

# Lake Winnebago Region Restructuring

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

## Project Decision

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

### 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