150 YEARS
1868 - 2018

Inspire.
Engage.
Transform.

University of Wisconsin Whitewater
| **PURPOSE** | To create awareness for the UW-Whitewater Sesquicentennial Celebration using consistent design and themes that reflect the university’s strategic messaging and identity standards, support the 2017-2022 strategic plan, and reinforce our mission, vision and values. |
| **AUDIENCE** | UW-Whitewater faculty, staff, students and alumni, community members, donors, legislators and other stakeholders. |
| **PRIMARY MESSAGE** | The University of Wisconsin-Whitewater, which has transformed lives and our region since its founding in 1868, is celebrating its 150th anniversary. |
| **SESQUICENTENNIAL THEME** | The theme for UW-Whitewater’s sesquicentennial is “150 Years: Inspire. Engage. Transform.” Campus units are encouraged to incorporate it when sharing stories and planning events that are related to the sesquicentennial. |
PRIMARY GRAPHIC IDENTITY
The sesquicentennial graphic identity was created to work in concert with the university's established campus identity standards. The sesquicentennial identity should always be identified clearly with the University of Wisconsin-Whitewater. All practices, including logo use, colors, backgrounds, area of isolation, size, etc. should be followed as outlined in the campus identity standards website: uww.edu/identity-standards

Identity lockup configurations
There are three primary lockup configurations that can be used without pre-approval from University Marketing and Communications (UMC).

1. Short horizontal lockup

2. Vertical lockup

3. Long horizontal lockup
Pairing the lockup with campus identity standards

The sesquicentennial identity lockup is designed to pair easily with existing campus identity standards. The sesquicentennial logo should never be used without also identifying with UW-Whitewater.

Below are examples of how to pair with campus identity:

For horizontal configurations, align the top and bottom of each component as shown here. Space the logos apart the width of one “W” symbol.

For vertical/centered configurations, align the top and bottom of each component as shown here. Space the logos apart the height of one “W” symbol.
Using the identity components outside of lockup configurations

The separate sesquicentennial identity components can be configured in different sizes for impact and emphasis, but should always be clearly identified with UW-Whitewater. Usage of identity components other than the three standardized lockup configurations is subject to approval by University Marketing and Communications.

The sesquicentennial identity components are:

1. The sesquicentennial symbol


3. Official campus identity

The next page includes examples of acceptable usage of the components in various configurations:
Some examples of acceptable alternate arrangements of components:

- Poster
- Paired streetlight banners
- Single pop-up banner
- Folded invitation cover
Correspondence materials can be handled in a number of ways, examples below.

If you’re unsure whether your desired configurations comply with campus identity standards, please contact University Marketing and Communications for guidance.
Minimum graphic sizes

For print

To preserve legibility in printed materials, a minimum width on the sesquicentennial symbol of .375 inches is recommended.

For promotional items

The size of imprint areas vary widely on promotional items, but preserving component legibility is paramount. Avoid crowding all components into a single, small imprint area, and provide as much separation as possible. See the example of ink pen below.

For silkscreening or embroidery on apparel

To preserve legibility on silk screened and embroidered apparel, a minimum width on the sesquicentennial symbol of .75 inches is recommended.
Pairing athletics identity with sesquicentennial identity

Athletics identity schemes must be kept separate from the sesquicentennial identity configuration. Creating new lockup combinations of athletics and sesquicentennial identities is not allowed.

Example of an athletics identity standard lockup

Example of a sesquicentennial identity standard lockup

Examples of athletics identity and sesquicentennial identity used in appropriate combination on apparel