

University of Wisconsin-Extension

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Share your feedback and questions: logo@uwex.edu

University of Wisconsin-Extension

Why a University of Wisconsin-Extension identity?

These Identity Guidelines are designed to support University of Wisconsin-Extension educational programs by providing faculty and staff members with high-quality communications resources that help convey a consistent message to all clients and stakeholders.

A strong, consistent identity is one of UW-Extension's most valuable assets. A clear identity is one essential element in maintaining public support for UW-Extension's educational programs. These guidelines provide specific information about both the visual/graphic elements of UW-Extension's identity, as well as tips for explaining and communicating that brand through words.

For additional assistance with any of these subjects, please contact a member of UW-Extension's cross-divisional Communications Team. Contact information is available at www.uwex.edu/communications.

University of Wisconsin-Extension

Mission

Communicating about University of Wisconsin-Extension begins with a clear understanding of the institution's mission. This statement of purpose, developed in consultation with internal and external stakeholders, contains important core messages.

Select mission

The University of Wisconsin-Extension select mission approved by the UW Board of Regents on Sept. 10, 2004, is:

Through the University of Wisconsin-Extension, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work.

Fundamental to this mission are UW-Extension's partnerships with the 26 UW campuses, the county and tribal governments, and other public and private organizations. Fulfilling the promise of the Wisconsin Idea, UW-Extension extends the boundaries of the university to the boundaries of the state and helps the university establish mutually beneficial connections with all its stakeholders.

For millions of Wisconsin individuals, families, businesses and communities, UW-Extension is the doorway to their public university, enabling them to:

- Achieve personal growth, professional success and organizational effectiveness through formal and informal learning;*
- Address the changing needs of the state and society by applying relevant university research; and*
- Gain greater access to educational, cultural and civic resources through the use of technologies.*

In addition, UW-Extension supports the University of Wisconsin System mission by:

- Providing strong leadership for the university's statewide public service mission;*
- Integrating a scholarly approach to outreach across many academic disciplines; and*
- Addressing the specific educational needs of under-served, disadvantaged and non-traditional students.*

Modular mission

The first 22-word paragraph from the mission can stand alone as a summary of the entire statement. In publications where the full institutional name is previously established, the summary mission may be worded as follows:

Through UW-Extension, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work.

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Official name

First use in text

The first time the institution is mentioned in text, it should be completely spelled out:

University of Wisconsin-Extension

A hyphen (not a dash) with no spaces before or after should be used to connect University of Wisconsin with Extension.

Correct:

University of Wisconsin-Extension

Incorrect:

University of Wisconsin–Extension

University of Wisconsin – Extension

Subsequent use in text

In subsequent use, University of Wisconsin-Extension can be abbreviated as follows:

UW-Extension

Acronym use

University of Wisconsin-Extension should *not* be abbreviated as UWEX in text materials (e.g., publications, brochures/flyers, newsletters, posters, folders, media releases, reports, stationery, displays/exhibits, etc.) designed for use outside the institution. The acceptable abbreviation is UW-Extension

The acronym UWEX may be used in the following instances:

Web addresses (URLs)

Example: www.uwex.edu

E-mail addresses

Example: pat.doe@uwex.edu

Tabular material (charts, forms, etc.) where space is a consideration

Examples: charts, forms, etc.

University of Wisconsin-Extension

Logo

Download the logo

Download the University of Wisconsin-Extension logo for print and electronic use:
www.uwex.edu/logo/

Where to use the logo

The University of Wisconsin-Extension logo should be included on UW-Extension:

- Ads, display and classified
- Banners
- Building signage
- Business cards
- Displays
- Exhibits
- Governance materials (agendas, reports, etc.)
- Presentations (PowerPoint, overheads, slides)
- Promotional materials (e.g., pens, mugs, mouse pads, letter openers, clothing, lapel pins, etc.)
- Publications, print and electronic (flyers, brochures, newsletters, posters, booklets, books, binders, folders, etc.)
- Stationery (letterhead and envelopes)
- Videos, electronic broadcasts, DVDs, CDs
- World Wide Web sites

Logo colors

Use the logo in solid black or solid black with “UW-Extension blue” (Pantone 293).
Use the solid black with blue logo on all electronic materials.



Identifiers

The University of Wisconsin-Extension logo should be the primary identifier, but it can be used with the secondary identifiers described here.

Unit/division/department/office identifiers can be used with the logo.



Type style: Helvetica medium

Color: Solid black

Placement: Center the division or unit/department identifier under the logo, one x-height away from the logo's baseline. The cap height identifier in Helvetica medium matches the cap height of “UW.”

Size: The logo with identifier should not be smaller than 1 1/2” in length.

For assistance in creating the UW-Extension logo with identifier, contact vpierce@wisc.edu, (608) 263-1100.

(Logo continued on next page)

Identification Guidelines www.uwex.edu/logo/IG05.pdf

University of Wisconsin-Extension

Logo

(Continued from previous page)

When the UW-Extension logo is used in a national arena (e.g., national conferences, reports, presentations, etc.), University of Wisconsin-Extension should be used as the identifier.



Download the UW-Extension logo with University of Wisconsin-Extension identifier:

www.uwex.edu/logo

Size: The logo with University of Wisconsin-Extension identifier should not be smaller than 1 1/2" in length.

Signature

The University of Wisconsin-Extension logo used with the tagline, Learning for life, is the institution's "signature."



Download the UW-Extension signature (logo with tagline): www.uwex.edu/logo/

Size: The signature should not be smaller than 1 1/2" in length.

Multiple sponsorships

When multiple partners are involved, it is recommended that no partner logos be used. Identify other cooperating or partner University of Wisconsin institutions or agencies in the same type size and style as UW-Extension.

Logo usage tips

The only acceptable colors for the logo are solid black and solid black with "UW-Extension blue" (Pantone 293).

The logo can be used with UW-Extension's tagline, Learning for life, or a divisional or unit/departmental identifier, not both.

Don't use the logo as a background ("wallpaper") pattern.

Never use the logo at an angle.

Don't use the UW-Extension logo in a sentence. If UW-Extension is needed in a sentence, it should be text only.

If the logo needs to be used vertically to fit a format, it should run down, not up.

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Tagline/Signature

The University of Wisconsin-Extension tagline is:

Learning for life

The tagline references two key concepts in the UW-Extension mission (www.uwex.edu/about/mission/). Learning for life reflects the ability of UW-Extension clients to benefit from learning throughout their lifetime and makes the connection between higher education and life's everyday challenges.

Together with the logo, the tagline forms the official UW-Extension "signature."

Download the signature



Download the UW-Extension signature (logo with tagline): www.uwex.edu/logo/
Size: The signature should not be smaller than 1 1/2" in length.

Where to use the signature

The signature can be used on:

Ads, display and classified

Banners

Building signage

Displays

Exhibits

Governance materials (agendas, reports, etc.)

Presentations (PowerPoint, overheads, slides)

Promotional materials (e.g., pens, mugs, mouse pads, letter openers, clothing, lapel pins, etc.)

Publications, print and electronic (flyers, brochures, newsletters, posters, booklets, books, binders, folders, etc.)

Videos, electronic broadcasts, DVDs, CDs

World Wide Web sites

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Type styles

The following type styles are recommended for both print and electronic applications. All are readily available on Macintoshes and PCs.

Text type style

Serif:

Garamond

The quick brown fox jumps over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Slimbach

The quick brown fox jumps over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times Roman

The quick brown fox jumps over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sans serif:

Arial regular or Helvetica regular

The quick brown fox jumps over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Headline type style

Sans serif:

Arial bold or Helvetica bold

The quick brown fox jumps over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Unit/division/department/office identifier type style for use with the UW-Extension logo (www.uwex.edu/logo/)



Sans serif:

Helvetica medium

Note: *Sans serif type is more accessible to people with disabilities.*

Identification Guidelines www.uwex.edu/logo/IG05.pdf

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Colors

Signature colors

The official University of Wisconsin-Extension colors are:

BLACK
HEX #272425
RGB 0, 0, 0
CMYK 0, 0, 0, 100

PANTONE 293
HEX #006BB6
RGB 68, 113, 177
CMYK 100, 57, 0, 2

Black

“UW-Extension blue”

Use these colors to reinforce the UW-Extension brand.

The UW-Extension logo should appear only in these colors.

Download the print logo: www.uwex.edu/logo/download-print/

Download the electronic logo: www.uwex.edu/logo/download-web/

Coordinating colors

Four coordinating colors complement UW-Extension’s signature colors and further reinforce UW-Extension’s brand identity. These colors can be applied to print and electronic publications, presentations and promotions.

The four coordinating colors should *not* be used for text type.

PANTONE 187
HEX #F66000
RGB 174, 68, 73
CMYK 0, 100, 79, 20

PANTONE 128
HEX #F4DB60
RGB 242, 223, 128
CMYK 0, 11, 65, 0

PANTONE 4535
HEX #CCCC99
RGB 225, 217, 178
CMYK 0, 4, 30, 11

PANTONE 400
HEX #E6E6E6
RGB 212, 209, 208
CMYK 0, 3, 6, 16

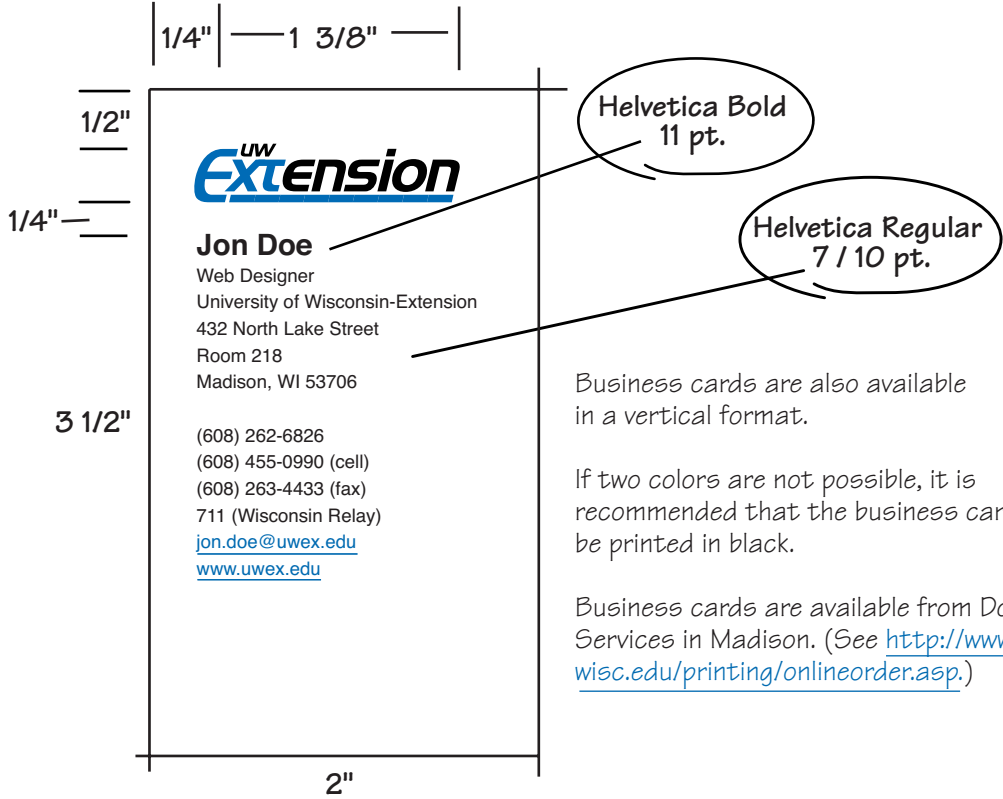
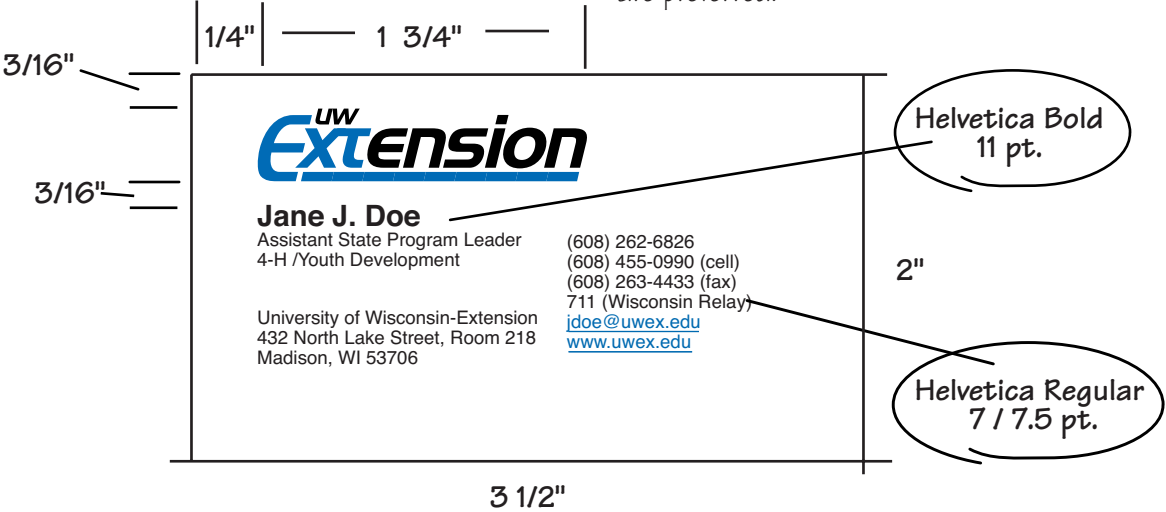
Examples of how to use coordinating colors:



Identification Guidelines www.uwex.edu/logo/IG05.pdf

University of Wisconsin-Extension Business card examples

White card-stock business cards printed in "UW-Extension blue" (Pantone 293) and black are preferred.



Business cards are also available in a vertical format.

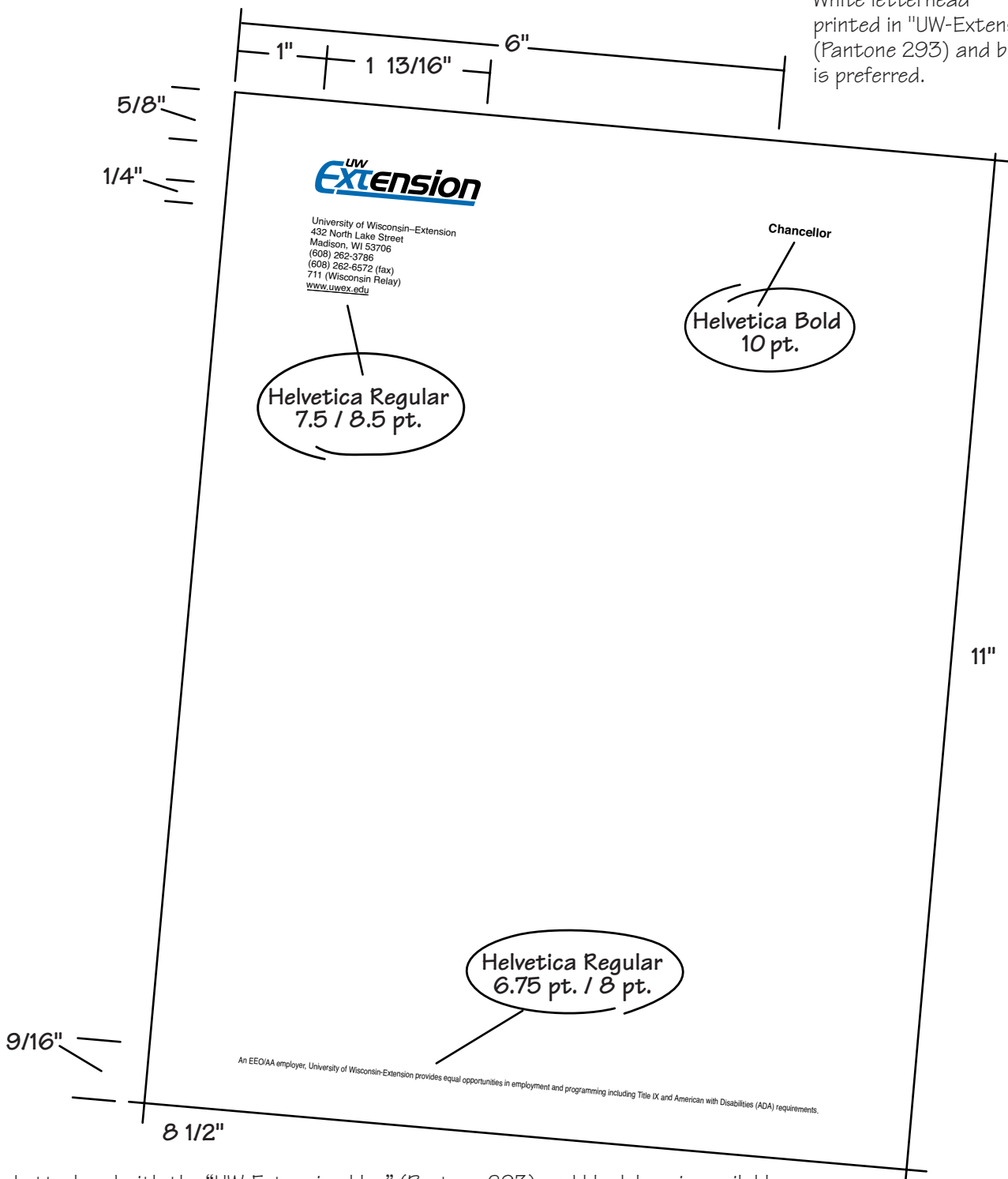
If two colors are not possible, it is recommended that the business cards be printed in black.

Business cards are available from DoIT Printing Services in Madison. (See <http://www.doit.wisc.edu/printing/onlineorder.asp>.)

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Letterhead example

White letterhead printed in "UW-Extension blue" (Pantone 293) and black is preferred.



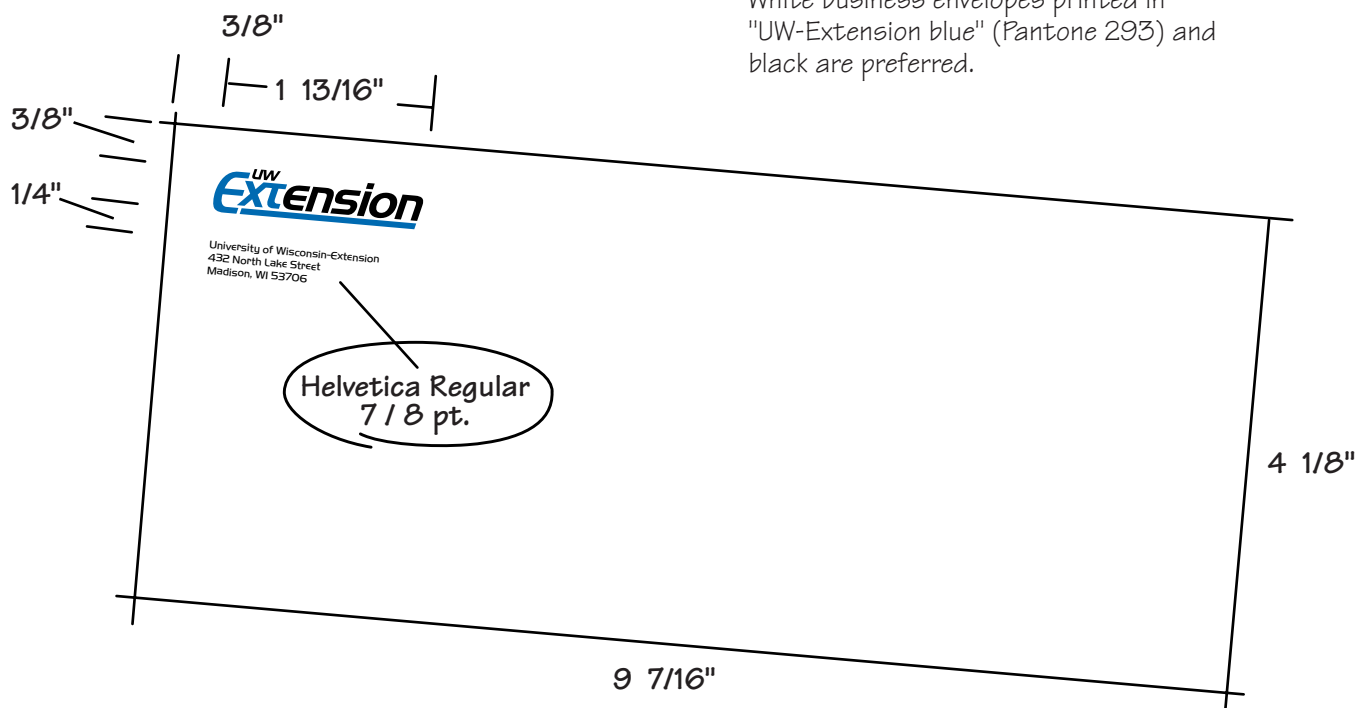
Letterhead with the "UW-Extension blue" (Pantone 293) and black logo is available from DoIT Printing Services in Madison. (See <http://www.doit.wisc.edu/printing/onlineorder.asp>.)

If two colors are not possible, it is recommended that the letterhead be printed in black.

Identification Guidelines www.uwex.edu/logo/IG05.pdf

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#10 envelope example



White business envelopes printed in "UW-Extension blue" (Pantone 293) and black are preferred.

Two-color/white envelopes are available from DoIT Printing Services in Madison.
(See <http://www.doit.wisc.edu/printing/onlineorder.asp>.)

If two colors are not possible, it is recommended that the envelopes be printed in black.

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Print order information

UW-Extension business cards, letterhead and envelopes

University of Wisconsin-Extension two-color (“UW-Extension blue” Pantone 293 and black) business cards, letterhead (8 1/2 X 11”) and #10 business envelopes imprinted with your contact information can be ordered directly from UW-Madison DoIT (Division of Information Technology). Materials will be printed and shipped within three weeks of receipt of your order.

Order forms for business cards, letterhead and envelopes:

www.doit.wisc.edu/printing/onlineorder.asp

(If you cannot access the forms online, please contact DoIT.)

Pricing information for business cards:

<http://www.doit.wisc.edu/printing/uwexcard.asp>

Pricing information for letterhead and envelopes:

www.doit.wisc.edu/printing/pricing_extension.asp

Three ways to order UW-Extension business cards, letterhead and envelopes

1. Online

Key information into the online form and send electronically.

2. Fax

Print the online form, fill in the form and fax it to: (608) 262-5747.

3. USPS mail/campus mail (for those located in Madison)

Print the online form, fill in the form, and mail it to:

UW-Madison DoIT Printing Services
30 N. Murray St.
Madison, WI 53715-2609

Questions about your order should be directed to:

UW-Madison DoIT
Digital Publishing and Printing Services
30 N. Murray St.
Madison, WI 53715-2906
Phone: (608) 262-3461
Fax: (608) 262-5747
E-mail: printing@doit.wisc.edu

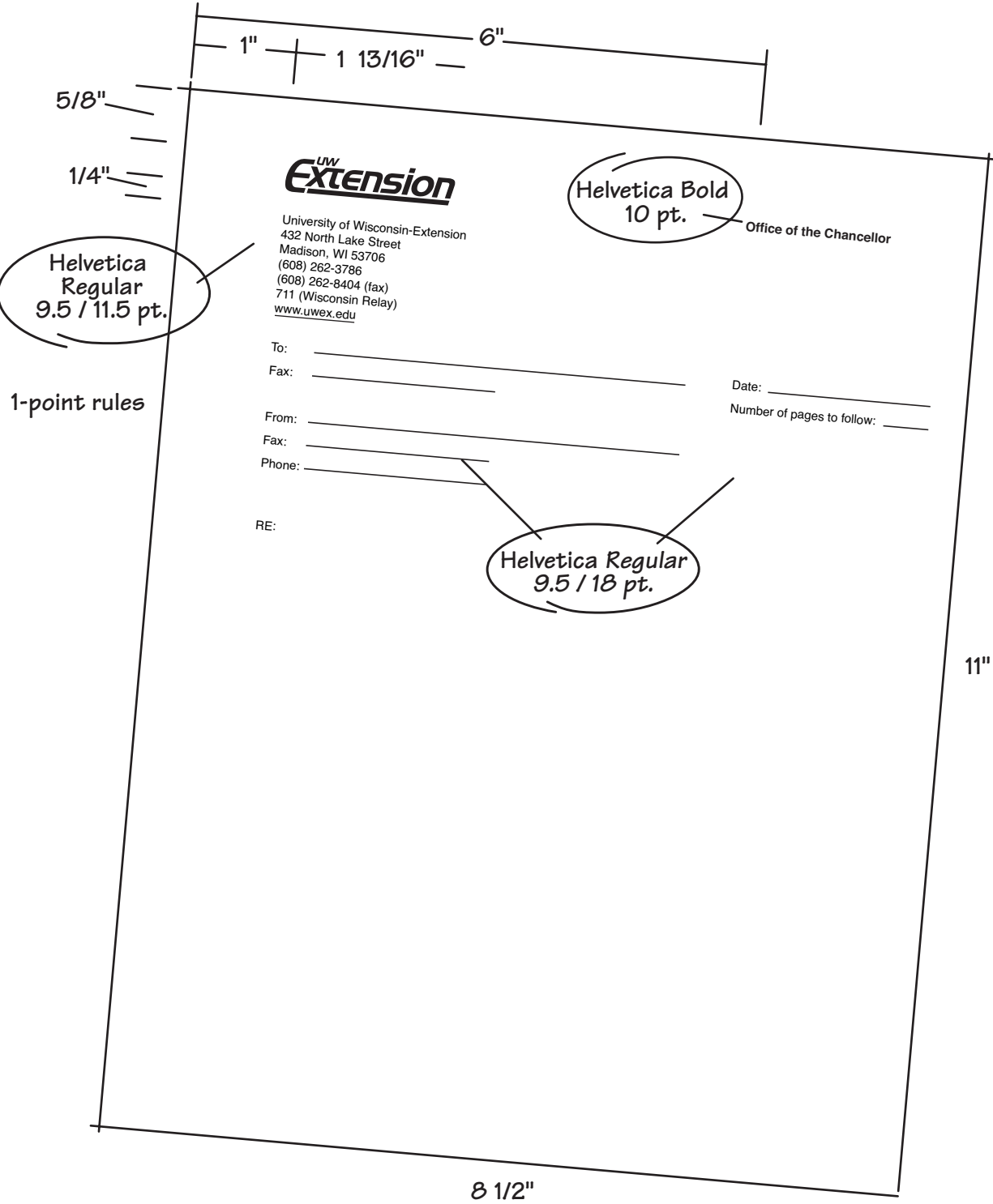
UW-Extension specialty stationery items

To order UW-Extension logo notecards, folders and more:
<http://bulk.uwex.edu/> and click on “Products and Services.”

Identification Guidelines www.uwex.edu/logo/LG05.pdf

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Fax cover sheet example



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Required statements

EEO/ADA

All University of Wisconsin-Extension publications should include the equal opportunity statement:

An EEO/AA employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements.

Accommodations

Program brochures and materials should include statements about accommodations for persons with disabilities:

Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the [program coordinator] or [office giving program].

A publication about an activity or program may also include:

Requests for reasonable accommodations for disabilities or limitations should be made prior to the date of the program or activity for which it is needed. Please do so as early as possible prior to the program or activity so that proper arrangements can be made. Requests are kept confidential.

These statements are available in Spanish:

<http://www.uwex.edu/diversity/resources/eoaa/>