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UW-WHITewater  
ATHLETIC BRANDING  
AND IDENTITY

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**UW-WHITewater**  
**WARHAWKS**™



Updated November 2020



University of Wisconsin  
**Whitewater**



## One Voice, Amplified

We wear the Warhawk with pride. Students, alumni, faculty, staff and the community are proud of UW-Whitewater's national championship-caliber athletics program.

Our visual identity is an important part of who we are. It sparks recognition and a sense of belonging. To maintain our reputation for excellence, it is essential that everyone work together to ensure the Warhawk Athletics identity is applied consistently everywhere. A unified brand identity makes every individual stronger.

The guidelines presented in this manual introduce key elements — such as official colors, typography and sizing — for highly recognizable marks including the Warhawk head and other athletics identity components. Following the standards outlined in this guide ensures consistency and accuracy for print and electronic communications and

provides a foundation for retail apparel and marketing activities associated with Warhawk Athletics.

These guidelines, created by University Marketing and Media Relations and approved by the Department of Athletics and the Chancellor's cabinet on XXX, protect the integrity of athletics marks and encourage close collaboration between the campus and licensed vendors who wish to reproduce and distribute them on apparel and other items. It is the charge of the Marketing and Media Relations office to protect the identity of the university. We look forward to working with you to celebrate and promote the University of Wisconsin-Whitewater. Go Warhawks!

For guidelines related to the University of Wisconsin-Whitewater's overall brand and visual identity program, visit [www.uww.edu/news/campus-identity-standards](http://www.uww.edu/news/campus-identity-standards).

## Trademark and License Policy

All trademarks, names, logos, seals, symbols, mascots and slogans associated with or referring to the University of Wisconsin-Whitewater are the property of the UW System Board of Regents. The University Marketing and Media Relations office protects and oversees the use of these marks, as well as the quality and appropriateness of products, promotions and advertising for which those marks are used. Only authorized licensed vendors are permitted to produce items using university trademarks. Approval to use an athletic logo (on a t-shirt or flag, for example) does not constitute approval to use the logo again, or in connection with any other item, without seeking additional approval.

### Approved licensed vendors

A vendor is defined as an individual or company who produces product(s) for distribution. Products include, but are not limited to, apparel, merchandise and electronic software such as apps. All trademarked products must be produced by licensed vendors.

**Collegiate Licensing Company is the licensing agency for the University of Wisconsin-Whitewater. For information on becoming an authorized licensed vendor, contact**

**Collegiate Licensing Company**  
[clc.com/home/get-licensed](http://clc.com/home/get-licensed)  
 770-956-0520

### Restrictions

- UW-Whitewater's athletics logos may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation, gender identity or veteran status, or in any other way that would be a violation of UW-Whitewater's anti-discrimination policies and practices.
- University departments, clubs and student organizations may not assign rights to or otherwise grant permission to any other entity for use of athletic trademarks for any purpose.
- No one other than UW-Whitewater may claim copyright or logo rights or seek to register any design that uses UW-Whitewater athletic logos.
- All uses of UW-Whitewater athletic logos on products will incorporate the appropriate logo designation symbol, i.e., all athletic logos will include the trademark symbol ™ in the location indicated on the official athletic logos.
- It is impermissible to create a design that gives the impression of being a UW-Whitewater athletic logo.
- It is impermissible to create a design that incorporates a UW-Whitewater athletic logo into another design.

**UW-Whitewater will not approve the use of athletic logos in connection with certain types of products. These include, but are not limited to, the following:**

- Products that could be used to injure or kill
- Tobacco-related products
- Illegal drug-related products
- Sexually suggestive products or language
- Products that may be harmful to the mission or image of the institution

**Certain artwork or designs depicting or implying the use or endorsement of the following will not be approved for use in conjunction with UW-Whitewater's athletic logos. These include, but are not limited to, the following:**

- Illegal drugs
- Tobacco products, including nicotine and vaping devices
- Racist, sexist, hateful, demeaning or degrading language or statements
- Profanity
- Sexually suggestive phrases or expressions
- Designs that may be harmful to the mission or image of the university

### Contact Information

University Marketing and Communications (UMC) oversees the university's brand and visual identity standards. UMC is available to help departments and organizations use the identity standards correctly and effectively. UMC is the resource for ensuring graphic design awareness, consistency and excellence.

**Please contact UMC with questions about usage of the university's athletic trademarks:**

**Nadia Bidwell, project manager**  
**University Marketing and Communications, Hyer 400**  
**262-472-1200 • [bidwelln@uww.edu](mailto:bidwelln@uww.edu)**

## Athletic Logo Configurations

The logo configurations on this page are intended to identify the UW-Whitewater athletics program in the broadest sense. Athletic Configuration One is the primary athletic logo and the strongest representation of Warhawk Athletics.

All athletic logo configurations must always maintain approved colors, proportions and design integrity. No alterations may be made, nor shall design elements, including typography, be placed inside any of the athletic logo configurations.

Examples of all available variations can be found starting on page xx.

ATHLETIC CONFIGURATION 1



UW-WHITEWATER  
WARHAWKS™

ATHLETIC CONFIGURATION 2



UW-WHITEWATER  
WARHAWKS™

ATHLETIC CONFIGURATION 2

## Component Logos

The Warhawk head, Warhawks logotype, UW-Whitewater logotype and UW-W logotype are classified as component logos. They may appear separately from other graphic configurations. Component logos should be explicitly linked with the UW-Whitewater or UW-W component logos in some fashion; please see examples of use starting on page XX. The Warhawk head can appear alone, without the UW-Whitewater or UW-W logotypes, on apparel only. All other uses of the Warhawk head should be linked with either the UW-Whitewater or UW-W logotypes. Logos must maintain approved colors, fonts, proportions and design integrity. No alterations may be made nor shall design elements be placed inside other logos or trademarks.

Component logos must maintain an area of isolation equal to three heights and three widths, on all sides, of the largest component used. Please see page XX for geometry and spacing guidelines for component logos.

Examples of component logos appear below. Examples of how to use component logos appear on page XX.

**When component logos are used, the ™ or ® must appear as shown in the examples.**

WHEN COMPONENT LOGOS ARE USED, THE ™ SYMBOL MUST APPEAR AS SHOWN IN THE EXAMPLES BELOW.

WARHAWK HEAD LOGO



WARHAWK LOGOTYPE ARCHED



WARHAWK LOGOTYPE STRAIGHT HORIZONTAL



UW-WHITewater ATHLETIC IDENTIFIER TYPOGRAPHY



UW-W ATHLETIC IDENTIFIER TYPOGRAPHY



## Powered By Tradition

"Powered By Tradition" is a trademarked phrase that captures the Warhawk brand and conveys the message that greatness does not happen by chance. Dedication and sacrifice are the foundation of Warhawk accomplishments.

The usage of this trademarked logotype is not required. "Powered By Tradition" is a component logo that may be used to amplify the brand identity. As with other component logos, "Powered By Tradition" must be linked with UW-Whitewater in some fashion. Examples of available variations of this component logo can be found on page XX. Examples of how to use this component logo appear to the right.



## Individual Sport Identities

Each athletic team at the university has four logos specific to their sport. These individual sport identities are appropriate for use on any item relating to that team, including team jerseys, warm-up apparel, locker rooms, promotional materials, social media and websites. Examples of all variations begin on page XX. The variations shown are the only approved logos. It is not acceptable to alter the sport identities in any way, including the use of different colors or fonts, unapproved backgrounds or the addition of text (e.g., Booster).



## Official Colors

Color is one of the most important elements of the Warhawk brand identity; we bleed purple. The colors below are the official colors for all UW-Whitewater athletic logos.

The only approved color options for logos are shown beginning on page XX. The logos may not be reproduced in any other colors.

While the preferred means of reproducing the athletic logos is in full color, there may be occasions that require the logos to be reversed to provide sufficient contrast. Approved logo and background color combinations are shown beginning on page XX.

### Specialty Color Applications

The athletic logos may be foiled, embossed, etc., but only with approval from Marketing and Media Relations.

Color Name	Pantone	C	M	Y	K	R	G	B	HEX	Thread Color
 Warhawk Purple	PMS 268	82	100	0	12	80	29	130	502D7f	Madeira 1422 RA 5731 GU/Sulky xx
 Warhawk Gray	PMS 429	x	x	x	x	x	x	x	xxx	Madeira 1118 RA xx GU/Sulky xx
 Warhawk Silver	PMS Metallic xx	N/A				N/A			N/A	Madeira 1118 RA xx GU/Sulky xx
 Warhawk Black	PMS Black	0	0	0	100	0	0	0	000000	Madeira 1118 RA xx GU/Sulky xx
 Warhawk White	PMS White	0	0	0	0	255	255	255	FFFFFF	Madeira 1118 RA xx GU/Sulky xx

## Official Typography

The official primary display font used with all athletic logos is Collegiate Inside FLF. The secondary display font is DIN Condensed Bold. These are the only fonts approved for use with any athletic logo.

**FONT - COLLEGIATE INSIDE FLF REGULAR**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**Font - DIN Condensed Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

GEOMETRY, SAFE ZONES AND MINIMUM SIZES



MINIMUM SIZE REQUIREMENTS

<b>For print applications</b>	W = 1.375"	W = 1.375"	W = .5"
<b>For digital media and video</b>	W = 120 px	W = 120 px	W = 60 px
<b>For silkscreening</b>	W = 2"	W = 2"	W = 1"
<b>For embroidery</b>	W = 2.5"	W = 2.5"	W = 1.5"

# Usage Guidelines

The guidelines below explain correct usage of athletic marks by university departments, student organizations, club sports and recreation sports and facilities. For questions about proper usage, please contact Marketing and Media Relations.

## Colleges and Academic Departments

Colleges and academic departments must always identify themselves with their college and department descriptors (examples below). Athletic logos are never to be used in place of the descriptor or as a component of the descriptor. Component logos, such as the Warhawk head, may be used to co-brand with college or department descriptors for athletic-related events. Examples of appropriate usage of college and academic descriptors with component logos begin on page XX.



## Non-Academic Departments

The Warhawk head and Warhawks logotype components may be used as graphic elements in apparel design for internal usage only (e.g., polo shirts for Admissions counselors). An example is shown below. All items that contain athletic logos, including internal apparel and promotional items, must be approved by Marketing and Media Relations and purchased through licensed vendors.



## Recognized Club Sports

Recognized club sports should use athletic logo configurations 1 and 2, identifying themselves as in the example below. The name of the club sport should appear in the secondary display font. All uniforms and apparel using athletic trademarks must be approved by Marketing and Media Relations. Logos must maintain approved colors, proportions and design integrity. No alterations may be made nor shall design elements be placed inside other logos. Clubs using trademarked university logos must use licensed companies to produce their apparel and products. Please contact Marketing and Media Relations to confirm that the company your club wishes to work with is a licensed vendor.

Royalties are required for the use of trademarked university logos when

- An item is intended for resale, either to the public or to individual members of the club.
- An item includes a commercial message, sponsor or endorsement (regardless of size).
- An item is used as a promotional marketing device for an event.

Royalty will be built into the final cost of the item and paid to the university by the licensee.



Another option for recognized club sports is to create their own distinct logos (see the example below). In these cases, the logos may not contain any elements of athletic logo configurations or component logos, nor may they contain alternate representations of athletic configuration logos or component logos.

[Original club logo]

## Recognized Student Organizations

Recognized student organizations must adhere to the following guidelines if the organization intends on using university trademarks on products or letterhead.

Student organizations may not use any form of UW-Whitewater as the beginning words of their organization name, e.g., UW-Whitewater, UW-W, University of Wisconsin-Whitewater. Instead, list the university affiliation at the end of the name of the organization, followed by a comma or parentheses, i.e., Knitting Club, UW-W or Knitting Club (UW-Whitewater). Make sure all references to the organization (official name, acronym, website, etc.) adhere to this guideline.

When creating apparel and products, the name of the recognized student organization must be listed in close proximity to the trademarked logo being used. The logo or name of a non-university business or non-profit that is co-sponsoring or contributing to a student organization activity or event may not appear in close proximity to a trademarked university logo. Logos must maintain approved colors, proportions and design integrity. No alterations may be made nor shall design elements be placed inside other logos. Please see page XX for examples of how best to use trademarked logos with student organization names and non-university businesses or non-profits.

Recognized student organizations are encouraged to create their own, distinct logos (see the example below). These logos may not make use of component logos, nor may they contain alternate representations of athletic configuration logos or component logos.

[Original club logo]

Student organizations using trademarked university logos must use licensed companies to produce their apparel and products. Please contact Marketing and Media Relations to confirm that the company your organization wishes to work with is a licensed vendor.

Royalties are required for the use of trademarked university logos when

- An item is intended for resale, either to the public or to individual members of the student organization.
- An item includes a commercial message, sponsor or endorsement (regardless of size).
- An item is used as a promotional marketing device for an event.

Royalty will be built into the final cost of the item and paid to the university by the licensee.

## Use of Vendor Names or Logos

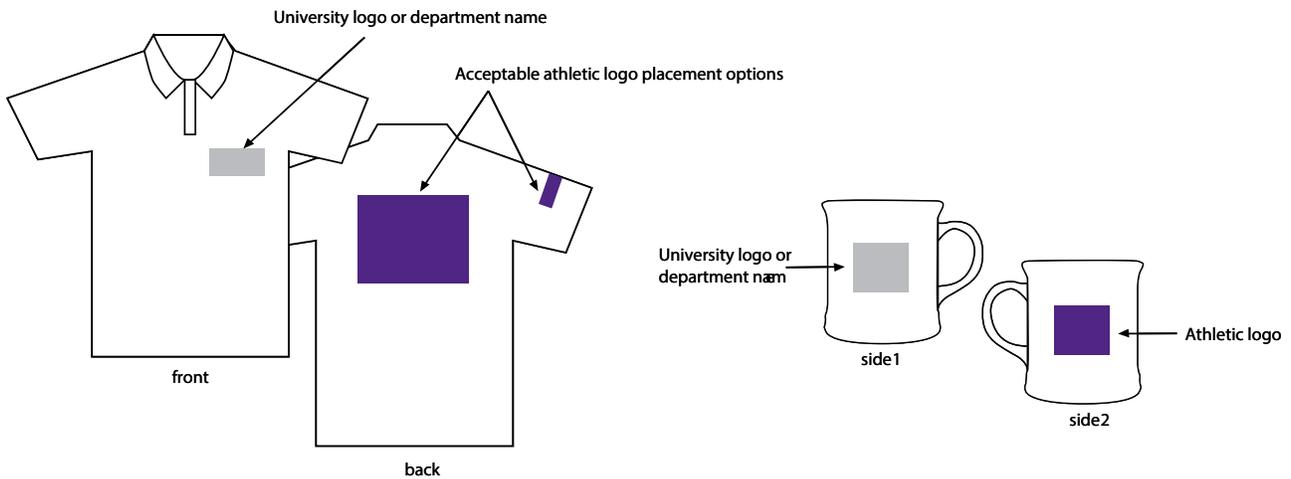
If a vendor or sponsor is donating an item to a recognized university club, organization, department or program, the vendor's or sponsor's name or logos may appear on the item. However, placement of the name or logo must be consistent with co-branding guidelines as defined on page XX. All artwork showing vendor names or logos must be approved by Marketing and Media Relations.

An example of acceptable co-branding with a vendor or sponsor is shown below.



## Co-Branding

Co-branding requires particular attention to placement of logos. In any UW-Whitewater co-branding effort, both the university logo and the athletic logos must stand alone. The reproduction of other logos, symbols, graphics or logotypes is allowed only on the opposite or reverse of the application in question. The university logo and the athletic logos must never appear side by side with another graphic. All co-branded usages of the university logo or the athletic logos in advertising, marketing, apparel, promotional items, gift items or digital assets must be approved by Marketing and Media Relations.



## Uniform Usage

EXAMPLES OF COMPONENT LOGO USAGE



## Uniform Usage

EXAMPLES OF COMPONENT LOGO USAGE



## Apparel Usage

### EXAMPLES OF LOGO USAGE

