

LOGO AND GRAPHIC IDENTITY GUIDELINES **Logo colors and typefaces**

The UW-Madison logo comes in several official colors and typefaces.

Official colors



Three-color logo

Metallic Gold (PMS 873), Red (PMS 200) and Black

(A four-color process logo is also available to simulate the metallic gold.)



Two-color logo

Red (PMS 200) and Black (Gold is replaced by a 20 percent screen tint of black)



One-color logo

When using one color only, logo may only appear in black.



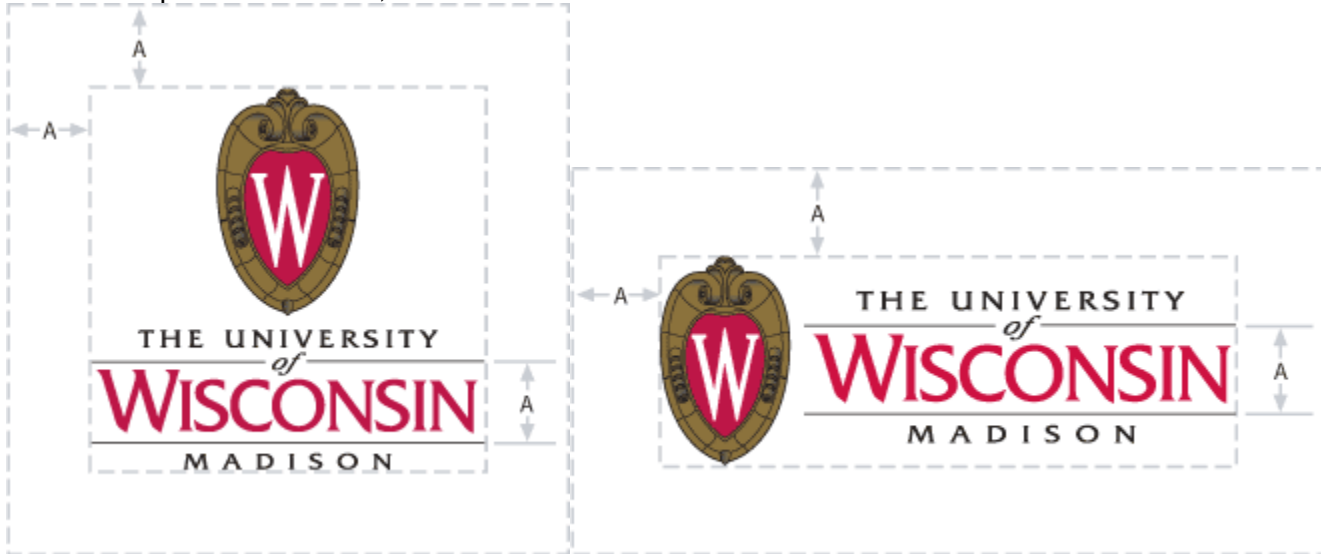
Reversed

Please note that the logo should only be reversed on a dark background. For any other variations on a reversed logo, please contact University Communications.

Buffer space

Each of the University of Wisconsin–Madison institutional logos has an established safe zone. This safe zone is intended to maintain the logo’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown.

The safe zone on all sides of all institutional logos is equal to the space between the two ruled lines (identified in the examples below as “A”).



Other considerations

Do not alter the shield, wordmark or logo in its entirety. These elements should not be redrawn, resized, rotated, animated, shadowed, screened or created in three dimensions without authorization from University Communications. Please note: The wordmark must not be used as a separate graphic element. For certain applications it is acceptable to use the “Shield W” without the wordmark. Please check with University Communications if you wish to do so.