of focus as is feasible through use of wide-angle lens
- artificial lighting may be added to create distinction between foreground and background, but avoid extreme shadow effects
- use eye contact when possible
- if possible try to have one person as dominant subject in the shot

**Object style.**

Objects by themselves can be seen in a new light and can promote the idea of powerful ideas at work that give way to proven results.

*Object guidelines:*
- shoot at low angles or high angles relative to the object to create the concept of powerful ideas and proven results
- maintain as high a degree of depth of focus as is feasible through use of wide-angle lens
- use of extreme lens that creates accentuation lines and shapes is good
- use natural lighting and augmented artificial light to create hyper-realism, which connotes the idea of importance
UNIVERSITY-WIDE: SAMPLE APPLICATIONS

- Screensaver
- Stainless Mug
- T-shirt
When displaying the tagline in very narrow areas, under certain circumstances, the tagline may be divided into two vertical halves split by a horizontal rule as shown in the following environmental banner.

The horizontal rule should not be used under ordinary applications. See creation of the formal tagline on page 3 and of the informal display on page 6.
Tagline position options for envelopes

The tagline on envelopes must appear as a stand-alone item, separate from the school signature, or university signature, in the following ways:

1) At bottom of envelope, when able, based on mailing standards and mail rate. For 6 x 9 envelopes use the standards shown at right. For larger or oversize envelopes use the tagline as a decorative display as shown on 9 x 12 envelope at right. When feasible, use tagline in a signal yellow color bar.

2) Centering it on the envelope flap for special emphasis.

6 x 9 envelope

9 x 12 envelope

Isolated on back flap for note card envelopes and for special emphasis.
**Headline position zones for six-column grids**

A. Flush left (horizontal)

B. Flush left (smaller size text/tight rag)

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**5.5 x 8.5 Newspaper-fold brochure cover**

```
A
B
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Fold