brand guidelines

introduction

Importance of Our Brand

Our brand reflects our vision: who are are, what we do and how we do it. Keeping our brand consistent strengthens our brand and reputation, and the way we present our University should reflect who we are as an institution. What do we stand for? What do we promise our students and graduates? What makes us different?

The UW Oshkosh brand is how outside parties perceive our organization. Through our messaging, storytelling and visual identity, we craft our brand and accentuate our campus's best attributes. Communicating this brand consistently over time helps us actively shape the public perception of UW Oshkosh, and the work we put into maintaining our brand allows us to stand out among more than 4,000 higher education institutions in the United States.

lettermark

Lettermark
The full color vertical lettermark is used as the primary UW Oshkosh logo in the majority of applications. It is easily recognized at a variety of sizes for both print and digital communications. The two color, black and white versions can be used in instances where colors must be limited or a dark background is being used.

Alternate Versions
The horizontal lettermarks can be used in instances where the vertical versions do not fit properly, though the vertical version is preferred. Departments within the University can also use the lettermark version with their department name underneath. These are commonly referred to as sub-branded lettermarks.

Full Color Vertical Lettermark

Black Vertical Lettermark

White Vertical Lettermark

Full Color
Horizontal Lettermark

Black Horizontal
Lettermark

White Horizontal
Lettermark

Lettermark with Department
or College Name

lettermark

Clearspace
The logo should always be surrounded by clearspace to give the logo space to breathe and ensure its visibility and impact. No other graphic elements or text should be placed within this clearspace. The "O" in "Oshkosh" is a good visual for how much empty space should be surrounding the lettermark.

Application
Always make sure the color of the logo is the version that offers the best contrast for visibility. Do not stretch, rotate, or distort the logo in any way. Elements of the logo cannot be altered or removed, and additional elements cannot be added, with the exception of department names.

athletics logo

Athletics Logo*
The full color vertical logo is used as the primary UWO athletics logo in the majority of applications. It is easily recognized at a variety of sizes for both print and digital communications. The black and white versions can be used in instances where colors must be limited or a dark background is being used.

Alternate Versions
The vertical and horizontal versions of the athletics logo are preferred in almost all circumstances; the secondary logos can only be used in very specific instances where the vertical and horizontal versions do not fit properly. Individual sports within the athletics department can also use the logo version with their specific sport underneath.

* The UWO athletics logo is the property of the UWO athletics department. It should not be on any institutional marketing collateral or materials. At times, exceptions are made. Those exceptions should be vetted by the University Marketing and Communications department at umc@uwosh.edu. Any misuse of the logo(s) is strictly prohibited.

Full Color Vertical
Athletics Logo

Black Vertical
Athletics Logo

White Vertical
Athletics Logo

Full Color Horizontal
Athletics Logo

Black Horizontal
Athletics Logo

White Horizontal
Athletics Logo

Athletics Logo
with Sport Name

Athletics Secondary
Wordmark Version 1

Athletics Secondary
Wordmark Version 2

colors

Primary Colors

When used consistently, color is a powerful brand identifier. The UW Oshkosh primary color palette consists of four colors: Titan yellow, Titan gold, white and black. The yellow and gold are especially important for our audience to recognize that it's UW Oshkosh, so unless the piece is being printed in black and white, make sure to use the yellow and/or gold in some way.

Secondary/Neutral Colors

The UW Oshkosh secondary/neutral color palette consists of burnt gold, dark gray and light gray. These colors can be used in moderation and should always be accompanied by the primary UW Oshkosh colors. Do not allow the secondary brand colors to overpower the primary brand colors.

Titan Yellow

CMYK 0 18 100 0   **HEX** #FFCE00
RGB 255 207 1   **PANTONE** 123C

Titan Gold

CMYK 0 32 100 0   **HEX** #FCB414
RGB 253 181 21   **PANTONE** 1235C

White

CMYK 0 0 0 0   **HEX** #FFFFFF
RGB 255 255 255

Black

CMYK 0 0 0 100   **HEX** #000000
RGB 0 0 0

Light Gray

CMYK 0 0 0 30   **HEX** #BBBDC0
RGB 188 190 192

Dark Gray

CMYK 0 0 0 60   **HEX** #808284
RGB 128 130 133

Burnt Gold

CMYK 31 44 100 8   **HEX** #AC852E
RGB 172 133 46   **PANTONE** 1255C

typography

Typography plays an important role in defining a brand. As with other visual representations of the brand, consistency is important—typography is no different. The University primarily uses two typefaces in its communications: Avenir and Baskerville. The fonts complement each other and work well together.

Avenir is a contemporary sans serif font that brings to mind modernity, innovation and progress. Baskerville is a traditional serif font that connotes strength, heritage and history. Both are very readable fonts, well-suited to any purpose.

If Avenir and Baskerville are not available, acceptable substitutes are Helvetica, Arial or Times New Roman.

Avenir

Black	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Heavy	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Medium	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Book	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Baskerville

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
SemiBold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

typography

Two additional fonts can be used in UW Oshkosh marketing materials: Montserrat and Bebas Neue.

Montserrat is a contemporary sans serif font that complements Avenir well and adds visual variety to a design. The bolder weights can be used in headings and subheadings, but Avenir should be used for body copy.

Bebas Neue is a bold all-caps font that stands out and can be used on billboards and designs with a short message or bold words. Bebas Neue should be used sparingly.

Montserrat

Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Medium	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Semi Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Black	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

BEBAS NEUE

Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

institutional id

Stationary
– Letterhead
– Envelopes
– Notecards
– Business Cards

Microsoft PowerPoint

Email Banner

Email Signature
Font formatting is 9-point Arial.
Include a horizontal campus
lettermark, name, title, department
or unit, campus location, office
location, phone number and
email address.

Download
For downloads and other brand
related tips, go to uwosh.edu/umc.

Letterhead

Business Cards

Microsoft PowerPoint

Email Banner

Email Signature

voice

Our voice is welcoming and authentic. We're professional but also down-to-earth and personal. We shouldn't sound cold or too institutional. We want to speak clearly and simply to get our point across in a conversational and approachable way.

Writing Style Guide
The writing style guide is a general resource for consistency in writing across all University communications. It's a list of choices that have been made to ensure consistency, which helps solidify the University's brand platform and content strategy.

The style guide outlines specific rules and usages followed by the writers and editors of the University Marketing and Communications team. UW Oshkosh defers to *The Associated Press Stylebook* when conflicting information exists.

View our complete style guide at **uwo.sh/style-guide**.

The most important style guide entries outline how to refer to the University's name and the three campuses:

University of Wisconsin Oshkosh

Full name, first reference: University of Wisconsin Oshkosh
Preferred second reference: UW Oshkosh
Third reference and beyond: "UWO" and "the University" may be used interchangeably.
Preferred abbreviation: UWO

❌ *There is no hyphen in University of Wisconsin Oshkosh or UW Oshkosh. The hyphen is only acceptable in athletic marketing materials.*

✅ *When referencing UW Oshkosh, capitalize "University." When referencing other universities, do not.*

Campus Names

Oshkosh campus
Full name, first reference: University of Wisconsin Oshkosh, Oshkosh campus
Alternative first reference: Oshkosh campus of the University of Wisconsin Oshkosh
Preferred second reference: Oshkosh campus

Fond du Lac campus
Full name, first reference: University of Wisconsin Oshkosh, Fond du Lac campus
Alternative first reference: Fond du Lac campus of the University of Wisconsin Oshkosh
Preferred second reference: Fond du Lac campus or UWO Fond du Lac

Fox Cities campus
Full name, first reference: University of Wisconsin Oshkosh, Fox Cities campus
Alternative first reference: Fox Cities campus of the University of Wisconsin Oshkosh
Preferred second reference: Fox Cities campus or UWO Fox Cities

photography

Photography Style
UW Oshkosh's photography style is natural and candid. We want to capture what life is like at UW Oshkosh, highlight our academic strengths and facilities, and show students learning at our University.

Photos should always have a good balance of student diversity in every piece, including diversity of gender and race, while still being accurate and authentic to the University and the department/unit.

Topical Photography
Topical photography focuses on one subject matter and usually highlights a person/student or a group of people/students. These shots are best when they're candid (not posed). Shots of objects and projects/learning tools can be used as well, but shots of people should always take precedence over objects.

Cultural Photography
This kind of photography captures campus life and the students who attend UWO. It's a great way to show campus atmosphere in an authentic way and UWO's energy, school spirit and diversity.

Environmental Photography
Environmental photography showcases the beauty and uniqueness of our campuses. These photos help illustrate our facilities to prospective students and families and break up text while adding color to marketing pieces.
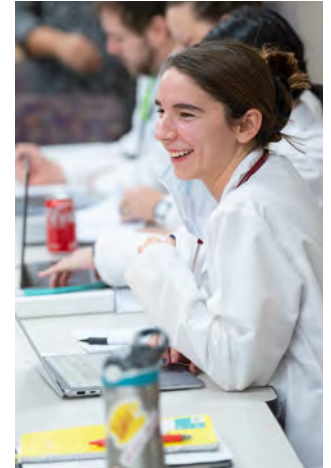
social media

Social media is a powerful marketing tool and is one of the best ways to reach a variety of audiences to tell our story. UW Oshkosh is active on multiple social media platforms. UWO has developed social media guidelines for those who are involved with social media. The guidelines outline how to administer accounts, tips on posting and listening, and information on responding to emergencies. In addition to the University guidelines, employees are expected to adhere to all UW Oshkosh policies.

Because of the constantly transforming nature of social media platforms, guidelines are updated regularly.

The full guidelines can be found at uwosh.edu/social.
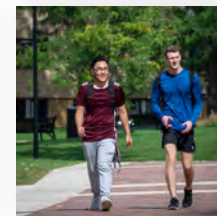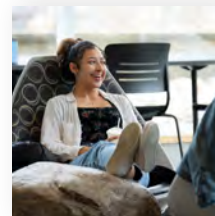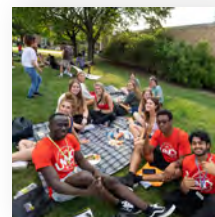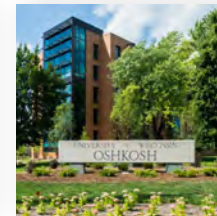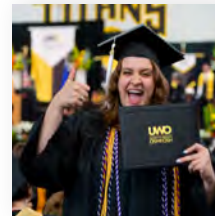
f   facebook.com/uwoshkosh

🐦   @uwoshkosh

📷   @uwoshkosh

▶   youtube.com/uwosh

web

Welcoming thousands of web visitors every day, the UW Oshkosh website is one of the most important communication tools available to staff and faculty.

UWO departments and offices administrate their own websites with guidance from UMC. Faculty and staff can learn how to manage and edit WordPress websites with UMC's tutorial videos and on-campus training opportunities. Visit uwo.sh/web to learn more and stay up to date with the latest guidance.

Since every website has different goals and audiences, we recommend getting in touch with the UMC web team when considering changes to your site. Our web designers will meet with you and use their expertise to recommend optimal design, layout and site organization. For assistance, email webteam@uwosh.edu.