BRANDING QUICK GUIDE

This piece is designed to provide some quick tips for daily reference and does not constitute the full UW-Stout branding guidelines. The full guide can be found at: **http://www.uwstout.edu/identity/index.cfm**
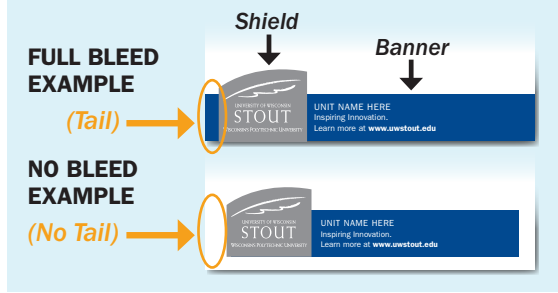
1 USING THE TEMPLATES

WWW.UWSTOUT.EDU/IDENTITY/INTRANET/DOWNLOADS.CFM

Shield and ribbon must be located on the first page of a multi-page document or on the front of a two-sided piece.

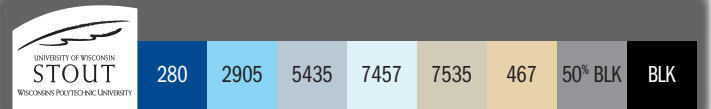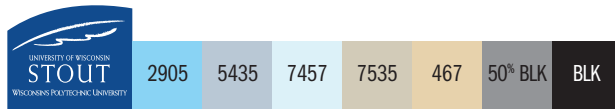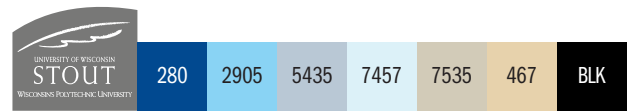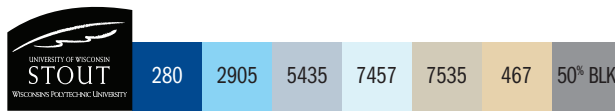*Use a template for anything larger than 3" x 5"*

*Email **identity@uwstout.edu** when:*
- *A template is not available in your desired size*
- *You are creating a large banner or exhibit graphic*
- *If you have any questions*

Shield

Banner

FULL BLEED EXAMPLE
(Tail)

UNIT NAME HERE
Inspiring Innovation.
Learn more at www.uwstout.edu

NO BLEED EXAMPLE
(No Tail)

UNIT NAME HERE
Inspiring Innovation.
Learn more at www.uwstout.edu

2 SHIELD AND RIBBON COLORS

DO NOT EDIT, DELETE, SCALE OR OTHERWISE MODIFY THE LOGO, SHIELD OR RIBBON *(Numbers represent PMS colors)*

280	2905	5435	7457	7535	467	50% BLK

280	2905	5435	7457	7535	467	BLK

2905	5435	7457	7535	467	50% BLK	BLK

280	2905	5435	7457	7535	467	50% BLK	BLK

3 RIBBON TEXT

NO ADDITIONAL TEXT OR IMAGES ARE ALLOWED IN THE RIBBON

REPLACE "UNIT NAME HERE" - *Use your department, college name or* UNIVERSITY OF WISCONSIN-STOUT *(ALL CAPS)*

UPDATE LINK - *Replace with the most relevant link to your content or leave as* **www.uwstout.edu** *(Demi-weight)*

UNIT NAME HERE IN ALL CAPS
Inspiring Innovation. Learn more at **www.uwstout.edu**

Text color can be white, 50% black or black, as long as it is readable against your ribbon color
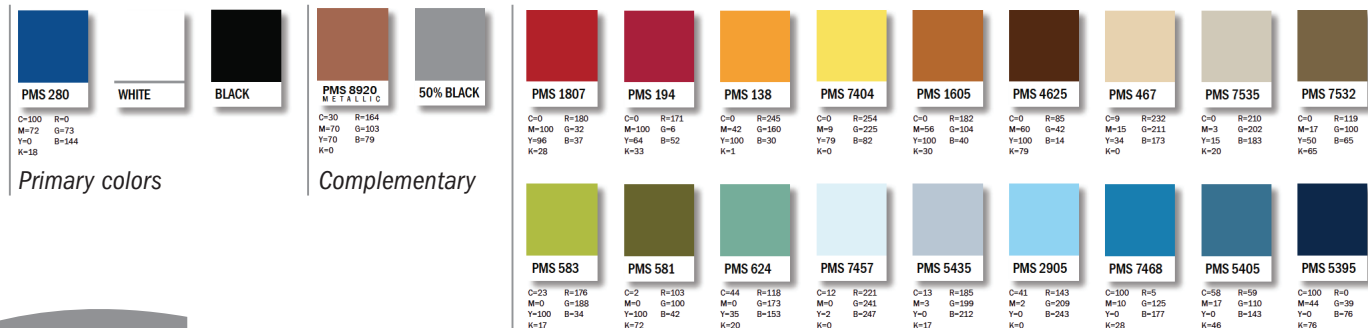
4 UW-STOUT APPROVED FONTS AND COLORS

PLACE ALL ARTWORK IN A LAYER BEHIND THE SHIELD AND RIBBON

APPROVED FONTS - *Weiss (Substitute Times New Roman) or ITC Franklin Gothic (Substitute Helvetica or Arial)*

APPROVED COLORS - *Colors are built into the templates swatches panel. (www.uwstout.edu/identity/colors-fonts.cfm)*

PMS 280	WHITE	BLACK		PMS 8920 METALLIC	50% BLACK
C=100 R=0 M=72 G=73 Y=0 B=144 K=18				C=30 R=164 M=70 G=103 Y=70 B=79 K=0	

Primary colors | *Complementary*

PMS 1807	PMS 194	PMS 138	PMS 7404	PMS 1605	PMS 4625	PMS 467	PMS 7535	PMS 7532
C=0 R=180 M=100 G=32 Y=96 B=37 K=28	C=0 R=171 M=100 G=6 Y=64 B=52 K=33	C=0 R=245 M=42 G=160 Y=100 B=30 K=1	C=0 R=254 M=9 G=225 Y=79 B=82 K=0	C=0 R=182 M=56 G=104 Y=100 B=40 K=30	C=0 R=85 M=60 G=42 Y=100 B=14 K=79	C=9 R=232 M=3 G=211 Y=34 B=173 K=0	C=0 R=210 M=3 G=202 Y=15 B=183 K=20	C=0 R=119 M=17 G=100 Y=50 B=65 K=65

PMS 583	PMS 581	PMS 624	PMS 7457	PMS 5435	PMS 2905	PMS 7468	PMS 5405	PMS 5395
C=23 R=176 M=0 G=188 Y=100 B=34 K=17	C=2 R=103 M=0 G=100 Y=100 B=42 K=72	C=44 R=118 M=0 G=173 Y=35 B=153 K=20	C=12 R=221 M=0 G=241 Y=2 B=247 K=0	C=13 R=185 M=3 G=199 Y=0 B=212 K=17	C=41 R=143 M=2 G=209 Y=0 B=243 K=0	C=100 R=5 M=10 G=125 Y=0 B=177 K=28	C=58 R=59 M=17 G=110 Y=0 B=143 K=46	C=100 R=0 M=44 G=39 Y=0 B=76 K=76

(Images of the shield and ribbon use above are for illustration purposes only. Please reference the approved templates for correct sizes.)

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