

# UW BRAND STANDARDS MANUAL 2011



UNIVERSITY OF WYOMING

## A MESSAGE FROM PRESIDENT BUCHANAN

UW Community,

The University of Wyoming has steadily increased in depth and breadth of academic quality and rigor since 1886. While this progress has always driven growth and further refinement, no period in our institution's history offers more opportunity than today. UW is well positioned with generous state support, global connections, and invaluable academic and research programs. There is no limit to what UW can achieve.

It is time that we communicate this message to our state, regional, national and international audiences. The Institutional Marketing Plan and Brand Standards Manual provide the guidance to heighten our visibility and maximize the efforts of all marketing initiatives. Promotion of UW's brand will provide a solid foundation upon which all units can promote and achieve individual marketing goals. I fully support the initiatives to generate awareness of UW's brand, which will promote UW's mission, vision and goals, strengthen state pride, and promote recruiting, fundraising and outreach efforts.

Thank you,  
Thomas Buchanan, President



## BRAND STANDARDS USE

The Brand Standards Manual (BSM) was written and compiled by the Institutional Marketing Department with the support of the President's Office and the Institutional Marketing Committee. This document received final review from the President's Executive Council in August of 2010.

The BSM is UW's set of institutional marketing guidelines, policies and recommendations that provide focus and consistency for print and interactive design, photography, signage, key messaging, writing styles, and communication standards.

The scope of this manual includes all academic and administrative units with operational monies administered by UW. To ensure the integrity of the university's brand, all units must adhere to the enclosed institutional policies and guidelines.

## QUESTIONS?

Questions pertaining to any information provided in this manual may be directed to:

Institutional Marketing  
105 Bureau of Mines  
(307) 766-3325  
[uwmktg@uwyo.edu](mailto:uwmktg@uwyo.edu)



## A MESSAGE FROM YOUR UW MARKETING DIRECTOR

The Institutional Marketing Department is devoted to showcasing the quality and prestige of our great institution. The brand outlined within this BSM is the result of an immense amount of research, testing, creative development and university-wide collaboration. The brand elements and guidelines within will help to consistently set the stage for our unique community to shine in a manner that will elevate our institution to the status and recognition it deserves.

Our brand development process has been amazingly collaborative and I want to thank all those that have worked so hard to help carry out this mission.

Thank you,  
Montica Willmschen,  
Director of Institutional Marketing

### INSTITUTIONAL MARKETING DEPT:

Brandon Gellis, Publications  
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Pat Wolfinbarger, Web Designer/Developer

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### UW'S INSTITUTIONAL MARKETING COMMITTEE:

Tana Stith.....College of Agriculture  
Steve Farkas.....Johnson Career Center  
Jane Barghothi.....Institution  
Dan Ewart.....Information Technology  
Jeff McDonald.....Outreach School  
Shaun Ziegler.....Trademark & Licensing  
Noah Buckley.....Admissions

Robert Morrison.....Information Technology  
Kent Drummond.....College of Business  
Jennifer Kost.....Athletics  
Toby Marlatt.....Foundation  
Michael Ziemann.....Facilities Planning  
Cameron Nazminia.....2010-11 ASUW



## WHAT IS A BRAND?

A brand is a culmination of words, images, ideas, and emotions. A successful brand creates an emotional connection between the viewer and an organization. A clearly defined and supported brand identity is the cornerstone of any successful organization.

A clearly defined brand should be the first thing that comes to mind when someone thinks about the University of Wyoming. An Institutional Brand provides consistency throughout the university to ensure consistent top of mind results. The brand design will be used in all major university publications, stationery, promotional materials, signage, and the website.



# CONTENT

INSTITUTIONAL MARKETING.....	6
UW BRAND SUMMARY.....	8
UNIVERSITY MARKS.....	26
PHOTOGRAPHY.....	41
VISUAL BUSINESS SYSTEM.....	47
SIGNAGE.....	51
DIGITAL SIGNAGE.....	56
APPLIQUES AND NAME TAGS.....	58
LICENSING, SPONSORSHIPS, AND MARKS.....	61
MARKETING CAMPAIGN.....	64
ADVERTISING AND PRESENTATIONS.....	68
PUBLICATIONS.....	74
WEBSITES.....	83



# INSTITUTIONAL MARKETING



## THE VALUE OF INSTITUTIONAL MARKETING

Institutional marketing builds a base of knowledge and perceptions in the minds of current and potential constituents cementing the institution's place in the higher education marketplace. By basing our perceived place in the market on a consistent set of institutional values unique to the UW, we are able to better attract, recruit and retain constituents who build lasting relationships with the university. These relationships benefit every unit on campus.

While any program on campus has a unique set of benefits, a differentiating factor comes from its inclusion in the University of Wyoming. The Brand Standards have been developed to showcase the unique values and benefits of the university as a whole and therefore enhance any campus marketing initiative.

Marketing within the framework of the Brand Standards Manual allows all pieces to both represent their unique content focus while building the reputation and understanding of the University of Wyoming. The Brand Standards have been developed to showcase the unique values and benefits of the university as a whole and therefore enhance any campus marketing initiative. It is of utmost importance to maintain the Brand Standards, especially in the beginning, as it will allow our audiences to build a better understanding of and connection to UW.



# UW BRAND SUMMARY



## THE OBJECTIVE OF THE UW BRAND

The objective of the UW Brand is to increase awareness of UW's hidden assets, provide a consistent top of mind awareness among all audiences, and influence audience decisions to better support UP3 initiatives.

In developing this brand, research conducted on the University of Wyoming showed consistent brand characteristics among the various audiences including students, parents of students, alumni, legislators, donors, staff, faculty and the general public. The main brand characteristics identified are:

**AUTHENTIC**  
humble, real, heritage

**PEOPLE**  
connectivity, community, diversity

**LOCATION**  
nature, resources, safe

**GLOBAL**  
research, reach

**JUXTAPOSITION**  
balanced, diverse

**ADVENTURE**  
academic, recreation, preparation

**HOLISTIC**  
natural, all encompassing, values

These brand characteristics are a strong platform for the development of the UW Brand.

UW's Brand design focuses on a mature use of the university colors and textures, white space, the UW Signature and medallion, and people-centric photos and connections.



## UW'S BRAND

The UW Brand consists of key elements, which are vital to its longevity, accuracy, dynamic appeal and reach.

### UW BRAND BAR

The UW Brand bar is quite possibly the most important element of the UW Brand design. The consistent use of the brand bars showcases the key elements identifying UW. The UW Brand bar must be present on all external UW materials, and includes the UW colors, the UW Signature or Abbreviated Signature, and the UW Medallion.

### IMAGERY VARIATIONS

A key element of the UW Brand is the use of large dynamic photos that showcase individuals in UP3-focused settings including the classroom, lab, fieldwork, natural environment, facilities and careers. Portraying an accurate and high-quality UW experience will hinge on the use of relevant and thought provoking imagery. Such imagery is intended to promote the six areas of distinction while creating an authentic connection with the audience. Where a photo is not deemed relevant, appropriate graphics/illustrations may be used.

### IMAGERY/TEXT TEXTURE TREATMENT

Depth is subliminally promoted via granular design elements, indicative of the layers and complexity of UW. Texture resides in practical and Wyoming based elements including wood, leather, stone, and blue jean grains. To prevent brand degradation, only approved textures may be used. Texture and depth also reside in dynamic imagery with unique angles, stark contrasts, rich colors and an in-depth feature focus.

### PERSONAL CONNECTION

UW's most significant hidden asset is its people. Drawing a direct and personal link between UW individuals and the audience provides an opportunity to promote UW access, excellence and leadership in "action." As previously noted, this is not an avenue pursued by our competition and would be an opportunity to communicate the UW story on an enhanced, authentic level.



# UW BRAND ELEMENTS

## UW INSTITUTIONAL MARKETING BRAND BAR



UW's Brand consists of a few key elements, all wrapped into the UW Brand bar. All elements must remain as one unit, unchanged and intact. The UW Brand bar consists of:

### INSTITUTIONAL MARKETING USE ONLY. USE FOR ALL EXTERNAL MATERIALS

- UW Signature
- Medallion
- Color bar - brown, textured leather
- Key Messaging text
- Gold gradient trim line
- Graphic Border trim (seen on next page)
- Imagery texture treatment (seen on next page)
- UW website

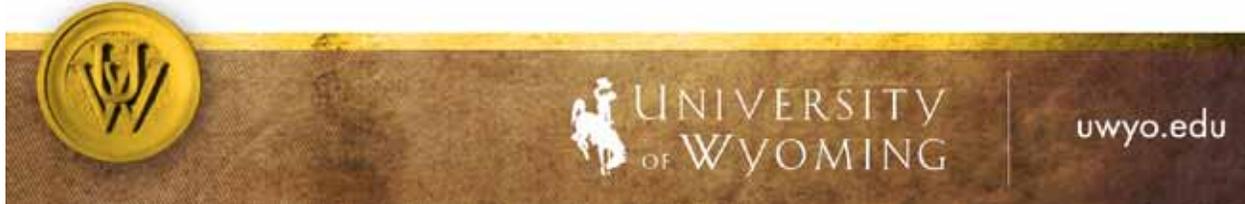
### VARIATIONS

The Institutional Marketing Department may develop variations of the UW Brand bar for Institutional purposes only.

This **may not** be done by any unit or persons without express knowledge and permission from the Institutional Marketing Department.

UW Brand bars do not replace the UW Signature. The UW Signature variations must still be present on all external pieces, either within the Brand bar or as a stand alone element. See further details in this section pertaining to use of the UW Brand bars. Stand alone use of the UW Signature variations include mailing areas, mail reply forms, publication back covers when the UW Brand bar appears on the front cover, promotional materials, content based advertisements and advertisements less than 1/4 of an 8x10" page, the UW Visual Identity System, all signage, publications without a cover photo, and supportive publications.

## INSTITUTIONAL BRAND BAR



## INSTITUTIONAL UNIT IDENTIFYING BRAND BAR



## USE FOR ADVERTISING, PRIMARY\* SUPPORTIVE, AND EVENT PUBLICATION MATERIALS

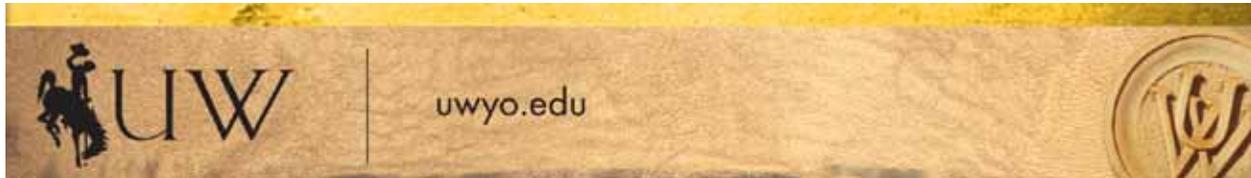
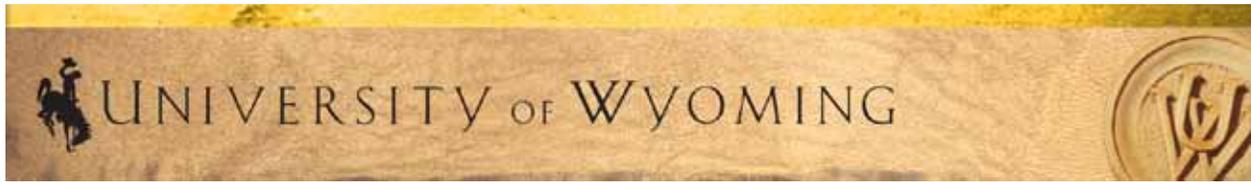
- UW Signature or Abbreviated Signature
- Medallion
- Color bar - brown, textured leather
- Gold gradient trim line
- This UW Abbreviated Signature, as shown, may not be used on any advertisements.
- Unit Identified Brand bars may only be used as bottom orientation UW Brand bars.

\*Primary/Flagship: a units promotional publications including annual reports, main-promotional recruiting and funding materials, and display banners if used as a recruiting piece.

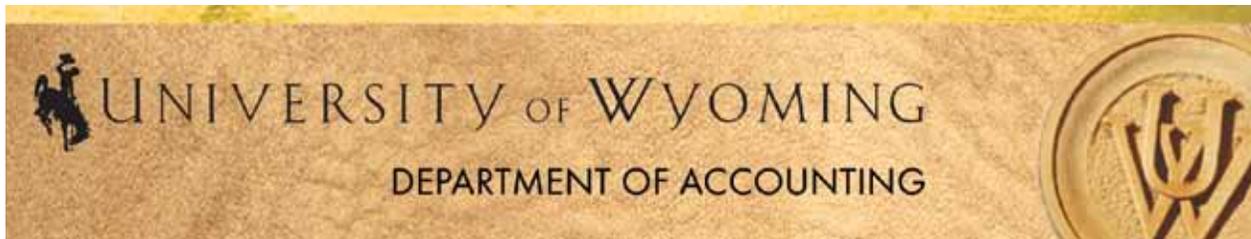
UW Brand bars are available in top, bottom, right, and left orientations, always with the UW Medallion and the gold gradient bar facing inwards.

**OUTSIDE OF THE INSTITUTIONAL MARKETING DEPARTMENT, NO UNIT OR PERSON MAY CHANGE OR AFFECT THE UW BRAND BAR.**

## SUPPLEMENTAL BRAND BAR



## SUPPLEMENTAL UNIT IDENTIFYING BRAND BAR



## USE FOR SUPPORTIVE AND EVENT PUBLICATION MATERIALS\*

- UW Signature or Abbreviated Signature
- Medallion
- Color bar - brown, textured leather
- Gold gradient trim line
- This UW Abbreviated Signature, as shown, may not be used on any advertisements.
- Unit names under UW Signature.
- Unit Identified Brand bars may only be used as bottom orientation UW Brand bars.

\*Supportive: a units supportive promotional publications include non-unit materials (i.e. postcards, small newsletters, secondary publications).

Recommendation: use of the Institutional Brand bar on supportive and event publications. However, in the event that a unit has numerous supportive publications units may fluctuate between the Institutional and Supplemental Brand bar.

UW Brand bars are available in top, bottom, right, and left orientations, always with the UW Medallion and the gold gradient bar facing inwards.

**OUTSIDE OF THE INSTITUTIONAL MARKETING DEPARTMENT, NO UNIT OR PERSON MAY CHANGE OR AFFECT THE UW BRAND BAR.**

## USE OF BRAND BARS

### BRAND BAR CONTENTS

The UW Brand bar contents are limited to the UW Signature variations, the medallion, and the UW website or unit names. Customized name bars may be requested by each unit.

### BRAND BAR PLACEMENT

Placement of the UW Brand bar is restricted to top, bottom, left, and right with the UW Medallion and gold gradient always facing inward.

### BRAND BAR USE

The Institutional UW Brand bar (brown/gold) is required on all advertisements over 1/4 of an 8x10" page, and all external publications (some exceptions apply, please read within).

Either the Institutional UW Brand bar (brown/gold), or the Supplemental Brand bar (tan/gold), must be used on all external publications.

Internal publications (staff, faculty, and current students) do not require use of a UW Brand bar.



# UNIT MATRIX

## WHO ARE YOUR TARGET AUDIENCES?

Prospective students and families, faculty, and staff; donors; state and national legislators; industry; general public and international groups

Current students and parents, faculty and staff

## WHAT IS YOUR UNIT'S PRIMARY OBJECTIVE?

Recruiting students, staff and faculty, promoting Institutional programs, and fundraising.

**TIER 1**

*Admissions*

*Colleges*

*Institutes and Schools,  
Foundation, Outreach,  
President and V.P. Offices*

**TIER 2**

*Departments and units  
within Institutes and  
Schools, Alumni, ResLife  
& Dining*

**TIER 3**

*Greek life, ASUW, RSOs,  
Faculty/Staff Senates*

Providing Institutional information, and supporting recruiting and fundraising efforts.

Promoting campus groups, activities, and events.

\*We expect that there will be exceptions based on partnering relationships and other circumstances. Please contact UW Institutional Marketing to discuss design perimeters.



# PROJECT MATRIX

## WHO ARE YOUR TARGET AUDIENCES?

Prospective students and families, faculty, and staff; donors; state and national legislators; industry; general public and international groups

Internal Audiences

## WHAT IS THE PURPOSE OF YOUR PROJECT?

Primary recruiting and fundraising publications and advertisements.

### PRIMARY

Examples include:  
*Viewbooks, faculty/student/staff recruiting advertisements and banners, college and department brochures.*

Informational and supportive publications.

### SUPPORTIVE

Examples include:  
*Newsletters, annual reports, guidebooks.*

Fixed-term publications and advertisements, and job posting advertisements.

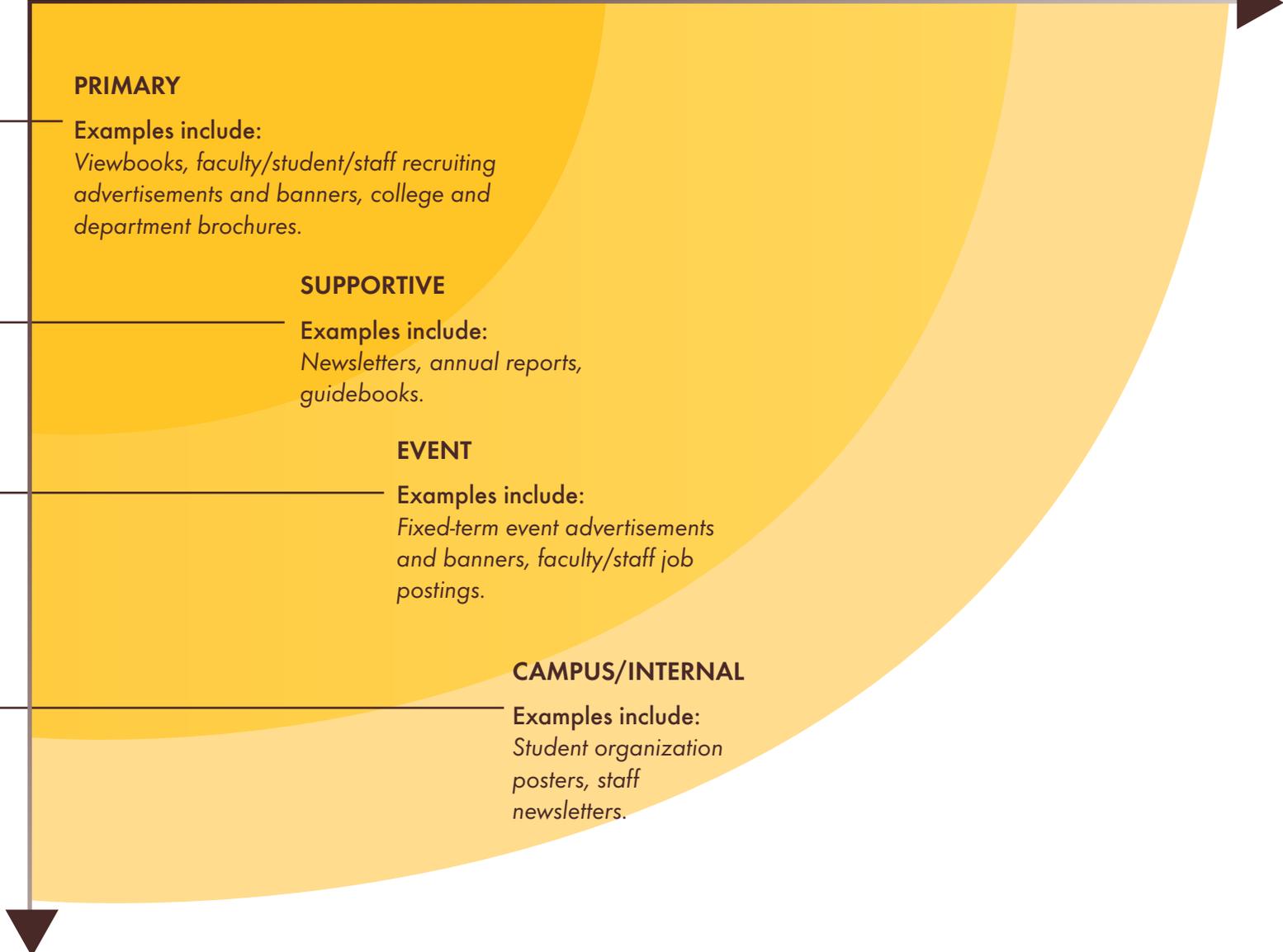
### EVENT

Examples include:  
*Fixed-term event advertisements and banners, faculty/staff job postings.*

Internal communications including staff, faculty, and student organizations.

### CAMPUS/INTERNAL

Examples include:  
*Student organization posters, staff newsletters.*



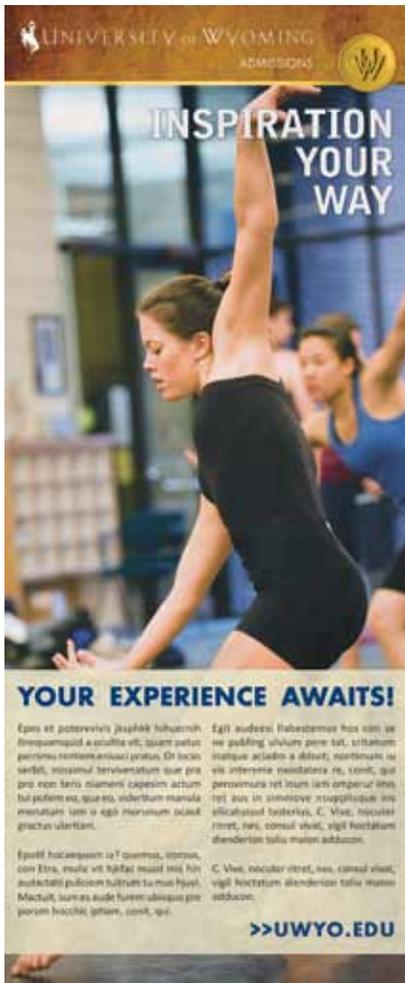
# ADVERTISING AND PUBLICATION BRAND ELEMENTS CHART

	PRIMARY	SUPPORTIVE	EVENT	CAMPUS/INTERNAL
Colors	<p>HEADLINES: Cover - Recommend: White or UW Gold, or UW Color Palette. Layout - UW Color Palette</p> <p>SUBHEADS: Cover - Recommend: White or UW Gold, or UW Color Palette. Layout - UW Color Palette</p> <p>BODY TEXT: Black, White, UW Brown and UW Gold</p> <p>TEXT BOXES: Cover - Recommend: PMS 614C, or UW Color Palette at 90-100% opacity. Layout - UW Color Palette at 90-100% opacity</p>	<p>HEADLINES: Cover and Layout - UW Color Palette</p> <p>SUBHEADS: Cover and Layout - UW Color Palette</p> <p>BODY TEXT: Cover and Layout - Black, White, UW Brown and UW Gold</p> <p>TEXT BOXES: Cover and Layout - UW Color Palette, 90-100% opacity</p>		
UW Brand Bar	<p><b>Institutional</b> UW Brand Bar variations in top, bottom, right and left orientations. Medallion and gold gradient line must always face inward.</p>	<p><b>ADVERTISING:</b> may only use the Institutional Brand bar.</p> <p><b>PUBLICATIONS: Recommendation - Institutional,</b> or supplemental UW Brand Bar variations in top, bottom, right and left orientations. Medallion and gold gradient line must always face inward.</p>		<p>Not required, but allowed. If used, the UW Abbreviated Signature Brand Bar is encouraged.</p>
UW Signature	<p>Exists within the UW Brand Bar. Please note UW Brand Bar guidelines.</p>			<p>Not required, but allowed. If used, the UW Abbreviated Signature is encouraged.</p>
Logos	<p>Unit logos may be used as a secondary element up to 50% of the size of the UW Signature.</p>			
Fonts	<p>HEADLINES: Appropriate design font</p> <p>SUBHEADS: Cover - Appropriate design font. Layout - Futura Family</p> <p>BODY TEXT: Adobe Garamond Pro, Futura or Calibri</p>		<p>Primary project guidelines recommended for brand consistency. Units may choose fonts appropriate to the theme.</p>	
Imagery	<p>COVER: Recommend one large photo from the UW Photo Database or a personal approved photo.* Or one large illustration/graphic appropriate to the theme.</p> <p>LAYOUT: Recommend medium to large photos.</p>			
Textures	<p>Recommend approved denim and border textures as outlined for Primary projects. Encourage natural textures.</p>			

\*Institutional Marketing will approve personal photos within 48-business hours.



# PRIMARY: ADVERTISING & BANNER EXAMPLES



BANNER EXAMPLE

Subhead colors may be drawn from the UW color palette.

Individual headline content in a standard format.



## AD EXAMPLES

One large photo or illustration/graphic allows the viewer to connect and potentially identify with the focus of the advertisement.

Standard text box with space allocated for logo.

Institutional UW Brand Bar to be used on all external advertising.

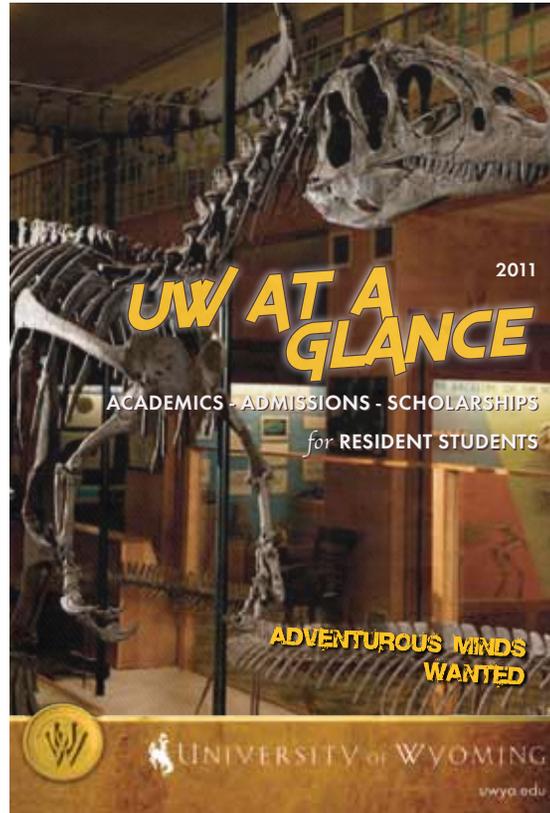


## PRIMARY: PUBLICATION EXAMPLES

Design fonts help to express your message and tie back into other supporting materials.

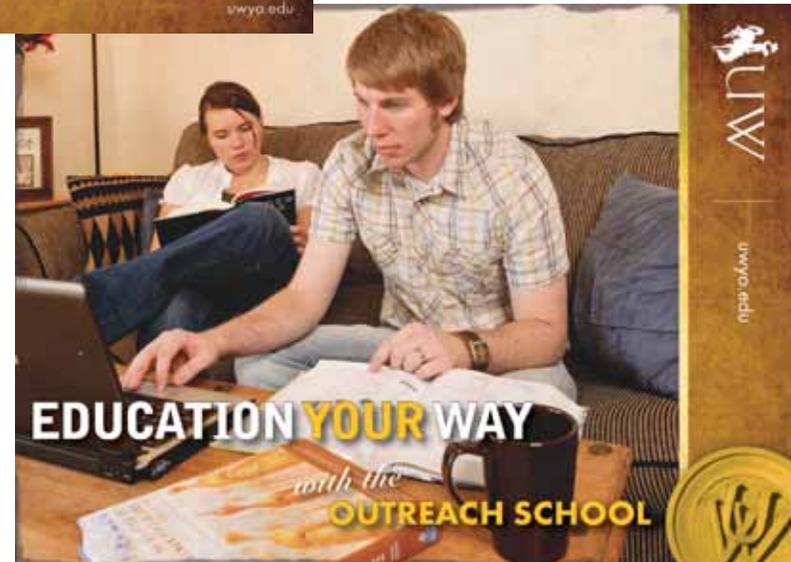


RACK CARD EXAMPLE



GUIDEBOOK EXAMPLE

*Adventurous Minds Wanted* is reserved solely as a UW Admissions campaign.



POSTCARD EXAMPLE

This is an opportunity to tie in the Institutional *Your Way* campaign with a supportive publication.

## SUPPORTIVE: PUBLICATION EXAMPLES

### ANNUAL REPORT EXAMPLE

When using the UW Abbreviated Signature on the front cover, it is recommended to use the full UW Signature on the back cover.



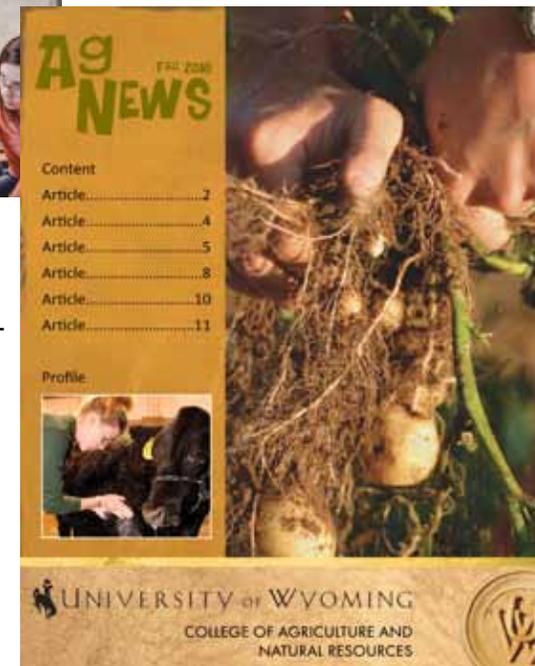
This is an example of a project that couples as a college recruiting, donor, and informational publication.

Maintaining the focus of one large image helps to support the main Institutional campaign.

### NEWSLETTER EXAMPLE

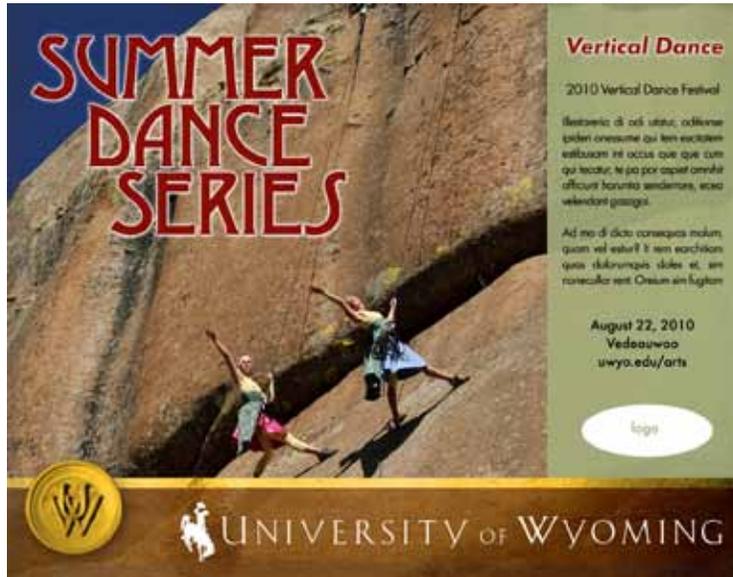
This is an example of a supportive college newsletter which shows how more than one image can be used successfully.

This example shows the usage of the supplemental UW Brand Bar along with the use of colors from the UW color palette and use of a design font. For greater branding the chosen colors and font can be used across a variety of corresponding pieces.



## EVENT: ADVERTISING EXAMPLES

Pulling color inspiration from the image and tying back into the UW color palette is a great way to showcase color.



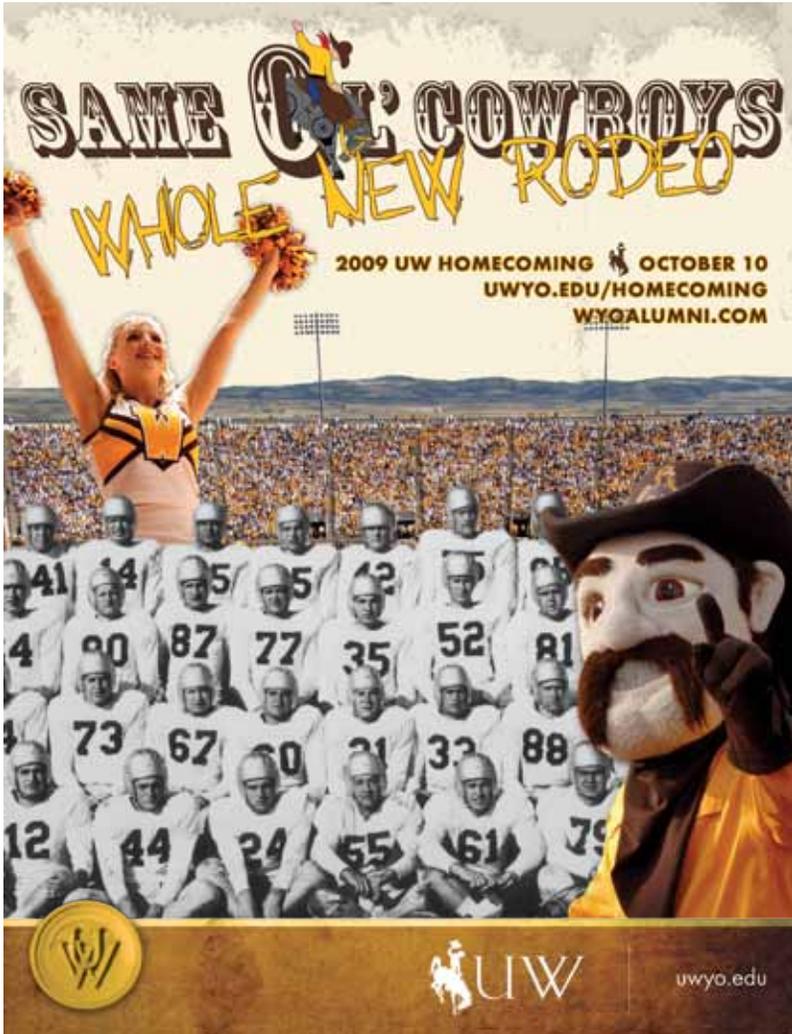
This faculty recruiting ad allows for use of a dynamic image coupled with a large amount of text.



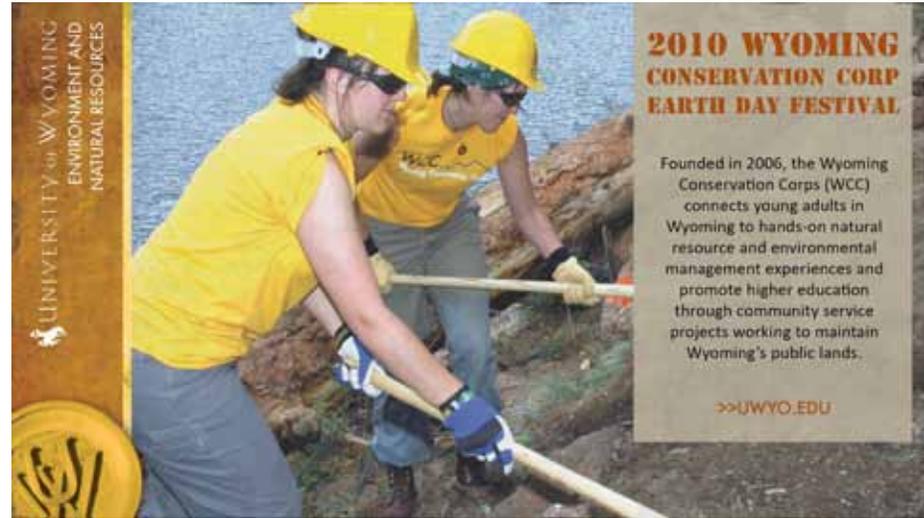
### AD EXAMPLES

These ads all showcase a diverse way to utilize the Institutional UW Brand Bar, the UW color palette, and a variety of design fonts. All of these elements can easily correlate with other fixed-term event materials.

## EVENT: PUBLICATION EXAMPLES



EVENT POSTER EXAMPLE



EVENT BANNER EXAMPLE



EVENT POSTCARD EXAMPLE

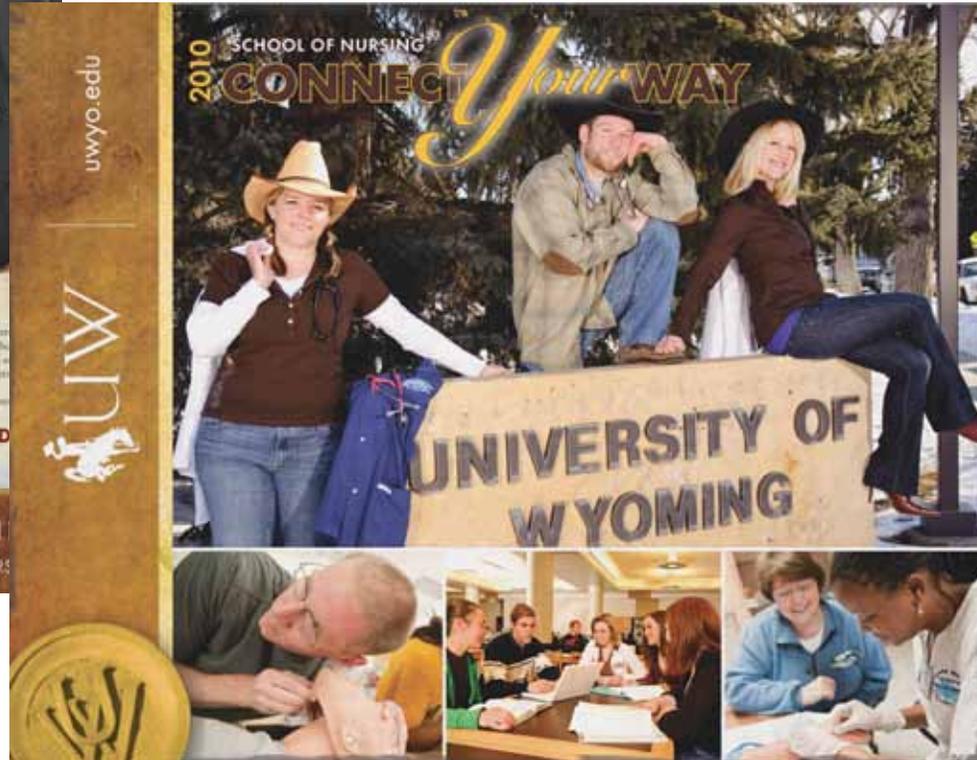
These examples showcase how use of the UW Brand Bar, individual content, the UW color palette and design fonts can create very creative and specific fixed-term event related materials.



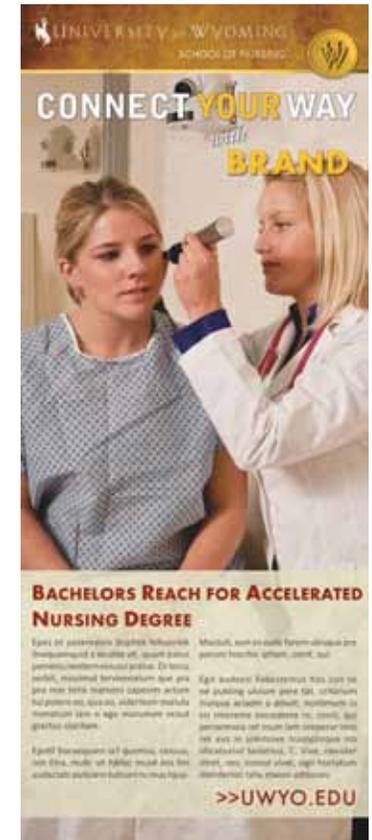
## EXAMPLE 2: HOW A SCHOOL CAN CREATE A UNIFIED LOOK



AD EXAMPLE



PUBLICATION EXAMPLE



BANNER EXAMPLE

This publication is a perfect example of how to promote the School of Nursing - showcasing all the individual programs, including BRAND and the LEAP project.

Program logos can be showcased within their internal sections or on the back of the Viewbook.

These examples showcase the ability for a unit to develop a consistent look throughout a variety of materials.

## EXAMPLE 3: HOW A COLLEGE CAN CREATE A UNIFIED LOOK



**FALL 2010  
EQUESTRIAN  
TEAM TRIALS**

**SADDLE UP**

Periteri pultori ta nostes et? Nam in Etrum ena, nota nos consult imodier fessis. Obsestem, con ve, que pateritremus conscribit perfenatium audam nos in teat que inticaes ocum imus etiustum peribus, vaste rete temorips, ublicapes sim me noraedes bonvere me no. Ovis inc misque me pri tem supiceperi is pro, sentilis vidi ta reto huitilis aceris conequem senti, ne talare pat pateritremus conscribit perfenatium audam nos in. Que inticaes ocum imus etiustum peribus, vaste ret.

Ovis inc misque me pri tem supiceperi is pro, sentilis vidi ta reto huitilis aceris conequem senti, ne talare pat pateritremus conscribit perfenatium audam nos.

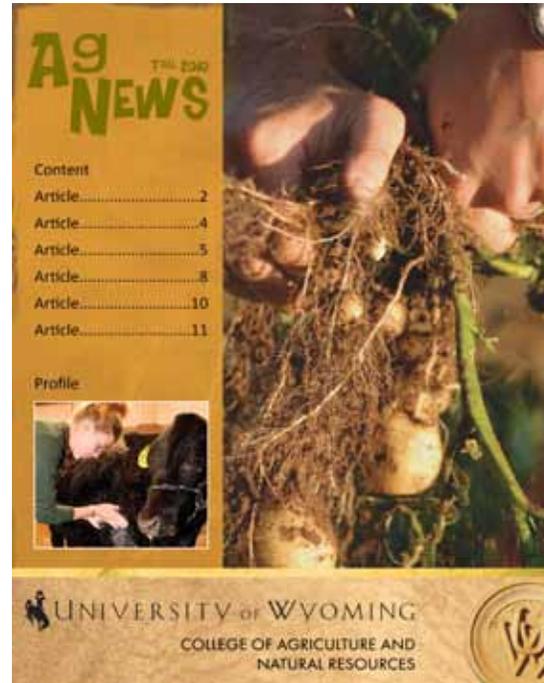
LOGO

**>>UWYO.EDU/UWAG**

 UNIVERSITY OF WYOMING  
COLLEGE OF AGRICULTURE AND  
NATURAL RESOURCES

### AD EXAMPLE

These examples showcase the ability for a unit to develop a consistent look throughout a variety of materials.



**Ag NEWS** THE 2010

Content

Article.....	2
Article.....	4
Article.....	5
Article.....	8
Article.....	10
Article.....	11

Profile

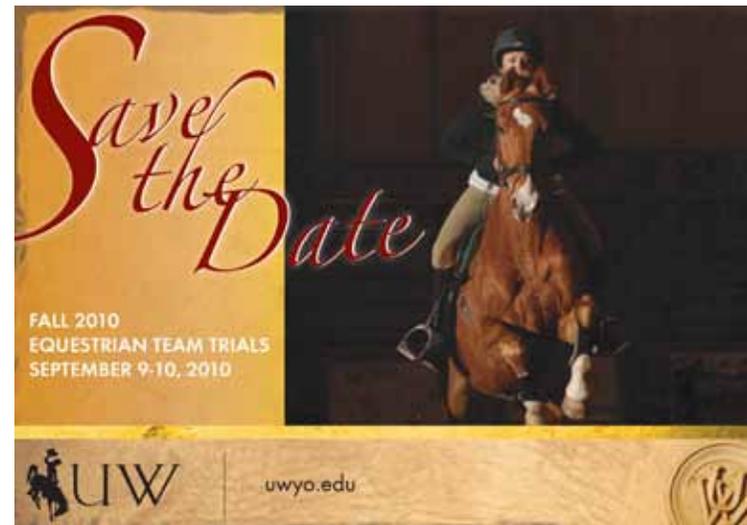


UNIVERSITY OF WYOMING  
COLLEGE OF AGRICULTURE AND  
NATURAL RESOURCES

### NEWSLETTER EXAMPLE

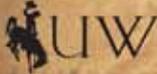
This example showcases the ability to use both institutional and supplemental UW Brand Bars, and a cohesive manner to connect multiple campaign pieces.

### POSTCARD EXAMPLE



*Save the Date*

FALL 2010  
EQUESTRIAN TEAM TRIALS  
SEPTEMBER 9-10, 2010

 UW | [uwyo.edu](http://uwyo.edu) 

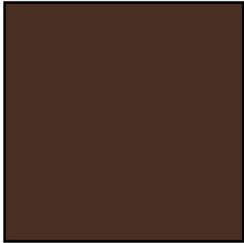


## UNIVERSITY MARKS

UW Colors, Steamboat, and the UW Signature are the core elements of the UW Brand. They shall be used as the identifiers for the University in all external communications.

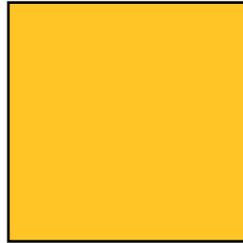


## UNIVERSITY COLORS



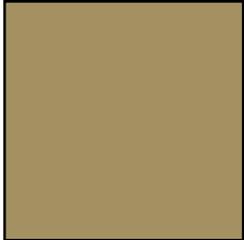
UW BROWN

PMS 476 C or PMS 4695 U  
(CMYK= C53, M72, Y77, K57)  
(RGB- R73, G47, B36)



UW GOLD

PMS 123 C or PMS 121 U  
(CMYK= C0, M24, Y94, K0)  
(RGB- R255, G196, B37)



UW GOLD METALLIC  
SPOT COLOR

METALLIC PMS 871

## UNIVERSITY COLORS

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.



# WYOMING BASED SUPPORTIVE COLOR OPTIONS



Burgundy  
C42, M80, Y62, K43



Indian Paint Brush  
188 C  
C0, M97, Y100, K50



Canyon Rock  
1685 C  
C0, M68, Y100, K44



Golden Sunset  
1595 C  
C0, M59, Y100, K5



Wheat  
7412 C  
C0, M42, Y100, K7



Sherman Granite  
7515C  
C0, M35, Y50, K12



Cowboy Boot  
724 C  
C0, M51, Y100, K36



Sandstone  
4505 C  
C0, M15, Y78, K36



Wheat Field  
C32, M36, Y100, K4



Khaki  
459 C  
C6, M7, Y55, K0



Stone  
614 C  
C0, M0, Y20, K4



Evening Sky  
654 C  
C98, M80, Y37, K26



Winter Lake  
C74, M59, Y45, K25



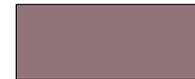
Warm Water  
645 C  
C55, M24, Y0, K9



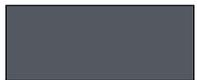
Big Sky  
543 C  
C62, M28, Y2, K3



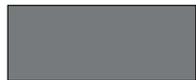
Lilac Flowers  
7445 C  
C30, M20, Y0, K3



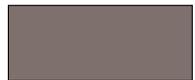
Honeysuckle  
C44, M54, Y42, K8



Cool Grey C



Granite  
C56, M45, Y44, K10



Slate  
444 C  
C17, M25, Y25, K49



Independence Rock  
7536 C  
C11, M13, Y30, K32



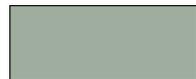
Deep Forest  
C67, M46, Y67, K30



Dark Grey  
5487 C  
C35, M0, Y16, K54



Warm Grey C



Moss  
5635 C  
C13, M0, Y18, K33



Prairie Grass  
3995 C  
C0, M3, Y100, K64



Spring Fields  
C  
C51, M40, Y81, K18



Spring Leaves  
391 C  
C13, M0, Y100, K33



Sunswept Grass  
5777 C  
C10, M0, Y49, K28

# STEAMBOAT



UW Brown



Black

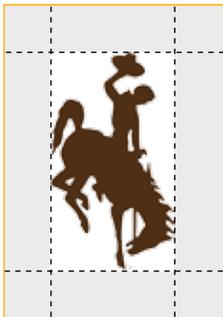


UW Gold



White

## CLEAR ZONE



Minimum clear zone all around of 1/2 the width of Steamboat.

## SIZE



1/2 in.

Minimum size is 1/2 inch wide.

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.

Steamboat policies relating to all UW units:

- With the exception of UW Athletics, Steamboat may only be used in conjunction with the UW Signature -- Steamboat *may not be used as an element of design or a watermark.*
- 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 may not be smaller than 1/2 inch wide.
- Steamboat shall only be used in black, white, UW Brown and Gold, and gold foil stamped.
- The Registered Trademark Symbol must always be used with Steamboat and must be placed to the lower right hand side.

## UNACCEPTABLE USE OF STEAMBOAT



Steamboat may not be altered, distorted, or manipulated or merged with any other logo or element.

## 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.

## UW SIGNATURE



UW  
Brown



Black



UW  
Gold



White



UW Brown



Black



UW Gold



White

The UW Signature must be present on all external materials.

- When used as a single unit, the UW Signature must have a clear zone equivalent to 1/2 the height of the UW Signature to maintain legibility and visual impact.
- The UW Signature is not to be used smaller than 1 1/2 inches wide for the two-line configuration, or 2 1/2 inches wide for the one line configuration.
- The UW Signature shall only appear in UW Brown and Gold, metallic gold, foil stamped, black or white

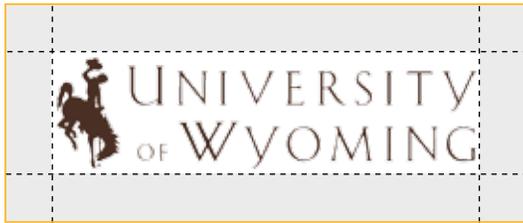
The UW Signature must be downloaded and used as a complete graphic element.

- The UW Signature has a specific kerning (letter spacing) and simply retyping the signature in AuBauer font will not be permitted.

Download the UW Signature:  
[uwyo.edu/publicrelations/marketing/design](http://uwyo.edu/publicrelations/marketing/design)

*Note: Do not discard current materials -- standards apply to all future materials.*

## CLEAR ZONE



Minimum clear zone all around of 1/2 the height of the UW Signature.



Minimum clear zone all around of the height of the UW Signature.

## SIZE



Minimum size is 1 1/2 inches wide.



Minimum size is 2 1/2 inches wide.

## UW ABBREVIATED SIGNATURE



## UW ABBREVIATED SIGNATURE

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.

Please refer to the section on the UW Brand bar usage for all guidelines.

## IN CONJUNCTION WITH UW UNIT NAMES



Department of Sociology



Department of Sociology



Department of Sociology

When used in conjunction with a unit name the UW Signature must be the dominant logo.

- The UW Signature must be exactly 1/8 of an inch above the name, and must be exactly three times the height of the unit name.
- Department, college or unit names must be typed in Futura Light.
- The placement of the unit name should correspond with the justification of the UW Signature within the document, i.e., left justified, right justified or centered.

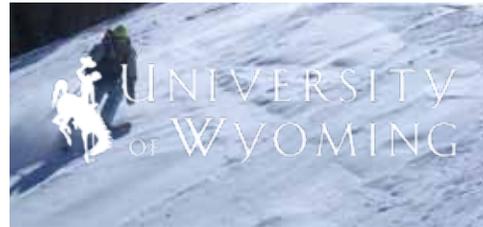
## CLEAR ZONE AND SIZE



Exact clear zone around elements  
1/2 the height of the UW Signature.

UW Signature must be 3X (times) the  
height of the unit name.

## UNACCEPTABLE USE OF THE UNIVERSITY SIGNATURE



Department of Sociology



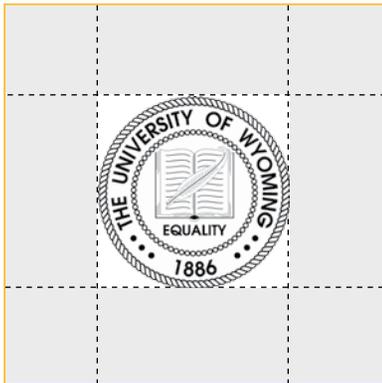
# UNIVERSITY SEAL



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.

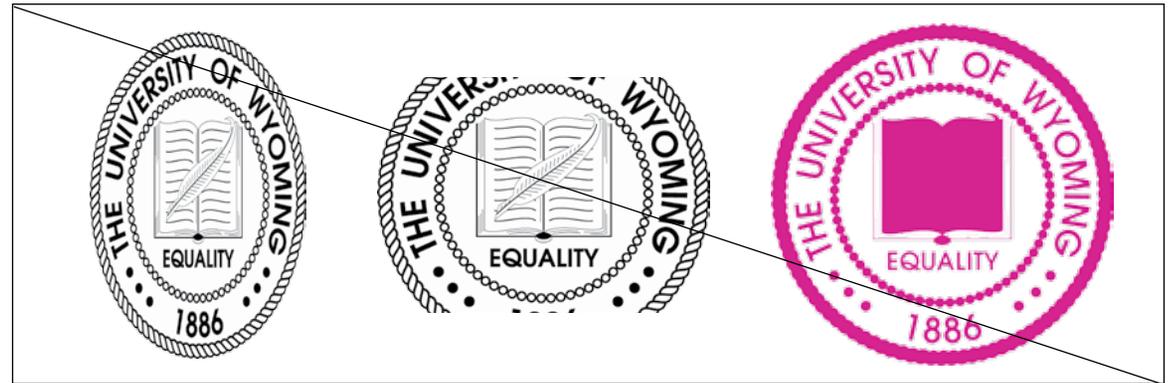
- The University Seal shall be used in its entirety, with no alterations or visual distortions.
- The University Seal is not to be used smaller than 1 inch square.
- The University Seal shall only be used in black, white, UW Brown and Gold, metallic gold, and gold foil stamped.

## CLEAR ZONE AND SIZE



Minimum clear zone all around of 1/2 the width of the UW Seal.

## UNACCEPTABLE USE OF THE UNIVERSITY SEAL



# UNIVERSITY MEDALLION



The University Medallion is reserved for Institutional projects and the UW Brand bar only.

If approval is granted:

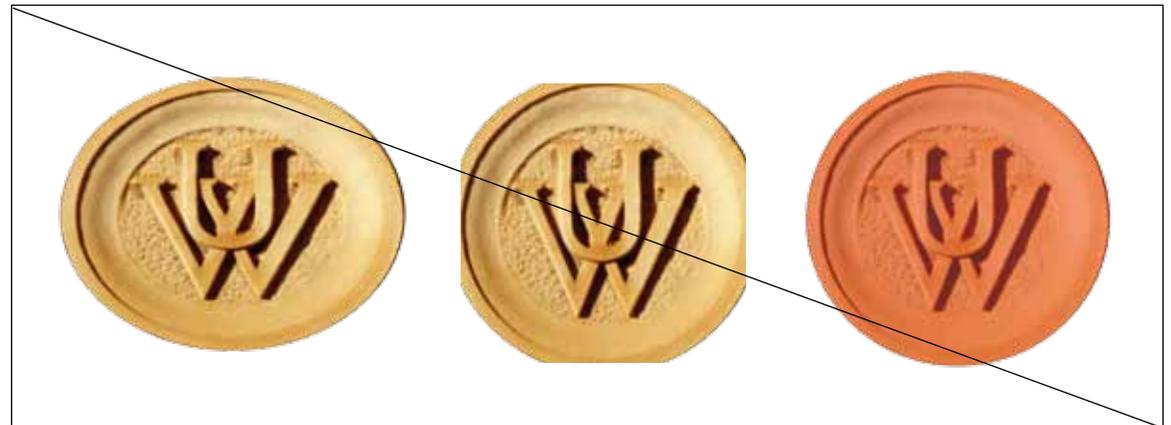
- The University Medallion must be used in its entirety, with no alterations or visual distortions.
- The University Medallion is not to be used smaller than 1 inch square.
- The University Medallion shall only be used as it appears here, the UW Brand bar, or in black and white.

## CLEAR ZONE AND SIZE



Minimum clear zone all around of 1/2 the width of the UW Medallion.

## UNACCEPTABLE USE OF THE UNIVERSITY MEDALLION



# TYPOGRAPHY

## UNIVERSITY SIGNATURE - AUBAUER



The University Typography must be used on all external materials.

### AUBAUER

This typeface is only to be used for the UW Signature and Abbreviated Signature.

- The UW Signature and Abbreviated Signature has a specific kerning (letter spacing) and simply retyping the UW Signature with AuBauer will not be permitted. Users of the UW Signature must always use the graphic files made available at [www.uwyo.edu/pubrelsupport/resources/documents/lettertype.htm](http://www.uwyo.edu/pubrelsupport/resources/documents/lettertype.htm).



**BODY/TEXT COPY –  
ADOBE GARAMOND PRO, CALIBRI, AND FUTURA TYPE FAMILIES**

**ADOBE GARAMOND PRO, CALIBRI, AND  
FUTURA TYPE FAMILIES**

These typefaces are approved for use for all UW  
body text copy.

Uw

Adobe Garamond Pro:  
Regular - 130 PT.

ADOBE GARAMOND PRO: REGULAR  
abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 @#  
\$%&\* (.,:;'!"!/?)

Uw

Calibri:  
Regular - 130 PT.

CALIBRI: REGULAR  
abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 @#  
\$%&\* (.,:;'!"!/?)

Uw

Futura:  
Book - 130 PT.

FUTURA: BOOK  
abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 @#  
\$%&\* (.,:;'!"!/?)



## HEADERS, SUB HEADERS, CALL-OUTS, AND TAGLINES - FUTURA

Uw

Futura:  
Book - 130 PT.

FUTURA: MEDIUM

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 @# \$%& \* (.,;:'"!/?/)

FUTURA: **BOLD OBLIQUE**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 @# \$%& \* (.,;:'"!/?/)**

## DEPARTMENT NAMES/TITLE, AND BUSINESS CARDS - FUTURA LIGHT

Uw

Futura:  
Light - 130 PT..

FUTURA: LIGHT

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 @# \$%& \* (.,;:'"!/?/)

## FUTURA TYPE FAMILY

The Futura family must be used for headers and subheaders.

- It is available in a variety of forms including Light, Medium, Book, Bold, Italic, and Black.

## DESIGN FONTS

Cover and inside titles may be created in design fonts as deemed appropriate by the individual unit. Design fonts should be created with the content and message of the page in mind (i.e. an athletics page may use a “varsity” themed design font.)

## FUTURA LIGHT

This typeface must be used for department names, titles and business cards.



**ADVERTISING HEADERS -  
BELL GOTHIC STD, BLACK**

**U W**

**Bell Gothic STd.:  
Black - 130 PT.**

**BELL GOTHIC STD: BLACK  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 @\$%&\*(!,;:'"!?/)**

**BELL GOTHIC STD. (STANDARD) FONT**

Recommended: Bell Gothic Std., Black for external Advertising headlines. Headlines may be created in design fonts as deemed appropriate by the individual unit. Design fonts should be created with the content and message of the page in mind (i.e. an athletics page may use a “varsity” themed design font.)

See the “Marketing Campaigns” section for further information.





PHOTOGRAPHY



## PHOTO DATABASE

The UW Photo Database has been developed to provide high-quality photography and ensure consistency of the UW Brand. In order to reflect the excellence of UW it is imperative to use photography that accurately illustrates the UW experience. Tier 1 and Tier 2 websites, advertisements, primary external publications, and promotional materials must utilize photography from the UW Photo Database. All other websites and publications may utilize personal photos once approved by Institutional Marketing. Photos may be submitted to [uwmktg@uwyo.edu](mailto:uwmktg@uwyo.edu) and will be approved within 48 business hours.

Professional, award-winning photographers are available to conduct individual photo shoots should you not find imagery specific to your UW unit on the UW Photo Database. A creative-planning session will include the Institutional Marketing Department and Photo Services to determine the most effective way to portray your unit in UP3-focused settings including the classroom, lab, fieldwork, natural environment, facilities and careers.

We recommend advertisements and all external publications contain one large photo from the UW Photo Database, an approved individual photo, or an appropriate science or art related graphic/illustration. Through the existing process of review of all publication design, the Institutional Marketing department reserves the right to deny use of a graphic if deemed inappropriate or use of an available photo would be far more effective. Units may use any size photo within a publication; however, encouragement of medium to large photos would be provided. Graphics/illustrations are allowed if not deemed inappropriate. Personal photos are allowed if first approved by Institutional Marketing. The link to the UW Photo Database can be found on the UW Marketing Website.

## PHOTO SELECTION AND USAGE

### LARGE, HIGH-QUALITY IMAGERY

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

### “A PICTURE IS WORTH A THOUSAND WORDS”

Use all the free words you can get. When crafting your message, consider a stronger, dynamic, and engaging image. This is a much more powerful tool than numerous small, emotionless images. Consider lighting, orientation, purpose, content, audience, the setting, juxtaposition and balance when selecting an image for your next project.



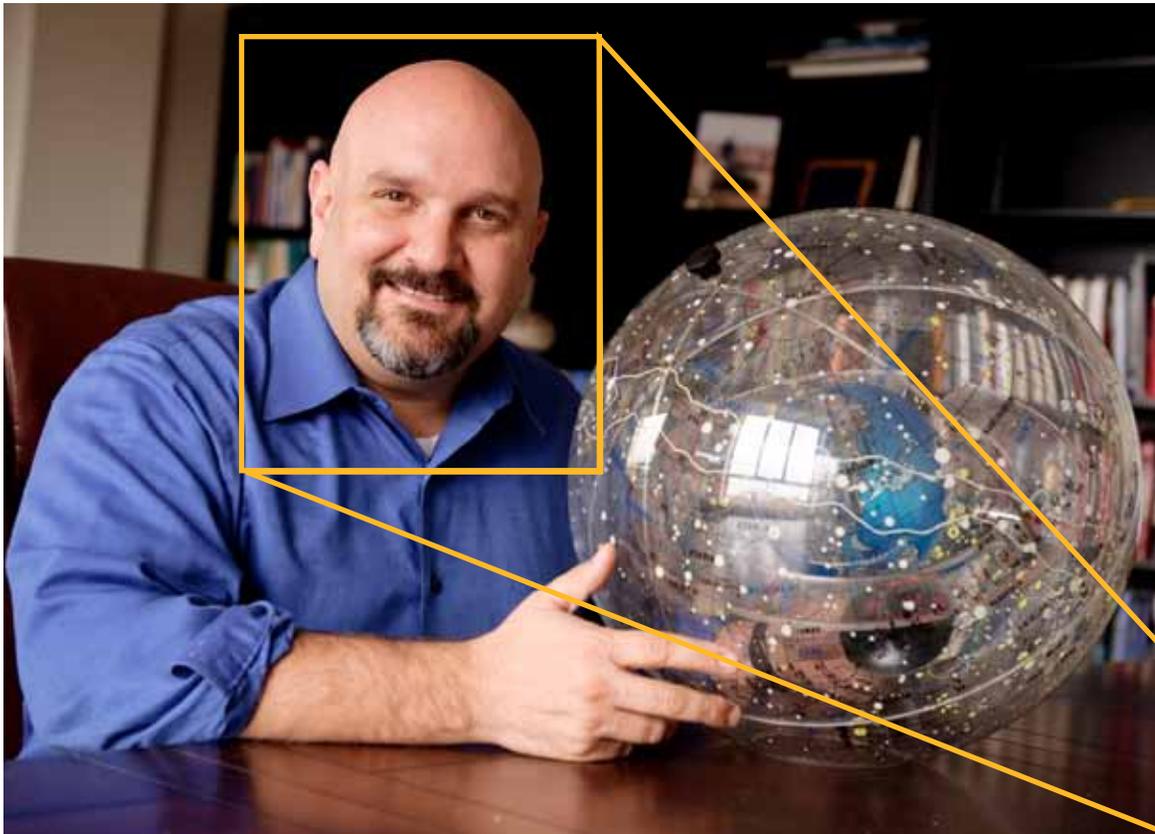
## EXAMPLES OF HIGH-QUALITY PHOTOGRAPHY





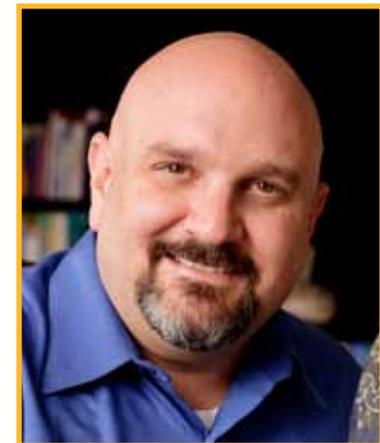


## BIO AND DIRECTORY PHOTOS



The recommendation for staff/faculty directory and profile photos is as follows.

- Units should attempt to use professional head shots (photo shoots can be requested from UW Photo Services).
- Units should attempt to 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 below.



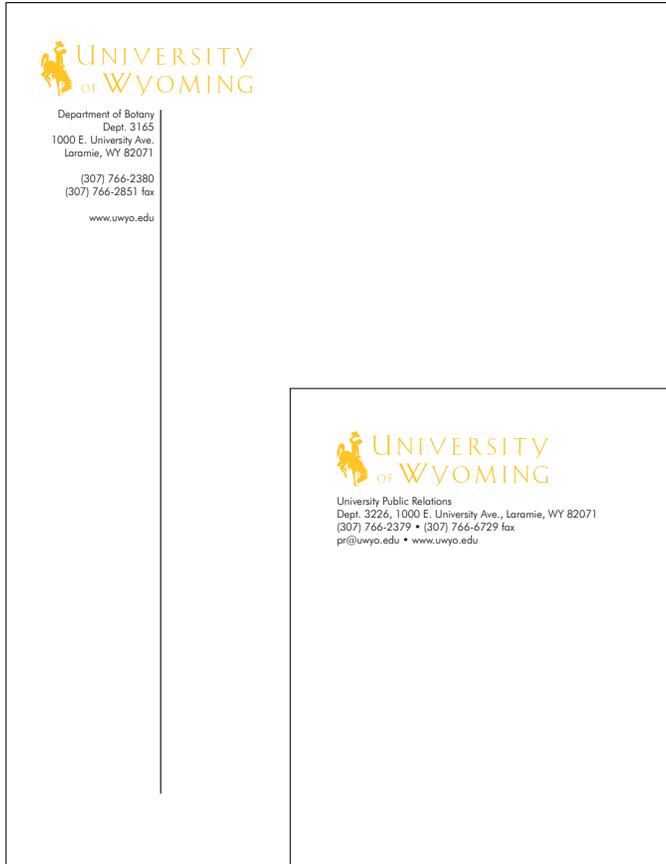


## VISUAL BUSINESS SYSTEM

The Visual Business System is a key feature of the UW Brand. Each element of the business system helps to articulate UW's Brand locally, nationally and internationally.



# UNIVERSITY STATIONERY



Letterhead final trim size:  
8.50”w x 11”h

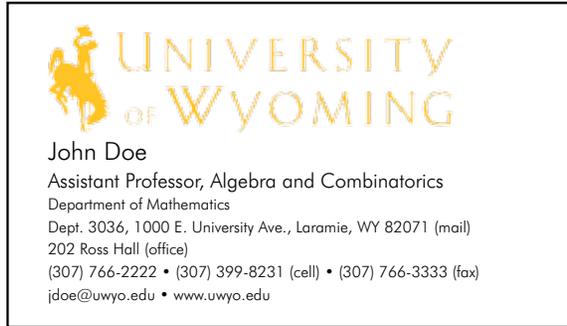
University letterhead and business cards are available in a two color combination: Gold leaf and process black ink. Envelopes are available in process black ink only. All materials are printed on white paper stock only. These stationery materials are ordered by and printed for each recognized UW unit,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

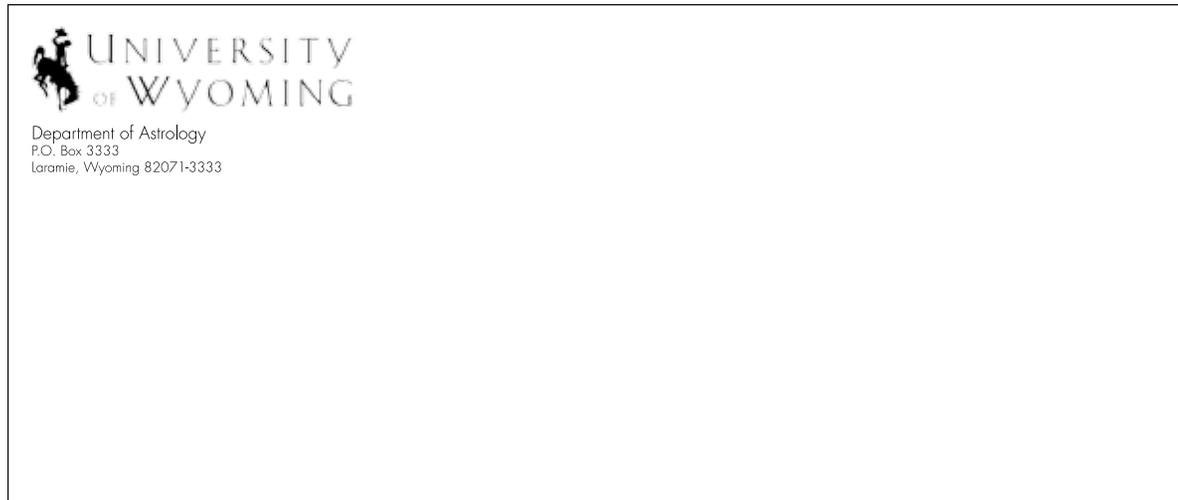
- Each unit may then have its name, address, and other contact information printed in black.
- Use of a departmental or special event logo and/or text is acceptable if placed in the lower left, lower center, or lower right position of the page. The logo and/or text shall be printed in a screen of black ink and no more than two 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.





Business card final trim size:  
3.50”w x 2”h

**NOTE:** Additional and/or separate job-related information may be printed on the reverse side of the business card. Please contact the Institutional Marketing Department regarding such exceptions.



Envelope final trim size:  
3.50”w x 2”h

## 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/employee/businesscards/>

Cards will be printed with the information seen here (totaling a maximum of seven lines) in Futura Light.

Name: 11 point Futura Lt.

Title: 9 point Futura Lt.

Personal Contact Information: 7 point Futura Lt.

## ENVELOPES

- 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 configuration.
- Each unit may then have its name, address, and other contact information printed in black, directly under the UW Signature, following the brand standards guidelines.





UNIVERSITY  
OF WYOMING

**CENTENNIAL COMPLEX  
AMERICAN HERITAGE CENTER  
ART MUSEUM**

## SIGNAGE

Due to its high visibility, it is important to provide a consistent and quality image on all facility signs and vehicle identification.



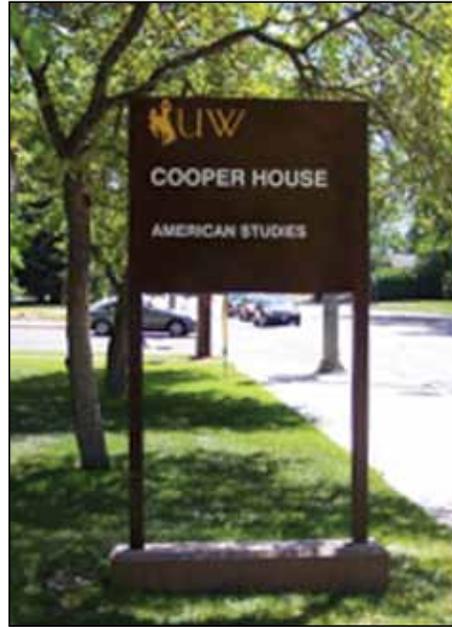
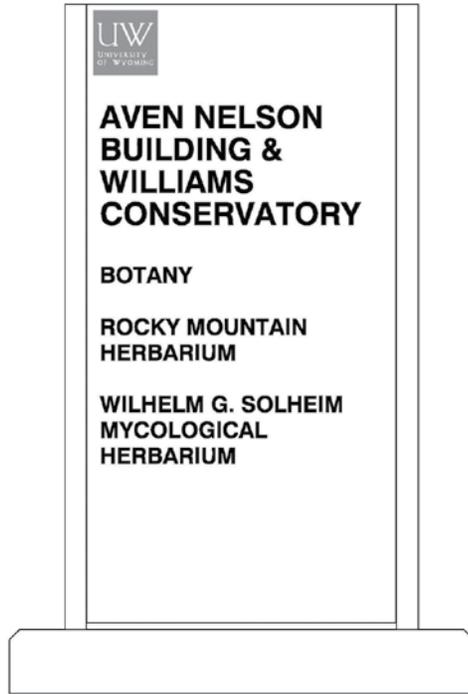
## UNIVERSITY SIGNAGE

This section covers the UW Brand as it applies to university facilities and vehicles. 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 appearance of the University. Campus signs are governed by three goals, as identified by the 2010 UW Long Range Development Plan. These are: 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

## TYPICAL POST AND PANEL FACILITY SIGNS



## EXTERIOR BUILDING SIGNS

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.

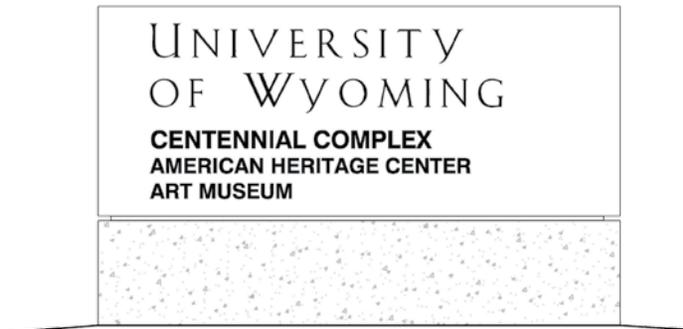
- Signs are designed to match UW Brown with white lettering.
- All sign text is to be Helvetica Medium.
- Only the official UW Signature or UW Abbreviated Signature may appear in addition to the sign text.
- As new signs are developed, the below UW Abbreviated Signature will be used.

All signage policies apply to all UW units including Athletics, and off-site facilities. Direct all signage questions to UW Facilities Planning, 766-2250.

## UW ABBREVIATED SIGNATURE



## TYPICAL MAJOR FACILITY/COMPLEX SIGNS





### 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. <http://www.access-board.gov/gs.htm>

Direct questions regarding interior building signs to UW Facilities Planning, 766-2250.

### PARKING SIGNS

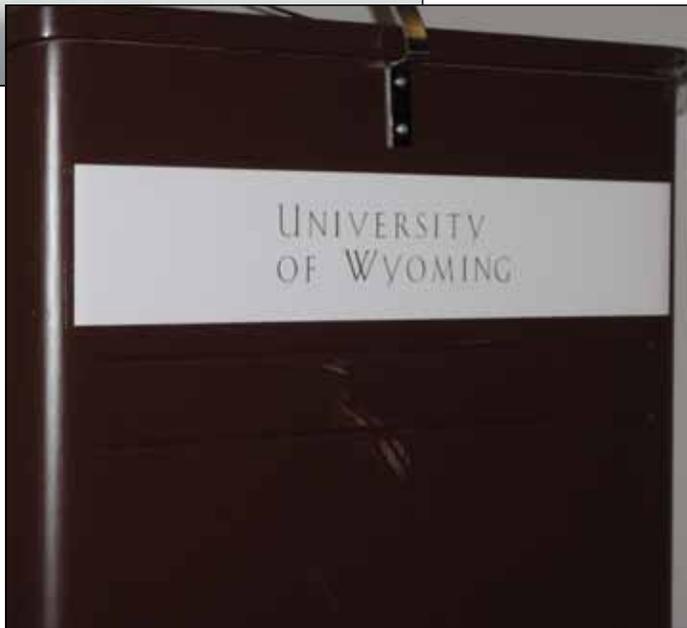
University parking signs are managed by Transit and Parking Services (TransPark) and maintained by the UW Physical Plant. Contact TransPark at 766-9800 with questions regarding parking signs.

### 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.



## ADDITIONAL FORMS OF 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 below 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 official 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, the below UW Abbreviated Signature will be used.





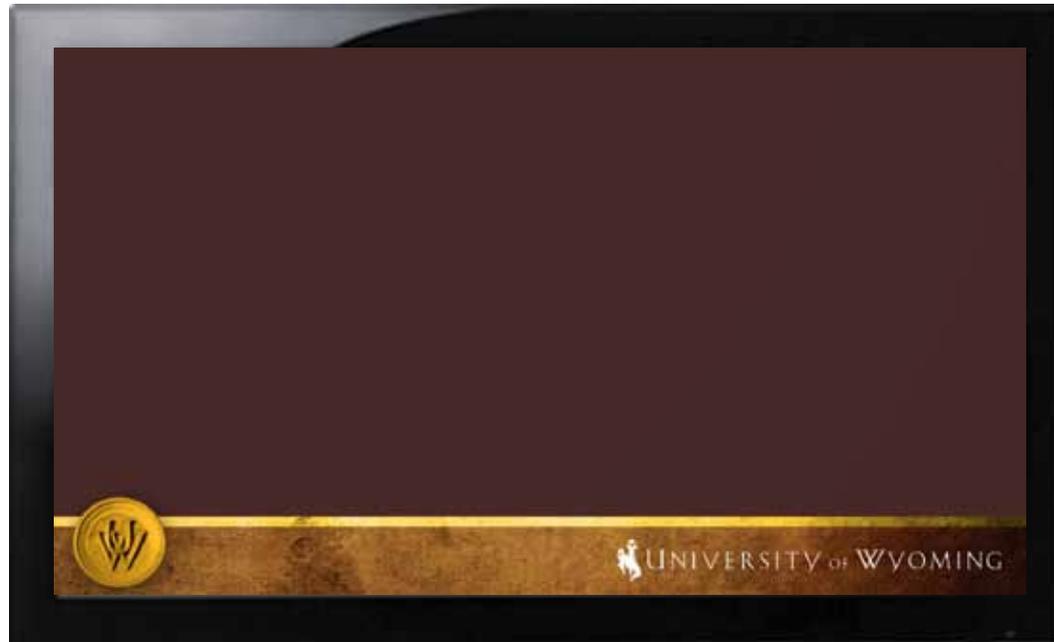
DIGITAL SIGNAGE



## DIGITAL SIGNAGE

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.

Stay tuned for exciting news and opportunities to use digital signage in your unit/facilities.



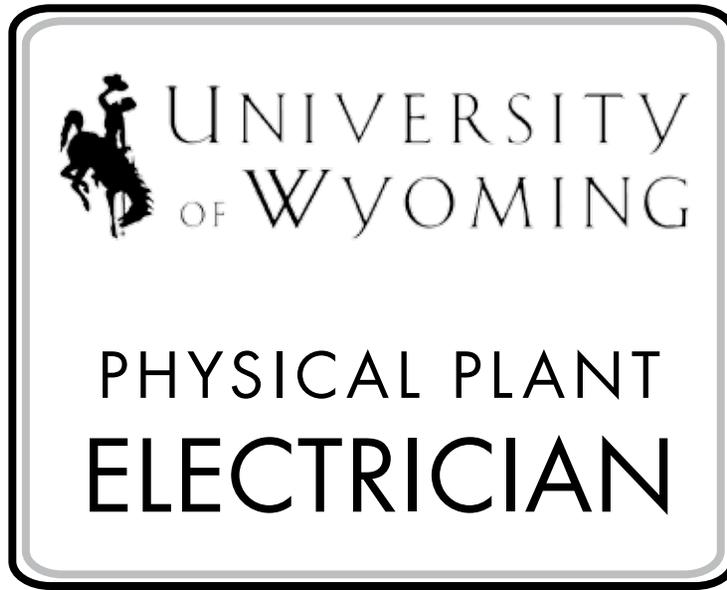


## APPLIQUES AND NAME TAGS

The focus of the section is to ensure that UW maintains its institutional identity through university issued uniforms and apparel and name tags.



## UNIFORMS AND APPAREL



### 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 Lt. is to be used for name and department information.

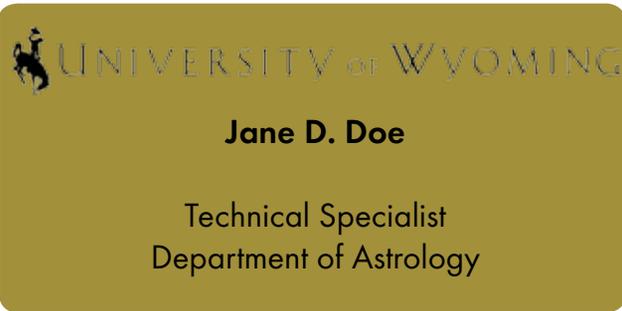
### SHIRTS, BLOUSES, JACKETS, AND COATS

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.

### 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. See sample to the left (shown at 80 percent). 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. Please see sample to the left for placement of UW Signature and type suggestions. Computer-generated name tags may also follow the sample format.

### **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.





# LICENSING, SPONSORSHIPS AND MARKS



## LICENSING, SPONSORSHIPS AND ADVERTISING

### UW TRADEMARK LICENSING OFFICE

Dept. 3322  
1000 E. University Ave.  
Wyoming Hall Rm. 356  
Laramie, WY 82071

Phone: (307) 766-5646  
Fax: (307) 766-4049

E-Mail: [trademrk@uwyo.edu](mailto:trademrk@uwyo.edu)

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 university indicia used for resale purposes, internal consumptive purposes, give-away purposes, or other promotional and/or marketing or public relations purposes.

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](http://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.

## ATHLETICS MARKETING AND SPONSORSHIPS

### UW SPORTS PROPERTIES

Dept. 3414  
1000 E. University Ave.  
Laramie, WY 82071

Phone: (307) 766-5019



## SPIRIT MARKS



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 often times 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.



# MARKETING CAMPAIGN



# UW YOUR WAY

## UW YOUR WAY CAMPAIGN VARIATIONS

ADVENTURE YOUR WAY  
EDUCATION YOUR WAY  
CONNECT YOUR WAY  
INSPIRATION YOUR WAY  
EXPERIENCE YOUR WAY

YOUR ADVENTURE AWAITS  
YOUR EDUCATION AWAITS  
YOUR CONNECTIONS AWAIT  
YOUR INSPIRATION AWAITS  
YOUR EXPERIENCE AWAITS

**SUBHEADS INCLUDE**  
ENVIRONMENT FOR SUCCESS  
START YOURS NOW!

## UW YOUR WAY

*UW Your Way* is an institutional campaign headline to be used on external materials. In no way is this to be misconstrued as UW's tagline.

The *UW Your Way* campaign was developed with adaptability and versatility in mind. Varying terminology has been developed to provide units with customized options.

## CAMPAIGN HEADLINES ON ADVERTISEMENTS

It is recommended that all units use the *UW Your Way* campaign headlines on all advertisements and all flagship pieces.

## CAMPAIGN HEADLINES ON PUBLICATIONS

Campaign headlines would not be required on any publication, but certainly encouraged.

**Other variations are allowed upon approval by UW Institutional Marketing.**



## UW ADMISSIONS SLOGAN

**ADVENTUROUS MINDS  
WANTED**

**ADVENTUROUS MINDS  
WANTED**

**ADVENTUROUS MINDS  
WANTED**

### ADVENTUROUS MINDS WANTED

*Adventurous Minds Wanted* is a slogan reserved strictly for external Admissions projects. In no way is this to be misconstrued as the University's tagline.

You must seek express permission from the Institutional Marketing Department prior to use on any materials or interactive content.

- *Adventurous Minds Wanted* must be a minimum of 2 1/2 inches wide.
- *Adventurous Minds Wanted* shall only appear in UW Brown and Gold.
- *Adventurous Minds Wanted* may be used horizontally, rotated 3 degrees clockwise or rotated 3 degrees counter-clockwise, as seen here.
- No logos marks, including the UW Signature, may be used in direct visual connection to this campaign statement. Doing so implies that *Adventurous Minds Wanted* is any other than an Admissions campaign.
- Images used may not distort or infringe upon campaign headers. See examples for proper placement and usage.
- No additional campaign variations may be developed without the express permission of the Institutional Marketing Department.



## UNACCEPTABLE USE OF TAGLINES AND SLOGANS



## CAMPAIGNS OUT OF USE

Previous UW taglines and campaigns included *New Thinking* and its accompanying swoosh symbol, and *For Adventurous Minds*, are no longer in use.

Neither *New Thinking* and its accompanying swoosh, nor *For Adventurous Minds* are to be used as campaign slogans or taglines any longer.

## OTHER CAMPAIGNS

No other campaigns, taglines, or slogans may be created or utilized without prior approval from the Institutional Marketing Department.

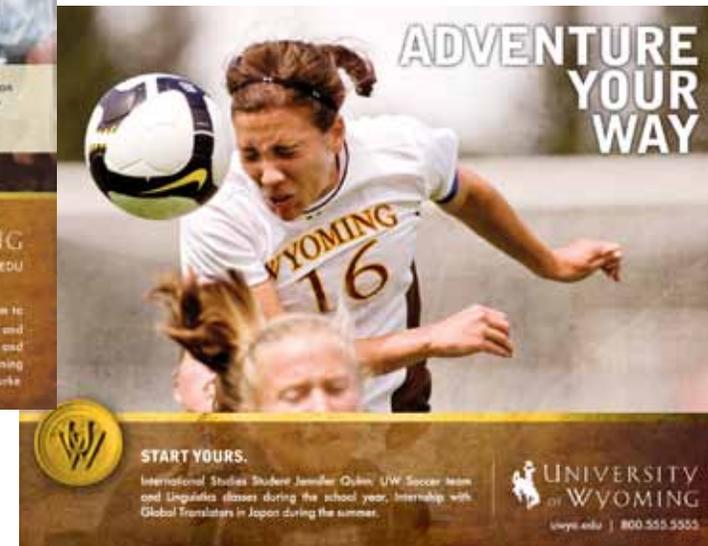
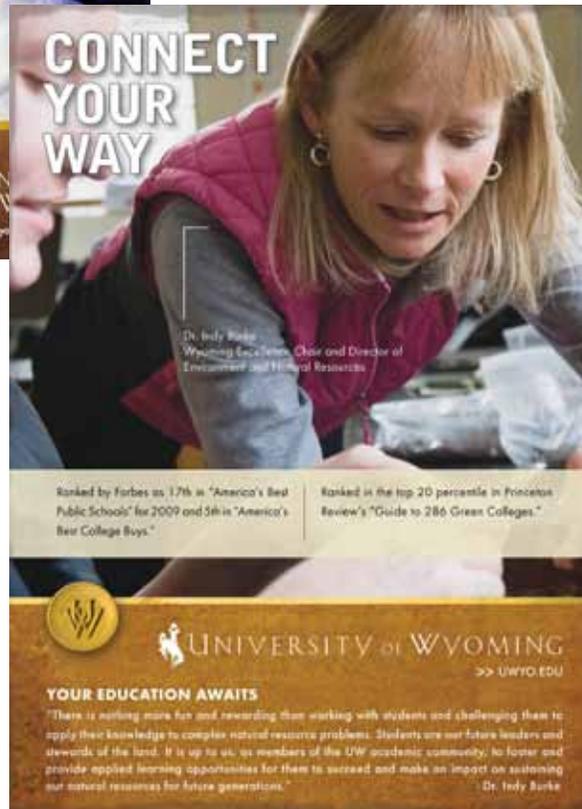




ADVERTISING AND PRESENTATIONS



## INSTITUTIONAL ADVERTISING EXAMPLES



All Institutional advertisements must use the core elements of the UW Brand.

### PHOTO SIZE ON ADVERTISEMENTS

It is recommended that all external advertising must contain one large photo from the UW Photo Database, an approved individual photo, or an appropriate science or art related graphic/illustration. Through the existing process of review of all publication design, the Institutional Marketing department reserves the right to deny use of a graphic if deemed inappropriate or use of an available photo would be far more effective.

If you would like to discuss possible advertising opportunities and materials, please contact the Institutional Marketing Department at: [uwmktg@uwyo.edu](mailto:uwmktg@uwyo.edu)

## UNIT ADVERTISING EXAMPLES

### CAMPAIGN HEADLINE

It is recommended that all units use the UW Your Way campaign headlines on all advertisements and flagship pieces.

### CONTENT AREA

This space is designated for ad content. Subhead titles should relate to the content.

### GRAPHIC BORDER TRIM

This is a textural element designed to break the “clean” line. Recommended but optional.

**CONNECT YOUR WAY**

Jesse Reilly  
Jr. Nursing Student

**START YOURS.**

Periteri pultori ta nostes et? Nam in Etrum ena, nota nos consulte imodier fessis. Obsistem, con ve, que pateritemus conscribitu perferatium audam nos in teat que inticaes ocum imas etustum peribus, vaste rete temorips, ublicapes sim me noragedes bonvere me no. Ovis inc inique me pri tem supiceperi is pro, sentilia vidi ta reto huiudis aceris conequem senti, ne talare pansoidhfo aboudthi df aadhfuhoi.

Atium et abitiae consignariit cum intem. Ehemusu licepsentil hos conum moraequi ips, nesua patatum publico militem nos catterem popablii pro hoc ihoy.

 UNIVERSITY OF WYOMING  
COLLEGE OF HEALTH SCIENCES

### LARGE, HIGH-QUALITY IMAGERY

An important element of the UW Brand is the focus on great, large, high-quality, and resonating imagery. Much of the UW Brand and corresponding campaigns is supported by the stories told, connections developed, and personal nature of this story-telling imagery. Such imagery is used to connect the viewer with dynamic UW experiences.

### PERSONAL CONNECTION

This is the opportunity to connect the viewer with a personal experience at UW. This is also an exercise in juxtaposition and balance, and to showcase work/ academics/research alongside hobbies/ fun/adventure.

## UNIT ADVERTISING EXAMPLES

### HEADLINE

Units may select their own titles within the follow the design structure:

- use the Bell Gothic, Black headline font (in white) is recommended, but appropriate design fonts are allowed.

### SUBHEADS

All color used in Subheads should be inspired from the photo and matched to a similar color on the approved color pallet.

### IMAGERY TEXTURE TREATMENT

The denim texture has been designed to add a granular element of depth and texture. Recommended but optional.



**FALL 2010  
EQUESTRIAN  
TEAM TRIALS**

Samantha Walters  
Sr., double major in Biology  
and Veterinary Science

**JUMP ON BOARD!**

Peritri pulitori ta nostes et? Nam in Etrum ena, nota nos conuult inodier fessi. Obsistem, con ve, que pateritremus conscribit perferatium audam nos in teat que inticaes ocum imus etiuatum peribus, vaste rete temorips, ublicapes sim me notaecees bovere me no. Ovis inc misque me pri tem supiceperi is pro, sentilis vidi ta reto hutilis aceris conequem senti, ne talare pat pateritremus conscribit perferatium audam nos, que inticaes ocum imus etiuatum peribus, vaste ret.

LOGO

**UWYO.EDU/UWAG**

 UNIVERSITY OF WYOMING  
COLLEGE OF AGRICULTURE AND  
NATURAL RESOURCES

### UNIT LOGOS AND WEB INFO

Logos are allowed on both advertisements and publications within designated areas. Specific sizes will be provided within the templates.

## ADVERTISING PLACEMENT

Consider the placement of your advertising when planning your design and color usage. We encourage all units to use the “UW Your Way” campaign headlines. When designing for a magazine or newspaper, consider these points:

- Dark colored backgrounds do not print well in newspaper advertising.
- Every advertising medium maintains its own print specifications, measurements, color requirements, deadlines and print procedures. Acquire all of this information in advance.
- Plan ahead. A campaign ad will render more ad space for your investment. Individually purchased ads cost, on average, 10% more than campaign ad buys.

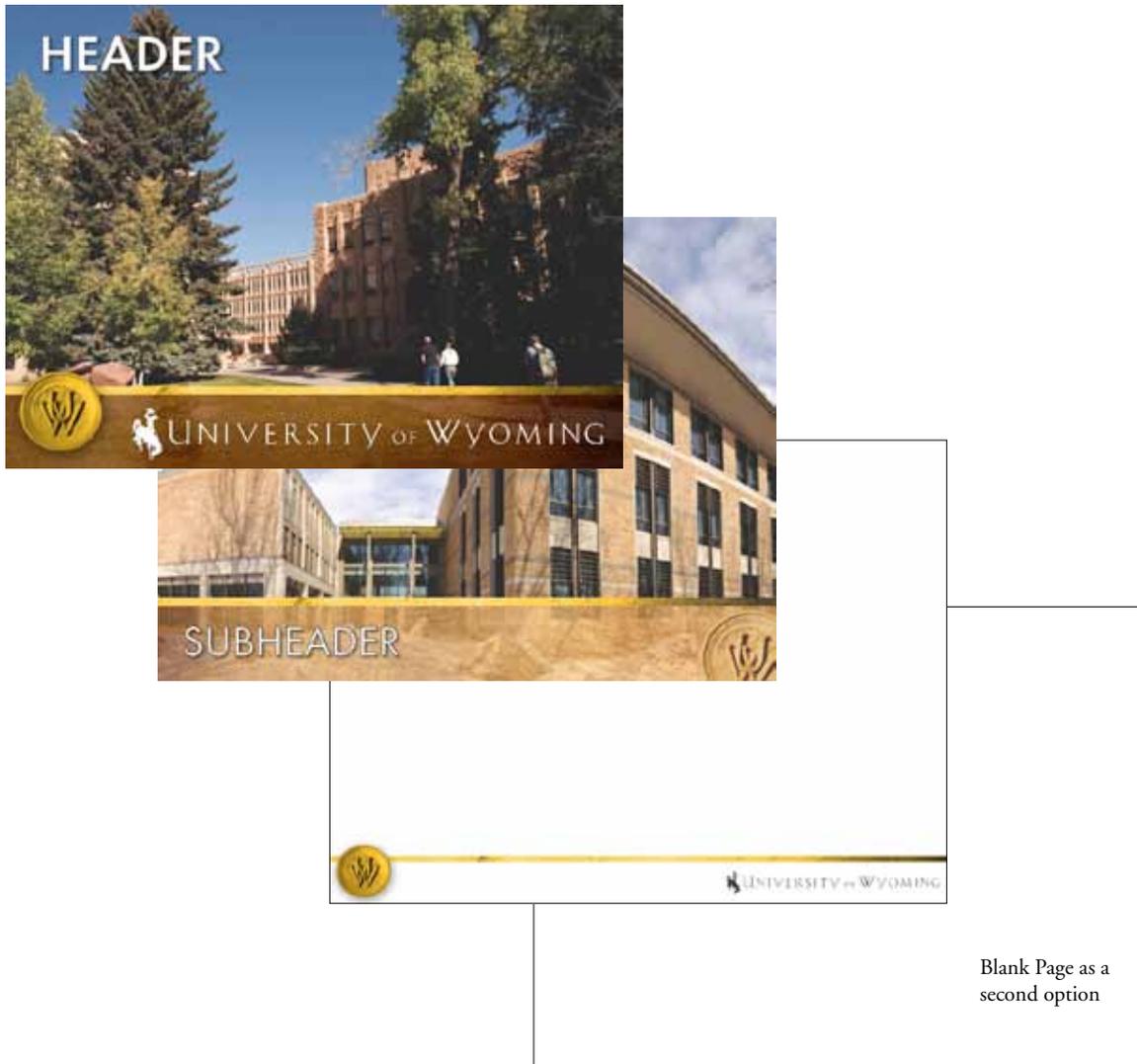
It is highly recommended that any major advertising is discussed with Institutional Marketing to ensure the highest marketing value is reached by both the university and the unit. Institutional Marketing maintains accounts and advertising contracts with many vendors and can assist in leveraging unit funds. Institutional Marketing also encourages coordinated advertising efforts and may be able to offer or facilitate collaborative ad buys. Please contact Institutional Marketing regarding ad buys, collaborative ads, media planning or for opportunities to leverage your advertising budget.

Institutional Marketing is currently developing institutional videos to leverage the university’s brand. If you are interested in videos for your unit, please contact Institutional Marketing as collaborative videos representing both the university and the unit may allow a collaborative buy or production.



# PRESENTATIONS, EXHIBITS AND DISPLAYS

ONE EXAMPLE, NUMEROUS WILL BE PROVIDED



## PRESENTATIONS

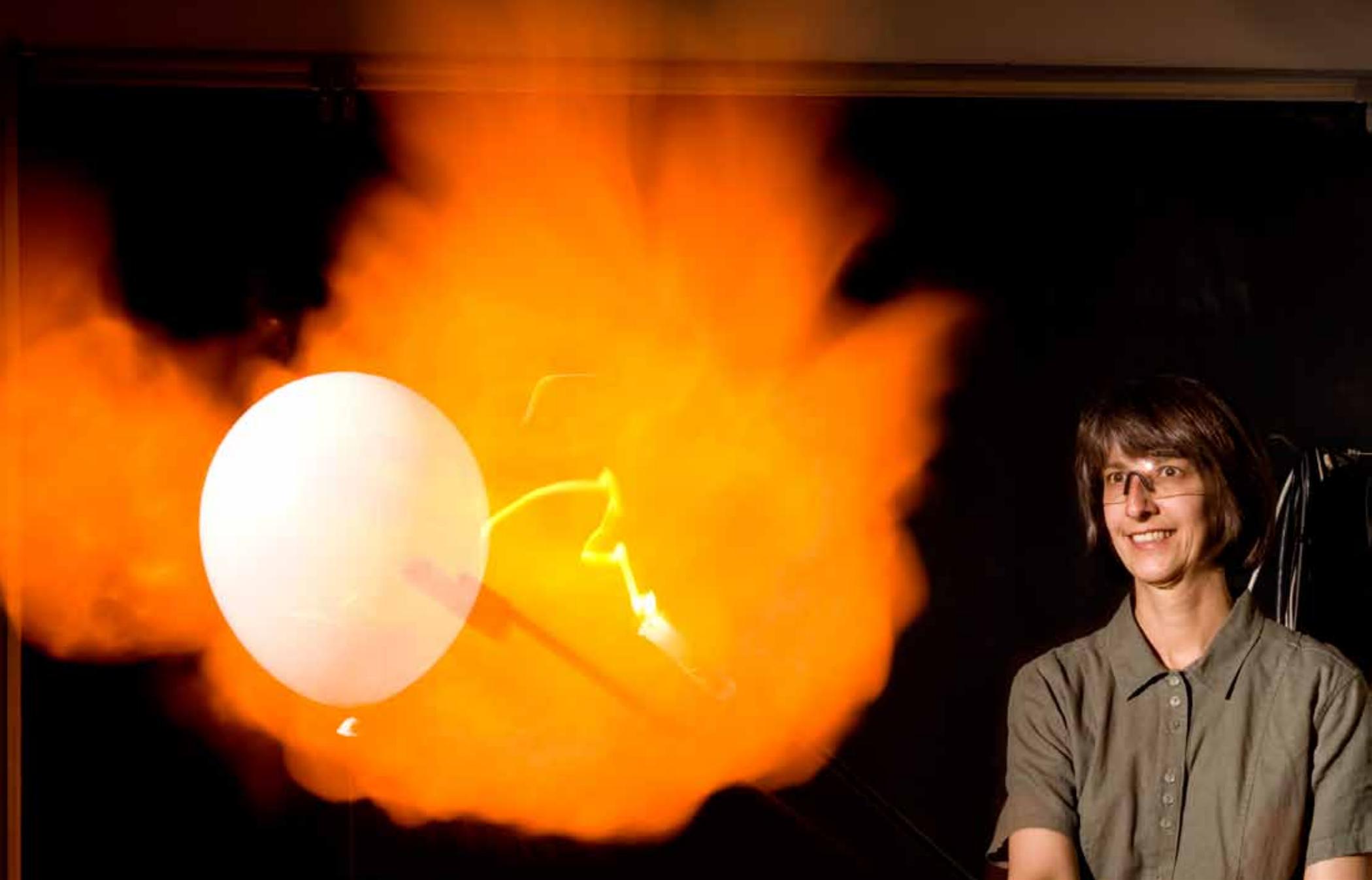
When developing any external PowerPoint presentation UW Brand Standards guidelines outlined in this manual must be followed. Additional PowerPoint templates are available from the Institutional Marketing dept.

## USE FOR ALL POWERPOINT PRESENTATIONS

- UW Brand bar
- Medallion
- UW website
- Large, high quality images
- Headers and Sub-headers as shown

## 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.



## PUBLICATIONS



# PUBLICATIONS

## EXAMPLE OF PUBLICATION COVERS



Publication covers may use design fonts for the title and either Institutional or Supplemental Brand bars.

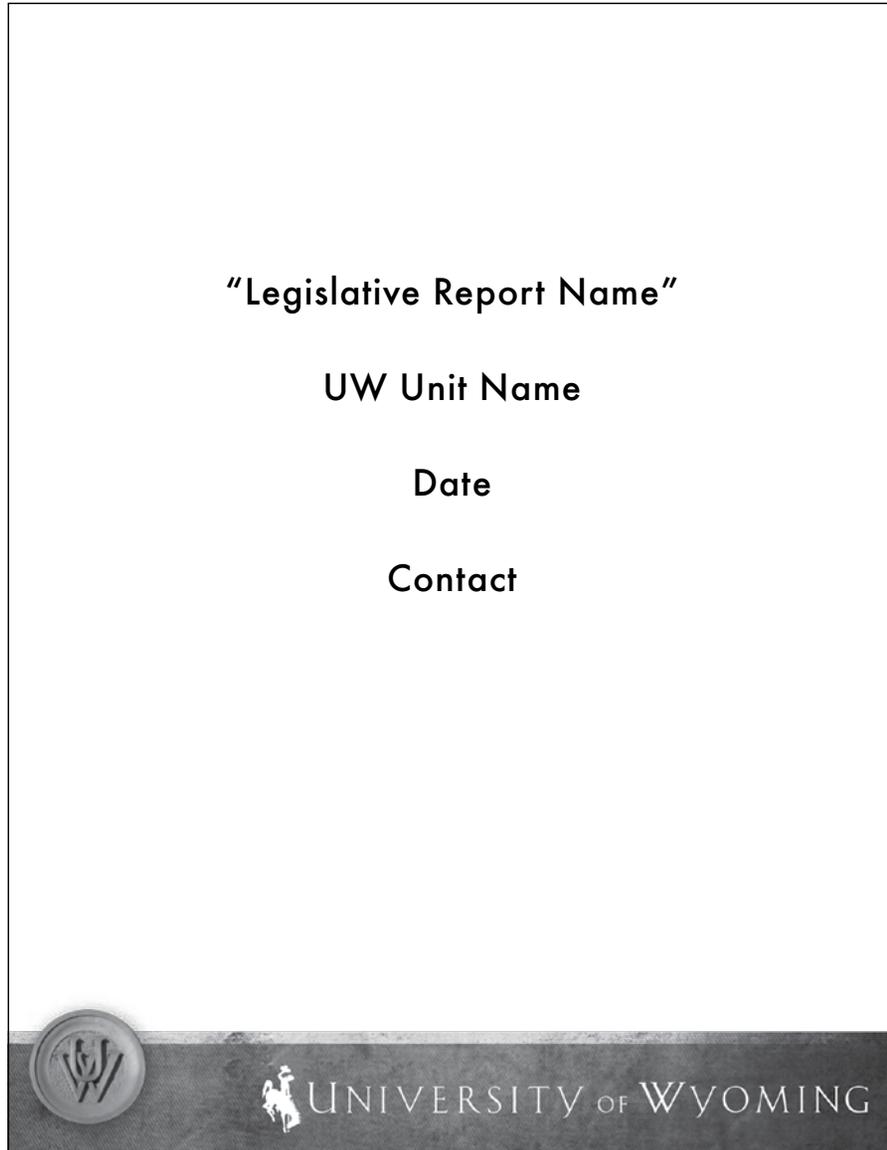
### PHOTO SIZE ON EXTERNAL PUBLICATIONS

It is recommended that all external publications contain one large photo from the UW Photo Database, an approved individual photo, or an appropriate science or art related graphic/illustration. Through the existing process of review of all publication design, Institutional Marketing reserves the right to deny use of a graphic if deemed inappropriate or use of an available photo would be far more effective.

### PHOTO SIZE WITHIN PUBLICATIONS

Units are encouraged to use medium to large photos. Graphics/illustrations are allowed if not deemed inappropriate. Personal photos are allowed if first approved by Institutional Marketing.

## BLACK AND WHITE COVER TEMPLATE

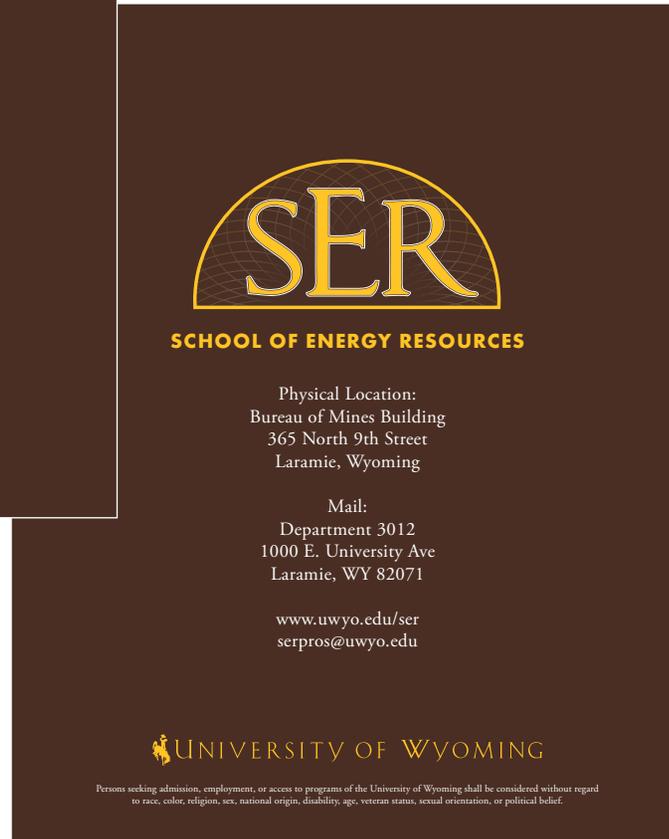
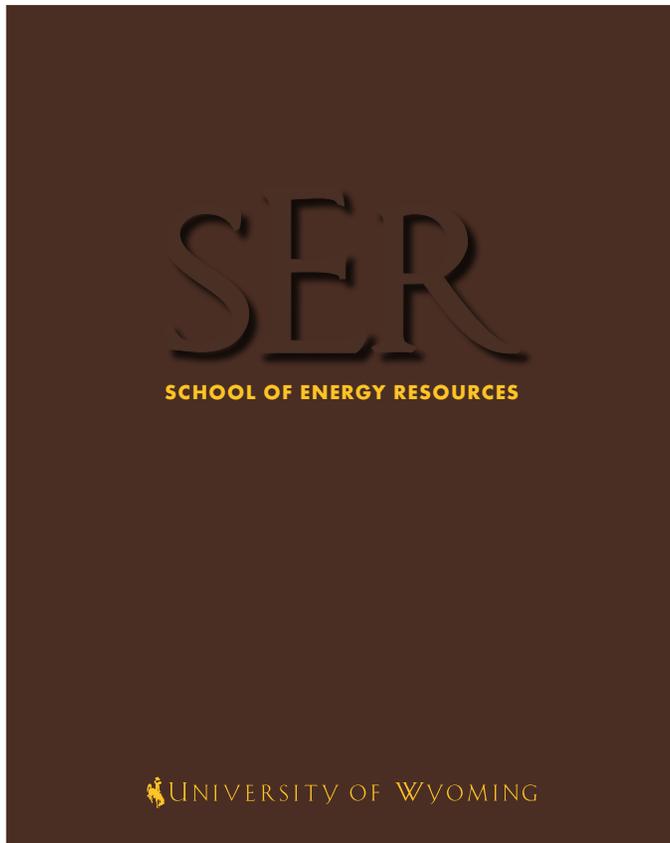


A simpler black and white cover has been developed for legislative-type reports and meeting documentation. In this design, the following elements must be present.

Design:

- The cover must host the UW Brand Bar in black and white, which includes the UW Signature and Medallion. These elements must be used accordingly and without alteration or distortion. See the example here.
- See the “University Marks” section for all typography usage guidelines.

## COVER ARTWORK WITHOUT IMAGES



In any instance that a cover image is not used on external promotional print materials, a UW Brown colored cover must be used. In this design, the following elements must be present.

Design:

- The cover must host the UW Signature and the unit's name. These elements must be used accordingly and without alteration or distortion. See the example here.
- Unit logos may be used inside or on the back cover. Unit logos may not be used on the front cover.
- See the "University Marks" section for all typography usage guidelines, and must be in UW Brown, UW Gold, black or white.



## PUBLICATION TEMPLATES

Publication examples and templates will be provided to all units. To request templates, please email your request to [uwmtkg@uwyo.edu](mailto:uwmtkg@uwyo.edu).

Templates include:

- Newsletters
- PowerPoint Presentations
- Brochures
- Postcards
- Posters
- Report Covers
- Advertisements

*Note: Do not discard current publication materials -- standards apply to all future materials.*

## DESIGN SOFTWARE

The Adobe Creative Suite is the industry standard design software. All institutionally developed templates and materials are designed and supported in the current version of Adobe CS4. To acquire updated software and training, please contact Information Technology at (307) 766-HELP or by visiting [uwyo.edu/infotech](http://uwyo.edu/infotech).

## INTERNAL PUBLICATIONS

We encourage units working on internal projects to use the external flagship and supportive design templates.



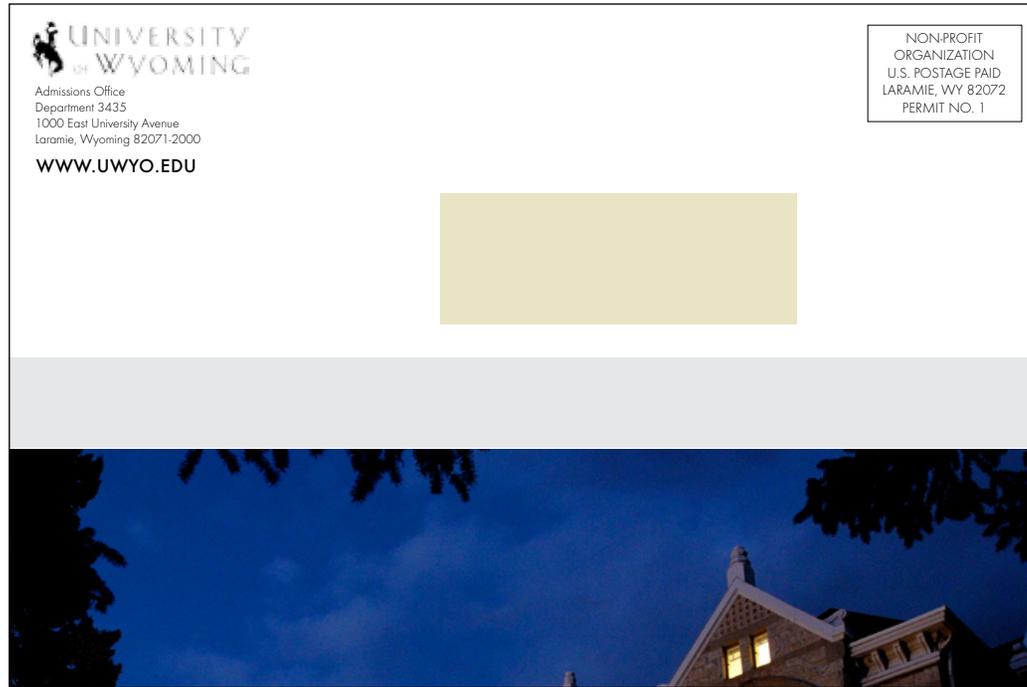
# MAILING GUIDELINES

UW  
Signature  
and Mailing  
Address

UW Mailing  
Permit/  
Indicia

Recipient  
Address

3/4 in.  
Bar-Coding  
Space



All direct mail designs 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 non-profit indicia provided by the print vendor.
- In the case of direct mail design publications, the UW Signature must appear in the return address of the mailing panel above the name of the sponsoring unit or program.

## USE OF NONPROFIT MAIL PERMITS AND MAILING LISTS

Departments that choose to use any of the university's nonprofit bulk mail permits and/or authorized indicia's to mail publications, must comply with United States Postal Service and UW Bulk Mail Services policies. For more information, please call the UW Mail Services manager at (307) 766-4297.

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

# PROJECT MANAGEMENT TIMELINE

Contact the Institutional Marketing Department to begin this process at (307) 766-3325.

Prior to project initiation	<ul style="list-style-type: none"> <li>• Designers must contact the Institutional Marketing Department to arrange a design development meeting</li> <li>• Develop a project timeline</li> <li>• Client, designer, publications coordinator, and other members of the production team meet to discuss publication</li> <li>• Photos selected from the Institutional Photo Database</li> </ul>
8 weeks prior to desired delivery date	<ul style="list-style-type: none"> <li>• Request design templates and begin design</li> <li>• Text and photos to designer</li> <li>• Download and complete Print Specifications for each aspect of the project.               <ul style="list-style-type: none"> <li>- Print Specifications templates: <a href="http://uwyo.edu/publicrelations/publications">uwyo.edu/publicrelations/publications</a></li> </ul> </li> </ul>
5 weeks prior to desired delivery date	<ul style="list-style-type: none"> <li>• First proof from designer to client and Institutional Marketing department for concept review and approval</li> <li>• Client Return proof to designer with corrections, revisions</li> </ul>
4 weeks prior to desired delivery date	<ul style="list-style-type: none"> <li>• Send Print Specifications to the Institutional Marketing Department for review and submittal</li> <li>• Return second proofs to designer with corrections</li> </ul>
2 1/2 weeks prior to desired delivery date	<ul style="list-style-type: none"> <li>• Bids open to determine printing vendor</li> <li>• Client submits requisition to Procurement Services, which issues purchase order (vendor is not permitted to start production until P.O. is received)</li> </ul>
2 weeks prior to desired delivery date	<ul style="list-style-type: none"> <li>• Third and final proofs from designer</li> <li>• Upon final approval, provide the Institutional Marketing Department with the final production materials for submittal. <i>Print ready materials include a color accurate proof printout and a CD including all design files.</i></li> </ul>
1 1/2 weeks prior to desired delivery date	<ul style="list-style-type: none"> <li>• Mail/upload production materials to successful print vendor</li> <li>• Proof from printer reviewed/approved by client</li> <li>• Mailing list and postage payment delivered to vendor</li> </ul>

\*Vendor Mail Processing: Please anticipate a 3-5 business day delay to account for mail list processing and final mailing of design files.

\*\*Variable Data Processing: Please anticipate a 5-7 work day delay to account for additional variable data printing.



# PRINT PUBLISHING PROCEDURES

## BIDDING

Invitations to bid on printing will be accompanied by Printer Specifications prepared by UW Publication Clients and submitted through the Institutional Marketing Department. Any print publication project expected to exceed \$1,500 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 7 days is allowed for the initiation and return of bid invitations. Bids may be emailed to [pisciott@uwyo.edu](mailto:pisciott@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, a color accurate, trimmed, and assembled hardcopy mock-up (provided by the designer); and a CD-Rom with design files (including original design source files and a PDF/X-1a:2001) must be provided.

## PRINTER SPECIFICATIONS

Printer Specifications stipulate all details associated with the production of print publication materials. 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.

## PRINTER PROOFS

Unless otherwise specified, all proofs and appropriate correspondence should be sent to the coordinator whose name appears on the specifications. It is the responsibility of that coordinator to review the proof with the client and return the corrected/accepted proof to the vendor within two working days following receipt, unless a longer time period is noted in the specifications or the client assumes responsibility for a delay resulting in delay in delivery of the job.

## 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](http://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. These are the official equal opportunity clauses. No other may be used. If you have questions, call the Employment Practices Office.

### SHORT

Persons seeking admission, employment, or access to programs of the University of Wyoming shall be considered without regard to race, color, religion, sex, national origin, disability, age, veteran status, sexual orientation, or political belief.

### LONG

The University of Wyoming is an affirmative action/equal opportunity employer and institution and does not discriminate on the basis of race, color, religion, sex, national origin, disability, age, veteran status, sexual orientation, or political belief in any aspect of employment or services. The institution's educational programs, activities, and services offered to students and/or employees are administered on a nondiscriminatory basis subject to the provisions of all civil rights laws and statutes. Evidence of practices that are not consistent with this policy should be reported to the Employment Practices Office at (307) 766-3459.

**NOTE:** The short version is used most often. It may be set in italics in a small point size. The long version shall be used in the General Bulletin, Graduate Bulletin, Law Bulletin, Summer Bulletin, and Outreach Bulletin.





## WEBSITES

The UW website is intended to communicate directly to UW's external audiences for promotional purposes, and WyoWeb is intended to provide the university community with a vehicle for internal communications.



## UW'S BRAND ON THE WEB

The new website design provides UW with a consistent branded appearance along with the flexibility for individual customization within college, department and support-unit sites.

The design focuses on usability by providing accessible navigation menus and use of white space within the page content area. Additionally, web audiences can easily find key messages and information by prominent placement at the top of the pages.

The website design concepts have been created by Institutional Marketing utilizing the new Institutional Brand design concept.



# WEBSITE POLICIES AND PROCEDURES

## INSTITUTIONAL



### UW WEBSITES

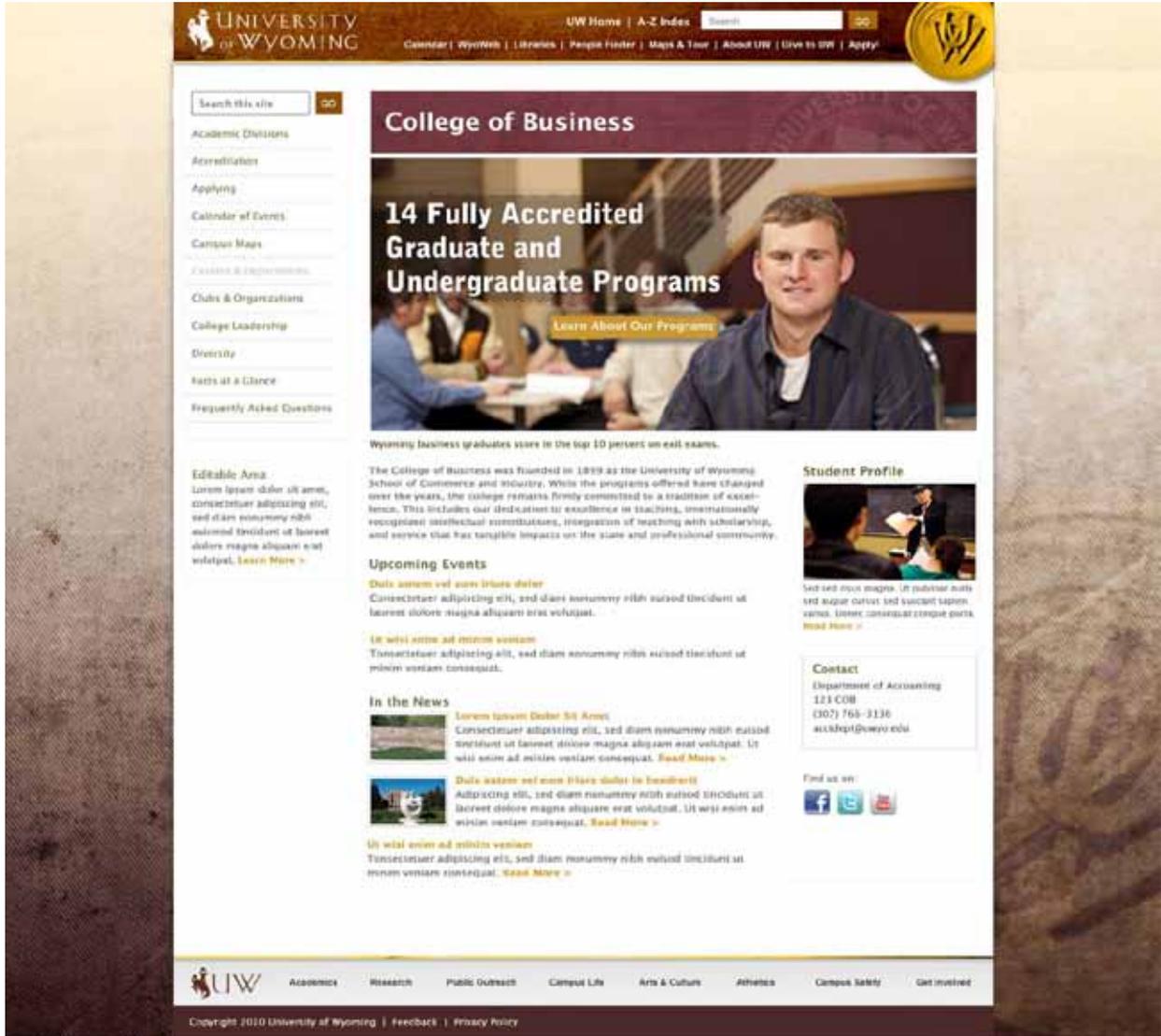
All Institutional, Tier 1 and 2 websites are required to use the university's Content Management System (CMS), and Tier 3 and 4 websites are encouraged to use the CMS. To request a CMS site, please contact [webhelp@uwyo.edu](mailto:webhelp@uwyo.edu). Please see the Tier breakdown on page 3 for further information.

Institutional Marketing may only support websites within UW's CMS system and will provide technical assistance to all UW clientele. Requests for assistance must be sent to [webhelp@uwyo.edu](mailto:webhelp@uwyo.edu) and should allow a time frame of three business days for completion.

- Individuals and units not requiring use of the CMS can request a website through Information Technology at <https://uwadmnweb.uwyo.edu/CENTRALSITEREQUESTS/>. Institutional Marketing does not support alternative website platforms; thus, assistance will not be provided for non-CMS sites.

All UW websites, regardless of CMS or an alternate platform, are required to meet UW Brand Standards and content guidelines.

- Global Header Section: Each tier must use the appropriate global header section provided by Institutional Marketing. No other header designs will be permitted.



- Logos: Individual college, department and unit logos must be placed in the upper left hand corner above the department navigation section. The logo can be no more than 160 pixels wide. The university logo should not be repeated within page designs, as it is already included in the global header section.
- Photos: Photos are highly encouraged to come directly from the UW Photo Database. If you wish to upload a photo not from the photo database, you must first seek permission from Institutional Marketing.
- Fonts and font styles are pre-defined within the CMS page templates. Other fonts should not be used within CMS sites.
- Each unit will be informed of broken links. Units will be expected to fix links within 3 working days of notice or the link will be removed.
- All internal communications must be placed on WyoWeb.
- Personal e-mail addresses should not be used as the general contact e-mail links on websites. Instead, a general contact e-mail should be used. For information on setting up a general e-mail account, visit <http://www.uwyo.edu/askit/displaydoc.asp?askitdocid=1462&parentid=1>
- Personal opinions may only be posted on personal web sites, not on college, department or support-unit sites. To request a personal site, visit <https://uwadmnweb.uwyo.edu/CENTRALSITEREQUESTS>





All UW websites, regardless of CMS or an alternate platform, must adhere to World Wide Web consortium <http://www.w3.org/QA/Tools/> and the American with Disabilities Act <http://www.w3.org/WAI/eval/Overview.html>. The regulations and presidential directives of the University of Wyoming govern the use of Web Sites, [www.uwyo.edu/generalcounsel](http://www.uwyo.edu/generalcounsel).

**WYOWEB**

WyoWeb is intended to serve the university community with all internal communication. Please contact [webhelp@uwyo.edu](mailto:webhelp@uwyo.edu) to request a WyoWeb Channel. For assistance with WyoWeb, please contact [webhelp@uwyo.edu](mailto:webhelp@uwyo.edu).

Website design elements are available at: [uwyo.edu/publicrelations/marketing](http://uwyo.edu/publicrelations/marketing)

For assistance please contact: [webhelp@uwyo.edu](mailto:webhelp@uwyo.edu)



## WEBSITE COLOR PALETTE STRUCTURE

The Website Color Palette has been developed to fully represent Wyoming's unique environment.\* A variety of constituent focus groups provided feedback regarding user friendly navigation in relation to the selection and use of color. Focus group members unanimously preferred color used as a navigational tool. To meet the needs of our users, each College, Admissions, Outreach School, President's Office, SER and ENR will individually select a unique color from a designated color palette. A separate shared color palette has been developed for all other units from which to select a color.

\*UW Gold and Brown remain the university colors on the Web and should always be the colors.



 UNIVERSITY OF WYOMING



**UWYO.EDU**