Brand Guide

SEPTEMBER 2024

Primary Logo - Full Color

Use this logo with Univerity of Wisconsin spelled out for most applications.

Secondary Logo - Full Color

For smaller applications, this secondary logo can be used with text shortened to UW-Madison.

Alternative Uses - One-Color (BxW) and Reversed

When a simple, one-color version of the logo is needed — use one of the below options.

Unacceptable Logo Use

The logo's proportions are fixed and must not be changed. It can be reversed to white on a solid color or background (see alternative uses on the previous page), as long as there is strong contrast and the background is free of distracting patterns or designs. Below are examples of improper logo usage.
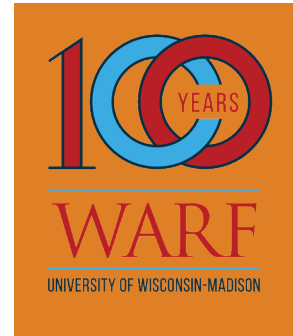
Clear Space of Logo

A designated clear space around the logo must be maintained to ensure its readability and proper recognition. This required space is based on the height of the letter "W" in the logotype, as illustrated below.

Fonts - Bebes Neue Pro

The sans-serif font Bebas Neue was chosen to complement the more traditional serif WARF font. Known for its clean, bold, and modern look. Its minimalist design makes it versatile and ideal for conveying strength and modernity across various design applications.

Logotype - Color Palette

The WARF100 color palette conveys a refined, classic feel with a touch of patriotic warmth.

PRIMARY

WARF Red

CMYK 19, 100, 100, 10
RGB 182, 32, 37
HEX #b82025

WARF Light Blue

CMYK 65, 15, 0, 0
RGB 68, 173, 226
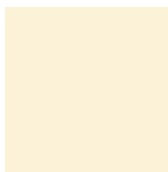HEX #44ace1

WARF Dark Blue

CMYK 100, 77, 45, 43
RGB 1, 48, 74
HEX #01304a

SECONDARY

Deep Red

CMYK 31, 100, 99, 41
RGB 119, 17, 19
HEX #771113

Cream

CMYK 1, 2, 16, 0
RGB 252, 243, 21
HEX #fcf3d8

Logo – File Formats

EPS – An EPS file uses ratios to determine specific proportions of an image rather than using exact measurements. This allows and EPS image to be scaled to larger sizes without a loss in image quality. Some drawbacks to using an EPS image are its larger file size and that editing and view ability is limited to graphics programs like Adobe Illustrator and Adobe Photoshop. Examples of items that would typically be printed in spot color are silk-screened items such as T-shirts, tote bags and some
signage and in high resolution print

PDF – A PDF file can be a comprised of many different file formats. For this reason it is important to know the resolution of the particular PDF you are using. The PDFs provided on this CD are high resolution and fully scalable, similar to the EPS files.

JPG – A JPG file can be very useful when used properly. A JPG is created using pixels which means that it cannot be scaled to a larger size. A JPG file compresses the image, which can help when a file size is required. By compressing an image to make it smaller, the JPG is literally throwing away bits of information that in the end leads to image quality loss. So, if a high quality image is required, a JPG should be avoided. But, a JPG can be very useful when it is used on the web or needs to be sent via email.

PNG – Portable Network Graphic is a bitmap image format that employs lossless data compression. PNG was created to improve upon and replace GIF (Graphics Interchange Format) as an image-file format. PNG was designed for transferring images on the Internet, not for print graphics, and therefore does not support non-RGB color spaces such as CMYK.

SVG – SVG stands for Scalable Vector Graphics. Unlike JPEG, PNG, and GIF files, which are made up of pixels, SVG files are made up of vector graphics. That means they can be scaled to any size without losing quality. They're also usually smaller in file size than pixel-based images. The SVG file format is a popular tool for displaying two-dimensional graphics, charts, and illustrations on websites.