UNIVERSITY *of* WISCONSIN
GREEN BAY

GRAPHIC AND EDITORIAL

STYLE GUIDE

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UNIVERSITY of WISCONSIN
GREEN BAY

ABOUT THE UNIVERSITY OF WISCONSIN-GREEN BAY

The University of Wisconsin-Green Bay is a comprehensive public institution offering undergraduate, graduate and doctoral programs to nearly 8,000 students with campus locations in Green Bay, Marinette, Manitowoc and Sheboygan. Established in 1965, and bordering the bay of Green Bay, the University and its campuses are centers of cultural enrichment, innovation and learning.

The Green Bay campus is home to one of the Midwest's most prolific performing arts centers, a nationally recognized 4,000-seat student recreation center, an award-winning nine-hole golf course and a five-mile recreational trail and arboretum, which is free and open to the public. This four-campus University transforms lives and communities through student-focused teaching and research, innovative learning opportunities, powerful connections and a problem-solving approach to education. UW-Green Bay is centrally located, close to both the Door County resort area and the dynamic economies of Northeast Wisconsin, the Fox Valley region and the I-43 corridor.

UW-Green Bay offers in-demand programs in science, engineering and technology; business; health, education and social welfare; and arts, humanities and social sciences. For more information, visit **www.uwgb.edu**.

FOUR CAMPUSES, ONE UNIVERSITY

MARINETTE

UW-Green Bay, Marinette Campus offers students in the region and the Upper Peninsula of Michigan a start on more than 200 academic programs within the UW System. Small class sizes ensure personalized attention and help to smooth the transition to college. Scholarships, in combination with one of the lowest tuition rates in the state — including in-state tuition for qualified students coming from Michigan's U.P., make a UW education accessible to all. Situated on 36 acres along the historic shoreline of the bay of Green Bay, the Marinette Campus is a beautiful place to learn and grow. Here, students engage with award-winning faculty, cheer on state-champion athletes, attend amazing theater productions, live at home or on campus and prepare for completion of their bachelor's degree.

MANITOWOC

UW-Green Bay, Manitowoc Campus has served the lakeshore of eastern Wisconsin for more than 50 years, helping generations of students to start their path toward a bachelor's degree. Nestled on 40 acres along the breathtaking Lake Michigan shoreline, the Manitowoc Campus offers hands-on instruction from internationally respected professors and a start on more than 200 academic programs within the UW System. Community members enjoy concerts and lectures, attend art and theater performances and cheer for their favorite athletic teams. The campus and community celebrated the opening of a $7-million renovation project in February 2018 featuring state-of-the-art updates to the library, a new science commons and renovations to art studios, science labs and classrooms.

SHEBOYGAN

UW-Green Bay, Sheboygan Campus rests in the heart of a rapidly growing region, fueled by cutting-edge scientific and technology services, manufacturing, education, healthcare and more. This community, hugging the shore of Lake Michigan, hosts a campus that reflects this growth in its programs and facilities. Outstanding professors provide hands-on personalized attention, with experience and accomplishments which stack up anywhere, but whose caring is second-to-none. This 70-acre hilltop campus boasts opportunities to begin a bachelor's degree in more than 200 academic programs throughout the UW System. Students in these programs enjoy state-of-the-art technology and facilities, such as the ACUITY Technology Center and the Frank G. and Frieda K. Brotz Science Building.

THE UNIVERSITY NAME AND ITS USE

The institution's full name — University of Wisconsin-Green Bay — is a good choice on first reference in most text. UW-Green Bay is acceptable on first reference when context or audience makes the identity clear. UW-Green Bay is always acceptable on second and subsequent references. The article "the" is not part of the formal name. The formal name includes a hyphen (no spaces), not a comma.

'UWGB' HAS A PLACE

The acronym UWGB should be used for local, limited informal use. Those who know UW-Green Bay will naturally use the acronym in informal communication and conversation. It is not a good option for those who do not know about UW-Green Bay, and thus should be avoided in formal institutional communication and marketing materials.

UNIVERSITY MARKS

PRIMARY INSTITUTIONAL IDENTITY MARKS —
GREEN BAY CAMPUS

Any of these four marks, when used and sized appropriately for print and electronic applications, is an acceptable selection as a primary identity mark.

The University marks are set in the typeface **Calisto**.

1 PREFERRED STACKED OPTION
The Phoenix emblem above the wordmark is the preferred choice when medium, space and design permit.

2 SECONDARY HORIZONTAL OPTION
The Phoenix emblem to the left of the wordmark is a preferred alternative when medium, space and design are not conducive to using option 1 (above).

3 WORDMARK
The two-line wordmark without the Phoenix emblem is only acceptable as the primary identity mark when neither of the two more preferred options above are feasible or appropriate.

4 SINGLE-LINE WORDMARK
Only when vertical space does not allow either of the two preferred primary identity mark options to be used, a single-line wordmark with Phoenix emblem is available.

⬇ LOGO FILES   The primary identity mark toolkit is available at **www.uwgb.edu/univcomm/style-guide/logos.asp**

PRIMARY INSTITUTIONAL MARKS —
MARINETTE, MANITOWOC AND SHEBOYGAN CAMPUSES

The vertical pipe is reserved for headlines and official logos for the three additional locations. Use of the vertical pipe is not a common keyboard stroke, and thus should not be used in text references. Acceptable uses in text treatment include use of the comma, followed by the name of the region and the word "Campus." A secondary option is using the word "at" (especially if listing a number of the campus regions).

MARINETTE	MANITOWOC	SHEBOYGAN

UNIVERSITY of WISCONSIN
GREEN BAY
Marinette Campus

UNIVERSITY of WISCONSIN
GREEN BAY
Manitowoc Campus

UNIVERSITY of WISCONSIN
GREEN BAY
Sheboygan Campus

UNIVERSITY of WISCONSIN
GREEN BAY | Marinette Campus

UNIVERSITY of WISCONSIN
GREEN BAY | Manitowoc Campus

UNIVERSITY of WISCONSIN
GREEN BAY | Sheboygan Campus

UNIVERSITY of WISCONSIN
GREEN BAY
Marinette Campus

UNIVERSITY of WISCONSIN
GREEN BAY
Manitowoc Campus

UNIVERSITY of WISCONSIN
GREEN BAY
Sheboygan Campus

UNIVERSITY of WISCONSIN
GREEN BAY | Marinette Campus

UNIVERSITY of WISCONSIN
GREEN BAY | Manitowoc Campus

UNIVERSITY of WISCONSIN
GREEN BAY | Sheboygan Campus

TEXT REFERENCES

FIRST REFERENCE
University of Wisconsin-Green Bay, Manitowoc Campus

This example drives home that UW-Green Bay is the name of the institution, and that the Manitowoc Campus is part of a larger University.

PREFERRED SECOND REFERENCE
UW-Green Bay, Sheboygan Campus

LISTING GUIDELINE
UW-Green Bay campuses at Marinette, Manitowoc and Sheboygan

NOT ACCEPTABLE
UWGB, Marinette is not an acceptable campus description (see page 3 – informal uses of UWGB).

Reference to "additional locations" is an acceptable description, if formal names are used in preceding text.

Campus name alone on first reference is not acceptable (example: Manitowoc Campus), instead see First Reference.

COLLEGES AND DEPARTMENTS WITHIN THE UNIVERSITY

The University has one logo with variations. Any core units, departments or centers of UW-Green Bay will be asked to adhere to logo style and guidelines. Exceptions are rare and approved by Chancellor's cabinet. Submit a project request at www.uwgb.edu/univcomm for appropriate unit or department logo variation.

UNIVERSITY *of* WISCONSIN
GREEN BAY

College of Health, Education and Social Welfare

UNIVERSITY *of* WISCONSIN
GREEN BAY

Music

UNIVERSITY *of* WISCONSIN
GREEN BAY

College of Arts, Humanities and Social Sciences

UNIVERSITY *of* WISCONSIN
GREEN BAY

Graduate Studies

ENDOWED SCHOOLS WITHIN THE UNIVERSITY

AUSTIN E. COFRIN
SCHOOL *of* BUSINESS
UNIVERSITY *of* WISCONSIN–GREEN BAY

AUSTIN E. COFRIN
SCHOOL *of* BUSINESS
UNIVERSITY *of* WISCONSIN–GREEN BAY

RICHARD J. RESCH
SCHOOL *of* ENGINEERING
UNIVERSITY *of* WISCONSIN-GREEN BAY

RICHARD J. RESCH
SCHOOL *of* ENGINEERING
UNIVERSITY *of* WISCONSIN-GREEN BAY
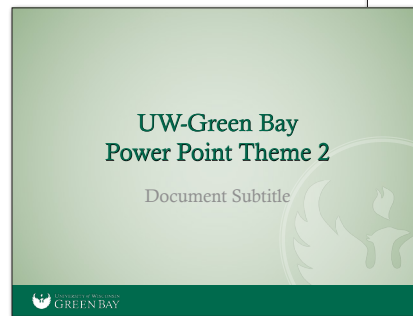
UNIVERSITY STATIONERY

LETTERHEADS, STATIONERY, BUSINESS CARDS, ETC...

All UW-Green Bay academic and support units should use the standard stationery format.

Offices and employees send thousands of letters on behalf of the University every year, generating more graphic impressions than any other printed piece. To assure that the impression is consistent and easily identifiable, UW-Green Bay has a standard format for letterhead, envelopes, business cards and other common pieces.

HOW TO ORDER BUSINESS CARDS

www.uwgb.edu/univcomm/services/business-cards.asp

MICROSOFT WORD AND POWERPOINT TEMPLATES

PowerPoint presentations, reports and displays created by campus units for external audiences should incorporate the University's primary institutional identity mark(s) in a place of ownership. A variety of recommended templates are available for University use and may be downloaded from the UW-Green Bay website.

Templates available online at **www.uwgb.edu/univcomm/style-guide/templates.asp** (More templates are in progress.)

OFFICIAL COLORS

PRIMARY COLORS

The official school colors of the University of Wisconsin-Green Bay are Phoenix Green PMS 343 and white.

As a design element, UW-Green Bay's Phoenix Green communicates our brand. In an age of media bombardment of the senses, school colors only grow more important as powerful cues to institutional identity.

In many UW-Green Bay institutional publications and department-level pieces, Phoenix Green, as the darkest color in the palette, will be the preferred color for logo or highlighted use to communicate a sense of coherence and organization.

Note: In printing, when a material or process being used will change the intended results, PMS 342 green may be considered an option to achieve Phoenix Green. Whenever imprinting on fabric, tinted surfaces or other materials, it is enough to remember that the desired effect should be PMS 343.

PHOENIX GREEN
PMS 343
PROCESS
95C, 15M, 62Y, 58K
#0F5640

WHITE
PROCESS
0C, 0M, 0Y, 0K
#FFFFFF

SECONDARY COLORS

For flexibility and a brightening of the overall palette of a piece, it is advised to use the secondary colors for large fields of color.

PMS 369	60% BLACK	BLACK
PROCESS 67C, 0M, 98Y, 5K	PROCESS 0C, 0M, 0Y, 60K	PROCESS 0C, 0M, 0Y, 100K

ACCENT COLORS

Attractive colors from a wider accent color palette are available to encourage a lively palette as support for collateral and web accents.
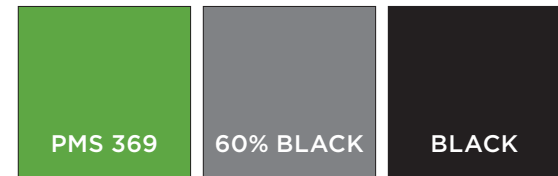
PMS 367	PMS 565	PMS COOL GRAY 2C	PMS 716
PROCESS 37C, 0M, 58Y, 0K	PROCESS 32C, 0M, 14Y, 0K	PROCESS 5C, 3M, 4Y, 8K	PROCESS 0C, 55M, 90Y, 0K

APPROVED LOGO COLOR TREATMENT

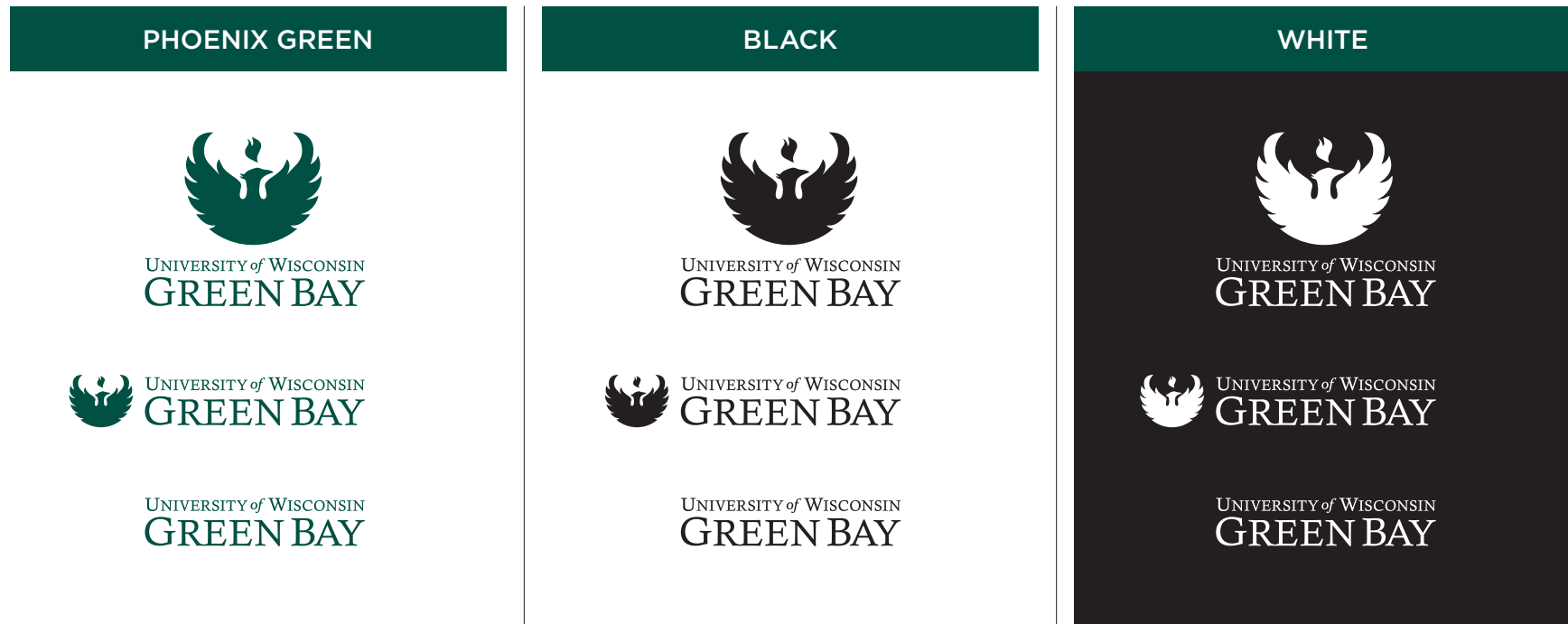The official University marks should appear in Phoenix Green, black or white, if possible. When a designer is limited to the use of one or two colors, reversed out white from a solid color is the preference.

PHOENIX GREEN	BLACK	WHITE
UNIVERSITY *of* WISCONSIN GREEN BAY	UNIVERSITY *of* WISCONSIN GREEN BAY	UNIVERSITY *of* WISCONSIN GREEN BAY
UNIVERSITY *of* WISCONSIN GREEN BAY	UNIVERSITY *of* WISCONSIN GREEN BAY	UNIVERSITY *of* WISCONSIN GREEN BAY
UNIVERSITY *of* WISCONSIN GREEN BAY	UNIVERSITY *of* WISCONSIN GREEN BAY	UNIVERSITY *of* WISCONSIN GREEN BAY

WEBSITE SUPPORT

For screen media, the same color usage rules apply as for print, however, the colors are slightly different. Please refer to the following for the official web color palette and HTML color codes.

www.uwgb.edu/information-technology/website-support

PROPER USE OF UNIVERSITY MARKS

WHO SHOULD USE THEM

All University offices, organizations, units and approved affiliated organizations (e.g., Alumni Association) should use the institutional trade names, and primary identity marks for promotional and identification purposes. Questions about these uses and the proper display of University marks should be directed to the Office of Marketing and University Communication. Commercial uses of the marks, typically involving the sale of items bearing the University trade name, trademarks, service marks or logos, are subject to fees and royalties.

WHEN TO USE THEM

Use of a primary identity mark is appropriate on all pieces and pages intended to publicize or provide information about the University, its programs or specific events to the general public.

Use of a primary mark is required when the communication and marketing relates to a core function of the University and will be received by an external audience, such as prospective students, alumni, parents, audience members, donors and legislators; or when the materials and messages are institutional in origin and intended for current students or their families.

WHERE TO USE THEM

When required, the primary identity mark should appear in a place of ownership. In many cases, that will be the cover, title page, bottom right-hand corner, top of page or bottom of page. It need not be interpreted as a position of graphic dominance on the panel or page, however. (On a brochure, for instance, the bottom of the back panel might suffice.) Although usage depends on the piece and its intended audience, there is an expectation that the University name or mark will be prominent, especially in external communication and marketing related to a core function of the University. The mark should be of sufficient size to be clearly visible and legible in relation to other items.

HOW TO USE THEM

In general, the primary identity marks should not be stylized, embellished, redrawn, overwritten, animated or modified in any way except to be enlarged or reduced proportionally. Limited exceptions should be requested through the Office of Marketing and University Communication. (For example, adding a heart to a Phoenix on Valentine's Day.)

The primary identity marks are always acceptable as black-and-white. Phoenix Green is the preferred color choice. If a mark is to be used on a field of any other color, the mark should appear reversed, in white. Outlining, shading or exaggerated drop shadows are not encouraged. There should be no lines, shadowing, type or images intruding.

APPLICATIONS TO AVOID

Do not flip, rotate, stretch, skew or otherwise distort.

Do not incorporate into another logo or overlap type or images.

Do not apply bevel, emboss, exaggerated drop shadows, glows, etc.

Wordmark should not be incorporated into any text treatment.

Do not use custom-made, hand-drawn or digitally altered depictions.

Use of previous marks is not authorized for identity purposes.

SAFE ZONES

There must be an appropriate margin around the primary identity marks. A good minimum space would be the equivalent of the width of the "G" at the start of the words Green Bay in the two-line wordmark — and there should be no extraneous lines, shadowing, type or images intruding. A mark need not be large to be effective, but it should have ample space around it for legibility and visual integrity.

Wiscip el del utate dolenit aci exeraes sectet lute consed dunt lobortie volum dolore conse velit adit, commolortisi te dolor iure dolor summolor ad modipit nonsequisit, vel dolenisi bla facil dolor sim et lan er si. Lenim iure dolortio commy nim ver sumsan etuero dolore feugait nos am, commy nibh ex ex el dunt auguero consequatuer suscidunt ad ting ero odigniscin ut at. Miniscidunt nonsed tem zzrilla ndignim eugue te ex eros numsan ullandi psumsan ullan veleniscipit in vel in eum volum dipsums andreet uercilla feuismodit, summolutpat. Ut alismolesto core dio dolorem alis dolore diat iureet lut essecte vent in esse dolestrud esectetue facin vel utat ipis nosto ex er sectet aliquis nulputet nibh erit elessim esecte te min veliquat, volor suscilisi tem venisl dunt irit velis dunt augue magna augait wisl dolor si. Susto ent accum erostrud el ing et velessenit atie consequat acip ex exer suscidui tie tie

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MINIMUM SIZE

To preserve the legibility and recognition of the primary identity marks, the wordmark's "Green Bay" should be no smaller than one inch wide.

THE FREESTANDING PHOENIX EMBLEM

When the Phoenix emblem is used as a freestanding graphic design element — separated from the wordmark — it is no longer regarded as a primary identity mark. Additional flexibility is therefore available regarding its use as a secondary or primary design element, especially when only a portion of the emblem is depicted. See the examples on these pages.

USED INFORMALLY, THE PHOENIX REQUIRES A FORMAL PARTNER

Use of a full or partial Phoenix emblem as a graphic design element is never a substitute for using one of the primary identity marks, if such identification is required. In fact, use of the emblem as a design element in or throughout a piece creates a corresponding requirement to use, in a place of ownership, a primary identity mark featuring the full Phoenix emblem.

Whether used in full or in part, changing the proportion, aspect ratio or core qualities is not permitted.

The head of the Phoenix faces to the right. The image should never be flipped, whether partial or full.

Overlapping of images, text or other material is prohibited when the bird is used in full, or nearly full.

The only color choices for stand-alone use remain Phoenix Green, black or white.

Don't add shapes to the full Phoenix emblem.

Do not use in conjunction with any primary identity mark in a way that suggests an alternate mark.

Avoid type treatments that have the effect of suggesting an alternate mark.

The full, or nearly full, Phoenix emblem should not be incorporated in creation of another logo.

USE BY STUDENT ORGANIZATIONS

USE OF NAMES, MARKS BY REGISTERED STUDENT ORGANIZATIONS

In general, registered student organizations follow the same guidelines applicable to employees and offices in using UW-Green Bay's identity marks and trade names. There are exceptions, however. These exceptions relate to the relative autonomy of student organizations, the benefit of communicating their distinctive identities, their campus-intensive focus, and the larger educational mission of student involvement. See examples below.

While University offices and programs are discouraged from creating their own graphic treatments of the University name, additional flexibility is permitted for registered student groups.

- The informal and local nickname UWGB is acceptable usage for student organizations.

- A primary identity mark is optional for registered student groups. However, when used, it should follow policy and guidelines (do not stretch, write over the top, alter original logo, etc.)

- A registered student organization should use the University's marks and names only in subordinate position to its group name on logos and promotional materials.

- The University's name is not to be the "featured element" of any logos or club names, to make clear the student nature of the organization and the relative relationship.

- If the student organization uses the Phoenix emblem — a full and formal institutional mark should appear elsewhere in the design.

PERMITTED
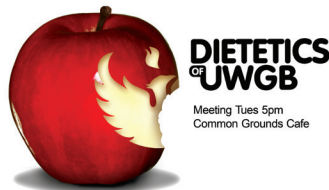
UNIVERSITY SEAL

The University seal is a medallion-like mark that is generally reserved for the most formal institutional usages, and is typically accompanied by the signature of a University officer on official documents such as diplomas, transcripts and contracts. The University seal should remain despite brand or slogan changes, or changes in leadership. The seal is also used to recognize excellence in academics or service, or ceremonial occasions. Approved vendors may be granted permission to imprint the seal on select items such as commencement announcements, diploma frames and the like.

The Chancellor's Office has delegated authority to determine appropriate uses of the seal.

PHOENIX GREEN PMS 343C AND METALLIC GOLD PMS 871C

PHOENIX GREEN PMS 343C

BLACK

AUXILIARIES, PARTNERSHIPS AND THIRD-PARTY USE

ACCOMMODATIONS FOR AUXILIARY, MARKETING PURPOSES

Auxiliary units of UW-Green Bay, such as the Shorewood Golf Course, Green Bay Athletics, The Phoenix Bookstore and the Weidner Center for the Performing Arts, require their own identity for purposes of marketing and promotion. UW-Green Bay academic units, departments, offices and service providers, benefit from UW-Green Bay branding and therefore are not entitled to their own logo or graphic insignia. Graphic elements (such as a shoe when promoting a walk/run on campus, for instance) are permitted. However, promotional pieces (both written and online with external audiences) should utilize the official UW-Green Bay logo.

Requests for new logos that replace the institutional logo will go through a justification and approval process that will be taken to Cabinet for final approval. Email Sue Bodilly, bodillys@uwgb.edu, for more information.

SHOREWOOD GOLF COURSE

WEIDNER CENTER
UNIVERSITY of WISCONSIN-GREEN BAY

embi
Environmental Management and Business Institute

PRIMARY TYPOGRAPHY

In combination with the University logo, photos and other graphic elements, typography plays a key role in communicating UW-Green Bay's visual identity.

The University mark is set in a typeface named **Calisto**. Calisto typeface files will not be available from the Marketing and University Communication Office. Please do not attempt to build your own University marks. The University marks will be available with the letters as vector outlines.

MAIN TYPEFACE

Gotham

Headlines and body copy use **Gotham**. Gotham is an evenly weighted, complementary font that has great legibility for headlines and body copy. Though Gotham comes in a variety of weights, minimal variation is best. The use of more than two or three different sizes in a single printed piece is not recommended. Gotham may be purchased from typography.com.

Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic

Gotham Condensed Light
Gotham Condensed Book
Gotham Condensed Medium
Gotham Condensed Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z ; ' , . / : " < > ?
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = +

Gotham Medium

ACCEPTABLE ALTERNATIVE

Arial

Arial is a sans serif font packaged with all versions of Microsoft Windows and Apple Mac OS X. Arial is an acceptable substitution when Gotham is unavailable.

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

Arial Narrow Regular
Arial Narrow Italic
Arial Narrow Bold
Arial Narrow Bold Italic

SOCIAL MEDIA

Social media is an excellent, cost-efficient method to tell the UW-Green Bay story and reach various audiences. With the benefits of social media come unique challenges. When utilizing social media as the University, make sure you determine target audiences and develop a strategic plan. It is important to keep social media accounts responsive and current with rich content.

Before creating a presence consider:

- Does an account already exist?
- Do you have frequent enough content or would you be better served posting your content to an existing social media presence?
- Do you have the resources (mainly time) to maintain communication via your social media presence?
- Are you familiar with or willing to learn about the platform?

By creating a social media presence, you should be prepared to maintain it and keep it updated as well as respond regularly to comments, questions and other notifications. A social media site that is rarely tended to by its administrators, or doesn't respond to users, leaves a poor impression and does a poor job of representing the UW-Green Bay brand and reputation.

If you are creating a new University social media presence, please contact Jena Richter Landers, Social Media Coordinator, richterj@uwgb.edu. Other social media guidelines and policies can be found at www.uwgb.edu/univcomm/policies/social-media-policy.asp.

VISUAL IDENTITY ON SOCIAL MEDIA

Standardized social media icons for use as profile images ensure that brand compliance and best practice are observed. All University entities are welcome to request a customized social media icon for profile use. Contact Jena Richter Landers, Social Media Coordinator at richterj@uwgb.edu to request an icon.

Cover images on applicable social media presences should be relevant, crisp and properly sized.

Other social media questions may directed to Jena Richter Landers, Social Media Coordinator, richterj@uwgb.edu.

COMMON UW-GREEN BAY HASHTAGS

Join the conversation by posting with common University hashtags. Please note this is not an all-inclusive list. Have questions about hashtags? Contact Social Media Coordinator Jena Richter Landers at richterj@uwgb.edu.

#uwgb – general Phoenix Pride
#uwgbtour – campus tours
#gbtrees – fall campus beauty
#gbmovein – Move-in Day posts
#gbgrad – Commencement content

PHOENIX ATHLETICS

In May 1970, students chose the Phoenix as the University mascot and emblem. The Phoenix is a creature from the mythology of ancient cultures of the Mediterranean and India. Emerging from the ashes of its own funeral pyre, the Phoenix symbolizes rebirth or regeneration.

Green Bay Athletics rolled out a new graphic treatment in the summer of 2018 which focuses on "GB" and highlights consistent use of colors, wordmarks and uniform numbers set. More information is available at greenbayphoenix.com/images/2018/7/30/GB_Athletics_LogoSheet2.jpg.

Any questions regarding use of the athletics logo should go to Assistant Athletics Director for Strategic Communications, Joey Daniels, danielsj@uwgb.edu, 920-465-2498.

Original Circa 1970

Primary GB Ligature
Developed 2018

Institutional Phoenix Emblem
Developed 1997

Notable:

- The athletics logo is not a substitute for the University's logo. It should only be used in conjunction with the merchandising and promotion of Green Bay Athletics.

- When referencing student-athlete academic achievement, it is both appropriate and preferred to reference the University of Wisconsin-Green Bay.

- The Phoenix is singular in usage. An example: The Phoenix is on a winning streak. To assure proper usage, the word "team" should be interchangeable with the Phoenix.

- Outside of the Athletics reference, Phoenix is also an acceptable editorial reference to alumni, the student body as a whole or various programs. The "Phoenix" in Phoenix Club, Phuture Phoenix, Phoenix Bookstore, etc., share this historic, campuswide connotation.

PHOTOGRAPHY

The University Videographer/Photographer provides photo and video services in support of institutional marketing and communication, bringing a creative perspective to video and image capture of campus news, landscapes, programs and activities on location and in the studio. High demand requires the office to be *very selective* in shoots.

PRIORITIES

Requests are prioritized based on the availability of the University Videographer/Photographer and in agreement with Marketing and University Communication coverage objectives. These include:

- *major* campus-wide events, programs and activities
- marketing and promotional photos
- campus news photos
- notable campus supporters: alumni, donors

Videography/photography services may be provided to main campus *subject to staff availability* for:

- department events, programs and activities
- student life activities
- faculty and staff portraits

DIGITAL PHOTO ARCHIVES

A campus photo archive will be available to select campus users and content creators. Permission(s) will be granted by the campus photographer to use images for campus websites, marketing material and departmental promotional use.

For more information go to www.uwgb.edu/univcomm/services/photo-video.asp. Or email campus photographer, Dan Moore, moored@uwgb.edu.

REQUEST PHOTO/VIDEO SERVICES

Requests can be made to the University Videographer/Photographer, Dan Moore, at moored@uwgb.edu. Please provide the following information in your request:

- Event/Subject Name
- Date/Time
- Location
- Contact information (name/department/phone/email)
- Deadlines (photo/video due date)
- Purpose for photo/video (intended use)
- Any additional directions, including a list of "must have" photos or video clips needed

MERCHANDISING, TRADEMARKS AND LICENSING

Any reproduction of institutional marks is subject to licensing agreements.

Editorial use for publicity, identification and public information is not affected by the trademark program. With UW-Green Bay's licensing agreement, however, institutional marks are protected from non-authorized commercial use. Therefore, all products (e.g., apparel, mugs, golf balls, etc.) imprinted with the institution's primary identity marks are subject to the licensing program and must be produced by a licensed vendor. However, only those products that are for commercial use (i.e., for resale) would be subject to royalty payments through the licensed vendor.

Reproduction of any logos or wordmarks is prohibited without the approval of the University of Wisconsin-Green Bay and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at 371-669-0808.

University of Wisconsin-Green Bay™
UW-Green Bay™
UWGB™
Green Bay Phoenix™
Green Bay Athletics™
Phoenix™

EDITING STYLE CONSISTENCY

With rare exceptions, projects that filter through UW-Green Bay's Office of Marketing and University Communication will be edited in "AP Style." This refers to the guidelines from the Associated Press Stylebook, considered the standard reference for news writing and increasingly, web writing. The following "common use" guidelines are recommended to promote uniformity, ease of reading and common understanding. It is also the style more easily converted (and often cut and pasted) into media coverage. As more UW-Green Bay divisions and units have autonomy for marketing pieces, web pages and other communication tools, University personnel can make a solid impression with consistency in writing style.

Case

When listing degrees, emphases, majors and minors, capitalize when it is a proper noun, name of the program.

Example: Emphasis in Emergency Management vs. Your area of emphasis is complete!

Time

Do not include a colon and two zeros when referring to an even hour.

Example: 3 p.m. vs. 4:30 p.m.

Phone Numbers

000-000-0000 or 000.000.0000 is allowed. (000) 000-0000 is not.

Headlines and Subheads

Capitalize all "principal words" in titles, which include "prepositions and conjunctions of four or more letters." Capitalize the articles — a, an, and the — or words of fewer than four letters if they are the first or last word in a title or subtitle.

Hyphenate Compound Modifiers before the Noun

If it's an adjective, it's hyphenated, if it's a noun, it's not. Use hyphens to link all the words in a compound adjective: "The five-volume report called for cleaning up the area over a 10-year period." Do not use a hyphen if the construction includes very or an adverb ending in –ly: a very big project, barely legal procedures.

Example: decision-making process vs. land use decision making

Other Universities in the UW System/the UW System

In practice, we use UW- in school names but no hyphen in UW System. Oshkosh is the outlier.

Examples: UW-River Falls, UW System, UW Oshkosh

That

If you can omit the word that without changing the meaning of the sentence, leave it out…less is more.

Example: You will learn simple steps ~~that~~ governments can take to safeguard their systems and prepare for a cyber-incident.

Parentheses

Avoid using parentheses when possible. If parentheses are required the rules are: If the parenthetical is a complete, independent sentence, place the period inside the closing parenthesis; if not, the period goes outside.

Bulleted or Numerated Lists

Be consistent in use of end punctuation. Either use it, or don't. Never center justify bulleted or numerated lists.

Titles

Titles of books, movies, recordings, television shows and similar works are set off in quotation marks, with all principal words capitalized: "Harry Potter and the Deathly Hallows," "Letters from Iwo Jima," "Memory Almost Full," "Grey's Anatomy." Titles of magazines, newspapers and reference works get no special treatment: Newsweek, The Boston Globe, The Associated Press Stylebook.

Web Addresses

http:// or www. is not needed or required if it is clearly a web address. Some sites only recognize one or both parts of the URL, so it's a good idea to test it first.

Example: www.uwgb.edu is acceptable.

Hyperlinks

Avoid using non-descript linking text like "click here" when writing copy. Instead, simply insert your hyperlink.

Commas and Oxford Commas

Do not use commas before a conjunction in a simple series.

Example: In art class, they learned that red, yellow and blue are primary colors. His brothers are Tom, Joe, Frank and Pete.

UW-Green Bay does not utilize an Oxford comma (comma before and in a series) unless the comma provides clarification. Instead of using a comma in these situations, consider rewriting the sentence to provide clarification.

Punctuation

Use a single space after a period.

Commas and periods go within quotation marks.

Example: "I want to go to a movie," he said. She said, "I heard you won an award for your research."

Format for Editorial By-lines

—Story by name, title, office.

Example: —Story by Sue Bodilly, Director of Content, Office of Marketing and University Communication.

University vs. university

Capitalize when a proper noun.

State

If a state's name is standing alone or in conjunction with a city or town in your text, spell out the entire state's name. This goes for all 50 states.

There are eight states that are never abbreviated in datelines or text. Those states are Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

List of 50 AP Style state abbreviations (postal code abbreviations are in parentheses), writingexplained.org/ap-style/ap-style-state-abbreviations.

Technological Terms

Email or email
Internet

ZIP

Use ZIP, not Zip or zip, because it's an acronym (Zone Improvement Plan).

Underlining Text

Reserve for indicating a hyperlink.

Alum, Alumni, etc.

Alum – Informal
Alumna – Singular female
Alumnus – Singular male
Alumnae – Plural female
Alumni – Plural male
Alumni – Mixed group

University of Wisconsin
GREEN BAY