



LEADERSHIP + CREATIVITY + INNOVATION + COLLABORATION

MISSION AND PURPOSE

UW Extended Campus embodies the Wisconsin Idea by extending high-quality professional, continuing, and lifelong learning to the people of Wisconsin and beyond. Partnering with all UW campuses, UW Extended Campus provides statewide leadership to develop and deliver programs and courses so learners of all ages can reach their personal and professional goals.

UW EXTENDED CAMPUS IDENTITY STANDARDS

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WHY IDENTITY STANDARDS?

Identity standards are important for ensuring that all communications, both print and electronic, support the mission of the University of Wisconsin Extended Campus. Visual identity and messaging standards provide a roadmap that helps to convey a cohesive, polished, and professional image to all clients and stakeholders.

The purpose of this style guide is to ensure that the visual design and written elements of UW Extended Campus programs—including logos, colors, fonts, photos, and graphics—are applied correctly and consistently across all communications in which they appear.

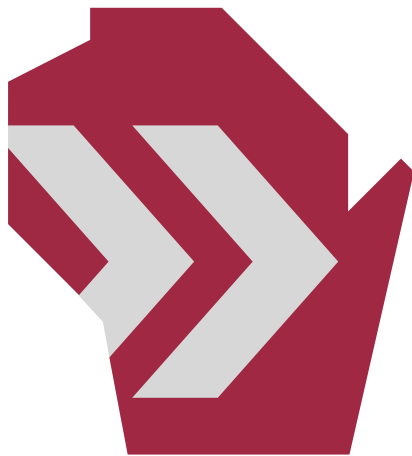
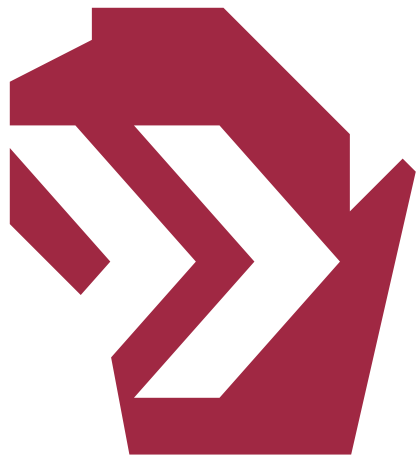
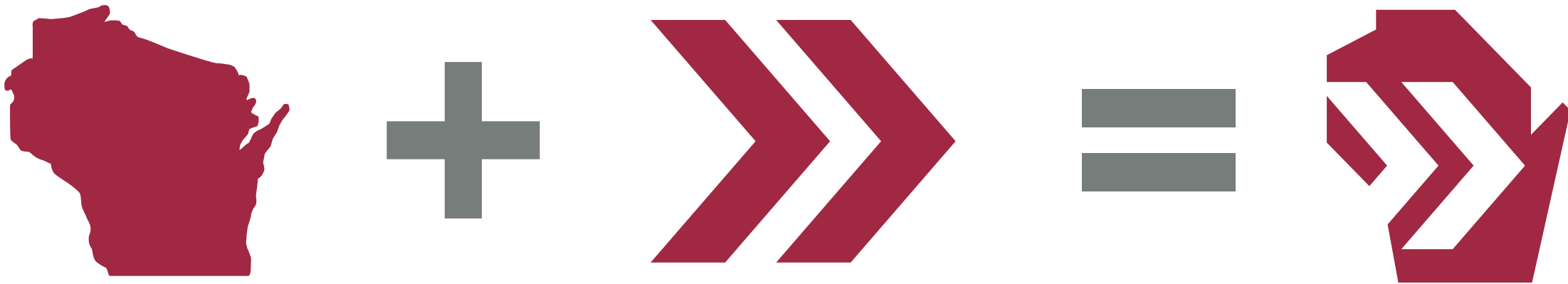
Please take care to follow these guidelines so that all UW Extended Campus communications convey a unified visual identity that is distinctive, memorable, and compelling.

IDENTITY STANDARDS



UNIVERSITY OF WISCONSIN
EXTENDED CAMPUS
LOGOMARK

The UW Extended Campus logomark was derived from the concept that UW Extended Campus extends the physical boundaries of each UW campus to the borders of the state and beyond.



VERSION 1: UNIVERSITY OF WISCONSIN EXTENDED CAMPUS FULL LOGO

The full logo includes "University of Wisconsin" and should be used whenever doing so aids in clarity or formality. For example, the full logo should be used in press kits, business cards, communications to government entities, and materials produced by or for university leadership.

TWO COLOR - UNIVERSITY OF WISCONSIN



THREE COLOR - UNIVERSITY OF WISCONSIN



ONE COLOR - UNIVERSITY OF WISCONSIN



ONE COLOR REVERSE WITH HALFTONE - UNIVERSITY OF WISCONSIN

VERSION 2: UNIVERSITY OF WISCONSIN EXTENDED CAMPUS FULL LOGO- HORIZONTAL FOCUS

The full logo includes "University of Wisconsin" and should be used whenever doing so aids in clarity or formality in a limited or smaller space. For example, the full logo should be used in the website header, landing pages, banner ads, and any other application where focus on University of Wisconsin is needed in a smaller scale context.

TWO COLOR - UNIVERSITY OF WISCONSIN



THREE COLOR - UNIVERSITY OF WISCONSIN



ONE COLOR - UNIVERSITY OF WISCONSIN



ONE COLOR REVERSE WITH HALFTONE - UNIVERSITY OF WISCONSIN

VERSION 3: UW EXTENDED CAMPUS LOGO

This version of the logo is an abbreviated form of the full logo. As such, it should only be used in materials where "University of Wisconsin" appears in the text. For example, this logo might appear in promotional materials or on student-facing websites.

TWO COLOR - UW



THREE COLOR - UW



ONE COLOR - UW



ONE COLOR REVERSE WITH HALFTONE - UW

**UW EXTENDED CAMPUS LOGO
REVERSED**

A reversed UW Extended Campus logo can be used with a halftone transparency or with a knockout within the logomark. The halftone transparency option should be used over photos, while the knockout option should be used over color fields such as solids, textures, and gradients. Use your best judgment when applying a reversed logo to a background field.

VERSION 1: REVERSED WITH HALFTONE



VERSION 2: REVERSED WITH HALFTONE



VERSION 1: REVERSED WITH KNOCKOUT



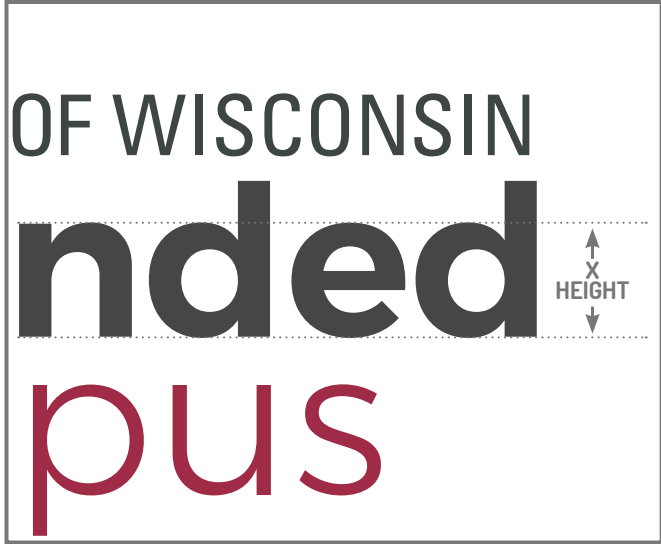
VERSION 2: REVERSED WITH KNOCKOUT

UW EXTENDED CAMPUS LOGO
POSITIONING SPECIFICATIONS

Clear space is the minimum protected space around a logo that should remain empty (free of text, graphics, and other visual elements) to ensure the logo is seen clearly. The clear space around UW Extended Campus logos is equivalent to the x-height of the word "extended."

nders and descenders.

X-HEIGHT



VERSION 1 CLEAR SPACE

The clear space around this logo begins at the edges of the logomark and on the right side edge of "extended."



VERSION 2 CLEAR SPACE

The clear space around this logo begins on at the edges of "UW" and on the right side edge of "WISCONSIN" and "campus."



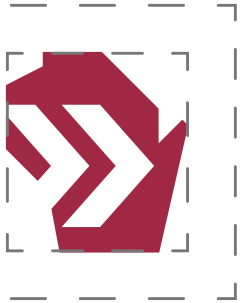
VERSION 2 CLEAR SPACE

The clear space around this logo begins on at the edges of "UW" and on the right side edge of "extended."



LOGOMARK CLEAR SPACE

The clear space when using the logomark alone should be set at 1/4 of the height all around the logomark. Exceptions should be made for favicons and any smaller use that absolutely can not adhere to the clear space standards.



CLEAR SPACE EXAMPLE

The return address on an envelope should be placed just below the clear space of the logo, i.e., a distance of one x-height below the baseline of the logo.




UW EXTENDED CAMPUS LOGO WITH UW SYSTEM LOGO

Because UW Extended Campus is a collaboration of UW System, both logos will sometimes appear in the same document. When this happens, use the abbreviated UW Extended Campus logo to avoid repeating "University of Wisconsin."

Chat

Call 1-877-895-3276




About Us


Degrees & Programs

Admissions & Aid

Online Learning



YOUR EDUCATION. YOUR FUTURE.




Earn an associate, bachelor's, or master's degree. Complete a certificate or a course. All accredited programs. 100% online.

Choose the best option for your life.

Program Type


Area of Study


SEARCH PROGRAMS



UNIVERSITY OF WISCONSIN
STOUT




UNIVERSITY of WISCONSIN
Superior



UW  extended
campus

APPLY

REQUEST INFO



About Us

UW Extended Campus partners with all UW System campuses to develop and deliver online programs that focus on in-demand skills and needs within business, general education, healthcare, management, science, and technology. Our mission to better students' education and careers, embodies the "Wisconsin Idea"—extending high-quality professional,

Pages


Our Degrees & Programs
How to Apply
Online Learning Formats
Our Campus Partners


Contact


5602 Research Park Blvd,
Suite 300
Madison, WI 53719

Advising

Connect

 facebook

 instagram

 linkedin

11 | LOGO

INCORRECT LOGO USE

Incorrect logo usage can occur with both the full and the abbreviated UW Extended Campus logo. Please do not use either logo in any way that alters the state of the logo, as these examples do.



WRONG COLOR,
LOGOMARK FILLED IN



WRONG COLOR USAGE,
WRONG CHEVRON
COLOR



WRONG COLOR USAGE



WRONG LOGOTYPE
FONT, COLOR, AND
CLEAR SPACE



STRETCHED



CONDENSED



ON AN ANGLE



WRONG COLOR



WARPED



WRONG TAGLINE
USAGE, FONT, AND
CLEAR SPACE



ARCHED

COLORS

UW EXTENDED CAMPUS PRIMARY BRAND COLORS

The primary brand colors of UW Extended Campus are as follows:

194C RED

CG 1C LIGHT GRAY

446C DARK GRAY

The three-color logo uses all three of these colors, while the two-color logo uses only 194C and 446C.

SECONDARY BRAND COLORS

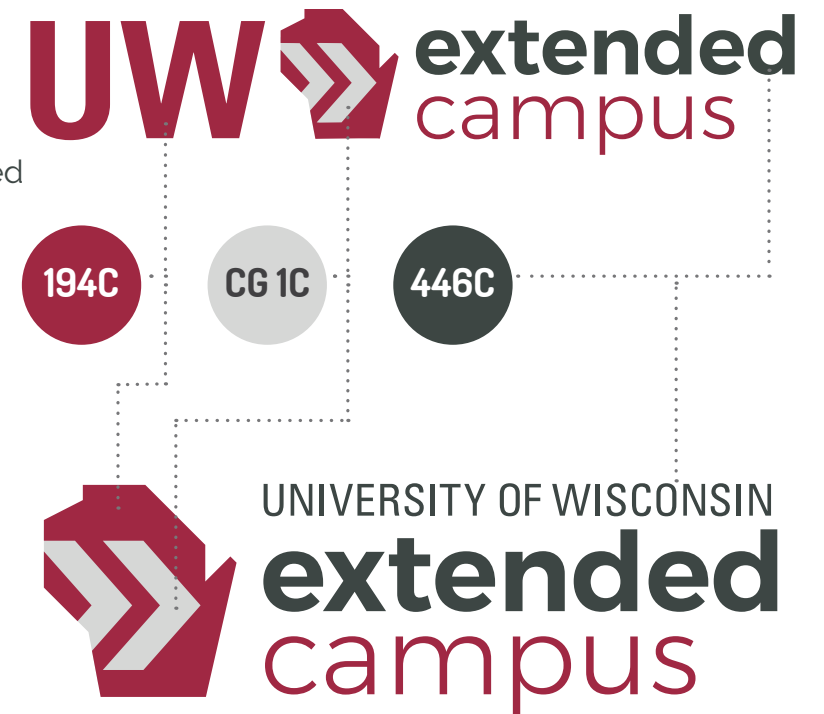
The secondary brand colors are used for color contrast and for calls to action.

7701C BLUE

7625 ORANGE

Blue 7701C is a secondary color used in web headings so the red in the logo displays more prominently. Orange 7625C is a secondary color used in calls to action.

See the following page for a guide to all colors (Pantone, hex, RGB, and CMYK).



SECONDARY EXTENDED PALETTE

The primary and secondary colors are complemented by a full spectrum of colors used for program branding, illustration, color blocking, and additional approved designs.

COLOR MODE VALUES

Use the appropriate values for the correct application. Always rely on the Pantone Matching System® guides for color matching when printing.

ADA WEB COLOR CONTRAST RATIOS

The foreground-to-background color contrast ratio must meet level AA requirements of at least 4.5:1 for normal text and 3:1 for large text.

PERCENTAGE VALUES, NEUTRALS, AND BRIGHTS

Additional specifications are available for percentage values, neutrals, and brights used in design and illustration. All uses should be approved by Creative Services.

		DIGITAL		PRINT		VALUES		
		RGB	HEX	CMYK	Pantone®	100%	80%	50%
	&	153 . 0 . 51	990033	0 . 100 . 35 . 27	194 C			
		136 . 0 . 99	880063	48 . 100 . 30 . 14	2425 C			
		89 . 44 . 95	592C5F	71 . 93 . 33 . 23	525 C			
		100 . 93 . 156	645D9C	71 . 70 . 10 . 0	7669 C			
		0 . 55 . 100	003764	100 . 83 . 35 . 24	2955 C			
	#	0 . 87 . 119	005777	96 . 62 . 35 . 15	7701 C			
		10 . 93 . 102	0A5D66	74 . 0 . 52 . 0	5473 C			
	^	1 . 105 . 86	016A56	9 . 87 . 0 . 0	334 C			
	^	89 . 131 . 58	59833A	58 . 22 . 100 . 4	576 C			
	@	244 . 189 . 21	F4BD15	4 . 27 . 83 . 0	142 C			
	^ #	212 . 68 . 39	D44427	4 . 84 . 82 . 0	7625 C			
	^	225 . 41 . 62	E1293E	4 . 90 . 65 . 0	710 C			
	&	68 . 68 . 68	444444	67 . 60 . 59 . 44	446 C			
	@	126 . 167 . 173	777679	55 . 47 . 44 . 11	Cool Gray 9 C			

ALTERNATIVE NEUTRALS

Neutral colors that can be used for illustration in addition to approved colors are shown below.

		DIGITAL		PRINT	
		RGB	HEX	CMYK	Pantone®
		51 . 52 . 54	333436	71 . 64 . 60 . 57	447 C
		38 . 39 . 41	262729	72 . 67 . 62 . 68	426 C
		241 . 239 . 229	F3F1E5	4 . 3 . 9 . 0	Warm Gray 1 C
		214 . 211 . 195	D6D3C3	16 . 12 . 23 . 0	7527 C
	&	217 . 216 . 214	D9D8D6	314 . 11 . 12 . 0	Cool Gray 1 C
		208 . 207 . 205	D0CFCD	18 . 14 . 15 . 0	Cool Gray 2 C















Note: When printed or viewed online, this document may not represent the color values exactly, as colors will vary depending on the display, printer, and paper. It is always best to match colors using the Pantone guide as a reference.














- Legend
- & Colors from the primary palette
 - # Colors from the secondary palette
 - ^ Colors have been adjusted to meet the AA requirements
 - @ Colors that should not be used for text or as a background behind reversed text

ALTERNATIVE BRIGHTS

Use the appropriate values for the correct application. Always rely on the Pantone Matching System® guides for color matching when printing.

* When printed, this document may not be 100% representative of the Pantone or Digital color values, as colors will vary depending on the printer and paper. It is always best to match colors using the Pantone® as a reference.

	DIGITAL		PRINT	
	RGB	HEX	CMYK	Pantone®
	252 . 163 . 187	FCA3BB	0 . 46 . 7 . 0	189 C
	237 . 135 . 191	ED87BF	3 . 58 . 0 . 0	673 C
	203 . 161 . 220	CCA1DD	20 . 39 . 0 . 0	529 C
	172 . 145 . 237	AC91ED	37 . 44 . 0 . 0	2655 C
	92 . 156 . 237	5C9CED	60 . 32 . 0 . 0	279 C
	117 . 199 . 232	75C7E8	49 . 4 . 3 . 0	297 C
	102 . 204 . 204	66CCCC	55 . 0 . 24 . 0	325 C
	71 . 207 . 173	47CFAD	62 . 0 . 44 . 0	3385 C
	166 . 199 . 79	A6C74F	40 . 4 . 88 . 0	367 C
	255 . 207 . 61	FFCF3D	0 . 18 . 86 . 0	122 C
	252 . 110 . 82	FC6E52	0 . 71 . 69 . 0	7416 C
	217 . 69 . 84	D94554	10 . 88 . 63 . 1	710 C
	102 . 110 . 120	666E78	63 . 50 . 42 . 13	431 C
	204 . 209 . 217	CCD1D9	19 . 12 . 9 . 0	538

	DIGITAL		PRINT	
	RGB	HEX	CMYK	Pantone®
	217 . 69 . 84	D94554	10 . 88 . 63 . 1	184 C
	214 . 112 . 173	D670AD	12 . 69 . 0 . 0	674 C
	166 . 126 . 177	967EB1	37 . 56 . 5 . 0	521 C
	150 . 122 . 219	967ADB	47 . 56 . 0 . 0	2665 C
	74 . 138 . 219	4AEADB	69 . 41 . 0 . 0	2718 C
	84 . 178 . 217	54B2D9	62 . 12 . 7 . 0	2915 C
	41 . 141 . 148	298D94	70 . 7 . 28 . 26	5483 C
	56 . 189 . 156	38BD9C	69 . 0 . 51 . 0	7465 C
	148 . 184 . 54	94B836	48 . 10 . 100 . 0	377 C
	245 . 186 . 66	F5BA42	3 . 28 . 85 . 0	142 C
	232 . 87 . 64	E85740	4 . 27 . 83 . 0	7625 C
	217 . 69 . 84	D94554	10 . 88 . 63 . 1	710 C
	68 . 68 . 68	444444	67 . 60 . 59 . 44	446 C
	171 . 178 . 189	ABB2BD	34 . 24 . 29 . 0	429 C

TYPOGRAPHY

TYPOGRAPHY

Typography is an essential element that helps communicate a unified look and distinctive brand personality.

Print, online, and motion graphics use two font families to create consistency within the brand and to promote faster load times on the web. These font families, Raleway and Open Sans, come in varying widths for use in headlines, body copy, and other text elements.



All web applications of UW Extended Campus use the Raleway/Open Sans combination.

PRIMARY PRINT & WEB FONTS

RALEWAY REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

RALEWAY BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

OPEN SANS BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

MICROSOFT OFFICE APPLICATIONS

Microsoft Office applications have a set of standard fonts built into them that may not include our primary fonts. When our primary fonts are not available, use the Calibri font family.

CALIBRI REGULAR


abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?:';"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

CALIBRI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?:';"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

ALTERNATE-USE FONTS

The following alternate-use fonts have been approved by Creative Services for use in applications of the UW Extended Campus brand as a way of adding emphasis and enhancing style.



If you are interested in using an unapproved or alternate-use font, please contact [Creative Services](#) before you do so

NEUTRA TEXT BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?:';"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

NEUTRA TEXT BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?:';"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

DOSIS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?:';"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

DOSIS BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?:';"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

Museo Slab 500

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?:';"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

Museo Slab 900

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?:';"[]
{ } \ | ` ~ ! @ # \$ % ^ & * () _ +

TYPOGRAPHY STYLING

CASE

Always use sentence case for long-form body copy. In sentence case, only the first letter of the first word in a series of words is capitalized. This improves legibility and sets a more conversational tone for our brand. All-caps should be used for headlines, subheads, and calls to action.

LEADING

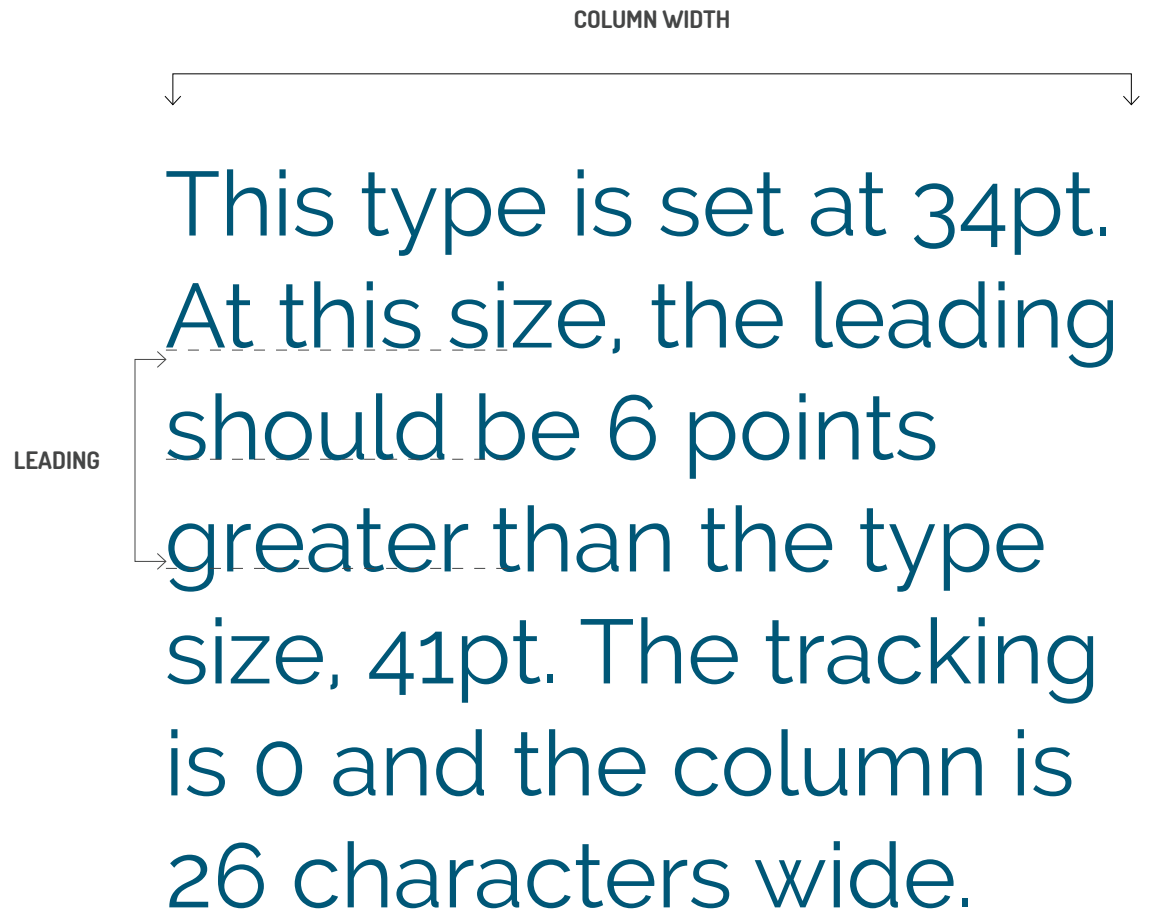
Leading is the space between lines of type. When the type is below 16pt, leading should be 4 points greater than the type size. When the type is above 16pt, leading should be 6 points greater than the type size.

TRACKING

Tracking is the space between letters. Letters should never touch each other, and tracking should never be set to a value less than 0.

COLUMN WIDTHS

Avoid column widths greater than 70 characters or less than 20 characters because they interfere with legibility.



EMAIL SIGNATURE

EMAIL SIGNATURE

An email signature is an important branding element. By standardizing email signatures, we can clearly represent UW Extended Campus programs and business units.

First Name MI Last Name, [optional]

[optional]

Business Unit Or Program | program website [optional]

Business Unit Or Program | program website [optional]

(999) 999-9999, Ext. 999 | firstname.lastname@uwex.edu | ce.uwex.edu

Pronouns: She/Her/Hers, He/Him/His, They/Them/Theirs, Ze, Hir, Hirs



A GUIDE TO PRONOUN USAGE

Pronouns are important—probably more important than many of us think. Pronouns are words used to replace someone's name or title, and in English, some are marked for gender. Some people use gendered pronouns for themselves, others do not. Because of this, when we use pronouns to identify a person,

we may be unintentionally making an assumption about that person's gender that differs from their gender identity or expression.

Using someone's pronouns correctly is important because it shows that you respect them, and it is affirming to be acknowledged as the correct gender. This guide is a starting point for how to use people's personal pronouns correctly and respectfully.

[Download Guide](#)

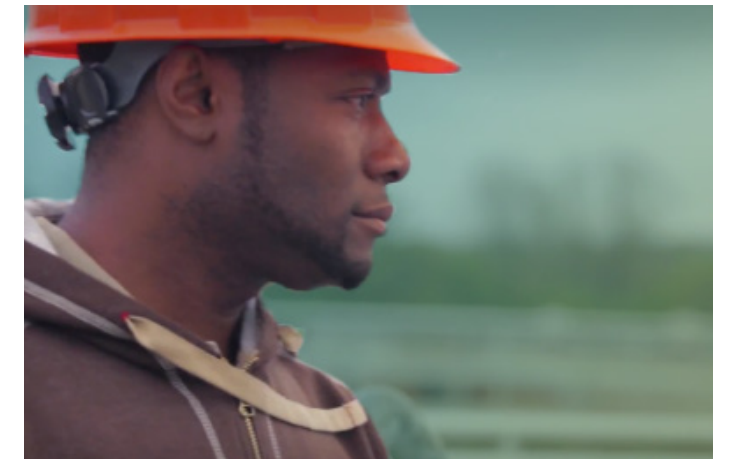
PHOTOGRAPHY

PHOTOGRAPHY

Photography focuses on people, illustrates their points of view, and celebrates them as the heroes of their own stories. Follow these guidelines to create a dynamic and consistent visual story using photography:

- Use images that help tell a story and create consistency.
- Apply a slight gradient overlay using the UW Extended Campus color palette to add a branded look to stock photos.
- If using full-color images, look for photos with elements that pull directly from the UW Extended Campus color palette.
- Use a range of scale across images (e.g., zoom wide, zoom close).
- Use a variety of perspectives across images (e.g., bird's-eye view, worm's-eye view).
- Crop photos in dynamic ways.
- Images should portray moments that seem candid, not posed.
- Scenes and environments within photos should feel authentic, not staged.
- The lighting in an image should appear natural to the environment.
- If using models, show them as everyday people.
- Emphasize diversity in photos of people.





EDITORIAL STYLE

EDITORIAL STYLE

This section of the style guide establishes conventions that address the most common questions asked during the development of text-based content. For questions that are not addressed here, consult the most current edition of The Chicago Manual of Style and Merriam-Webster's Collegiate Dictionary. In cases where this style guide differs from these resources, follow the conventions here.

NAMES AND ABBREVIATIONS

University of Wisconsin
• UW

University of Wisconsin System
• UW System

University of Wisconsin Board of Regents
• UW Board of Regents
• Board of Regents

University of Wisconsin Extended Campus
• UW Extended Campus
• UWEX*

*To be used only as an internal communication. Not to be confused with UWEC, the abbreviation for UW-Eau Claire

CAPITALIZATION

Institutions

Capitalize the full, specific names of institutions, schools, departments, offices, etc.

- ✓ • Ex: Board of Regents
- Ex: School of Nursing

Do not capitalize non-specific names of institutions, schools, departments, offices, etc.

- ✓ • Ex: The regents...
- Ex: The nursing student...

Do not capitalize generic terms.

- ✓ • Ex: The university...
- Ex: The school...

Do not capitalize the word *the* when it's used in a sentence, even if it's part of a specific name.

- ✓ • Ex: Students at the University of Wisconsin...
- Ex: According to the Board of Regents...

Individuals

Professional titles that precede an individual's name are usually capitalized because the title acts as part of that person's name (often replacing their first name).

- ✓ • Ex: Professor Payne explained...
- Ex: Dean Zimmer explained...

Exception: If the title preceding an individual's name is used as a descriptive phrase and not as part of their name, it is appropriate to lowercase the title.

- ✓ • Ex: They mentioned the professor of comparative literature Mark Payne...
- Ex: They asked the dean Susan Zimmer...

Professional titles are usually lowercased when they come after an individual's name or are used instead of a name.

- ✓ • Ex: Mark Payne, professor of comparative literature, said...
- Ex: Susan Zimmer, dean of linguistics, said...
- Ex: The professor of comparative literature said...
- Ex: The dean of linguistics said...

Exception: It is appropriate to capitalize professional titles after an individual's name in promotional or formal contexts, such as in an article byline or on a list of donors found in an event program.

- ✓ • Ex: Mark Payne, Professor of Comparative Literature, University of Wisconsin
- Ex: Susan Zimmer, Dean of Linguistics, University of Wisconsin

Professional titles don't need to be repeated in full within the same document. Begin by using the full title, and then use a simplified title or the individual's last name each time afterward.

- ✓ • Ex: Mark Payne, professor of comparative literature...Professor Payne/Payne...
- Ex: Susan Zimmer, dean of linguistics...Dean Zimmer/Zimmer...

Academic Subjects and Courses

Academic subjects are only capitalized when used as part of a title, such as a course or department title.

- ✓ • Ex: Joe studied comparative literature.
- Ex: Joe took classes in the Department of Comparative Literature.

Academic courses are only capitalized when used as part of an official name.

- ✓ • Ex: Sarah enjoyed studying ceramics.
- Ex: Sarah enjoyed taking Ceramics 201.

REQUIRED STATEMENTS

EOE/ADA

All University of Wisconsin Extended Campus publications should include a statement about equal opportunity employment and affirmative action. Suggested statements include the following:

- ✓ • As an EOE/AA employer, University of Wisconsin Extended Campus is committed to providing equal educational and employment opportunities.
- The University of Wisconsin System provides equal opportunity in employment, programming, and services.
- The abbreviation "EOE/AA" may be used when space is at a premium.

Copyright

All University of Wisconsin Extended Campus publications should include a copyright statement:

- ✓ Board of Regents and University of Wisconsin System. All rights reserved.

Accommodations

Program materials should include a statement about accommodations for persons with disabilities:

- ✓ Individuals with disabilities who require accommodations should contact [point of contact] or [alternate point of contact] as early as possible so that proper arrangements can be made before they are needed.

BUSINESS COLLATERAL

BUSINESS COLLATERAL

Business cards, letterheads, envelopes, and other printed materials are often the first points of contact others have with UW Extended Campus. All business collateral should include the full logo so it is clear that UW Extended Campus is a part of the University of Wisconsin.

LAURA KITE

Assistant Dean, Student Affairs

University of Wisconsin Extended Campus



laura.kite@uwex.edu | 608.262.5374

ce.uwex.edu

AMY BERENDES

Program Manager, UW Flexible Option

University of Wisconsin Extended Campus



amy.berendes.edu | 608.262.8390

ce.uwex.edu

AARON BROWER, Ph.D.

Executive Director, UW Extended Campus

Senior Associate Vice President, UW System



aaron.brower@uwex.edu | 608.265.8692

ce.uwex.edu

flex.wisconsin.edu



ce.uwex.edu 

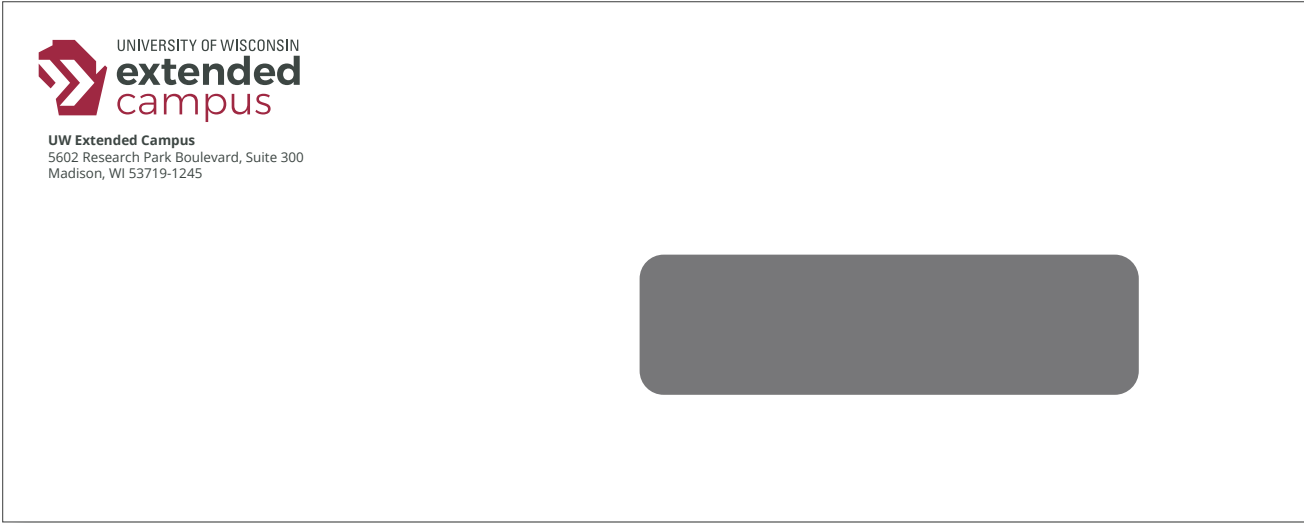


BUSINESS CARDS - 100# UNCOATED COVER

LETTERHEAD TEMPLATE



DOWNLOADABLE TEMPLATE TO PRINT ON 24# COTTON BOND



#10 WINOWED ENVELOPE - 24# WHITE WOVEN



#10 ENVELOPE - 24# WHITE WOVEN



ID/NAMETAGS



DESK NAMEPLATES

LOGO APPLICATION

LOGO APPLICATION

The following are examples of how to apply the full and abbreviated UW Extended Campus logos. For information on when to use each logo, please refer to pages 6 to 7 of this style guide.



ADVANCE YOUR
HEALTHCARE CAREER

MASTER'S



HEALTHCARE
ADMINISTRATION



DATA SCIENCE

BACHELOR'S

APPLIED COMPUTING



HEALTH INFORMATION
MANAGEMENT
& TECHNOLOGY

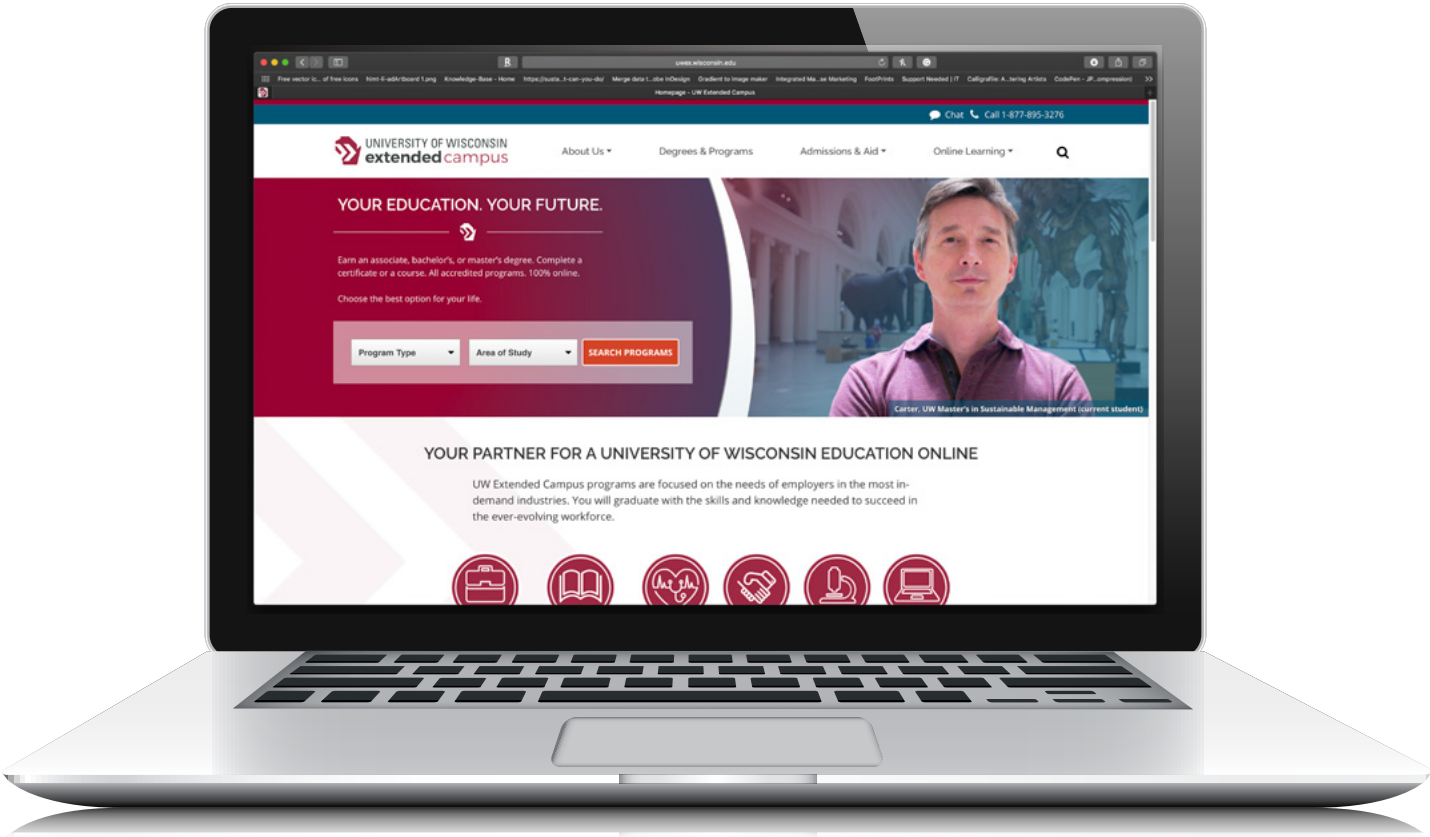
UNIVERSITY OF WISCONSIN

Advance Your
Healthcare Career

GET STARTED



HiMSS CONFERENCE KIOSK



INTEGRATED WEBSITE



COLLABORATIVE HEALTHCARE BROCHURE - 80# UNCOATED COVER



BOARD OF REGENTS PRESENTATION

UW ONLINE DEGREE PROGRAMS FOR HEALTHCARE PROFESSIONALS

Offered in partnership with UW System campuses, our online degree programs are faculty-guided and asynchronous, allowing you to learn at your own pace with live discussions and on-demand support.

Health Information Technology - B.S.

UW-Greenville
UW-Parsons
himt.wisc.edu

Choose one or both of our online degree programs in health information management, coding, health data, and how to use technology and systems needed to improve patient care. Graduates will be prepared to complete the RHIA or CAHIMS certification exam, as well as a graduate-level test prep designed by UW Extended Campus.

Health and Wellness Management - B.S.

UW-Greenville
UW-Parsons
UW-Stevens Point
hwm.wisc.edu

Turn your passion for health into a career. Learn how to build successful careers that result in healthier communities. Past graduates have found jobs in a variety of settings, including hospitals, health care companies, and other health and wellness organizations.

Our Online Degree Programs for Healthcare Professionals

UW EXTENDED CAMPUS

University of Wisconsin Extended Campus partners with UW System campuses to offer online degrees and certificates, as well as continuing education and lifelong learning opportunities for adult learners. Through UW Extended Campus, people of Wisconsin and beyond can access university resources and engage in online learning, wherever they live and work.

OUR DEGREE PROGRAMS FOR HEALTHCARE PROFESSIONALS

Bachelor of Science Degree Programs	Master of Science Degree Programs
<ul style="list-style-type: none">Health Information Management & TechnologyHealth and Wellness ManagementDiagnostic ImagingRN to BSNHealth Sciences	<ul style="list-style-type: none">Healthcare AdministrationHealth and Wellness ManagementData Science

HEALTHCARE CAREERS BROCHURE

YOUR FUTURE. YOUR CHOICES.

Earn a University of Wisconsin Bachelor's Degree 100% Online

ONLINE DEGREE-COMPLETION OR COMPETENCY-BASED BACHELOR PROGRAMS

Want the structure of an online, instructor-directed program? Put your associate degree credits toward a University of Wisconsin bachelor's in:

- Applied Computing
- Health Information Management & Technology
- Health & Wellness Management

PREFER TO STUDY INDEPENDENTLY? CONSIDER UW FLEXIBLE OPTION.

Designed for working adults with college credit or on-the-job experience.

- Business Administration
- Diagnostic Imaging
- Health Sciences
- Information Science & Technology
- RN to BSN

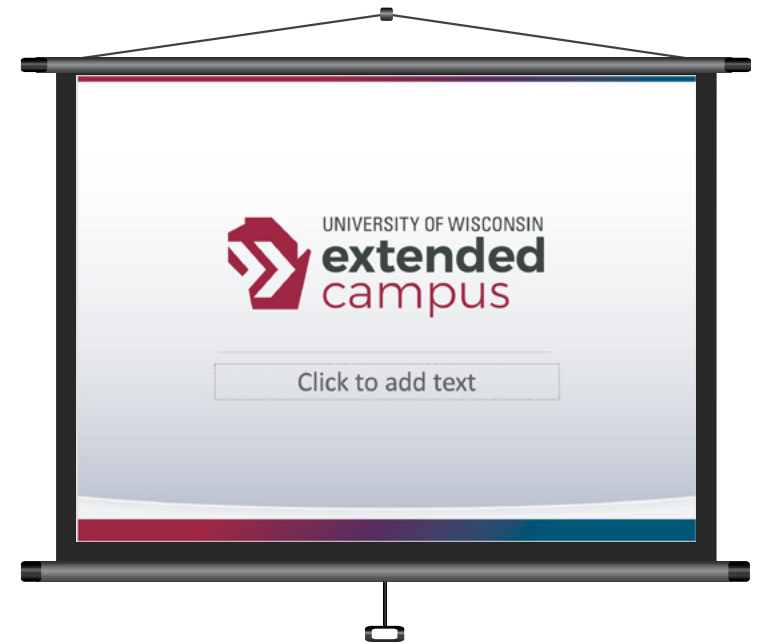
100% online | UW transfer credit options | Dedicated student advising & support
UW Extended Campus programs are offered in collaboration with University of Wisconsin System campuses.
Learn more at ce.uwex.edu/madison-college

MADISON COLLEGE PLANNER AD

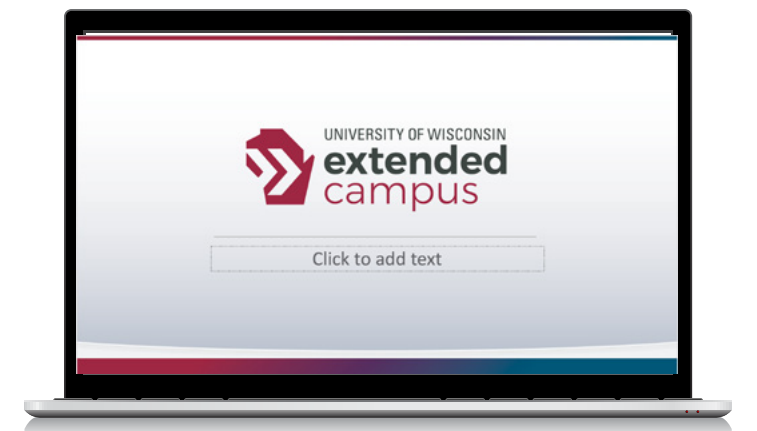
PRESENTATION TEMPLATES

PRESENTATION TEMPLATES

The UW Extended Campus presentation theme is available in two sizes: the traditional 4:3 format, and the modern 16:9 format. It is important to know ahead of time how the final presentation will be displayed. Widescreen formats such as 16×9 are becoming more popular for projectors, TVs, and computer monitors, but it is best to know for certain what type of screen will be used. The slides will appear with black bars on the top and bottom or the sides if the aspect ratio of the presentation differs from that of the screen on which it is presented.



4:3 FORMAT

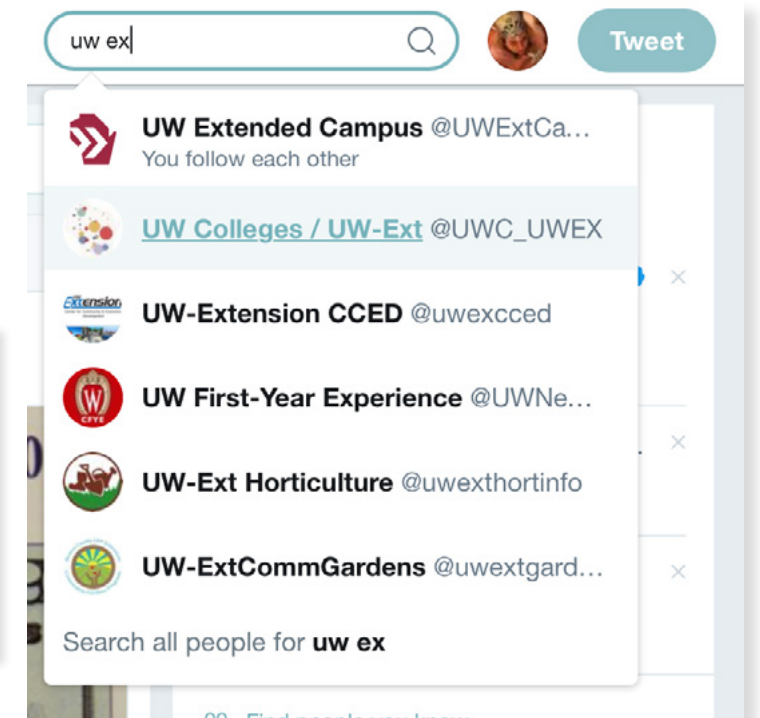


16:9 FORMAT

SOCIAL MEDIA

SOCIAL MEDIA

The UW Extended Campus logomark works with social media as a profile image. Every instance of where the image appears shows the UW Extended Campus name.



GRAPHIC ELEMENTS

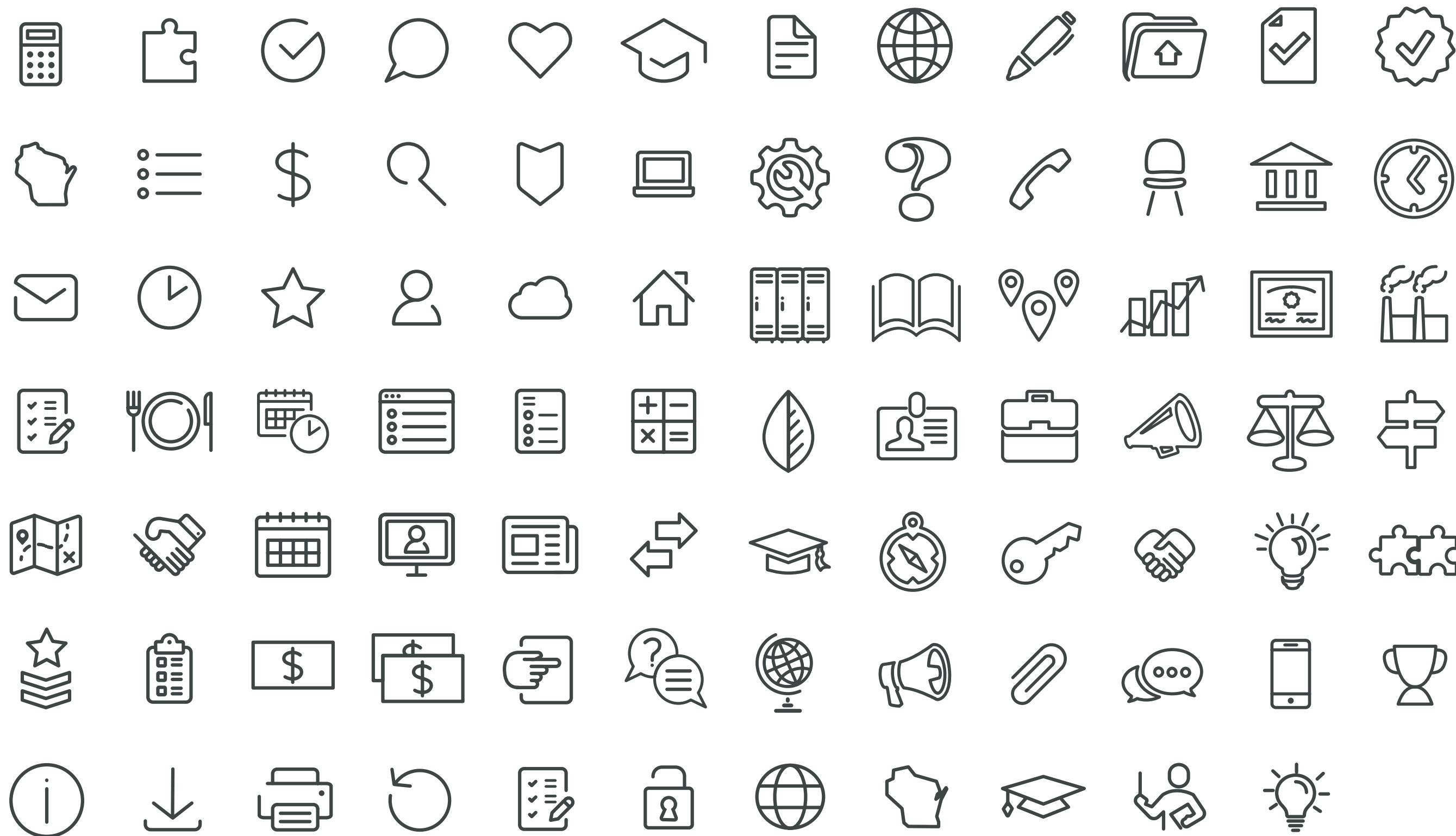
CASE

Sentence case is always preferred for long form body copy. Sentence case means only the first letter of the first word in a series of words is capitalized. This keeps our brand more conversational as well as improves legibility. It is recommended that all caps is used for headlines, subheads, calls-to-action, and otherwise reserved for the word "UW Extended Campus" when it's written in the context of a sentence.

LEADING

Leading is the space between lines of type. When type is below 16pt., leading should be 4 points greater than the type size. Above 16pt., leading should be 6 points greater than the type size.





CAMPUS BADGES

Gradients are used throughout the branding of UW Extended Campus and its programs.

The RVB gradient is comprised of the red and blue to create a vibrant gradient or glow. The red always appear to come from the top left corner at a 45 degree angle.

Any gradient usage should be subtle and



PROGRAM IDENTITIES

UW EXTENDED CAMPUS PROGRAM IDENTITIES

The UW Extended Campus program brands have been folded into the UWEX identity. In doing so we have simplified colors, typography, and any other elements to create a cohesive brand.

There are different options for using each program's visual identity, as a stand alone brand, the logos must call out University of Wisconsin, if used under the UWEX umbrella and with other programs it will display as the program alone. Also included are degree level options when we are specifically promoting the degree level of a program. Examples are shown on the following pages.

If heading a document with University of Wisconsin or the UW Extended Campus logo the type treatment is available in the logotype. If using one or several campus names to head a document, use the University of Wisconsin logotype,

Most applications will include the program powered by University of Wisconsin Extended Campus mark.

PROGRAM POWERED BY



LOGOTYPE

UNIVERSITY OF WISCONSIN
UW-EAU CLAIRE
UW-GREEN BAY
UW-LA CROSSE
UW-MADISON
UW-MILWAUKEE
UW-OSHKOSH
UW-PARKSIDE
UW-PLATTEVILLE
UW-RIVER FALLS
UW-STEVENS POINT
UW-STOUT
UW-SUPERIOR
UW-WHITEWATER

Program powered by:

