Brand Standards
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Why are brand standards important?

This manual provides guidelines to help ensure consistent application of the UW-River Falls brand. Projecting a unified visual identity involves more than simply creating and implementing a logo.

Brand standards provide a sound, flexible structure for using logos, color, and typography—a brand “vocabulary” unique to UW-River Falls. By consistently following these standards, UW-River Falls brand identity will become more established and recognized.

Proper use of these elements increases our ability to communicate with the university’s many audiences, and enhances the overall brand value.
The UWRF brand

We have developed a research-based marketing and communications program that is:

• Compelling and distinctive;
• Consistent and enduring;
• Providing students and donors clear reasons to select and support UW-River Falls.

Why is this important?

• It clarifies what we stand for.
• It differentiates us among competitors.
• It mobilizes support for the university, its mission and its financial security.

What do we hope to accomplish?

• Establish a clear and compelling brand position for UW-River Falls.
• Increase quantity and quality of admission applications.
• Support the UWRF Foundation in their fundraising efforts.
• Support the university’s strategic plan.
The brand platform

- Captures the most meaningful and compelling truths about the university.
- Is the foundation from which the brand comes to life through the university's many brand ambassadors and countless touchpoints.
- Consists of a brand promise and a brand personality.

UWRF brand promise
At UW-River Falls you will discover accessible and outstanding learning opportunities in and out of the classroom while building life-long relationships in a collaborative community.

UWRF brand personality
Welcoming, scholarly, genuine, caring, committed, ethical and globally engaged.

What it means

- Teaching happens in and out of the classroom—from professors, advisers, coaches, employers, and alumni.
- You and your fellow students will share skills and insights.
- You’ll solve problems and learn how to think critically in real-world applications.
- A confluence of campus and community will open eyes and opportunities.
Vivid Descriptors and Key Messages

Audience 1: Prospective traditional aged students.
Audience 2: Post-traditional prospective adult students.

**Vivid Descriptor #1 - UW-River Falls delivers ACADEMIC EXCELLENCE within a SUPPORTIVE community**

Key message for audience 1: “Regardless of your area of academic interest, you will encounter outstanding teaching, personalized advising, and the caring mentorship of faculty committed to helping you reach your full potential for a successful future.”

Key message for audience 2: “Your degree from UW-River Falls will be backed by the prestige of the University of Wisconsin and the national accreditations respected by employers.”

**Vivid Descriptor #2 - UW-River Falls provides students from all backgrounds OPPORTUNITIES to access high-impact experiences**

Key message for audience 1: “As early as your first semester on campus, you will be empowered to participate in hands-on research and creative activity; affordable and accessible international education experiences; collaborative learning opportunities; and enriching student involvement programming at UW-River Falls.”

Key message for audience 2: “UW-River Falls provides you with access to award winning faculty and portfolio building experience at locations and times convenient for busy adult learners and professionals.”

**Vivid Descriptor #3 - UW-River Falls provides an excellent experience at a superb VALUE**

Key message for audience 1: “Thanks to numerous scholarships and affordable tuition, room and board, and study abroad experiences, you will gain an outstanding education and valuable experiences without incurring high levels of student debt.”

Key message for audience 2: “UW-River Falls provides affordable and highly respected graduate and undergraduate degree completion programs with personalized advising and outstanding student service.”

**Vivid Descriptor #4 - UW-River Falls is an ideal learning and living LOCATION within the Minneapolis-St. Paul metropolitan area**

Key message for audience 1: “Only as a UW-River Falls student can you experience the convenience, community, and safety of a small college town and the entertainment and employment opportunities that come with being part of the Twin Cities metropolitan area.”

Key message for audience 2: “The convenience and professional environment of the UW-River Falls Hudson Center combined with the nearby resources of the main UW-River Falls campus offer you the best of both worlds.”
The wordmark

The wordmark is the university’s **primary** identifying mark. It is the basic element in the application of a unified visual identity.

The wordmark is meant to increase recognition of the university’s location by emphasizing River Falls. It is not meant to replace the existing UWRF logo, but to complement it—especially in communications aimed at external audiences.

The wordmark is uniquely rendered. It cannot be redrawn or modified in any way.
The logo

The logo is the university’s traditional identifying mark. Because the UWRF acronym isn’t widely recognized, it is to be used primarily for internal communications. If used on external communications, the logo should not be used in close proximity to the wordmark.

The logo may be used with audiences who are intimately familiar with the university—students, faculty, staff, and alumni. The wordmark should be used as the primary identifying mark when communications are aimed at external audiences—prospective students and their parents, transfer students, employers, high schools, business leaders, etcetera.

The logo is uniquely rendered. It cannot be redrawn, duplicated, or modified in any way.
Using the wordmark and logo

The following pages provide guidance for using the wordmark and logo in university communications. Consistently using the wordmark and logo—appropriate colors, configurations, size, and placement on the page—is vital to establishing a recognizable identity for the university.
Wordmark configurations

The preferred wordmark is the horizontal configuration. 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 wordmark configurations are available for download at www.uwrf.edu/UniversityCommunications/LogoDownloads.cfm.
Logo configurations

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

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

No other configurations of these logos are acceptable. Digital logo files must be requested from University Communications and Marketing via the “Request Service” button on www.uwrf.edu/ucm.
Wordmark and logo clear space

The wordmark and 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 the capital letters in River Falls for the wordmark, and the height of UWRF initials for the logo.

For example:

- If the height of the “R” in River Falls is .5 inches, the required clear space surrounding the wordmark is .5 inches.
- If the UWRF initials’ height is .5 inches, the required clear space surrounding the logo is .5 inches.
Minimum size

The wordmark and logo have 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 and logo 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 wordmark 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, or 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 for download at www.uwrf.edu/UniversityCommunications/LogoDownloads.cfm
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, or 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 logo files must be requested from University Communications and Marketing via the “Request Service” button on www.uwrf.edu/ucm.
ACCEPTABLE

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

Single color configurations

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

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

Use only the color combinations illustrated above. No other colors or configurations are acceptable. Digital files of all three color configurations are available. Digital logo files must be requested from University Communications and Marketing via the “Request Service” button on www.uwrf.edu/ucm.
Unacceptable wordmark and logo use

The wordmark and logo 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 can be impaired by incorrect use.
Unacceptable wordmark and logo use CONTINUED

UNACCEPTABLE:
- low-contrast backgrounds, complex backgrounds, wordmark placed in a box that implies it is part of the identity
- wordmark scaled too small, or scaled disproportionately
- combining wordmark and logo or placing wordmark and logo in close proximity
The tagline

The tagline “Global. Innovative. Excellent.” quickly summarizes the brand promise. The tagline can be applied to internal and external communications that are not specific to student recruitment. It may be used as a stand-alone element or in conjunction with the wordmark. See page 18 for more information.
When the tagline is used with the wordmark, use only the configurations illustrated above. Digital files of all three wordmark and tagline configurations are available. Digital logo files must be requested from University Communications and Marketing via the “Request Service” button on www.uwrf.edu/ucm.
The graphic vocabulary

Projecting a consistent visual identity involves more than simply using a logo or wordmark. The UW-River Falls brand will only maintain a distinctive look and feel by paying close attention to how all design elements are used—typography, colors, shapes, margins, photos, and graphics.

Additionally, consistently reinforcing key messages (see page 4) will help keep communications focused on the brand promise, and enhances the university’s perceived value to its many audiences.
Common graphic elements

There are several common graphic elements and styles used throughout all designs:

- A large single cover page photo is to be placed full-bleed whenever possible.
- A publication headline placed over the photo within a transparent red or white, rounded corner rectangle. See page 22 for transparency details.
- An occasional change in background color to red, gray or black for accent.
- An occasional use of red or gray, rounded corner, call-out boxes.
- An occasional use of infographic type treatment providing brevity and graphic interest.
- A generous use of white space for accent whenever possible.
Prepares for a bright future.

**Photography**

Photography is key to telling the story of what is unique and valuable about UWRF and our students.

Major recruitment materials, including both print and web, should initially present a single strong photograph, accurately portraying the key content being referenced.

Strong, stand alone images should be used whenever possible. If, however, multiple photographs are appropriate within a printed piece, it is acceptable to disperse smaller individual photos, or align them vertically or horizontally in a strip, with a space of .1” between each image (see page 20). This “strip” approach is not acceptable within the narrow confines of a web page.
Transparent red box

The transparent red box is a recurring and prominent element on promotional materials to symbolize how the UW-River Falls community comes together to encourage and support student success. The red (cmyk 0-100-63-12) box is rendered through the use of the “multiply” transparency filter at an opacity of 100 percent. This transparency filter is available in Adobe Creative Suite. A white box at 50% transparency may be substituted if it better compliments the photo.

Place cover page headlines within a transparent red, rounded-corner rectangle as shown above. These rounded-corner rectangles typically have a .25” radius but extremely large or small rectangle elements should be adjusted accordingly.

Single line headlines should be centered vertically within a transparent box, maintaining a consistent .25” distance from all edges.

If using multiple lines of copy within a rounded-corner rectangle, maintain a consistent .25” distance from all edges. Body copy may be aligned left or right, but not centered.
Signature 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

UWRF SLATE
Pantone 5435
CMYK 13 – 3 – 0 – 17
RGB 185 – 199 – 212
HEX 737373

Color palette

Color plays an important role in keeping all materials consistently recognizable. The four signature colors that comprise UW-River Falls identity are UWRF Red, White, Black, and UWRF Slate.

*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.
**Recommended typography**

Typography, used consistently, is one of the most important design elements in establishing a recognizable graphic identity. From hundreds of typefaces available, the Whitman and Gotham font families have been selected for use in UW-River Falls materials. These typefaces are attractive, functional, and versatile enough for use in a wide variety of applications.

The sample styles displayed above demonstrates the versatility of the chosen font families. This is not a comprehensive list of acceptable styles, but a guide to encourage the use of our recommended font families. Variations on these samples are expected as they suit the project.

Whitman is available for purchase from The Font Bureau: [www.fontbureau.com](http://www.fontbureau.com). Gotham is available for purchase from Font Shop: [www.fontshop.com](http://www.fontshop.com). We recommend buying OpenType fonts as they are most compatible across computer platforms.

University Communications and Marketing has purchased the recommended typography and can apply those typefaces to your design project for you.
Successful Teaching

Great teaching starts here. True learning never stops.

Great teaching happens in every classroom at River Falls. It also happens far outside the classroom, and it results in learning what you’ll take with you for the rest of your life, well beyond the halls of UW-River Falls.

Sample typography

The sample styles displayed above demonstrate the versatility of the chosen font families. This is not a comprehensive list of acceptable styles, but a guide to encourage the use of our recommended font families. Variations on these samples are expected as they suit the project.

Templates include defined styles to facilitate consistent typography. For more information visit www.uwrf.edu/UniversityCommunications/index.cfm.
Acceptable typography

For the UWRF website, Whitman and Gotham are inherent in our content management system.

It is understood that not everyone will have the recommended font families for their print documents. If Whitman and Gotham are available, use them as described in this manual. If they are not available, substitute the font families shown above.

University Communications and Marketing has purchased the recommended typography and can apply those typefaces to your design project for you.
Examples

Consistently using the graphic standards presented in this manual—the logo, colors, and typography—in combination with compelling words and photos is the best way to establish a recognizable identity for the university.
Advertisements

The graphic identity is flexible so it easily adapts to any format or size. Consistently emphasizing key messages and graphics maximizes the effectiveness of each exposure.
Multi-use postcards

By directing people to our website for more detailed information, printed pieces can be brief and to-the-point while maximizing existing resources.
Report covers

With or without the use of photos or lots of color, the graphic standards have the ability to support all manner of communications.
Posters

Consistently using elements of the graphic vocabulary in all university communications builds equity over time, increasing the brand’s value in the minds of our audiences.
Templates have been created for many common applications. Use of these templates will help ensure consistent delivery of the university’s brand to its many audiences. For more information visit www.uwrf.edu/UniversityCommunications/index.cfm.
Why Economics?

As an economics student, you will develop a comprehensive understanding of economic growth, jobs, incomes, inflation, development, the national debt, international trade and more. Many important issues faced by society—from controlling health care prices and fighting against discrimination, poverty and pollution to gaining access to education and balancing budgets—are all directly related to economics.

Career Outcomes

An undergraduate degree in economics provides preparation for jobs in business, financial institutions, government, non-governmental and corporate organizations, as well as if you are considering graduate school. The skills you acquire in analytical and critical thinking will appeal to both employers and graduate schools. Economists are needed in the private sector, government agencies and the non-profit world. The skills you learn in the classroom can be applied in a variety of settings. The economics major may lead to careers such as:

- Appraiser
- Auditor
- Broker Flows Representative
- Financial Analyst
- Lobbyist
- Market Analyst
- Real Estate Appraiser
- Securities Broker
- Strategic Planning Analyst
- Statistician
- Teacher

Economics Courses

You will gain analytical, communications and critical thinking skills in economics courses. In particular, courses provide a foundation for choosing, interpreting and reasoning in the current dynamic and global economic conditions.

In an economics major, you must also choose a minor or second major. Economics is often paired with business administration, political science, math, finance or accounting.

The required courses for the economics major include the following:

- Intermediate Microeconomics
- Intermediate Macroeconomics
- Mathematics for Economists
- Principles of Microeconomics
- Principles of Macroeconomics
- Statistics for Economics and Finance

Three-panel brochure template

This template provides direction for creating 11” x 8.5” brochures for consistent margins, type styles and colors across university departments. To download this template visit www.uwrf.edu/UniversityCommunications/index.cfm.
E-newsletter templates

Falcon Daily is available to inform faculty, staff, students and external subscribers of university activities and announcements in a fresh and concise read each day.

The e-newsletter template is designed to work within Microsoft Outlook. Communicating electronically is a cost-efficient, and increasingly accepted substitute for, or supplement to, the web and printed materials. To download this template visit www.uwrf.edu UniversityCommunications/index.cfm.
Multi-purpose insert template

An 8.5” x 11” insert is available for general use in response to external requests for information. It enables the office to tailor information to specific areas of interest. To download this template visit www.uwrf.edu/UniversityCommunications/index.cfm.
What do we hope to accomplish?

- Establish and maintain a clear and compelling brand position for UWRF.
- Drive increased volume of inquiries and applications.
- Support the UWRF Foundation in their fundraising.
- Support the strategic plan.

PowerPoint template

A template has been created for use with this popular presentation software. Because of its simple design, it provides a foundation for consistently representing the visual identity to a wide variety of audiences. To download this template visit www.uwrf.edu/UniversityCommunications/index.cfm.
Website template

Because of our website's multiple content providers and frequent updates, it is especially important to adhere to standards when creating web pages. Templates has been created to ensure both consistent implementation of the site, and compliance with state-required accessibility guidelines.

All webpage on uwrf.edu must use the predefined templates available in the content management system (CMS). For more information on page layout and design, please consult our CMS Author Guidelines at www.uwrf.edu/????????????????
Brand Review Process

UW-River Falls University Communications and Marketing (UCM) provides brand review of marketing materials to help your office or department better align your communications and marketing efforts with the UW-River Falls brand. Consistent use of the UW-River Falls images and messages will help strengthen our brand message and create a more established and recognized identity for the university.

For a detailed description of the brand review process visit
www.uwrf.edu/ucm/brand-review.cfm

To download design resources such as wordmarks and templates visit
www.uwrf.edu/ucm

For more information contact
University Communications and Marketing
University of Wisconsin-River Falls
715-425-3768
www.uwrf.edu/ucm

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