

WISCONSIN
INSTITUTE FOR DISCOVERY

Style Guide 2017

The Logo

The Wisconsin Institute for Discovery logo consists of two elements: the symbol (Rosette) and the wordmark (Wisconsin Institute for Discovery). The relative size and position of the symbol and wordmark are fixed and should not be altered in any way.



Symbol

Wordmark

Logo Configurations

The Wisconsin Institute for Discovery logo has two basic formats: vertical and horizontal. The symbol and wordmark should only appear together in one of these two formats.

Horizontal Orientation



Vertical Orientation



Buffer Space

The Wisconsin Institute for Discovery logo 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 height of the wordmark (identified in the examples below as "A").

Vertical logo safe zone



Horizontal logo safe zone



Logo Colors

The Wisconsin Institute for Discovery logo uses two colors: red (Pantone 200) and black. Below are specifications on using the logo for varying applications.

Two-color logo

Red (PMS 200) and black



One-color logo

Black (red is replaced with black)



Reversed

The logo may be reversed out of either a black background or a red (PMS 200) background. It is completely white.



**Colors for
Print and Web**

Wisconsin Institute for Discovery red and black have specifications for use in print and web applications. For print it is preferred that the red (Pantone 200) be printed as a pantone color. In cases where this is not possible, the recommended CMYK equivalent should be used.

Pantone print colors

Pantone 200



Pantone Black

CMYK print colors

c3 m100 y66 k12



Pantone Black

For web and interactive applications the recommended rgb or HEX equivalent should be used as designated below:

Web RGB colors

r185 g0 b20



r0 g0 b0

Web HEX colors

#b90014



#000000

Typography

The typeface used in the logo is Trajan Pro 3. Original electronic files of the logo (with typeface embedded) are available from the Wisconsin Institute for Discovery in one-color, two-color, and four-color process versions. They are available in multiple formats.

Trajan Pro 3

TRAJAN PRO 3
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Support text used on official stationery for department names, addresses, phone numbers, Web addresses, etc., is Helvetica Neue Regular and Helvetica Neue Bold.

**Helvetica Neue
Regular**

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Helvetica Neue
Bold**

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Obtaining official
typefaces**

Users are encouraged to use the official typefaces. Trajan Pro 3 is a free font. If it is not possible to obtain Helvetica Neue, Arial can be used to replace it.

**Logo with
UW-Madison Text**

When the phrase “at the University of Wisconsin-Madison” needs to be added to the logo the following rules apply. The horizontal line beneath the main wordmark should be equal to the space between small and large text of the wordmark (A). The space between the horizontal line and the phrase “at the University of Wisconsin-Madison” should be the same (A).

**Vertical logo with
“at the University of
Wisconsin-Madison”**



**Horizontal logo with
“at the University of
Wisconsin-Madison”**



**Logo with
Web Address**

When the web address needs to be added to the logo the following rules apply. The horizontal line beneath the main wordmark should be equal to the space between small and large text of the wordmark (A). The space between the horizontal line and the web address should be the same (A).

**Vertical logo with
web address**



**Horizontal logo with
web address**



**Logo with
UW Shield Logo**

When it is necessary to include the University of Wisconsin-Madison logo with the Wisconsin Institute logo, size the “W” in the word Wisconsin to the same x-height in both logos.

**Vertical logo with
UW-Madison logo**



**Horizontal logo with
UW-Madison logo**



Stationery

Stationery should be composed using the provided stationery templates and printed using black and PMS 200. The paper stock used should be an ultra smooth bright white sheet. It is highly stressed that the paper stock should be a sustainable sheet, either utilizing post consumer waste, or FSC certified sourced lumber.

Letterhead

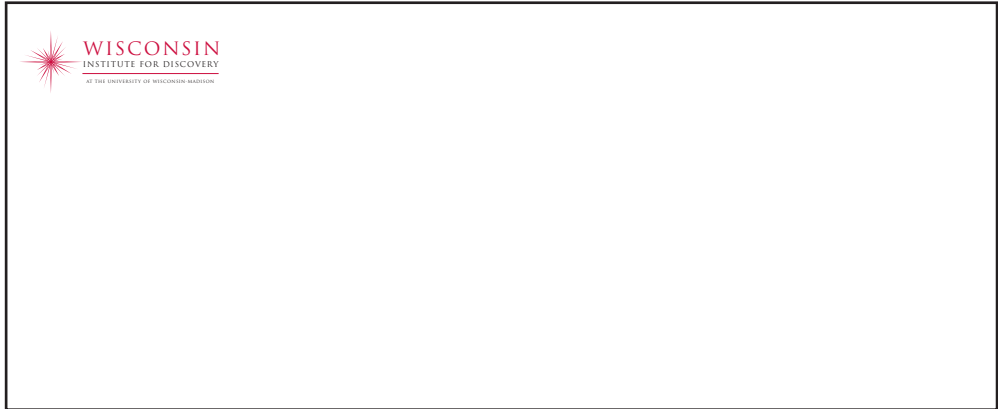
The two-color vertical logo (with the text “at the University of Wisconsin-Madison”) appears in the top center of the letterhead. Contact information lies on the bottom edge of the letterhead in Helvetica Neue Regular. The Web address is set in Trajan Pro 3.



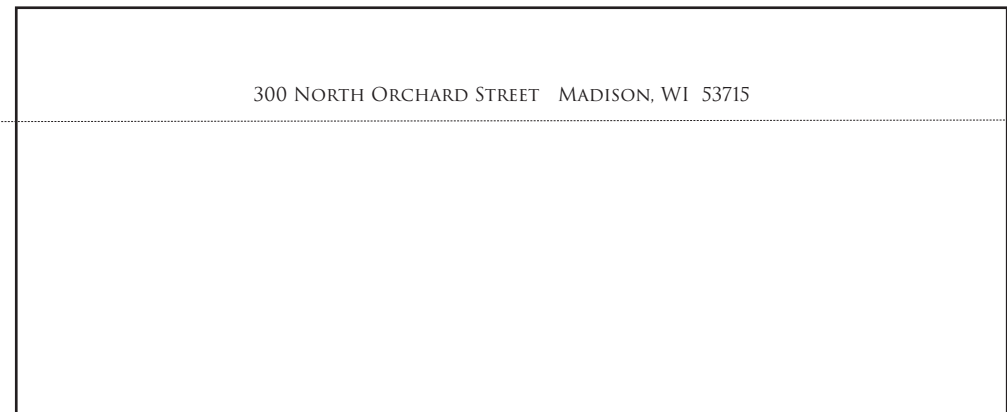
Envelope

The envelopes are two-sided. The logo text appears in two colors in the upper left corner. The envelope uses the logo version which includes the text “at the University of Wisconsin-Madison”. The logo icon (small version) and return address (in the typeface Helvetica Neue) appear centered on the back flap of the envelope.

Front



Back Flap



Business Cards

The logo (with the text “at the University of Wisconsin-Madison”) appears in two colors at the left with the exaggerated symbol. At the top right is the individual’s name in bold type and his or her title. All contact information appears below this.

The title “University of Wisconsin–Madison” in Trajan Pro 3 appears at the bottom reversed out of a red (pms 200) bar.



Website Styles

When working on the web, a few additional rules must apply in order to ensure the integrity of the Wisconsin Institute for Discovery identity. Below are specifications for working on the web.

For web and interactive applications the recommended rgb or HEX equivalent should be used as designated below.

Web RGB Colors



r185 g0 b20



r0 g0 b0

Web HEX Colors



#b90014



#000000

Web-safe fonts

When web-safe fonts are required on applications of the identity, and a typeface is needed for body copy, Helvetica should be used as the body copy and Helvetica Bold should be used for headlines.

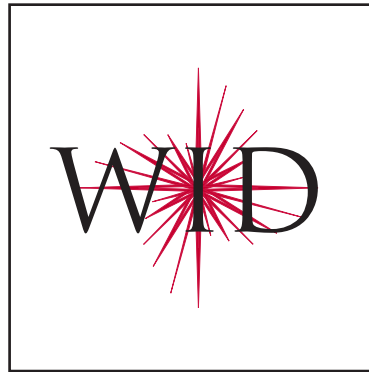
Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

For more information about wid.wisc.edu, see the web standards guide.

**Social Media and
Icons****Twitter**

When a small logo or icon is needed (for instance Twitter), the follow may be used depending on the background and space available.

**Facebook****Favicon and Small Spaces**

When the symbol must be placed in a very small space (such as a favicon on the web or the back of an envelope) the small version of the symbol should be used.

