## Table of contents

Purpose ................................................................................................................................. 3

Wordmark configurations ................................................................................................... 4
  Wordmark clear space ......................................................................................................... 5
  Wordmark minimum size ..................................................................................................... 6
  Wordmark color configurations .......................................................................................... 7
  Wordmark single color configurations .............................................................................. 8
  Unacceptable use of wordmark and logo .......................................................................... 9
  Wordmark with titles .......................................................................................................... 11

Logo configurations ............................................................................................................ 12
  Logo clear space ................................................................................................................ 13
  Logo minimum size ............................................................................................................ 14
  Logo color configurations .................................................................................................. 15
  Logo single color configurations ....................................................................................... 16
  Unacceptable use of logo .................................................................................................. 17

Athletic logos ....................................................................................................................... 19
  Athletic logos clear space .................................................................................................. 20
  Athletic logos minimum size .............................................................................................. 22
  Athletic logos color configurations ..................................................................................... 23
  Athletic logos single color configurations .......................................................................... 24
  Unacceptable use of athletic logos ................................................................................... 25

University Seal .................................................................................................................... 27
  University Seal clear space ............................................................................................... 28
  University Seal minimum size ........................................................................................... 29
  University Seal color configurations .................................................................................. 30
  University Seal single color configurations ..................................................................... 31
  Unacceptable use of University Seal ................................................................................ 32

Freddy Falcon ..................................................................................................................... 33
  Freddy Falcon clear space .................................................................................................. 34
  Freddy Falcon minimum size ............................................................................................. 35
  Freddy Falcon color configurations .................................................................................... 36
  Freddy Falcon single color configurations ........................................................................ 37
  Unacceptable use of Freddy Falcon .................................................................................. 38

Graphics colors .................................................................................................................... 39

Additional Information Contacts ....................................................................................... Back Cover
Purpose

This document has been created to guide approved vendors and others interested in the effective application of UW-River Falls images. Consistent use of the wordmarks and logos — appropriate colors, configurations, size, and placement — is vital to establishing and maintaining a recognizable identity for UW-River Falls.
Wordmark configurations

The preferred wordmark is the horizontal configuration with the University of Wisconsin stacked next to River Falls (top). Use the preferred wordmark whenever possible. In certain circumstances, it may be better to use other configurations.

Use only the wordmark configurations illustrated above. No other configurations are acceptable. Digital files of all four wordmarks are available. See back cover for more information.
Wordmark clear space

The wordmark should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space needed is specified relative to the height of the capital letters in River Falls of the wordmark.

For example:

- If the height of the “R” in River Falls is .5 inches, the required clear space surrounding the wordmark is .5 inches.
**Wordmark minimum size**

The wordmark has been designed for use in a wide variety of sizes. However, it should never be reproduced so small that it becomes illegible or unnoticeable.

Wordmark configurations should never be printed or used on screen smaller than the sizes listed above.
Wordmark color configurations

Whenever possible, reproduce the UW-River Falls wordmarks in red and black. However, when this isn't possible, solid red or black is acceptable. On a dark background, reproduce the wordmark in white.

The wordmark should be reproduced so that it is easily seen and recognized. Always place the wordmark on a solid, contrasting background. Do not place the wordmark on a busy or complicated background.

Use only the color combinations illustrated above. No other colors or configurations are acceptable for the wordmark. Digital files of all four wordmark color configurations are available. See back cover for more information.
ACCEPTABLE

**Note:** The wordmark should never be placed in a small box or shape that implies it is part of the wordmark. The black background shown above is meant to suggest a large field of color, not an acceptable shape around the wordmark.

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**Wordmark single color configurations**

When necessary, it is acceptable to reproduce the wordmark in solid red or solid black. On a dark background, reproduce the wordmark in white.

The wordmark should be reproduced so that it is easily seen and recognized. Always place the wordmark on a solid, contrasting background. Do not place the wordmark on a busy or complicated background.

Use only the color combinations illustrated above. No other colors or configurations are acceptable for the wordmark. Digital files of all three wordmark color configurations are available. See back cover for more information.
Unacceptable use of wordmark

The wordmarks are uniquely rendered. They cannot be redrawn or modified in any way. While computer software has made it easy to modify graphics, please resist the temptation.

A consistently applied system of identification creates a distinctive visual profile. Any changes undermine this goal and can, over time, defeat the entire purpose of our identity and brand standards.

These pages illustrate some of the many ways the wordmark can be impaired by incorrect use.
Unacceptable use of wordmark continued

UNACCEPTABLE:
- low-contrast or complex backgrounds, wordmark placed in a box that implies it is part of the identity

UNACCEPTABLE:
- wordmark scaled too small, or scaled disproportionately

UNACCEPTABLE:
- combining wordmark and logo or placing wordmark and logo in close proximity

UNACCEPTABLE:
- wordmark elements rearranged or reproporioned
**Wordmark with titles**

When a department or program title is used with the wordmark, it should align as indicated whenever possible.

The title size may vary from 7 to 12 pt. bold Gotham.

If the title length requires, it may return and align left with River Falls. Digital files of all three wordmark with title configurations will be made available upon request. See back cover for more information.
Logo configurations

The preferred existing logo is the UWRF acronym. In certain circumstances, it may be better to use the wordmark.

These logos are to be used primarily for internal communications or as a secondary identifier for the university (e.g. on the back of a brochure). They should not be used in close proximity to the wordmark.

The digital files have been refined to aid in reproduction. No other configurations are acceptable. Digital files of all three logo configurations are available. See back cover for more information.
Logo clear space

The logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space needed is specified relative to the height of UWRF initials for the logo.

For example:

- If the UWRF initials height is .5 inches, the required clear space surrounding the logo is .5 inches.
Logo minimum size

The logo has been designed for use in a wide variety of sizes. However, it should never be reproduced so small that it becomes illegible or unnoticeable.

Logo configurations should never be printed or used on screen smaller than the sizes listed above.
Logo color configurations

Whenever possible, reproduce the UW-River Falls logo in red and black. However, when this isn’t possible, solid red or black is acceptable. On a dark background, reproduce the logo in white.

The logo should be reproduced so that it is easily seen and recognized. Always place the logo on a solid, contrasting background. Do not place the logo on a busy or complicated background.

Use only the color combinations illustrated above. No other colors or configurations are acceptable for the logo. Digital files of all three logo color configurations are available. See back cover for more information.
Note: The wordmark or logo should never be placed in a small box or shape that implies it is part of the logo. The black background shown above is meant to suggest a large field of color, not an acceptable shape around the wordmark or logo.

**Logo single color configurations**

When necessary, it is acceptable to reproduce the logo in solid red or solid black. On a dark background, reproduce the wordmark or logo in white.

The logo should be reproduced so that it is easily seen and recognized. Always place the logo on a solid, contrasting background. Do not place the logo on a busy or complicated background.

Use only the color combinations illustrated above. No other colors or configurations are acceptable for the logo. Digital files of all three logo color configurations are available. See back cover for more information.
Unacceptable use of logo

The logo is uniquely rendered. It cannot be redrawn or modified in any way. While computer software has made it easy to modify graphics, please resist the temptation.

A consistently applied system of identification creates a distinctive visual profile. Any changes undermine this goal and can, over time, defeat the entire purpose of our identity and brand standards.

These pages illustrate some of the many ways the logo can be impaired by incorrect use.
Unacceptable use of logo CONTINUED

UNACCEPTABLE:
- Low-contrast or complex backgrounds
- Wordmark placed in a box that implies it is part of the identity

UNACCEPTABLE:
- Wordmark scaled too small, or scaled disproportionately
- Combining wordmark and logo or placing wordmark and logo in close proximity
- Wordmark elements rearranged or reproportioned
- Re-typing the wordmark, substituted typeface

UNACCEPTABLE:
- Low-contrast or complex backgrounds, wordmark placed in a box that implies it is part of the identity
Athletic logos

The falcon head is the preferred athletic mark. In certain circumstances, it may be better to use the full falcon configurations.

The slanted athletic UWRF acronym is a stylized variation of the university acronym set at a 30 degree angle showing a bold, traditional athletic outline.

The Falcons wordmark is composed in the style as the athletic acronym font, showing a bold, traditional athletic outline.

These marks are to be used primarily for athletic communications. As a secondary identifier for the university always use one of the university wordmarks.

Digital files of these images are available. See inside back cover for more information.
Athletic logos clear space

The athletic falcon should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space needed for the Falcon head is specified relative to the height of its eye.

The minimum clear space needed for the full Falcon is specified relative to the height of the forward foot.
Athletic logos clear space

The minimum clear space surrounding the athletic acronym should be equivalent to the width of the first serif of the letter “U”.

The minimum clear space surrounding the Falcons wordmark should be equivalent to the height of the top serif of the letter “L”.

For example:

• If the height of the eye in the falcon head version is .5 inches, the required clear space surrounding the head is .5 inches.
Athletic logos minimum size

The athletic logos have been designed for use in a wide variety of sizes. However, they should never be reproduced so small that they become illegible or unnoticeable.

These logo configurations should never be printed or used on screen smaller than the sizes listed above.
Athletic logos color configurations

Whenever possible, reproduce these athletic marks in red and black. However, when this isn't possible, red or black is acceptable. On a dark background, the athletic marks include a white stroke outline for contrast if necessary.

These athletic marks should be reproduced so they are easily seen and recognized. Always place them on a solid, contrasting background. Do not place them on a busy or complicated background.

Use only the color combinations indicated above. No other colors or configurations are acceptable for these athletic marks. Digital files of these athletic marks are available. See back cover for more information.
Athletic logos single color configurations

When necessary, it is acceptable to reproduce these athletic marks in red or black. On a dark background, the athletic marks include a white stroke outline for contrast if necessary.

These athletic logos should be reproduced so that they are easily seen and recognized. Always place the athletic logos on a solid, contrasting background. Do not place the athletic logos on a busy or complicated background.

Use only the color combinations illustrated above. No other colors are acceptable for the athletic logos. Digital files of these color configurations are available. See back cover for more information.
Unacceptable use of athletic logos

The athletic logos are uniquely rendered. They cannot be redrawn or modified in any way. While computer software has made it easy to modify graphics, please resist the temptation.

A consistently applied system of identification creates a distinctive visual profile. Any changes undermine this goal and can, over time, defeat the entire purpose of our identity and graphic standards.

These pages illustrate some of the many ways the wordmark and logo should not be used.
Unacceptable use of athletic logos

CONTINUED

**UNACCEPTABLE:**
- logos scaled too small, or scaled disproportionately
- combining logos or placing logos in close proximity
- low-contrast or complex backgrounds, logos placed in a box that implies it is part of the identity
University seal

The University of Wisconsin-River Falls seal depicts the history and distinctive nature of the institution. It consists of a circle within a circle. The inner circle portrays a falcon soaring through a cloud-filled sky. The date 1874 refers to the year the institution was founded. The outer circle contains the name of the university.

The seal may not be redrawn, reproportioned, or modified in any manner. The seal may be reversed out of dark backgrounds. Photo or patterned backgrounds should not appear within the seal.

In general, the seal should not be used as a design element in promotional materials. The primary usages for the university seal are for official documents, for ceremonial purposes, and for use by the chancellor’s office. The list below covers appropriate and inappropriate uses.

Use of the University Seal

Appropriate uses:
- diplomas
- transcripts
- legal documents
- university-wide policy statements
- certificates and plaques
- commencement materials
- inaugural materials
- regents visit materials
- lecterns
- official university reports
- promotions for ceremonial events

Inappropriate uses:
- promotional or informational brochures
- flyers, posters, books, newsletters
- advertising
- stationery or business cards
- specialty advertising items (e.g., clothing, glassware, ceramics, notebooks, folders
- badges, nametags, buttons

Note: If in doubt, use the university logo as a similar yet appropriate alternative.

Access to the seal for any purpose requires the approval from the Chancellor’s Office through the University Communications and Marketing department.
University seal clear space

The university seal should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space needed for the university seal is specified relative to the width of its outer band containing the campus name.
University seal minimum size

The university seal has been designed for use in a wide variety of sizes. However, it should never be reproduced so small that it becomes illegible or unnoticeable.

The university seal configurations should never be printed or used on screen smaller than the sizes listed above.
University seal color configurations

Whenever possible, reproduce the university seal in red and black. However, when this isn't possible, solid red or black is acceptable. On a dark background, reproduce the university seal in white.

The university seal should be reproduced so that it is easily seen and recognized. Always place the university seal on a solid, contrasting background. Do not place the university seal on a busy or complicated background.

Use only the color combinations illustrated above. No other colors or configurations are acceptable for the university seal.

Access to the seal for any purpose requires the approval from the Chancellor's Office through the University Communications and Marketing Department.
ACCEPTABLE

Note: The university seal should never be placed in a small box or shape that implies it is part of the logo. The black background shown above is meant to suggest a large field of color, not an acceptable shape around the logo.

University seal single color configurations

When necessary, it is acceptable to reproduce the university seal in solid red or solid black. On a dark background, reproduce the university seal in white.

The university seal should be reproduced so that it is easily seen and recognized. Always place the seal on a solid, contrasting background. Do not place the university seal on a busy or complicated background.

Use only the color combinations illustrated above. No other colors are acceptable for the university seal.

Access to the seal for any purpose requires the approval from the Chancellor’s Office through the University Communications and Marketing Department.
Unacceptable use of the university seal

The university seal is uniquely rendered. It cannot be redrawn or modified in any way. While computer software has made it easy to modify graphics, please resist the temptation.

This page illustrates some of the ways the university seal should not be used.
**Freddy Falcon**

The Freddy Falcon caricature is a university symbol and can be used campuswide to promote programs and events. Freddy may be used in one-color, two-color or three-color renditions.

Freddy Falcon must be used in its entirety, not just certain parts. It cannot be used as a background, pattern or in other non-essential ways.

This image can only be used in an up-right position, with the UWRF reading straight across. Do not use at any other angle, or flip the image.

See the following pages for acceptable configurations of Freddy Falcon.
**Freddy Falcon clear space**

Freddy Falcon should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum rectangular clear space needed around Freddy Falcon is specified relative to the width of an eye.
Freddy Falcon minimum size

Freddy Falcon has been designed for use in a wide variety of sizes. However, it should never be reproduced so small that it becomes illegible or unnoticeable.

Freddy Falcon configurations should never be printed or used on screen smaller than the sizes listed above.
Freddy Falcon color configurations

Whenever possible, reproduce Freddy Falcon using black, 200 red and process yellow as indicated above. However, when this isn’t possible, use black and 200 red as a two-color option.

Use only the color combinations illustrated above. No other colors or configurations are acceptable for Freddy Falcon.

Freddy Falcon should be reproduced so that it is easily seen and recognized. Always place the Freddy Falcon on a solid, contrasting background. Do not place Freddy Falcon on a busy or complicated background.

Digital files of Freddy Falcon color configuration are available. See back cover for more information.
Freddy Falcon should not be reproduced in reverse as this will compromise the integrity of the image. If presented on a dark background, use a contrasting white fill around a standard configuration, as shown above.

Freddy Falcon single color configurations

When a single color is the only option, use all red, or all black.

Use only the single color examples illustrated above. No other colors or configurations are acceptable for Freddy Falcon.

Freddy Falcon should not be reproduced in reverse as this compromises the integrity of the image. If presented on a dark background, the digital files contain a contrasting white outline around the standard configuration.

Freddy Falcon should be reproduced so that it is easily seen and recognized. Always place Freddy Falcon on a solid, contrasting background. Do not place Freddy Falcon on a busy or complicated background.

Digital files of Freddy Falcon are available. See back cover for more information.
Unacceptable use of Freddy Falcon

Freddy Falcon is uniquely rendered. It cannot be redrawn or modified in any way. While computer software has made it easy to modify graphics, please resist the temptation.

This page illustrates some of the ways Freddy Falcon should not be used.
Graphics colors

Primary Colors

UWRF RED
- Pantone 200
- CMYK 0 - 100 - 63 - 12
- RGB 190-15-52
- HEX be0f34

WHITE
- Pantone white*
- CMYK 0 - 0 - 0 - 0
- RGB 255-255-255
- HEX fffff

Secondary Colors

BLACK
- Pantone black
- CMYK 0 - 0 - 0 - 100
- RGB 0 - 0 - 0
- HEX 000000

Color palette

Color plays an important role in keeping all materials consistently recognizable. The three signature colors that comprise UW-River Falls’ identity within the registered marks are UWRF Red, White and Black.

*Although opaque white inks exist, Pantone does not provide a reference for white. Generally, if you are printing on white paper and apply no ink to an area, you will achieve white. When ink is needed, it should simply be specified as opaque white, without a Pantone reference.
Image Use by Commercial Vendors

All registered images, with the exception of the university seal, are available for commercial purposes to vendors officially licensed with UW-River Falls. If you are not an officially licensed vendor with UW-River Falls and wish to become one, please visit the UWRF Business and Finance Office web page at

www.uwrf.edu/administration/vicechancellor/vclicensingregisteredmarks.cfm

Image Use by Campus Community

To download digital files of the UWRF registered workmark images for non-commercial purposes, please visit

www-auth.uwrf.edu/UCM/Use-our-Toolkit.cfm/ and click on Logo Downloads

To acquire digital files of UWRF registered images, other than the UWRF wordmarks, for non-commercial purposes, please contact

University Communications and Marketing
UW-River Falls
410 S. 3rd St.
River Falls, WI 54022
715-425-3768

For more information about UW-River Falls brand standards please visit

www-auth.uwrf.edu/UCM/Use-our-Toolkit.cfm/ and click on Brand Standards