Proper Usage of the UW-Stout Logo

The UW-Stout “Shield and Bar” logo is required on all posters submitted to Learning Technology Services for printing in relation to The National Conferences on Undergraduate Research (NCUR), UW-Stout Research Day, Posters in the Rotunda, and Symposium. In order to preserve the integrity of the UW-Stout logo, there are certain practices that should be avoided. These problem areas and their solutions are provided below.

**Problem:** Text too close to logo

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**Solution:** Leave some open space between the text describing your research project and the UW-Stout logo. By providing open space between your text and the logo, you will keep your poster from looking cramped.

**Problem:** Text added to logo

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**Solution:** The UW-Stout logo should be kept free of additional text. The information about you, your advisor, your department, and your research project should go in the title area of your poster.

**Problem:** Additional logo touching UW-Stout logo

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**Solution:** If you need to add additional logos from companies, foundations, or universities which aided in your research, be certain to provide ample space between the other logo and the UW-Stout logo. Doing so will help viewers to distinguish between the logos.

**Problem:** UW-Stout logo clipped to add additional logo

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**Solution:** If the UW-Stout logo is clipped to allow another logo to rest in line with it, viewers might think UW-Stout and the owner of the other logo are part of the same entity. To avoid this confusion, keep the UW-Stout logo whole and place the other logo elsewhere on your poster.
**Problem:** Additional logo inserted in UW-Stout logo

**Solution:** Put other logos outside of the UW-Stout logo to ensure they are seen as separate entities. If you add another logo inside the UW-Stout logo, viewers may think that UW-Stout and the owner of the other logo are part of the same entity. To avoid this confusion, keep the UW-Stout logo whole and place the other logo elsewhere on your poster.

**Problem:** Color of UW-Stout logo changed

**Solution:** The colors of the UW-Stout logo provided on the poster templates are the proper color scheme for research posters, so the color of the logo and its individual parts should be kept the same.

**Problem:** Logo is clipped or otherwise altered

**Solution:** The UW-Stout logo should be presented in its entire form, including the shield and color bars. For poster printing, use the entire logo as it is presented on the templates. Please be certain that the logo stays the same size and is not resized or stretched. The UW-Stout logo should always be placed at the bottom of the poster, as seen in the provided templates.

**Things to Remember:**

- The use of the shield and bar logo is a relatively new requirement for poster printing, so share this information with others if they are unaware.
- Proper use of the logo helps to promote UW-Stout with a positive, recognizable brand image.
- Any other variation of the logo not listed here should be avoided as well.
- Proper use of the logo, titling, charts, images, colors, and spacing will help you to make a professional-looking poster of which you can be proud.
- Remember to use the templates provided, as they are already sized for use in poster projects.
- You should use PowerPoint and the templates to create your poster. Doing so will help to ensure that the logo is placed and sized correctly.
- You can download the templates to your computer from the LTS website.
- The templates already have the UW-Stout logo placed in the correct position (see the image on the next page)
Iron Levels in Dunn County Soil

Researcher: Jon Q. Student    Advisor: Janet Q. Instructor
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Research Questions

- What is the current level of iron in Dunn County soil?
- How does this level compare to previous years?
- What factors contribute to the iron levels in the soil?

Sampling Methods

- Soil samples were collected from different locations within Dunn County.
- The samples were analyzed for iron content using spectroscopy.

Sampling Collection

- Core samples were taken from designated areas.
- Soil was collected using a coring tool.

Conclusions

- Dunn County soil has an average iron level of 3 PPB.
- Western Dunn County has higher iron levels compared to other quadrants.
- The iron levels have remained relatively stable over the past 5 years.

Note:

Parts of the above example may not appear clearly due to shrinking of the image. The core sample picture is courtesy of Tom Ballard Photography (Retrieved from the Creative Commons section of Flickr.com)