 Tradition, pride, leadership and excellence are just a few of the fundamental principles exercised at the University of Wyoming. The purpose of this guide is to define the UW brand and to assist in the creation of communication pieces that bring UW and its principles to life.

We encourage the consistent use of these brand elements in your communication to ensure that we stand out among our peer institutions and uphold our commitment to our mission.

The World Needs More Cowboys
Born from the very core of the University of Wyoming, this campaign takes the school’s boldest asset and modernizes it to reflect today’s challenges. It redefines what it means to be a cowboy in this day and age, distilling it down to the inner spirit of curiosity and boldness that all who call themselves cowboys can identify with, no matter their race or gender, or whether they’re a student, faculty or alum.

That Cowboy spirit is what the University of Wyoming helps instill in students, giving them the skills and the support they need to make the breakthroughs that both they and the world are in need of.

With this campaign, we are putting out a call to those relentlessly curious enough to imagine a better world and propelling them into a position to make it. The World Needs More Cowboys, and we’re going to help make them.

Download the complete Campaign Guidelines at uwy.edu/publicrelations/marketing/
Questions about UW branding or any of the information provided in this manual may be directed to:

Institutional Marketing
(307) 766-3325 • uwmktg@uwyo.edu
Brand Summary
ABOUT THE UW Brand

In a nutshell, the UW brand is the specific use of our Steamboat mark paired with the University of Wyoming signature or initials and our brand bars and associated graphic elements.

Personal Connection
Drawing a direct and personal link between UW individuals and the audience provides an opportunity to promote UW excellence and leadership in action. This is not an avenue pursued by our competition and would be an opportunity to communicate the UW story on an enhanced, authentic level.

Photography
A key element of the UW Brand is large dynamic photos that showcase individuals in real-world settings, including the classroom, lab, fieldwork, natural environment, facilities and careers. Portraying an accurate and high-quality UW experience hinges on the use of relevant and thought-provoking imagery. Where a photo is not relevant, appropriate graphics/illustrations may be used.
The UW Signature must be present on all external materials.

The UW Signature is not to be used smaller than 2.5 inches wide for the Single Line configuration and 1.5 inches wide for the Double Line configuration. Minimum clear zone all around must be at least half the height of the signature.

The UW Signature has a specific kerning (letter spacing), and simply retyping the signature is not permitted.

The UW Signature shall only appear in UW Brown and Gold, metallic gold, foil stamped, black or white. The UW Signature must be downloaded and used as a complete graphic element. Modification of the signature is not allowed.

Download the UW Signatures
UW Signature files can be found on the Institutional Marketing webpage. [http://www.uwyo.edu/publicrelations/marketing/uw-brand-center.html](http://www.uwyo.edu/publicrelations/marketing/uw-brand-center.html)
The UW Abbreviated signature can be used on the front or back cover of all external pieces as long as the full UW Signature is present.

Each of these signatures cannot shown smaller than 1.5 inches wide and can be displayed in UW Brown and Gold, black or white. Minimum clear zone all around must be at least 20 percent of the height of the UW Abbreviated.

**Download the UW Signatures**

UW Signature files can be found on the Institutional Marketing webpage. [www.uwyo.edu/publicrelations/marketing/uw-brand-center.html](http://www.uwyo.edu/publicrelations/marketing/uw-brand-center.html)

A new policy has been implemented for college and unit versions of the UW signature. The policy and the new logos can be downloaded from Institutional Marketing webpage: [www.uwyo.edu/publicrelations/marketing/uw-brand-center.html](http://www.uwyo.edu/publicrelations/marketing/uw-brand-center.html). A form for logo exceptions can be found here as well.

If you do not see your unit logo, please contact us and we will create one for you.
Steamboat was first used by the university in 1921. Originally used on athletic uniforms, Steamboat evokes tradition, pride and spirit throughout the university and the State of Wyoming.

In most circumstances, Steamboat should only be used in conjunction with the UW Signature and should never be altered, distorted, or manipulated or merged with any other logo or element.

Steamboat may not be used as part of another logo mark without written permission from Trademark Licensing and the Institutional Marketing Department.

Steamboat Policies Relating to UW Athletics
Steamboat shall be used in its entirety, with no alterations or visual distortions. When permissible to use alone, Steamboat cannot shown smaller than 1/2 inch wide and can be displayed in UW Brown and Gold, gold foil stamped, black or white.

The Registered Trademark Symbol must always be used with Steamboat and must be placed to the lower right-hand side.

Usage Permission
Steamboat is owned by the State of Wyoming and licensed to the university for its related uses. For questions pertaining to the use of Steamboat, please contact Trademark Licensing at (307) 766-3264.
University Seal
The University Seal is reserved for formal printed materials such as diplomas, medallions, awards, designated honorary certificates and official documents from the University President’s Office.

The University Seal cannot be shown smaller than 1 inch square and can be displayed in UW Brown and Gold, gold foil stamped, black or white. Minimum clear zone all around must be at least half the height of the seal.

University Medallion
The University Medallion is reserved for Institutional projects and the UW Traditional Brand Bar only. If approval is granted, the University Medallion must be used in its entirety, with no alterations or visual distortions.

The Medallion cannot be shown smaller than 1 inch square. It may be used as it appears here, the UW Brand Bar, or in black and white. Minimum clear zone all around must be at least half the height of the medallion.
Brown and gold have been the traditional colors of the University of Wyoming since 1895, and remain one of the most identifiable components of the UW Brand.

UW Brown and Gold should remain the dominant colors in all external designs. The type of paper used may significantly affect how ink saturates and lays in final production. Please contact the Institutional Marketing Department to select an appropriate paper for your specific project.

**Complementary Colors**

These colors make excellent companions to the UW Brown and Gold and can be used in conjunction to the brand colors.

- **Cool Grey C**
  - CMYK: 67, 57, 48, 25
  - RGB: 86, 90, 98
  - Hex value: #575a62

- **Wheat Field**
  - CMYK: 32, 36, 100, 4
  - RGB: 115, 148, 48
  - Hex value: #77160c

- **Canyon Rock**
  - CMYK: 0, 88, 100, 4
  - RGB: 153, 74, 34
  - Hex value: #492f24

- **Slate**
  - CMYK: 18, 0, 100, 38
  - RGB: 23, 105, 80
  - Hex value: #77160c

- **Spring Leaves**
  - CMYK: 10, 0, 100, 33
  - RGB: 161, 165, 55
  - Hex value: #a2a42c

- **Evening Sky**
  - CMYK: 98, 80, 57, 64
  - RGB: 24, 59, 97
  - Hex value: #7a651e

- **Prairie Grass**
  - CMYK: 0, 97, 100, 50
  - RGB: 139, 24, 27
  - Hex value: #a2a42c

- **Indian Paintbrush**
  - CMYK: 32, 36, 100, 4
  - RGB: 175, 148, 48
  - Hex value: #a2a42c

- **Cowboy Boot**
  - CMYK: 85, 97, 100, 50
  - RGB: 175, 148, 48
  - Hex value: #a2a42c
University Typography

**Font Choices**

### Sans Serif Options

**UW | Gotham Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@#$%&*(.,;:'"!?/)
1234567890

**UW | Gotham Condensed Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@#$%&*(.,;:'"!?/)
1234567890

If you are unable to purchase or access Gotham, Myriad Pro can be used. Please make all attempts to use Gotham first.

**UW | Myriad Pro Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@#$%&*(.,;:'"!?/)
1234567890

### Serif Options

**UW | Adobe Garamond Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@#$%&*(.,;:'"!?/)
1234567890

**UW | Adobe Caslon Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@#$%&*(.,;:'"!?/)
1234567890

University typography should be used on all external materials.

Gotham and Adobe Garamond Pro are the preferred fonts for all UW materials, script or specialty fonts can be used on a limited basis for emphasis. Gotham is ideal for headlines and calls-to-action. Larger paragraphs of text should be set in Adobe Garamond Pro.

Photography and Videography
UW Photos

database and usage

UW’s award-winning, professional photographers provide high quality images for use in UW publications, promotional materials and websites. Using state-of-the art technology, our photographers capture staged and candid moments through visual storytelling, adding to the promotional value of UW marketing materials. The UW Photo Database provides high-quality photography for use in websites, advertisements, primary external publications and promotional materials.

Institutional Photography is a service provided free of charge to UW personnel. Priority will be given to units whose needs are directly related to institutional, college or department marketing endeavors, including:
- Recruiting students, staff and faculty
- Promoting institutional programs and news
- Fundraising

We recommend advertisements and external publications feature one large photo from the Photo Database, an approved individual photo, or an appropriate science or art related graphic/illustration. Through our review process, Institutional Marketing reserves the right to deny use of a graphic if deemed inappropriate or the use of an available photo would be more effective. Units may use any size photo within a publication; however, we encourage using medium to large photos for greater impact. The link to the UW Photo Database is on the UW Marketing Website.

“A picture is worth a thousand words”

A key element of the UW Brand is the focus on dynamic, large, high-quality and resonating imagery. The UW Brand is supported by the stories told, connections developed and personal nature of this storytelling imagery. Such imagery is used to connect the viewer with dynamic UW experiences.

Consider lighting, orientation, purpose, content, audience, the setting, juxtaposition and balance when selecting an image for your next project.
Photo and Video
MODEL RELEASE FORM

To ensure that photography can legally be used, any personal photos (photography not provided by Photo Service) must have a valid UW Model Release filed with both UW Institutional Marketing and your unit.

Photography or videography that do not have model releases cannot be used for any UW Institutional projects.

Download release forms at uwyo.edu/publicrelations/marketing/photoservice.html. Then scan and email to uwmktg@uwyo.edu; or send through campus mail to Bureau of Mines building, Room 233; or fax to 307-766-6729.
EXAMPLES OF High Quality Photography

EXAMPLE OF STUDENT/CAMPUS LIFE

EXAMPLE OF A WELL CROPPED, FOCUSED IMAGE

EXAMPLE OF IN-THE-MOMENT EMOTION AND INTERACTION
Recommendation for staff/faculty directory and profile photos:

• Units should attempt to use professional head shots (photo shoots can be requested from UW Photo Services).
• Units can use a field, lab or classroom photos that show the individual in action (photo shoots can be requested from UW Photo Services).
• Another option is to re-purpose a photo as shown in the example on this page.
Videography

PRACTICES AND PROCEDURES

Institutional Marketing maintains an official university YouTube channel: www.youtube.com/uwyo. All UW units are required to make their public-oriented videos available for this channel.

UW branded intro and exit graphics are available through Photo Services and should be used on all approved UW promotional videos to maintain a consistent message. All videos not created by Photo Services need to reviewed and approved by Institutional Marketing.
Business Communications
Stationery

**Letterhead**

University letterhead and business cards are available in a two color combination: Gold leaf and process black ink. Envelopes are available in process black ink only. All materials are printed on white paper stock only. These stationery materials are ordered by and printed for each recognized UW unit, department or program and are made available on a contractual basis with an approved print vendor.

**Letterhead**

Institutional letterhead bearing the UW Signature is authorized for official UW use only. Personal use or use by individuals not affiliated with the university is not permitted. Letterhead is available with the UW Signature stamped in gold foil and the unit name, address and other contact information printed in black. **To order letterhead and/or envelopes, please contact Modern Printing at (307) 745-7344 or Orders@ModernWyoming.com.**

Use of a departmental or special event logo and/or text is acceptable if placed in the lower left, lower center or lower right position of the page. The logo and/or text shall be printed in a screen of black ink and no more than 2 square inches in size.

Computer generated letterhead: Because of reproducibility, use of a computer-generated UW Signature on any correspondence or document is intended for on-campus use only.

For examples or access to on-campus use only MS Word documents, contact the Institutional Marketing Department.
Stationery

**ENVELOPES AND BUSINESS CARDS**

Envelopes (standard, #10) are to be printed with the appropriate UW Signature and return address in black ink only on a white woven stock.

The UW Signature is positioned in the upper left-hand corner of the envelope in the flush left justification. Each unit may then have its name, address and other contact information printed in black, directly under the UW Signature. To order letterhead and/or envelopes, please contact Modern Printing at (307) 745-7344 or Orders@ModernWyoming.com.

**Business Cards**

Business cards are on heavy white stock with the UW Signature stamped in gold foil. Individual contact information will be printed in process black. An order form for UW business cards is available online at: [https://www.uwyo.edu/mktgcomm/businesscards/](https://www.uwyo.edu/mktgcomm/businesscards/). Cards will be printed with the information seen here (totaling a maximum of seven lines).

Name: 11 point Futura Light
Title: 9 point Futura Light
Personal Contact Information: 7 point Futura Light

John Doe
Assistant Professor, Algebra and Combinatorics
Department of Mathematics
Dept. 3036, 1000 E. University Ave., Laramie, WY 82071 [mail]
202 Ross Hall (office)
(307) 766-2222 • (307) 399-8231 [cell] • (307) 766-3333 (fax)
jdoe@uwyo.edu • www.uwyo.edu
Powerpoint Presentation Guidelines

When developing any external PowerPoint presentation UW Brand Standards guidelines outlined in this manual must be followed. Institutional Marketing also recommends using UW templates for internal presentations as well. PowerPoint templates are available on the Institutional Marketing webpage. uwyo.edu/mktgcomm
Nonprofit Mail Permits and Mailing Lists
Departments that choose to use any of the University’s nonprofit bulk mail permits and/or authorized indicias to mail publications must comply with United States Postal Service and UW Bulk Mail Services policies.

Departments are expected to perform Mail Update processes internally prior to use of any mailing list. Neither UW Bulk Mail Services nor the United States Postal Service will accept responsibility for the return and/or associated fees of print publications.

All direct mail publications must display the UW Signature in the return address of the mailing panel above the name of the sponsoring unit or program. USPS mailing regulations state:
• All newsletters must utilize only the top 1/3 of the back page as the mailing panel.
• Other mailing panel orientations will not be mailed.
• A 3/4 inch space must be left clear for USPS bar-coding.
• All external mailings must include a nonprofit indicia provided by the print vendor.

For more information, please call the UW Mail Services manager at (307) 766-4297.
**PROJECT MANAGEMENT**

**Timeline**

Contact Institutional Marketing to begin this process at (307) 766-2379

| Prior to project initiation | • Designers may contact Institutional Marketing to arrange a design development meeting.  
|                            | • Develop a project timeline.  
|                            | • Photos selected from the Institutional Photo Database |
| 8 weeks prior to desired delivery date | • Begin design  
|                                    | • Text and photos to designer |
| 5–7 weeks prior to desired delivery date | • Design and proofing between designer and client. |
| 4.5 weeks prior to desired delivery date | • Client fills out Bid form at uwyo.edu/auxserv/graphic-design-services  
|                                    | • Upon final approval of design, provide Institutional Marketing with the final production materials for review. |
| 3.5–4 weeks prior to desired delivery date | • Bids sent out by Procurement Services to determine printing vendor. |
| 2.5–3 weeks prior to desired delivery date | • Bids open to determine printing vendor.  
|                                    | • Client issues purchase order to selected print vendor (vendor is not permitted to start production until P.O. is received).  
|                                    | • Mail/upload production materials to successful print vendor. |
| 2 weeks prior to desired delivery date | • Proof from printer reviewed/approved by client.  
|                                    | • Mailing list and postage payment delivered to vendor. |

*Vendor mail processing: Please anticipate a three to five business day delay to account for mail list processing and final mailing of design files.

**Variable data processing:** Please anticipate a five to seven work day delay to account for additional variable data printing.
Bidding
Invitations to bid on printing will be accompanied by Printer Specifications prepared by UW Publication clients and submitted through University Graphics, cmittles@uwyo.edu. Any print publication project expected to exceed $2,500 in value must be bid through the UW Procurement Services Office. Bidding is the responsibility of the UW Procurement Services Office. Whenever practical, a minimum of seven days is allowed for the initiation and return of bid invitations. Bids may be emailed to djsircin@uwyo.edu or faxed to (307) 766-2800.

All bids must be paid using the UW Purchase Order (PO) process, through Procurement Services or arrangements to use a PCARD, at vendors discretion. No design files may be sent out for print production without a processed Purchase Order or PCARD.

Design Proofs
Every time a publication is sent to print, the design must provide a color accurate, trimmed and assembled hard-copy mock-up and a CD-Rom with design files (including original design source files and a PDF/X-1a:2001).

Printer Specifications
Printer Specifications stipulate all details associated with the production of the publication. If a print vendor knows, at the time of bidding, that the specified details and/or delivery date cannot be met, the invitation can either be returned as a “no bid” or with an alternate and guaranteed delivery date. The university is under no obligation to accept an alternate delivery date. These specifications include standard UW policies that should be read and noted by vendors before any bid is submitted.

Should any ambiguity or conflict in the specifications become apparent to any bidder, he/she shall call the publications coordinator or the UW Procurement Services buyer for an explanation prior to submitting a bid. Any changes to printer specifications during the bid process must be submitted to all included vendors in writing.

Production Materials
Unless otherwise specified, all production materials will be sent upon acceptance of the bid as identified by UW Procurement Services. When production materials are sent later than specified, the University will request an adjusted turnaround (in number of working days) comparable to that originally requested. Work on, or processing of, production materials should not commence until the numbered UW purchase order is received.

Procedures continue on page 45
Print Publishing
PROcedures CONTINUED

Payments
No payment for delivery of any materials will be authorized until the following conditions (if applicable) have been met:
1. Complete return to the appropriate coordinator of all production materials furnished by UW. This includes four-color scans or separations, color proofs, dies, etc., developed by the vendor for completion of a specific university job.
2. Delivery of required number of samples, as listed in the original bid specifications.
3. Submission of an itemized invoice for charges as bid, along with supplemental charges (e.g. author’s alterations), sent to the client identified as the funding source on the University purchase order.

Printing Standards
An Institutional Publications coordinator may require press proofing at the vendor’s plant when printing involves four (or more) colors or other specialized printing. Any costs associated with press proofing (if requested in the specifications) will be itemized on the original bid. Once a press proof is accepted as quality, this proof will be signed and dated by the UW coordinator or UW client and used as the printing standard for the job in progress.

It is the responsibility of the university client to inspect all printed materials within five working days following receipt to determine condition, quantity and printing quality.

For detailed information, please visit uwyo.edu/procurement
Equal Opportunity Statement

The university is obligated to comply with several federal laws and regulations related to equal employment opportunity. The equal opportunity clause shall appear on all publications:

The University is committed to equal opportunity for all persons in all facets of the University’s operations. All qualified applicants for employment and educational programs, benefits, and services will be considered without regard to race, color, religion, sex, national origin, disability or protected veteran status or any other characteristic protected by law and University policy.

If you have questions, please contact:

Office of Employment Practices
Bureau of Mines, Room 318
1000 E University Ave, Dept 4307
Laramie, WY 82071
Phone: (307) 766-5608
Fax: (307) 766-2742
Email: JForsyth@uwyo.edu
Exterior building signs are designed by University Facilities Planning and maintained by the University Physical Plant. All exterior signs are to be approved by UW Facilities Planning.

- Signs are designed to match UW Brown with white lettering.
- All sign text should be Helvetica Medium.
- Only the UW Signature or UW Abbreviated Signature may appear with the sign text.
- As new signs are developed the below UW Abbreviated Signature will be used.

Signage policies apply to all UW units including athletics and off-site facilities. Direct all signage questions to UW Facilities Planning at 766-2250.

Signs and vehicle identification are among the most visible representations of the UW Brand around the campus, as well as the state, and therefore play an important role in the appearance of the university. Campus signs are governed by three goals, as identified by the 2010 UW Long Range Development Plan.

1) Promote a distinctive identity and unified character on campus.
2) Establish a coherent signage and gateway hierarchy to navigate to and through campus
3) Provide information about the physical layout and organization of the campus.

Included in the signage hierarchy are: off-campus signs, boundary markers, on-campus directional signs, on-campus directories, temporary signs, in addition to signs for buildings, parking, shuttle buses and universal design. The design specifications for vehicle identification and some facility signs can be found on the following pages.
Signs and Other Identification

Interior Building Signs
Interior identification and way finding signs are to comply with all currently approved building codes and current revision of the Americans with Disabilities Act Accessibility Guidelines (ADAAG) approved by the U.S. Department of Justice. Direct questions regarding interior building signs to UW Facilities Planning at 766-2250.

Parking Signs
University parking signs are managed by Transit and Parking Services (TransPark) and maintained by the UW Physical Plant. Contact TransPark at 766-9800 with questions regarding parking signs.

Other Signs
Other signs, such as campus vehicular and pedestrian traffic signs, are maintained by the University Physical Plant. Please contact the Service Desk at 766-6225 with questions regarding these signs.
Signs and Other Identification

Vehicle Identification
All UW vehicles shall display only the official UW Abbreviated Signature. Contact UW Fleet Services with regards to vehicle decals. As new decals are developed, the UW Abbreviated Signature will be used.

Exhibits and Displays
The university’s internal and external exhibits and displays should prominently feature the UW Signature or Abbreviated Signature. Brand standards guidelines for the typeface, size, configuration, encroachment and color apply.

Lecterns
Only the UW Signature or Abbreviated Signature shall be used on a UW lectern, centered and presented in black, white, brown or gold, so it can be viewed easily by the audience. All brand standards guidelines on typeface, size, configuration, encroachment and color apply. As new graphics are developed, UW Abbreviated Signature will be used.
Institutional Marketing and Information Technology are working hand-in-hand to further develop digital signage “An image is worth a thousand words” technology on campus. Signage designs use UW Brown or an approved textured, gradient background and the UW Brand Bar. All other space is open for development by individual designers. Contact 766-4357 (option 1) or userhelp@uwyo.edu for questions about digital signage.
Appliqués and Name Tags
Uniforms

Uniforms shall, whenever practical, display the UW Signature. Garments may be in any color or combination of colors as designated by the department or unit and as appropriate to the assigned duties. The UW Signature shall be displayed in black, white, UW Brown or UW Gold, always in contrast to the color of the uniform. Brand standards guidelines for typeface, size, configuration and encroachment apply. As is the case with publications, the UW Signature shall be placed above the unit’s name. Futura Light is to be used for name and department information.

Shirts, Blouses, Jackets and Coats
The UW Signature shall be centered directly above the left breast pocket (or that location if there is no pocket). It may also be centered on the back of the item of clothing about one-third the distance between the neck and the waist, measuring from the neckline.

Athletics, Band, Cheerleading Uniforms
These uniforms should use some combination of white, brown and gold. An effort should be made to select colors of material that closely resemble the PMS colors for printing.
Appliqués and Name Tags

Shoulder Patches, Appliqués or Embroidery
Patches, appliqués, or embroidery may be used with the UW Signature and unit as identification on a uniform. The UW Signature and unit name shall be boxed. The patch, appliqué or embroidery may be reproduced in a black or blue thread on white background, brown on a gold background, gold on a brown background or brown and gold on a white background. The preferred placement is on the left shoulder or on both shoulders. Individual employee name patches now in use shall continue to be used.

Caps and Helmets
The UW Signature shall be displayed on the face of the cap or helmet, parallel to the brim and centered above it or on the front of a billed cap. It may be screen-printed, appliquéd, embroidered or (patch) sewn on to the cap. The design shall be centered directly over the bill of the cap, horizontally between the bill and crown. The same color combinations apply as for shoulder patches.

Name Tags
Special orders of reusable or custom-printed name tags for university-affiliated individuals should bear the UW Signature placed at the top of the name tag. See sample for placement of UW Signature and type suggestions. Computer generated name tags may also follow the sample format.
Licensing, Sponsorships and Marks
The Trademark Licensing Office is responsible for monitoring and controlling the commercial use of university trademarks, both on campus and in the commercial marketplace. The Trademark Licensing policy applies to items bearing the University indicia that are used for resale, internal consumption, give-aways or other promotions and/or marketing or public relations. It is the responsibility of campus departments to know, understand and adhere to UW’s Trademark Licensing policies. Proper use of the University’s indicia legally protects the University’s image and distinguishes UW from other institutions. These policies can be found at www.uwyo.edu/uwlicensing.

The university does not permit the use of campus facilities or its name and trademarks in sponsorship, advertising, filming or external marketing activities without proper approval from the UW Licensing Trademark Office.
Whether the university is referred to as “UW,” or the home of the “Wyoming Cowboys,” or “Pokes,” it is done so in the spirit of the University of Wyoming. These informal references are oftentimes communicated through clothing and other spirit items and serve as an important element of the university’s identity.

Commercial products licensed through the Trademark Licensing Office and intended for resale are not subject to the same policies as identified in this guide. However, commercial items purchased by UW departments are subject to the UW Brand Standards guidelines.

**Pistol Pete**

The Pistol Pete mark may only be used by the Department of Intercollegiate Athletics, Club Sports, on commercial products, or on any material where a “spirit” mark is appropriate.
Websites
Institutional websites throughout uwyo.edu have a consistent brand appearance along with the flexibility for individual customization within college, department and support-unit sites. You are encouraged to download the Website Style Guide (.pdf) at uwyo.edu/web/manuals, as this document will provide you with detailed information on each template’s use and appearance in the university’s CMS (Content Management System).

**Institutional Websites**

**CMS platform:** Websites built using the CMS are categorized as institutional websites. An institutional website is designated as an individual website for a college, department, division or other unique and independent unit on campus. Website requests for specific initiatives are discouraged and should reside within an existing institutional website. The CMS subsite functionality can be used to create the look and feel of a standalone website within a parent site.

Institutional Marketing supports websites within UW’s CMS system and provides technical assistance to all CMS users. Institutional Marketing also can assist units to determine which type of web based solution is right for them and provide consultation to help units succeed with their online initiatives. No matter what website questions you have, Institutional Marketing is eager to help you.

**Non CMS sites:** Individuals and units not requiring use of the CMS can request a website through Information Technology. All UW websites, regardless of CMS or an alternate platform, are required to meet UW Brand Standards and content guidelines. It is encouraged that all UW websites use the appropriate global header provided by Institutional Marketing.

On the Web continues on page 24
Logos and departmental contact information: Individual college, department and unit logos should be placed in the lower left hand corner of your page in the Contact Us area. The logo should be no more than 200 pixels wide. The UW logo should not be repeated within page designs, as it already appears in the global footer.

Personal email addresses should not be used as the general contact email on websites. Instead, a general contact email should be used. For information on setting up a general email account, contact the Information Technology Help Desk.

Choosing photos: Whenever appropriate, photos should come from the UW Photo Database. If you wish to use a photo on a webpage not from the database, please consult with Institutional Marketing. Images must not be stretched in any way, display pixilation or substandard resolution. All images should have appropriate alternative text so anyone using assistive technology can hear an accurate description of the image. For this reason, text on images should be avoided. To achieve the best user experience and rendering speed, images should be optimized for the web.

Additional guidelines and resources: Personal opinions may only be posted on personal websites, not on college, department or support-unit sites.

All websites must meet Web Content Accessibility Guidelines (WCAG) 2.0 Level AA. In addition to this, please see our ADA Guidelines document and other manuals and training support at uwyo.edu/web/manuals.

CMS Support: uwyo.edu/web

Photo Database: uwyo.edu/web/kb/photo-database.html

Information Technology Help Desk: uwyo.edu/infotech/services/helpdesk/

The regulations and presidential directives of the University of Wyoming govern the use of websites, uwyo.edu/generalcounsel.

WyoWeb: WyoWeb is intended to serve the university community with all internal communication. Please contact the Information Technology Help Desk for assistance.