

UNIVERSITY OF WISCONSIN ATHLETICS GRAPHIC IDENTITY MANUAL





THE UNIVERSITY OF WISCONSIN ATHLETICS GRAPHIC IDENTITY MANUAL

This manual presents guidelines for the approved representation of University of Wisconsin Athletics, a critical component of the overall brand and visual identity program for the University of Wisconsin–Madison. It introduces the key elements — official colors, typography, sizing, and more — for highly recognizable marks including Bucky Badger, the Motion W, and other athletics logos.

These guidelines protect the integrity of University of Wisconsin Athletics marks and ensure that commercial vendors and others are working closely with the Office of Trademark Licensing to obtain necessary permission to reproduce and distribute them.

For guidelines related to the University of Wisconsin–Madison’s overall brand and visual identity program, visit www.uc.wisc.edu/brand.

OFFICIAL COLORS

Primary Colors

Color is one of the most important elements of the University of Wisconsin–Madison identity system. The colors on the right are the official colors for **all** the University of Wisconsin–Madison institutional and athletic logos. If these colors are not available, the logos should be printed in all black or reversed in white (whichever offers the best contrast).*



Wisc Red in lieu of which use
*Pantone® 200 for spot color.
Pantone® 200 PC for process color.
Process Equivalent -3C-100M-66Y-12K



Accent Color

In addition to Wisc Red and Wisc White, Wisc Black is used as an accent color on the Motion W and Bucky Badger logos. Wisc Black helps to add contrast to Wisc Red and Wisc White. When the official colors are not available, most** University of Wisconsin–Madison logos and art may be reversed in all white on darker backgrounds.



Wisc Black in lieu of which use
*Pantone® Black
Process Equivalent -100K

* Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide 1000.
** See individual artwork guidelines.

Wisc Red



Wisc Black



ATHLETIC LOGOS

Motion W

Shown on the right are approved color variations for the University of Wisconsin–Madison Motion W athletic logo. Ideally, the Motion W should only be used in the color combinations shown, but exceptions may apply for designs submitted by licensed vendors. All designs must be submitted for review to the Office of Trademark Licensing.

The variations of the Motion W with typography are the **only** approved wording variations. The Motion W may **not** be used with other words or other layouts or compositions without prior approval.

BLACK ONLY



WISC RED



2-COLOR



Alternate Versions With Typography



Typographic Logos

Shown on the right are approved color variations for the University of Wisconsin–Madison typographic athletic logos. Ideally, the typographic logos should only be used in the color combinations shown, but exceptions may apply for designs submitted by licensed vendors. All designs must be submitted for review to the Office of Trademark Licensing.

The typographic logos are the only approved wording variations. The Athletic typographic logos may **not** be used with other words or other layouts or compositions without prior approval.

BLACK ONLY



WISC RED



2-COLOR



2-COLOR WITH SHADOW



Alternate Typographic Logo Versions



BUCKY BADGER LOGOS

Bucky Badger

Shown on the right are approved color variations for the University of Wisconsin–Madison Bucky Badger logo. The Bucky Badger logo should only be used in the variations shown and not used in any other color combinations without prior approval from the Office of Trademark Licensing.

The official Bucky Badger logos must not be altered in any way, such as adding clothing items or symbols to create a “theme” Bucky.

The variations of the Bucky Badger logo with typography are the **only** approved wording variations. The Bucky Badger logo may **not** be used with other words or other layouts or compositions without prior approval.

All Bucky Badger logo variations include a white outline that allows them to be placed on any color background without affecting the appearance of Bucky Badger’s image.

BLACK ONLY



2-COLOR



2-COLOR WITH SHADOW



BLACK ONLY RIGHT FACING



2-COLOR RIGHT FACING



BLACK ONLY LEFT FACING



2-COLOR LEFT FACING



BLACK ONLY



2-COLOR



2-COLOR WITH SHADOW



BLACK ONLY



2-COLOR



Circle Sports Logos

Shown on the right are approved color variations for the University of Wisconsin–Madison Circle Sports logos. The Circle Sports logos should only be used in the variations shown and not used in any other color combinations without prior approval from the Office of Trademark Licensing.

The variations shown are the **only** approved wording variations. The Circle Sports logos may **not** be used with other words or other layouts or compositions without prior approval.

All Circle Sports logo variations include a white outline that allows them to be placed on any color background without affecting the appearance of Circle Sports logo's image.

BLACK ONLY



2-COLOR



Alternate Wording Versions



Athletic Logos

Frequently it may be desirable to place the athletic identity logos on a field of color. As shown in the examples on the right, all artwork has been created with a built-in outline shape that allows it to work clearly on any background.

All athletic logos should be used with these white outlines whenever placed on a dark or complex background.



One-color applications of the logo on different backgrounds.



Two-color applications of the logo on different backgrounds.



Examples of other athletic logos on complex backgrounds.

Unacceptable Use of Athletic Logos

So that the University of Wisconsin–Madison can maintain the design integrity of its identity and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification.

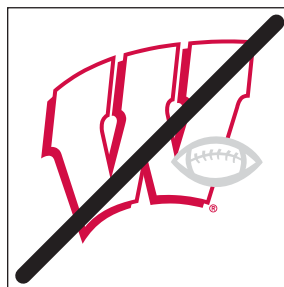
The logos are not to be altered in any way. Shown on the right are **unacceptable** uses of the University of Wisconsin–Madison athletic logos.



Never alter angle of Motion W.



Never overwrite the Motion W.



Never overlap anything on top of the Motion W.



The Motion W may not be used to spell another word.



Never resize elements.



Never change typefaces.



Never redraw parts.



Never distort shapes, especially on the internet.



Never use without the outline art on darker backgrounds.



Never use unapproved taglines.



Never reverse the Bucky Badger logo in white.



Never flop Bucky Badger art (left and right facing art is available).



Never use without associated typography.



Never use Bucky Badger head without the collar.



Never alter the official helmet logo.



Shown is the correct usage of the helmet logo. Artwork for this logo is available from the Office of Trademark Licensing.

Athletic Typefaces

The typefaces developed for the University of Wisconsin-Madison athletic logos are **Badger Bold, Badger Heavy and Badger Light**. Original electronic files of the athletic logos (with typeface embedded) are available from the Office of Trademark Licensing in one-, two-, three-color and four-color process versions. They are available in EPS and JPEG formats. These fonts are only to be used on University of Wisconsin-Madison athletics merchandise and communications.

Badger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Badger Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Badger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SAFE ZONES / MINIMUM SIZES

Safe Zones

Each of the University of Wisconsin–Madison athletic logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown.

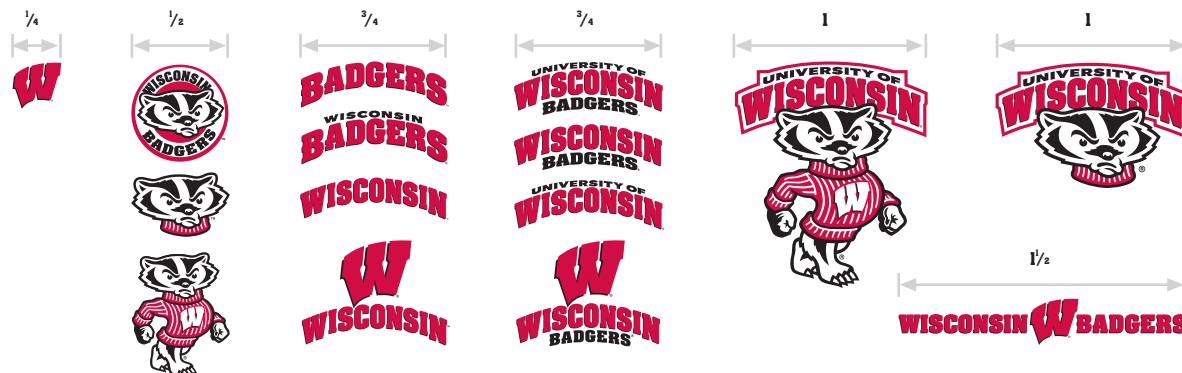
The safe zone for the Motion W is the height of the right most serif (identified in the example on the right as "B"). The safe zone for most University of Wisconsin–Madison typographic logos is equal to the height of the large word ("Wisconsin" or "Badgers") within the logo (identified in the examples as "C"). The safe zone for all athletic logos featuring Bucky is equal to the distance from the top of Bucky's nose to the bottom of Bucky's chin (identified in the examples as "D"). See the examples at right for each athletic logo's specific safe zone.

Ideally, the safe zones should be applied as shown, but exceptions may apply for designs submitted by licensed vendors. All designs must be submitted for review to the Office of Trademark Licensing.



Minimum Sizes

Each of the University of Wisconsin–Madison athletic logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos may not be used any smaller than the sizes shown to the right.





Visit

**www.uc.wisc.edu/brand
for information on
UW–Madison Brand and
Visual Identity Guidelines,
logo and template downloads
and information on ordering
stationery items.**

University Communications

University Communications oversees the university's brand and visual identity program. The office helps to implement the graphic identity campuswide, and is available to help individual departments and organizations use the logo in an effective and distinctive manner. University Communications is the campus resource for ensuring graphic design awareness, consistency and excellence.

Please contact University Communications' Creative Services division with questions about the institutional logo or online or printed publications.

University Communications Creative Services

711 State Street
Suite 200
Madison, WI 53703
608-262-0948
brand@uc.wisc.edu

Office of Trademark Licensing

The university owns all trademarks, service marks, trade names, logos, seals, symbols, mascots, and slogans associated with or referring to the University of Wisconsin–Madison. The Office of Trademark Licensing protects and controls use of its marks, as well as the quality and appropriateness of products, promotions and advertising for which those marks are used. Only companies officially licensed by the university are permitted to produce items using university trademarks.

Please contact the Office of Trademark Licensing with questions about the athletic logos and their use on apparel or other merchandise.

Office of Trademark Licensing

1440 Monroe Street
Madison, WI 53711
608-265-1152
(Fax) 608-265-1154
cvm@athletics.wisc.edu

Collegiate Licensing Company (CLC)

The Collegiate Licensing Company is the licensing agency for the University of Wisconsin–Madison. For information on becoming an authorized university vendor, contact:

Collegiate Licensing Company

290 Interstate North Circle
Suite 200
Atlanta, GA 30339
770-956-0520
(Fax) 770-955-4491
www.clc.com