



UNIVERSITY
OF WYOMING

— THE OFFICIAL —

UW BRAND BOOK



INTRODUCTION

The Official UW Brand Book is your tool for communicating all aspects of the University of Wyoming brand. Our brand is one of our greatest assets — connecting us to the state and the world, while unifying our university community. As a land-grant, flagship institution, UW needs to have **one** strong, authentic voice that clearly tells our story. This voice should tell the world who we are, what we do and what we stand for. A clear message, along with a consistent visual identity, will strengthen UW in the eyes of prospective and current students, faculty, staff, alumni and donors.

Consider this your guide on what elements create the unique UW brand and how to use them consistently and accurately. The UW brand is open and accessible to everyone, and should be considered an important part of your college, unit or department’s marketing efforts.

While we endeavored to include a wide variety of brand uses in this guide, we know you may still have questions. Institutional Marketing is available to help, and we’re excited to work with the campus community to implement the brand.

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BRAND PROMISE

The University of Wyoming develops creative, outside thinkers who thrive by building grit, integrity, independence and optimism because we believe education should be accessible to all, inclusive, meaningful and should prepare students to tackle the problems of today and the unknown of tomorrow.

BRAND ATTRIBUTES

Adventurous

Authentic

Courage

Creative

Curiosity

Determined

Grit

Independent

Innovative

Integrity

Optimistic

Resilient



BRAND TONE AND VOICE

The tone for the University of Wyoming is based in reality, but brazen about the possibilities of the future. We're serious, but we don't take ourselves too seriously. We're smart, but not preachy. And like a Cowboy, we get to the point quickly, which means we say more with less.

Adventurous: A Cowboy is an adventurous spirit who can never resist the call of the unknown — whether it's finding a new adventure in Wyoming's wide-open spaces or creating solutions to complex problems in the classroom.

Authentic: Be you, always — because it's not *what* you are that makes you a Cowboy, it's *who* you are.

Courage: Courage doesn't mean you're not afraid, it means you make a conscious decision to face that fear and do what needs to be done.

Creative: A Cowboy discovers the best solutions by letting creativity lead the way. Creativity takes many forms, whether you're dreaming up a new choreography or engineering a new bridge design.

Curiosity: Curiosity is what drives a Cowboy's craving to constantly learn — exploring new interests, people and cultures along the way.

Grit: Grit isn't given. It's earned. It means you stay the course in moments of discomfort and adversity.

Independent: You crave the freedom to forge your own path, that craving for freedom — your independence — is what inspires you.

Innovative: Modern problems require modern solutions. UW embraces both the newest advancements in technology and old-fashioned, roll-up-your-sleeves hard work.

Integrity: Cowboys take the road less traveled — they are held to a higher standard and rise to the occasion, always. They do the right thing — even when no one is looking — because they're here to change the world.

Resilient: You'll build character at 7,200 feet in elevation and you'll conquer challenges with that resilience that only Cowboys have.



BRAND CAMPAIGN AND HEADLINE

Born from the very core of the University of Wyoming, The World Needs More Cowboys 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 alumni.

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 need.

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.

*THE WORLD NEEDS
MORE COWBOYS.*

Download the complete Campaign Guidelines: uwyo.edu/brandcenter



INSTITUTIONAL MARKETING

We are a team of outside thinkers who are driven to promote, enhance, and protect the reputation of the University of Wyoming brand. We aim to be a central resource for the UW community, helping to tell the story of curious and adventurous Cowboys through a consistent tone and look.

Institutional Marketing produces professional photography, videography, graphic design, and marketing campaigns that suit your needs. We specialize in strategic marketing plans, social media, website management, and media buys for all of our campus partners. To inquire about using our services, please complete the Project Request Form on the IM website.

Coming Soon! — In order to better serve our university partners with high-quality, easy-to-create graphics and graphic design, Institutional Marketing has created a Canva enterprise account with branded templates for print and online materials. Contact Institutional Marketing for pricing and access information.

For more Institutional Marketing resources: uwyo.edu/marketing



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VISUAL IDENTITY



ONE- AND TWO-LINE UW LOGOS

The UW logo must be present on all external printed and digital documents, and can only appear in UW Brown or Gold, metallic gold (foil stamped), black or white. The UW logo must be downloaded and used as a complete graphic element — modification is not allowed. As the logo has specific kerning (letter spacing), simply retyping the signature is not allowed.

The UW logo is not to be used smaller than 2.5 inches wide for the one-line version and 1.5 inches wide for the two-line version. Minimum clear zone all around should be at least half the height of the signature.



Official UW logos can be found on the Institutional Marketing Brand Center: uwyo.edu/brandcenter



ABBREVIATED UW LOGO

The abbreviated UW logo is less formal than the one- or two-line versions, and should be used mostly on internal documents or materials where the full name of the University of Wyoming is clearly displayed. The abbreviated logo should not be used smaller than 1.5 inches wide and can be displayed in UW Brown or Gold, black or white. Minimum clear zone all around must be at least 20 percent of the height of the logo. As with all UW logos, no modification is allowed.



Official UW logos can be found on the Institutional Marketing Brand Center: uwyo.edu/brandcenter



UNIT UW LOGOS

In 2018, a new logo policy was implemented for college and unit versions of the UW signature. The approved logo design through this policy includes two-line and abbreviated versions, horizontal and vertical orientations, and a college/program hierarchy. As with all UW logos mentioned in this guide, rules for color, clear space and modifications apply.

The policy and the new logos can be downloaded from Institutional Marketing Brand Center. A logo exceptions form can be found there as well. If you do not see your unit logo in the Brand Center, please contact Institutional Marketing and we will create one for you.



Official UW logos can be found on the Institutional Marketing Brand Center: uwyo.edu/brandcenter



MULTIPLE UNIT LOGOS

When multiple UW units need to be listed on one printed piece the UW logo only needs to appear once. The unit names should be stacked to the right or underneath the logo, separated by a line. If you have questions or would like to have a combination logo created, please contact Institutional Marketing.



College of Agriculture
and Natural Resources

College of Business



Office of
Engagement
and Outreach

Global Engagement Office
Center for
Global Studies

Official UW logos can be found on the Institutional Marketing Brand Center: uwyo.edu/brandcenter



STEAMBOAT

Steamboat (the bucking horse and rider) was first used by the university in 1921. Originally used on athletic uniforms, Steamboat evokes the tradition, pride and spirit of UW and the state. Steamboat is owned by the State of Wyoming and licensed to the university for its related uses.

In most circumstances, Steamboat should only be used in conjunction with the UW Signature and should not be altered, distorted, manipulated or merged with any other logo or element. Steamboat should only be displayed in UW Brown or Gold, black or white. Steamboat may not be used as part of another logo mark without written permission from Trademark Licensing and/or Institutional Marketing.





UNIVERSITY SEAL

The University Seal is reserved for formal printed materials from the University President's Office, such as diplomas, medallions, awards, designated honorary certificates and official documents.

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.



UNIVERSITY MEDALLION

The University Medallion is reserved for institutional projects and a good alternative to the University Seal. If approval is granted, the University Medallion must be used in its entirety, with no alterations or visual distortions. It does not replace the official university logo and must be used in conjunction with the logo.



Contact Institutional Marketing for approval and/or files for the Seal or Medallion.



UW BRAND COLORS

UW Brown and Gold have been the traditional colors of the University of Wyoming since 1895, selected from the Brown-Eyed Susan, a flower native of southeastern Wyoming. They remain one of the most identifiable components of the UW Brand. The Accent and Neutral color palettes represent the unique and vibrant Wyoming landscape.

UW Brown and Gold should remain the dominant colors in all external designs. If you are printing in gold foil, use Metallic PMS 871.



UW Gold
CMYK: 0, 24, 94, 0
RGB: 255, 196, 37
PMS 123 C
Hex value: #ffc425



UW Brown
CMYK: 53, 72, 77, 57
RGB: 73, 47, 36
PMS 476 C
Hex value: #492f24

Accent Color Palette



Charcoal
CMYK: 67, 57, 48, 25
RGB: 86, 90, 98
PMS 425 C
Hex value: #575a62



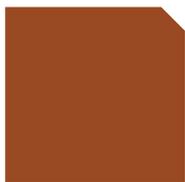
Slate
CMYK: 17, 25, 25, 49
RGB: 126, 113, 110
PMS 444 C
Hex value: #79706c



Prairie Grass
CMYK: 0, 3, 100, 64
RGB: 122, 113, 45
PMS 3995 C
Hex value: #7e7615



Spring Leaves
CMYK: 13, 0, 100, 33
RGB: 161, 165, 55
PMS 391 C
Hex value: #a2a42c



Canyon Rock
CMYK: 0, 68, 100, 44
RGB: 153, 74, 34
PMS 1685 C
Hex value: #874917



Cowboy Boot
CMYK: 0, 51, 100, 36
RGB: 171, 103, 40
PMS 1685 C
Hex value: #9a651e



Indian Paintbrush
CMYK: 0, 97, 100, 50
RGB: 139, 24, 27
PMS 188 C
Hex value: #77160c

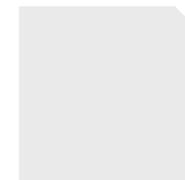


Evening Sky
CMYK: 98, 80, 37, 26
RGB: 24, 59, 97
PMS 654 C
Hex value: #2a3e60

Neutral Color Palette



Cool Gray 3
CMYK: 20, 15, 15, 0
RGB: 203, 204, 205
PMS Cool Gray 3
Hex value: #cbcccd



Cool Gray 1
CMYK: 7, 5, 5, 0
RGB: 235, 236, 237
PMS Cool Gray 1
Hex value: #ebebec



Light Beige
CMYK: 16, 17, 18, 0
RGB: 212, 203, 198
PMS 406 C
Hex value: #d4cbc6

NOTE: Choosing from these approved color palettes creates visual consistency with university designs. Pay close attention to how and when you use them. Consider whether it would be more appropriate to use UW's primary brand colors. The Accent and Neutral palettes should be used occasionally and sparingly. They should not become the predominant color for a school, center, institute or department. Accent and Neutral palettes are not allowed to be used for the UW logo.



UNIVERSITY FONTS

UW’s official typefaces are Gotham (sans serif) and Adobe Garamond Pro (serif). Both are flexible enough to meet a wide range of situations and requirements, and should be used on all external materials. When used consistently alongside UW logos and colors, typography unifies the appearance of university communications.

Script or specialty fonts can be used on a limited basis for emphasis. The university’s marketing campaign - The World Needs More Cowboys - employs a unique script font. See the **Campaign Guidelines** for more information.

Gotham
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

Adobe Garamond Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

Gotham Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

NOTE: If you are unable to download or access Gotham or Adobe Garamond Pro, you may substitute with these fonts. Both can be downloaded for free from Google Fonts.

Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

Crimson Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890



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PHOTO AND VIDEO



PHOTOGRAPHY

A key element of the UW Brand is the usage of dynamic, high-quality imagery that captures the excellence and spirit of UW, its students, faculty and staff. In order to remain authentic to the brand, the use of stock photography is strongly discouraged. An extensive library of photography can be found on the UW Photo Database.

Photo services are 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 encourage using these images to enhance your website, marketing materials, event promotions and other department communications. To inquire about photography services, please complete the Project Request Form on the Institutional Marketing website.

NOTE: To ensure that photography can legally be used, any personal photos (not provided by UW Photo Services) must have a valid UW Model Release filed with both UW Institutional Marketing and your unit. Individuals posing as subjects of Institutional Photo and Video Service projects must also complete the UW Model Release Form.

For access to the UW Photo Database and/or the Model Release Form: uwyo.edu/brandcenter



PHOTOGRAPHY EXAMPLES





VIDEOGRAPHY

Video is a one of the most compelling ways to tell our story and build brand awareness through authentic voices and real-world situations. Videos can be used on multiple digital marketing channels to reach many different audiences. Because videos are highly visible and highly watched, maintaining strong UW branding is very important.



Institutional Marketing maintains the official university YouTube channel: [youtube.com/uwyo](https://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 Video Services and should be used on all approved UW promotional videos to maintain a consistent message. All videos not created by Video Services need to reviewed and approved by Institutional Marketing.

To inquire about video services, submit an **Institutional Marketing Project Request Form**.

For more information about UW's video brand standards: uwyo.edu/brandcenter



UNIVERSITY
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BUSINESS COMMUNICATIONS



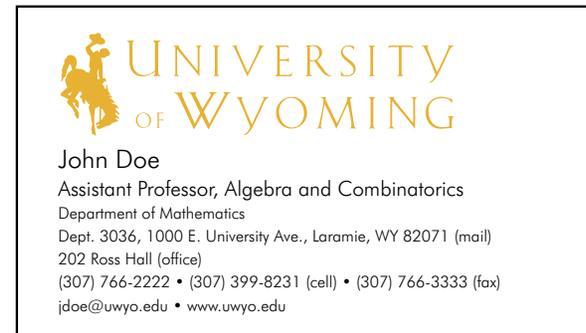
STATIONERY – BUSINESS CARDS

Business cards are on heavy white stock with the UW Signature stamped in gold foil. Individual contact information will be printed in process black. 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



An order form for UW business cards is available online at: www.uwyo.edu/mktgcomm/businesscards/



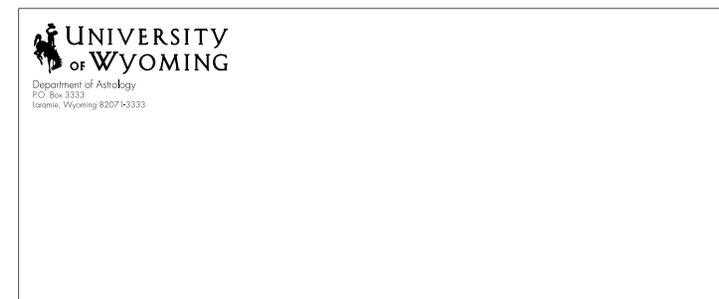
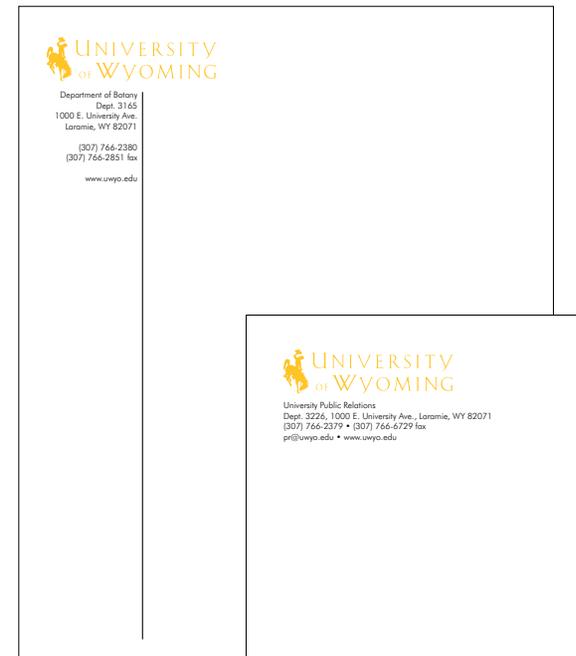
STATIONERY - LETTERHEAD AND ENVELOPES

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 contact information printed in black.

Use of a departmental or special event logo and/or text is acceptable if placed at the bottom of the page. The logo and/or text should be smaller than the UW Signature.

To request electronic letterhead (MS Word), please contact Institutional Marketing.

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

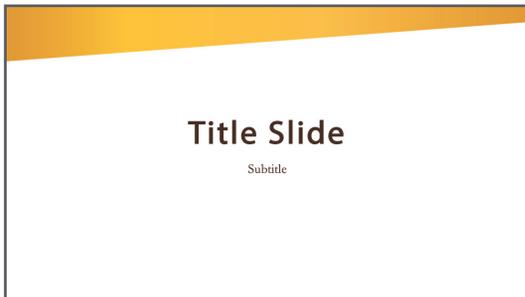


To order letterhead and/or envelopes, please contact Modern Printing at **(307) 745-7344** or **orders@ModernWyoming.com**.



POWERPOINT PRESENTATIONS

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. Three unique PowerPoint template options are available on the Institutional Marketing Brand Center.



Simple



Contemporary



The World Needs More Cowboys

Download these templates at the Institutional Marketing Brand Center: uwyo.edu/brandcenter



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. Computer generated name tags may also follow the sample format.



Above name tag was printed at: **Star Awards & Promos, 520 South 3rd Street, Laramie, (307) 742-5873**



UNIVERSITY
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PUBLICATIONS



MAILING GUIDELINES

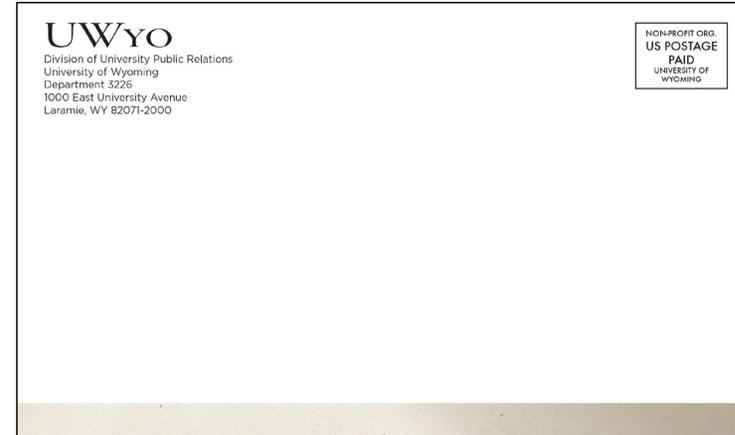
Nonprofit Mail Permits and Mailing Lists

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**.



PRINT PUBLISHING PROCEDURES

Any print publication that is expected to exceed \$10,000 in value must be bid through the University Graphics office. They will review and submit client authored publication bid forms for print publishing projects. University Graphics staff will work with you on the publication printing specifications for your project as well as facilitate necessary approvals from Institutional Marketing on proper use of the UW Brand Standards.

Contact University Graphics with questions or to submit a bid: www.uwyo.edu/print-graphics/publications1/index.html



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



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SIGNAGE



SIGNAGE – EXTERIOR

Campus signs are governed by three goals:

- 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.

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.

- Color should match UW Brown with white lettering (Helvetica Medium).
- Only the UW Signature or UW Abbreviated Signature may appear with the sign text.
- As new signs are developed the 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**.



SIGNAGE — OTHER

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.

Vehicle Identification — All UW vehicles shall display the official UW Abbreviated Signature. Contact UW Fleet Services with regards to vehicle decals.

Exhibits and Displays — The university's internal and external exhibits and displays should prominently feature one of the UW approved signatures. Brand standards guidelines for the typeface, size, configuration, encroachment and color apply.

Lecterns — The UW two-line or abbreviated signature should be used. Center the logo and present it so it can be viewed easily by the audience. All brand standards guidelines on typeface, size, configuration and color apply.



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LICENSING



LICENSING, SPONSORSHIPS AND ADVERTISING

The UW Trademark Licensing Office works to protect, promote, and preserve the name and logos of the University of Wyoming. This office also works cooperatively with the State of Wyoming Secretary of State's Office in the licensing and management of the Bucking Horse & Rider trademark. For licensing information, applications and product approvals, please visit 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.

UW Trademark Licensing Office: call (307) 766-6927 or e-mail: trademrk@uwyo.edu | Athletics Marketing and Sponsorships: (307) 766-5020



UNIVERSITY
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ONLINE VISUAL IDENTITY



UWYO.EDU

The University of Wyoming's website is one of the most recognizable and accessible platforms that represents the brand. Often it's the first exposure that many people have of our organization, and it is important to make a good impression. As with the other materials mentioned in this guide, the UW website needs to carry on the consistent voice and visual identity that is vital for a strong brand.

CMS — Institutional websites are built using a content management system (CMS) and branded templates are available. Institutional Marketing supports websites within the CMS system and provides technical assistance to all CMS users. Visit uwyo.edu/web to find helpful resources for building/updating your site, as well as a schedule of IT-led training sessions.

There are two requirements for gaining access to the CMS:

1. CMS Level 1 training — uwittraining.catalog.instructure.com/
2. Accessibility training — uwittraining.catalog.instructure.com/courses/webaccess

Non-CMS — To receive a CMS exemption a request form will need to be completed: uwyo.edu/web/_files/forms/web-exemption/. All UW websites, regardless of how they are created, are required to meet UW brand standards and accessibility requirements. It is our preference that all UW websites use the appropriate global header/footer provided by Institutional Marketing.

UWYO.EDU CONTINUED →

Download the Website Style Guide: uwyo.edu/web/manuals



UWYO.EDU CONTINUED

Contact Us — College, department and unit logos should be placed in the lower left hand corner of your page under Contact Us. Personal email addresses should not be used as the general contact email. Instead, a general contact email should be used. Contact the Information Technology Help Desk to create one. Unit social media links can be added in this area.

Photography and Graphics — Whenever appropriate, images from the **UW Photo Database** should be used to ensure the highest quality display. If you wish to use a photo from another source, please consider it's relevance and permissions. Images must not be stretched or shown in low resolution. To achieve the best user experience and rendering speed, images should be optimized for the web. Approved, branded graphics are available through the CMS.

Additional Guidelines — Personal opinions or political beliefs may only be posted on personal websites and should not be posted on college, department or 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

Website Accessibility Policy (PDF)

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



SOCIAL MEDIA

Institutional, college and department social media channels can be an effective way to stay connected with outside audiences and key stakeholders. Because of the high visibility of these channels, it's vital to maintain strong UW branding and tone. Profile pictures should be consistent across platforms so your audience can easily recognize your account. Profile pictures rarely change, while cover images should be updated on a regular basis.

While the posting, maintenance and engagement on your social media channel is your unit's responsibility, Institutional Marketing can assist in a number of ways. Online you can download social media guidelines and best practices as well as view a social media directory. We can provide cover and profile images, and general advice about using each channel.

Commonly used hashtags

#uwyo

#theworldneedsmorecowboys

#gopokes

#futurepoke



Examples of Approved Profile Pictures



View a comprehensive list of campus-wide social channels: uwyo.edu/socialmedia

Thank you for exploring the UW brand
and the best practices for its use.

For more information, please visit
uwyo.edu/marketing.



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