

Lake Winnebago Region Restructuring

UW Oshkosh / UW-Fond du Lac / UW-Fox Valley

Project Decision

Originating Work Group or Department:	Naming
Date Submitted for approval:	5-15-18
Decision Title:	Modification to UW-Fond du Lac and UW-Fox Valley logo and tag lines

Decision

The taglines used in UW-Fond du Lac and UW-Fox Valley logos will be modified as of July 1, 2018, to reflect new affiliation and accreditation as part of UW Oshkosh (pending HLC approval).

- UW-Fox Valley, A Campus of the **University of Wisconsin Colleges**, changes to;
- UW-Fox Valley, A Campus of the **University of Wisconsin Oshkosh**

- UW-Fond du Lac, A Campus of the **University of Wisconsin Colleges**, changes to;
- UW-Fond du Lac, A Campus of the **University of Wisconsin Oshkosh**

UW-Fond du Lac and UW-Fox Valley will begin to utilize only a one-color logo – either black or reverse (white) version – as of July 1, 2018, to facilitate transition to unified brand.

Modifications to remain in place until Naming group completes its charge.

Background

UW Colleges will cease to be an accredited institution of the HLC on July 1, 2018, pending approval of the accreditation request submitted for the UW System restructuring project.

Next Steps

Modification of tag lines will be submitted to UW System for Board of Regent approval at June 2018 meeting.

Signatures

Martin D. Rudd

Martin Rudd
Regional Executive Officer and Dean
UW-Fond du Lac and UW-Fox Valley

Date: 05/16/2018

I accept this recommendation

Andrew Leavitt

Andrew Leavitt
Chancellor
UW Oshkosh

Date: 5/16/2018