IDENTITY AND PUBLICATIONS STANDARDS POLICY

1.0 BACKGROUND
The institution that has become the University of Wisconsin-Stout has been identified by various names and symbols as it evolved from a small private institute to its present status. This policy is developed to ensure appropriate and consistent use of the university's official name and other identity elements. The university's publications play a pivotal role in conveying the identity of the institution, and therefore require special attention.

2.0 STATEMENT OF POLICY
It is the policy of the University of Wisconsin-Stout that:

2.1 Use of the university's official name and other identity elements conform to specifications established in the university's identity and publications standards documents (see Appendices A and C).

2.2 The university's official name, other identity elements and stationery may be used only by authorized persons for appropriate university-sanctioned purposes.

2.3 The university's official name, seal and logo are registered marks with the Secretary of State. They may not be modified, redrawn or reproportioned in any way.

2.4 Use of the university's official name, seal and logo for purposes involving manufacture, display or sale requires a formal licensing agreement signed by UW-Stout's contract officer.

2.5 Publications, and marketing materials including the web site of the university must comply with identity and publications standards developed and maintained by the Graphic Identity Standards Review Committee (see Appendix B).

For purposes of this policy, a university publication is defined as any document produced electronically, mechanically or by photocopying in quantities greater than 25, regardless of material upon which it is produced, which is intended for distribution to or circulation among audiences external to the originating university unit.
Publications exempted from or granted waivers to publications standards as specified in Sections 4.2 and 4.3 of this policy must still comply with Sections 2.1 through 2.3 above.

3.0 IDENTITY ELEMENTS

The university's identity elements include its official name, official designation, seal, logo, word mark, athletic team name, athletic logo, and school colors. Examples of acceptable and unacceptable usage are shown in the Identity Standards document (see Appendices A and C).

3.1 Official Name

By resolution of the Board of Regents (Resolution 14, November 1971) the institution's full name is "University of Wisconsin-Stout". In most cases, the full name should be used in the first reference to the university. The word "the" may precede the full name to avoid awkward sentence structure, but it is not required. Once the identity of the institution is clearly established, subsequent written references to the university may use the form "UW-Stout" or in some cases, "Stout".

The university's name must be written appropriately wherever it appears, whether that be on correspondence, posters, name tags, publications, tickets, programs, pennants, or on campus signs or campus vehicles.

3.2 Official Designation

By resolution of the Board of Regents (I.1.d., March 2007), the institution’s official designation is “Wisconsin’s Polytechnic University.” The designation represents formal action of the University of Wisconsin Board of Regents, and is not a substitute for the UW-Stout official name.

Wisconsin’s Polytechnic University should be used without quotation marks. It should be used, in first reference, after University of Wisconsin-Stout or UW-Stout, and should be preceded and followed by commas. Wisconsin’s Polytechnic University can be used under the word STOUT in the university logo as well.

3.3 University Seal

UW-Stout's seal represents its history, mission, and distinctive characteristics and is reserved for official and ceremonial use as defined in the publications standards. Use of the seal for other purposes requires
the approval of the chancellor or designee.

3.4 University Logo

The university logo consists of two elements: a rendition of a quill and the name "Stout," with "University of Wisconsin" placed above it (see Appendix A). Additionally, Wisconsin’s Polytechnic University can be used under the word STOUT in the university logo.

Departmental and unit logos are prohibited either as substitutes for or additions to the official logo.

![University of Wisconsin STOUT Logo]

3.5 Word Mark

The word mark can be used on the university home page; in situations where vendors limit the maximum size of logo artwork, on apparel and in small-format print ads. The word mark can only be used in situations where design criteria demand it, not as alternative to using the official university logo. (see Appendix A)

3.6 Athletic Team Name

UW-Stout's athletic team name is the "Blue Devils."

3.7 Athletic Identifiers

Only the approved athletic identifiers may be used.

3.8 School Colors

UW-Stout's official colors are navy blue and white.

4.0 IDENTITY AND PUBLICATIONS STANDARDS AND USES

The university's identity standards, available from the Printing Services or University Communications offices, include specifications relating to Stout's stationery; each identity element; and categories of publications, including
definitions and standards.

4.1 University Stationery

UW-Stout's stationery includes its letterhead, envelopes, mailing labels, name tags and business cards. Use of the university's stationery is permitted only for official business by persons under contract in officially recognized divisions, schools, departments, centers or other units. It must never be used for correspondence or transactions of a personal nature. Letters by graduate students or student researchers must be co-signed by their staff advisor. Information about stationery source and format is contained in the identity and publications standards brochures.

Organizations affiliated with UW-Stout which have their own governing boards may not use university stationery without authorization of the chancellor or designee. The Stout Alumni Association, the Stout University Foundation, and the Stout Technology Park are examples of such organizations.

4.2 Exemptions from Identity and Publications Standards

Publications exempted from the university's publications standards include scholarly journals and books produced by university employees for external organizations; classroom materials; grant applications; and publications produced by recognized university student organizations.

Any publication produced by students within a course in any academic unit as full or partial fulfillment of the requirements of that course is exempt from the university's publications standards provided the following statement is printed on the publication's front panel: "This publication is a student-produced class project and is not an official publication of University of Wisconsin-Stout."

No unit of the university may use exempted publications to intentionally or subsequently circumvent the publications standard.

4.3 Waivers from Identity and Publications Standards

Individual publications or groups of publications may be granted waivers from the publications standards by the Graphic Identity Standards Review Committee (see Appendix B) based on the following criteria:
(1) The user can provide written documentation that demonstrates special audience needs which cannot be met through the publications standards, and

(2) The user has sole and complete control over the distribution of the publications, and

(3) Such printing will not be distributed beyond the specialized audiences identified in the justification, and

(4) The user can demonstrate how a control mechanism will ensure that the publication granted a waiver to standards will not be mixed with other university publications.

5.0 SCOPE OF POLICY
This policy applies to all individuals, committees or institutional units except for those exempted in section 4.2.

6.0 IMPLEMENTATION
6.1 Compliance with this policy shall be governed by identity and publications standards developed and maintained to meet institutional needs by the university's Graphic Identity Standards Review Committee (see Appendix B). Requests for waivers will be handled by the committee.

Questions regarding clarification or interpretation of this policy should be referred to the University Communications office and/or the Director of Marketing.

Appendix A. Publications Standards

Appendix B. Composition of Graphic Identity Standards Review Committee

Appendix C. Approved Identity Standard Changes

If you have questions or comments, email bpa@uwstout.edu
Appendix A. Publications Standards

### Identity Program

University Marketing, with assistance from University Communications and Procurement and Materials Management, oversees application of the Identity and Publications Standards Policy in both print and Web applications in an effort to ensure that UW-Stout is clearly presented to all audiences.

The Identity and Publications Standards policy applies to any individual or institutional unit which must conform to other policies, rules and regulations of the university, regardless of funding source. Questions regarding the policy should be referred to the Graphic Identity Standards Review Committee which is responsible for its implementation.

The Identity Standards booklet [found on the UW-Stout website] is a tool to help us collectively create a consistent image for UW-Stout. The standards presented here have firm institutional support. If you have any questions about these identity standards, or you are concerned about special problems implementing them, or if you need some assistance, contact University Communications or Printing Services.

In addition to the Identity Standards, UW-Stout’s Web Publishing Standards [found on the UW-Stout website] covers the identity standards as it specifically applies to the website, the identity standards can be found online.

### Licensing Program

UW-Stout contracts with Licensing Resource Group (LRG), in Iowa City, Iowa, to control the use of its registered marks on commercially marketed garments and imprinted products. In addition to preventing improper or inappropriate use of the marks, the licensing program generates revenue for scholarships to UW-Stout students.

Companies and individuals producing any product for resale that displays a university mark must enter into a formal licensing agreement with LRG. Manufacturers that are not licensed and are using the marks may be subject to fines if that product is identified in periodic audits of imprinted products. A list of licensed manufacturers is available from Procurement and Materials Management.
Products displaying any university mark must use the TM mark in an approved location. Use of the university logo or other marks must be approved before manufacture by submitting a design to the Printing Manager, Procurement and Materials Management. Designs may be submitted by mail, fax or in pdf form attached to an e-mail.
Appendix B. Composition of the Graphic Identity Standards Review Committee

The committee shall be composed of members with identified responsibility within the identity policy to assure compliance with the policy.

Membership:

- Director of Marketing, University Advancement (chair)
- Admissions representative, Admissions office
- Assistant Vice Chancellor Student Life Services
- Communications Specialist, University Communications
- Program Director Art and Design
- Marketing Specialist, Outreach Services
- University Web Master, Enterprise Information Systems
- Director of University Communications
- University Editor, University Communications
- Printing Assistant, Procurement and Materials Management
- University Web Coordinator, Enterprise Information Systems
- and others appointed by the Chancellor. The Chancellor appoints the chair.

Duties

The Graphic Identity Standards Review Committee will propose appropriate modifications to the policy and appendices, based on changed conditions. In addition, the committee will hear requests for waivers from the identity standards, based on criteria governed by and enumerated by the policy.

Compliance

The print standards will be reviewed for compliance by University Marketing, University Communications and Printing Services. The web standards will be reviewed by the Director of Marketing, and by University Communications.
Education

The Graphic Identity Standards Review Committee will develop and implement an information program.

University Communications, University Marketing and Printing Services staff will provide appropriate assistance and training to university staff as needed.
Appendix C. Graphic Identity Standards Review Committee Approved Guidelines

1. A secondary word mark can be used in design situations where using the official logo is not feasible. The new word mark can be used on the UW-Stout website; in situations where vendors limit the maximum size of logo artwork, for example on Facebook and Twitter; on apparel and in small-format print ads. The word mark is readable in small sizes both in print and on the Web. The word mark can only be used in situations where design criteria demand it, not as an alternative to using the official logo. Here is the word mark:

UW-STOUT

2. Additional color options can be used to complement the official school colors of blue and white. Copper, which is used in the logo and campus signage, is listed as a complementary color, along with a Silver/Gray color which is currently being used by Athletics. UW-Stout colors will be prominent in placement, with secondary and tertiary colors used as highlights. The color palette is available on the Identity Standards website.

3. Web-based template system for faculty, staff and students to utilize is available on the University Communications webpage. The templates provide a consistent look, placement of the logo and a secondary identifier.

The template includes an area for the UW-Stout logo, and an area for secondary identifier information, such as the campus office/unit and Web site information. For consistency of color usage within the template:

- Logo area limited to Stout blue (PMS 280), white, black or gray (50% black).
- The bar containing the secondary identifier information is limited to a few choices. Please see the identity standards on the website for more information.

Templates for use by offices and entities on campus can be downloaded from the identity standards website.

4. In an effort to allow some flexibility for student groups and student-focused entities on campus, the following guidelines apply to modifying the service mark standards:

- Service marks are typographical designs, or type /illustration combinations used to promote UW-Stout activities or events or to promote the sale of product by a university unit. Unlike logos, the use of a service mark is limited to the specific time period in which an activity, event or product is promoted.

- Non-academic entities or units on campus that offer programming that is open to the public may also create a service mark (for example Memorial Student Center and University Recreation). The service mark must be designed within the identity standards regarding color choice. If the service mark does not contain the university’s full name, the university’s full logo must appear on the cover or front side of a publication.

- Type utilized on service marks is not limited to the identity typefaces (Weiss and Franklin Gothic) and may include any typeface appropriate to the activity or event being promoted.
• Approval process for service marks: If you are creating a service mark for an activity, event or product, you submit your concept in an electronic format (.eps, .tif, .jpg, and .pdf files are acceptable) to the Marketing Director. An explanation of the use of the service mark, and the duration of its use should also be furnished. The Graphic Identity Review Committee will meet and make a determination on the use of the submitted service mark. If you have not been contacted within 14 days of the submission of the proposed service mark, you may proceed with its use. University Communications will maintain a database of approved service marks.