

The Power of



AND



University of Wisconsin-Eau Claire

BRAND MANUAL

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A Message from Chancellor Schmidt

University of Wisconsin-Eau Claire Mission Statement

We foster in one another
creativity, critical
insight, empathy and
intellectual courage,
the hallmarks of a
transformative liberal
education and the
foundation for active
citizenship and
lifelong inquiry.

Every time I read UW-Eau Claire's mission statement, I'm struck by the inspirational and audacious tone that charts our course. The language and intent in our mission are now captured in a brand promise that advances our goal of being the premier learning community in the Upper Midwest.

Our mission encapsulates everything that attracts people to this university. As faculty and staff, we personally contribute to it every day. Now we can live our mission even more fully, having gone through an intensive research process to understand how to communicate more precisely and powerfully what makes UW-Eau Claire special and distinctive.

We strive for excellence at UW-Eau Claire. It's the foundation of all we do and the culture we create. Together, we have the opportunity to nurture and encourage excellence in each other and in the intangible things that keep us joyful in our mission. That joy is captured in **The Power of AND**. It says that we support one another as faculty and staff to be better than we can be individually. It conveys the idea that our students and graduates are more than the sum of their parts because of their immersive UW-Eau Claire experience.

It's up to each and every one of us to champion this message. It will be at the heart of my conversations with legislators, business leaders and our community as I share the power of the public good we provide. I hope you will share the UW-Eau Claire story with students, parents, colleagues, friends and neighbors. Together, we can unleash **The Power of AND** to make our university even stronger.



Chancellor James C. Schmidt

Defining the UW-Eau Claire Brand

“What it means to be a Blugold is to have the capability and the audacity to tackle whatever happens in your life and be proud of the outcome.”

—Alumnus

When you hear the name “University of Wisconsin-Eau Claire,” what comes to mind? Creating a precise, powerful and inspiring answer to that question—one that the entire UW-Eau Claire community can embrace and champion—is the goal of defining the university’s brand. Simply put, our brand is the promise we make to students, employees, alumni and friends. It is a combination of our defining strengths and institutional aspirations, communicated through strong messages and robust imagery.

A brand is the sum total of all the associations people have about us—what a high school student thinks when she decides to apply, how an alumnus defines “Blugold,” or what a legislator believes about us when he is making budget decisions. These perceptions are important and can have real financial implications. Even more important, those associations are something we can—and must—help to shape.

In 2013, thousands of UW-Eau Claire students, alumni, faculty, staff and friends participated in a comprehensive research study about what makes our university special and distinctive. From this research, UW-Eau Claire’s competitive advantage has been distilled into a messaging platform and creative concept that illustrate our brand promise. It translates our mission and vision into a competitive advantage and defining strengths that:

- *distinguish UW-Eau Claire among the regional comprehensive institutions in Wisconsin and the Midwest;*
- *explain the value and benefits of the transformative liberal education that is so fundamental to our mission; and*
- *capture the spirit and energy of our campus community and culture.*

This brand manual serves as a guide to telling the UW-Eau Claire story. It gives all of us a new set of language and creative tools to position the university as a vibrant producer of confident, successful graduates for the Midwest and beyond. We encourage you to use these tools in your daily efforts to communicate the university’s distinctiveness.

Brand Positioning Statement

UW-Eau Claire immerses students in academic, social and cultural experiences that create well-rounded, confident, globally minded citizens who embrace a lifelong pursuit of learning and leadership.

“No student is just a math major, or just a music major or just a nursing major. Students have an array of interests they get to explore and pursue at UW-Eau Claire.”

—Current student

This positioning statement represents UW-Eau Claire’s true strengths and distinctions. It is an internal marketing mission statement of sorts, providing inspiration and vision to those who are charged with communicating the brand. It also offers guidance for prioritizing the stories and messages that best illustrate the UW-Eau Claire advantage.

UW-Eau Claire’s uniqueness is found in the opportunity and encouragement the university offers to immerse oneself in learning and exploration. Representative of the breadth of skills and knowledge instilled by a liberal education, UW-Eau Claire’s brand positioning statement characterizes both the experience offered and the desired outcome:

- *Immerses students in academic, social and cultural experiences*—characterizes the learning environment and philosophy offered at UW-Eau Claire, both in and out of the classroom
- *Well-rounded, confident, globally minded citizens*—characterizes the ideal outcome for current and former students, as well as the profile of faculty and staff who best exemplify UW-Eau Claire’s distinctiveness
- *A lifelong pursuit of learning and leadership*—characterizes the philosophical outcome, one that imparts a commitment to engaged citizenship also prescribed by the liberal education tradition

Brand Essence: The Power of AND

The brand essence is a memorable leading word or phrase that encapsulates the UW-Eau Claire brand.

UW-Eau Claire's brand essence—**The Power of AND**—translates the university's competitive position and distinctive strengths into a unique educational experience, a tangible outcome and an energetic campus culture.

"It's a way of life that embodies academic curiosity, the drive to better our world, as well as the ability to slow down and take in the beauty of a float down the Chippewa River."

—Current student

The Power of AND says that Blugolds are not pigeonholed or defined solely by one discipline or profession. UW-Eau Claire unleashes the power of "AND," challenging students, faculty and staff alike to explore their multiple passions and academic pursuits. Because of this broad educational approach, Blugolds are more than the sum of their parts. At UW-Eau Claire, you can be a scientist and a poet; a musician and a marketing guru; or a nurse and a world traveler.

The Power of AND portrays UW-Eau Claire as a producer of competitive, successful graduates with the skills all employers want: creativity and critical thinking, flexibility and focus, courage and confidence. Our graduates leave with a well-roundedness that comes from the encouragement and opportunities they are given to chase their "AND."

The Power of AND is more than a tagline. It's a culture, a philosophy, to be consistently and positively conveyed in the way all members of the campus community tell the university's story. It acknowledges the institution's history, growth and evolution while reinforcing the immersive aspect of the positioning statement.

The Power of AND serves as an overarching theme for both formal and informal communications. It becomes the "big idea" to be conveyed on every type of communication medium, including print publications, the Web and email, social media and advertising, and even in conversation with colleagues, friends and the community.

Brand Essence: The Power of AND

To reinforce the brand essence, consider the following questions when developing communications:

“Blugolds are individuals who are well prepared to lead useful, productive and rewarding lives. They are adaptable to changing circumstances and able to meet new challenges not only because of what they experience on campus, but because they learn they must continue learning after they graduate.”

—Staff member/
noninstructional staff

- *How does the subject (or feature, message, video or photo) illustrate the compelling benefits of the university’s liberal education?*
- *How does the subject portray an opportunity uniquely characteristic or symbolic of the ability to pursue more than one passion?*
- *How does the subject demonstrate a global outlook or expanding of horizons through meaningful interaction between different people or cultures?*
- *How does the subject showcase the power of one-on-one or close collaboration between or among faculty, staff and students?*
- *How does the subject show a significant and meaningful investment in or engagement with the community?*
- *How does the subject define what it means to “be a Blugold”?*
- *How does the subject embody “AND”?*

Brand Promises

1. *Critical Thinking and Creativity: Essential preparation for 21st-century careers*
2. *Flexibility and Focus: Encouragement and opportunity to explore multiple passions*
3. *Courage and Confidence: One-on-one collaboration with faculty and staff*
4. *International and Inclusive: Immersion in different communities and cultures*
5. *Engagement and Energy: A lifelong passion for active citizenship*

“Just like mixing blue and gold, being a Blugold means you can major in physics and also in music. It means you can be on the basketball team and be in the university Honors Program. It means you can travel internationally and volunteer at a local community table.”

—Faculty member/
instructional staff

If the positioning statement describes “what we do differently,” then the brand messaging platform tells “how we do it.” These credible, compelling, research-based messages are the heart of the university’s brand. They represent the core ideas to promote in both internal and external marketing communications. Their thematic nature means the core idea can be translated to any audience. Think of them as a lead or topical phrase for which specific institutional examples can be offered as evidence.

Incorporating these core ideas into written and oral communication, particularly with audiences who impact recruitment and reputation, will begin to cement the brand in the minds of these stakeholders. On the following pages, each promise is given additional supporting language and examples to consider when generating ideas and copy.

Brand Promise #1

“Come to UW-Eau Claire ready to study and learn, ready to pursue knowledge and experience, ready to reach beyond the borders of campus and help others who need your expertise and energy, ready to learn how to be a productive human being in a needy world—and you will thrive here and emerge with a great education, ready to live and live well.”

—Faculty member/
instructional staff

Critical Thinking and Creativity: Essential preparation for 21st-century careers

Blugolds enter the work world brimming with confidence, natural curiosity and a better understanding of the world around them. Our transformative liberal education is an essential component of a challenging, mind-opening academic experience that emphasizes the knowledge and skills necessary for any 21st-century career. When paired with intense focus in an academic field of study, the liberal arts add layers of thinking and problem-solving skills that transcend the first job and provide a lifetime of intellectual inspiration.

This promise focuses on the unique academic mission at UW-Eau Claire. The goal is to explain the relevance of the liberal education foundation as one that strengthens all academic disciplines and imparts critical skills and knowledge that last a lifetime.

When illustrating this message, consider sample proof points such as:

- *Testimonials from students about the skills they acquired in addition to academic knowledge*
- *Examples of how alumni transfer the skills and experiences they acquired at UW-Eau Claire to their professional careers*
- *Examples of undergraduate student research, internships or other professional experiences*
- *Praise from employers for the skills demonstrated by UW-Eau Claire graduates*
- *Faculty profiles that showcase the integration of liberal arts and an academic discipline in their teaching*
- *Academic honors, achievements and distinctions*
- *Employability statistics*

Brand Promise #2

Flexibility and Focus:

Encouragement and opportunity to explore multiple passions

There are plenty of adventures to be found outside the classroom at UW-Eau Claire. Students can dig deeper into their area of study through internships or research projects, or they can dive into social and cultural activities—or both! Students are encouraged to venture outside their comfort zones and discover new passions—performing in music and theatre arts, gaining leadership experience, participating in community service, traveling outside the region or organizing student activities. Pursuing more than a degree introduces Blugolds to all that is possible in life.

This promise focuses on the numerous academic and extracurricular opportunities available to students. The goal is to portray an environment which students are encouraged to discover and explore activities and pursuits that complement and enhance their academic degrees.

When illustrating this message, consider sample proof points such as:

- *Unique or unusual combinations of academic and extracurricular credentials or pastimes*
- *Testimonials from alumni who discovered a lifelong passion outside their area of study while at UW-Eau Claire*
- *Leadership and service opportunities*
- *Participation in athletics and the arts by non-majors*
- *Testimonials from students and faculty who tried something for the first time via their UW-Eau Claire affiliation*

“We want to show students there is more to the world and they are good enough to be successful.”

—Faculty member/
instructional staff

Brand Promise #3

“People who embrace the Blugold spirit help each other excel, challenge each other to live up to high ethical standards, revel in the success of others and leave the university community a better place at the end of each day.”

—Faculty member/
instructional staff

Courage and Confidence:

One-on-one collaboration with faculty and staff

UW-Eau Claire faculty and staff are intently focused on each student’s well-being and success. They eagerly mentor students in and out of the classroom, putting extra effort into encouraging them to think and explore outside their comfort zones. Students often find themselves working individually with faculty and staff, whether as partners on undergraduate research projects, side by side in the community or to secure the perfect internship or job interview. This kind of personal attention is representative of UW-Eau Claire’s campus culture, in which people genuinely care about the direction of students’ lives.

This promise characterizes the close relationships between students, faculty and staff. The goal is to portray UW-Eau Claire as a close-knit community where personal attention and a commitment to individual success are the standard.

When illustrating this message, consider sample proof points such as:

- *Close mentoring relationships, both personal and academic*
- *Research partnerships between faculty and students*
- *Profiles of faculty and staff that show them to be approachable, engaging and connected to students*
- *Student and alumni testimonials that illustrate growth in confidence and courage*
- *Relationships between students and community members, including mentors who provide students with advice and real-world experiences*

Brand Promise #4

“Blugolds possess an open mind and can interact well with those from diverse backgrounds no matter how different they may be from one another. Blugolds form strong connections within the university—not only with students, but with faculty and other staff. To be a Blugold is to be a part of a community that is always warm and welcoming.”

—Current student

International and Inclusive: Immersion in different communities and cultures

UW-Eau Claire prepares students to be confident citizens of the world through immersive international and cultural experiences. Blugolds are offered many opportunities to interact with, learn from and befriend people from different communities and cultures, both on campus and around the world. Many are introduced to new places and people through study abroad programs or homeland cultural excursions. Others experience communities and cultures different than their own for the first time on campus. They grow to value and respect the different stories, experiences and hopes everyone contributes to the life of the university. Through these meaningful interactions, Blugolds develop an aptitude for working, living and communicating in a global society.

This brand promise describes the culture the university desires to instill in all students so they may be confident and competitive in a global economy. The goal is to counteract perceptions of homogeneity and isolation by broadening students’ horizons beyond the Upper Midwest.

When illustrating this message, consider sample proof points such as:

- *Multicultural immersion experiences*
- *Study abroad testimonials, programs and experiences*
- *Living and learning communities*
- *Friendships across cultures and ethnicities*
- *UW-Eau Claire and Wisconsin through the eyes of international students*
- *Personal and professional stories of success from alumni living and working in a global society*

Brand Promise #5

“Being a Blugold means having dedication, drive and passion in all aspects of life. Whether in or out of school, Blugolds strive to do their best to positively change or influence their community. Being a Blugold means striving for excellence.”

—Current student

Engagement and Energy: A lifelong passion for active citizenship

Blugolds provide the leadership and vision to address community needs by embracing civic engagement and service learning as integral components of a liberal education. The university builds bridges between campus and the community by connecting its people to service learning and community redevelopment projects. Students, faculty and staff work side by side with community partners to envision what is possible and make it happen. It’s a responsibility Blugolds take seriously. The lessons learned at UW-Eau Claire about civic engagement create a lifelong passion for active citizenship and leadership.

This brand promise stresses the importance of service to community, both for individuals and for the university. The goal is to showcase the university and its people as engaged citizens working to improve the local, regional and global community.

When illustrating this message, consider sample proof points such as:

- *Institutional partnerships, projects and connections*
- *Academic courses with service-learning components and activities conducted through the Center for Service-Learning*
- *Faculty and staff working side by side with students in the community*
- *Economic investment in the Chippewa Valley and Wisconsin, including campus redevelopment*
- *Faculty and staff who contribute their expertise to regional industries, businesses and organizations*

Message Interpretation by Key Audiences

“UW-Eau Claire has provided me with seemingly endless opportunities to enhance my college experience in academic and professional areas, as well as opportunities to simply enjoy these years and make them memorable.”

—Current student

The brand essence and key messages serve as a guide for overall university marketing and outreach, enabling all members of the UW-Eau Claire community to speak with one voice when communicating the meaning and promise of **The Power of AND** to internal and external audiences. No matter the audience, **The Power of AND** and its brand promises represent an ideal combination of factors important to that audience. Prioritizing and interpreting these core ideas to meet the information needs of the specific audience will increase the effectiveness of marketing communications efforts.

The following pages outline the themes and supporting evidence critical to influencing six key audiences:

- *Prospective Undergraduate Students and Their Parents*
- *Prospective Nontraditional/Adult Students*
- *Current Students*
- *Faculty and Staff*
- *Alumni*
- *External Friends and Community*

Message Interpretation

Key Audience: Prospective Undergraduate Students and Their Parents

For prospective students, **The Power of AND** conveys the powerful combination of a broad and transformational academic experience and a resulting set of skills that will be attractive and relevant to any employer in the 21st century.

Communications with traditional students and parents should seek to increase their interest in attending UW-Eau Claire by using the brand messages to emphasize:

“To be a Blugold is to be confident in your ability in your major and the global perspective developed. It means to be culturally aware and make a positive impact through community service using skills for good. Blugolds are courageous and go after any endeavor using their creative spirit.”

—Current student

- 1. Opportunities to gain confidence and experience.** Talk about the breadth and depth of skills and knowledge offered through the university's programs. Highlight academic and extracurricular opportunities that instill leadership skills and civic responsibility. Encourage participation in athletics, the arts and other areas not widely available to students on larger campuses.
- 2. The benefits of the on-campus environment.** Illustrate the natural beauty of the campus and the surrounding area. Showcase the many ways in which safety and community are promoted on campus. Describe the welcoming feel of Eau Claire and its residents toward students.
- 3. Successful graduates and outcomes.** Highlight alumni and their careers. Show how their UW-Eau Claire education is serving alumni successfully, particularly the skills they gained from their liberal education. Showcase testimonials from employers who like to hire UW-Eau Claire graduates.

Message Interpretation

Key Audience: Prospective Nontraditional/Adult Students

For prospective nontraditional/adult students, **The Power of AND** conveys the powerful combination of respect for their life and professional experiences and tailored academic support to ensure progress toward degree completion.

Communications with nontraditional/adult students should seek to increase their interest in attending UW-Eau Claire by emphasizing:

- 1. Close collaboration with faculty and fellow students within their discipline.** Profile faculty working with adult students. Cite examples of specific projects where students work closely with faculty.
- 2. Academic and experiential preparation for 21st-century careers.** Illustrate the many ways students will gain experience in their fields through research, internships, etc. Show how faculty and staff accommodate the special needs and circumstances of adult students to help them move efficiently toward degree completion.
- 3. Successful graduates and outcomes.** Highlight alumni and their careers. Show how their UW-Eau Claire education is serving alumni successfully, particularly the skills they gained from their liberal education. Showcase testimonials from employers who like to hire UW-Eau Claire graduates.

“To be a Blugold is to be connected to a community that will prepare and inspire you for your future profession and teach you valuable lessons that will carry into the rest of your life... to have so many opportunities at your fingertips that you have to weed through them and wisely choose which ones will carry you the furthest ... to be supported by faculty and staff who genuinely care about the direction of your life.”

—Current student

Message Interpretation

Key Audience: Current Students

For current students, **The Power of AND** conveys the powerful combination of challenging, immersive academics and the encouragement to explore other interests, resulting in the skills and knowledge that will be attractive to employers in the 21st-century global economy.

Communications with current students should seek to reinforce their desire to complete their education at UW-Eau Claire by emphasizing:

“Being a Blugold means the world is open to all possibilities. A Blugold is someone who isn’t afraid of a challenge and, through leadership and perseverance, will make a difference.”

—Staff member/
noninstructional staff

- 1. The depth and breadth of academic study.** Emphasize the close collaboration and mentoring relationships with faculty. Give examples of internships, service learning and undergraduate research projects. Stress both in-depth knowledge in a discipline plus critical thinking and other skills gained as a result of the liberal education foundation.
- 2. Opportunities and encouragement to explore multiple passions.** Show students participating in activities outside their major. Highlight the many ways to experience new cultures at home and abroad. Encourage students to gain leadership and other skills through clubs and organizations.
- 3. Essential preparation for 21st-century careers.** Profile young alumni who have gone on to successful careers. Emphasize the relevance of critical-thinking and problem-solving skills in the 21st century. Feature employers who quantify the benefits of hiring UW-Eau Claire graduates.

Message Interpretation

Key Audience: Faculty and Staff

For faculty and staff, **The Power of AND** conveys the powerful combination of making a difference in the lives of students and finding personal satisfaction in the pursuit of excellence in their disciplines and fields.

Communications with faculty and staff should seek to increase their satisfaction with and loyalty to UW-Eau Claire by emphasizing:

“Education is not reserved for a classroom; it takes place in our interactions and our relationships. You have a well-rounded perspective from which to contribute to meaningful social, political and business challenges.”

—Faculty member/
instructional staff

- 1. Creativity and critical thinking as academic hallmarks.** Highlight extraordinary and creative teaching. Celebrate academic accomplishments and accolades.
- 2. One-on-one collaboration with students and colleagues.** Show faculty and staff working side by side with students in academic and extracurricular settings, and in the community. Describe the many collaborative projects and relationships between faculty and staff members.
- 3. The exploration of multiple passions.** Highlight faculty and staff who embody “AND” in their professional and personal lives. Profile friendships, interesting hobbies, and the ways faculty and staff step outside their disciplines. Showcase engagement with the community.

Message Interpretation

Key Audience: Alumni

For alumni, **The Power of AND** conveys the powerful combination of pride in the strength and value of “being a Blugold” and the contributions of their liberal education to their personal and professional success.

Communications with alumni should seek to strengthen their connection to and support of the university by emphasizing:

“Being a Blugold means the option to dive headfirst into a multitude of opportunities to live in a community with faculty and students, while stretching to become critically thinking, global citizens.”

—Alumnus

- 1. The discovery of personal and professional passion.** Showcase students, faculty and staff who exemplify the spirit of “AND” by pursuing more than one passion. Profile fellow alumni who embody “AND” in their personal and professional lives. Give examples of students and alumni expanding their horizons.
- 2. Close collaborations between students, faculty and staff.** Feature faculty and staff best known for their connectedness to students. Show the one-on-one connections that are fostered in the classroom, on campus and in the community. Highlight lasting friendships among Blugolds.
- 3. A nationwide network of successful Blugolds.** Continue to feature prominent alumni in all fields from all parts of the country. Show how alumni connect students and recent graduates to professional opportunities (internships, interviews, etc.).

Message Interpretation

Key Audience: External Friends and Community

For targeted external audiences, **The Power of AND** conveys the powerful combination of a strong partnership between the university and Chippewa Valley and the commitment made by all Blugolds to strengthen their communities.

Targeted external communications to legislators, donors and the funding/research community, business and community leaders, as well as the community at large should seek to increase the public's appreciation for the university by emphasizing:

1. **Individual service to the local community.** Highlight the cumulative and individual impact of the university's service learning requirement. Showcase people participating in service projects and the organizations that benefit from those efforts. Demonstrate the contribution made by academic initiatives such as business incubators, health care services, arts outreach, etc.
2. **Accessibility to the university's rich resources.** Remind community members of their ability to attend arts and athletics events, advance their educational needs through continuing education, and access the knowledge of faculty scholars and researchers who are experts in their fields. Highlight the university's ongoing efforts to diversify and internationalize its student population.
3. **Institutional investment in the community.** Demonstrate the university's financial commitment to the community through building and redevelopment. Showcase partnerships with regional businesses and industries. Continue to document the university's annual economic impact on the community and region.

"Being a Blugold means having the confidence inspired by a liberal arts education to meet the needs and demands of today's society, on both a professional and economic level. It means that my education is well rounded, making me a more valuable employee and someone who can look at the world through a more analytical eye, thanks in large part to the broad-based educational experiences I had here."

—Staff member/
noninstructional staff

Brand Design Elements

All departments are encouraged to use **The Power of AND** in their daily work. Consistency of design and editorial voice in marketing communications vehicles, both print and electronic media, is key to effectively communicating **The Power of AND**, both internally and externally, and achieving the full impact of a brand.

"A Blugold is compassionate, loyal, a risk-taker, an idealist, a leader, a friend and an eager learner. Blugolds are willing to prove themselves to naysayers, their peers, their teachers, their communities and the world. Blugolds never give up until they achieve their level of excellence."

—Current student

There are several signature brand elements associated with **The Power of AND** that must appear in every brand communications vehicle. These elements can vary in size and placement depending on the audience and the message. The most important guideline we can offer is to keep it simple. Proper legibility and impact can be achieved by following the guidelines in this brand manual and remembering to never overload a page with text or imagery.

Brand Signature Graphic

The Power of AND is the brand's signature graphic. The brackets should appear in gold (preferred) or white when the graphic is used on gold or in black and white. The phrase "The Power of" and the word "AND" can appear in all blue or in all white. This signature graphic is a stand-alone design element that should not be recreated or retyped; approved electronic files should be obtained from Creative Services.

The graphic can be used horizontally or stacked vertically as shown. Its overall size should be scaled appropriately to the design. These are the only acceptable combinations for the brand signature graphic.

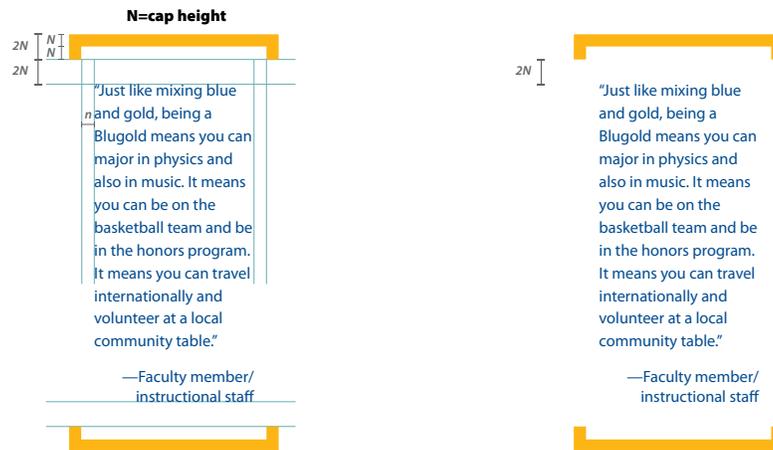


Brackets

The brackets can be used as a secondary element within a design, such as a parenthetical highlight around a quote or a block of copy. If the brackets are used in this way, the entire brand signature graphic should also appear prominently on the vehicle to unify the elements.

This chart shows the sizing and spacing of the brackets around a block of text. Brackets can appear in either of these two widths as is appropriate to the design, but use the same width throughout the document. These brackets can appear in a color from the secondary palette.

An approved electronic file of the brackets is available from Creative Services.



University Wordmark

The university wordmark should appear on every marketing communications vehicle supporting **The Power of AND**. The wordmark may be stacked vertically or appear horizontally; however, the stacked version is preferred. The wordmark may appear in the official blue or gold, or in black, white or gray (PMS 445) as is appropriate to the design. No other secondary logos or taglines should appear in conjunction with the university wordmark or **The Power of AND** graphic as it would compete visually with those elements.

University of Wisconsin
Eau Claire

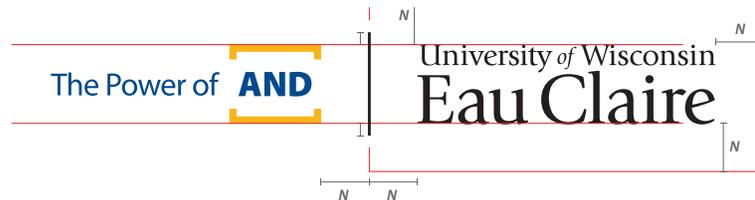


University of Wisconsin-Eau Claire



Using the University Wordmark with The Power of AND

The university wordmark and **The Power of AND** brand graphic should be placed on every marketing communications vehicle. If the wordmark and **The Power of AND** graphic are used in close proximity to each other, use one of these approved treatments available from Creative Services. Do not try to recreate these elements.



The Power of



2N

University of Wisconsin-Eau Claire

The Power of

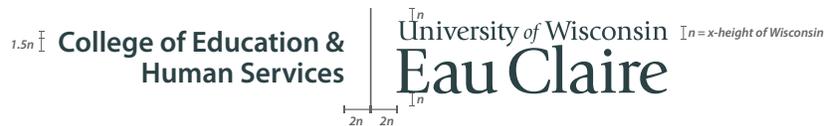


University of Wisconsin-Eau Claire

University Wordmark and Sub-Brands

The university wordmark should appear on every marketing communication vehicle. The university wordmark may be stacked vertically (preferred) or used horizontally, with sub-brands (colleges, departments, offices/units, etc.) appearing to the left of the wordmark with a dividing line as shown below. Do not try to create these sub-brand applications. They are available from Creative Services.

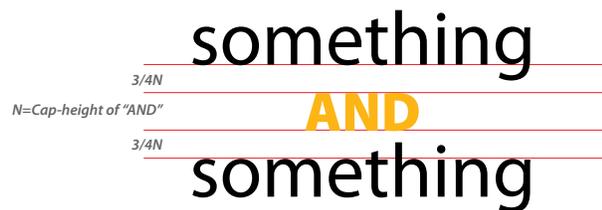
*vertical post may also be
blue, gold or reverse*



Headlines

The headline is a key element in grabbing the attention of a reader and making him or her want to learn more about the university. The “AND” is a visual bridge, connecting the words or phrases that capture the subject of the piece. “AND” always appears in all capital letters in Myriad Pro Black from the primary or secondary color palette, while the descriptive words/phrases are Myriad Pro Regular, all lowercase, and appear in gold, blue, white or black.

Note that when the headline appears horizontally, there is no space between the words that come before and after “AND”.



Primary Color Palette

Color provides a strong visual link to the UW-Eau Claire brand identity across a variety of applications. The university's most identifiable colors are blue and gold, which are used for the university's visual identity system and other official university applications. Here are the official university colors:

- Blue PMS 2747
- Gold PMS 130

THE BRAND COLOR PALETTE	PANTONE	CMYK	RGB	HEX
	PMS 2747	C: 100 M: 70 Y: 0 K: 20	R: 43 G: 62 B: 133	#2b3e85
	PMS 130	C: 0 M: 32 Y: 100 K: 0	R: 237 G: 172 B: 26	#edac1a

Blue PMS 2747 and Gold PMS 130 should be used at 100 percent. Colors in the secondary color palette may be screened.

During printing, there are many factors that can influence accurate color reproduction: paper stock, ink coverage, line screen and more. For optimal results, work with your printer to match the colors indicated in these guidelines. Also use the appropriate color chips for matching purposes when reproducing these colors on other media, such as fabric, plastic, paint, etc.

Secondary Color Palette

While the signature blue and gold should be predominant on every marketing communication vehicle, a slightly broader secondary color palette has also been developed to complement the primary colors and provide for more creativity and variance across a wide variety of mediums.

THE BRAND COLOR PALETTE	PANTONE	CMYK	RGB	HEX
	PMS 717	C: 0 M: 68 Y: 100 K: 0	R: 227 G: 122 B: 51	#e37a33
	PMS 1805	C: 5 M: 96 Y: 80 K: 22	R: 180 G: 55 B: 60	#b4373c
	PMS 618	C: 14 M: 10 Y: 85 K: 27	R: 181 G: 167 B: 66	#b5a742
	PMS 5493	C: 47 M: 4 Y: 16 K: 16	R: 123 G: 173 B: 182	#7badb6
	PMS 445	C: 52 M: 23 Y: 30 K: 74	R: 85 G: 95 B: 96	#555f60
	PMS 403	C: 18 M: 21 Y: 27 K: 47	R: 136 G: 129 B: 120	#888178
OPTIONAL BACKGROUND COLORS				
Print	Warm Gray 1	C: 3 M: 3 Y: 6 K: 6	R: 219 G: 216 B: 209	#dbd8d1
Web	50% of Warm Gray 1	C: 1.5 M: 1.5 Y: 3 K: 3.5	R: 236 G: 237 B: 233	#ecede9

Typography

Typography plays an important role in accurately expressing the tone and personality of **The Power of AND**. The consistent use of our preferred type family will strengthen and unify the UW-Eau Claire brand.

The principal typeface for **The Power of AND** is Myriad Pro, which is used in a variety of ways:

The Power of AND
Myriad Pro
Regular and Black

Headlines
Myriad Pro
Regular and Black

Body copy
Myriad Pro
(weights can vary)

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semi-Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Personality and Voice

Critical Thinking and Creativity. Flexibility and Focus. Courage and Confidence. International and Inclusive. Engagement and Energy.

The words that lead the brand promises are the inspiration for creating a personality and voice for **The Power of AND**.

The following adjectives exemplify **The Power of AND** mindset:

Active
Adventurous
Collaborative
Creative
Courageous
Confident
Dedicated
Inclusive
Energetic
Engaged
Friendly
Hardworking
Joyful
Passionate
Proud
Successful
Transformational
Welcoming
Well-rounded

Blugolds seek excellence in all that they do, but also inject playfulness and creativity into their pursuit of it. Communications should convey this confident yet casual mindset, evoking the feel of a campus community that's full of curiosity, pride and enthusiasm. The effect should reflect the comment of the current student who said, "It's obvious that everyone genuinely loves being a Blugold."

In language and content, **The Power of AND** brand articulates how UW-Eau Claire opens doors, expands horizons and raises expectations. These standards foster a great sense of pride, loyalty and camaraderie among students and graduates. As one alumnus explains it: "Blugolds elevate the standards of not only what they can do, but what they think they can do."

It is important to show the sometimes surprising combinations and contrasts that are the heart of UW-Eau Claire's immersive experience. Think about the interesting things people do as students, faculty and staff, combining the academic/professional and personal/extracurricular. Also think about the less obvious "ANDs" — people working together or forging a bond, local and faraway places, or skills put to use in unusual ways.

Photography and Videography

The imagery used in marketing communications makes an immediate and powerful impression. It is important to stage or select high-quality images that reflect the brand essence and convey the combination suggested by “AND.” Photo Services can assist you in shooting photos or selecting images from the photo library.

“We are adventurous in our willingness to collaborate across disciplines. Every time you get faculty together, amazing ideas come up.”

—Faculty member/
instructional staff

Images that evoke **The Power of AND** should be set in environments that represent the “AND” described in the headline or text. Imagery should feel candid and casual, not formal or isolated. Subjects should appear to be immersed in their surroundings or activity, achieving an effect of the reader “peeking” into the scene. Subjects should convey a sense of confidence and engagement with their surroundings.

Err on the side of restraint when using photography. One larger, well-cropped image will create a stronger impression than a series of smaller, overly detailed images that clutter a page and make it difficult for a reader’s eye to know where to focus. Stock imagery is not recommended for brand marketing communication vehicles, especially for photography featuring people or places that are easily identified as campus or community locales.

Videography for marketing communications should complement the goals outlined for photography, but with the mindset that video images are fleeting while photographic images are lasting. Therefore, capturing multiple angles of scenes to communicate the energy of the situation is important. Wide shots to establish settings should be captured with pans or tilts using a tripod or other stabilizing equipment. But to capture the effect of the viewer “peeking” into the scene, close-up video of subjects should be shot with a handheld camera or with a monopod to give a more intimate and personal perspective.

Design Applications

The following pages provide examples of imagery and design applications that follow these guidelines and act as inspiration for developing marketing communications materials.



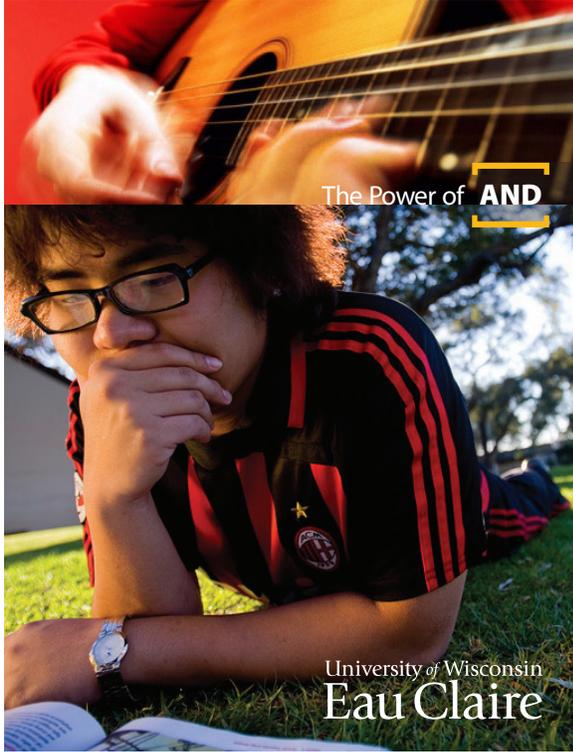
**"A Blugold is a caring,
contributing, confident
person with the skills
and drive to go into
the world seeking
opportunities to
support oneself and
make a positive impact
in the lives of others."**

—Alumnus



Viewbook Samples

Cover



Cover



Inside Spread



"I GET TO EXPERIENCE THE THRILL OF THE EXACT MOMENT WHEN A CHILD'S EYES LIGHT UP WITH UNDERSTANDING. YOU COULD SAY I CREATE LIGHT BULB MOMENTS ... AND THAT'S PRETTY POWERFUL."
 —Stacey Frank, Education major

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educator AND electrician

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The Power of AND

Print Ad Samples

I always knew I had a head for numbers. At UW-Eau Claire, I discovered there also was music in my soul. While I focused on learning business and history, I also followed my passion as a member of the Singing Statesmen. Traveling and performing all over the world helped prepare me for a career in global banking ... and that's pretty powerful.

The Power of **AND**

a head for numbers **AND** a heart for music

University of Wisconsin
Eau Claire
715.836.4636 | www.uwec.edu

At UW-Eau Claire, I'm not only learning how to teach, but how to teach curiosity, creativity and confidence. I get to experience the thrill of the exact moment when a child's eyes light up with understanding. You could say I create light bulb moments ... and that's pretty powerful.

educator
AND
electrician

The Power of **AND**

University of Wisconsin
Eau Claire
715.836.4636 | www.uwec.edu

The Power of **AND**

Let it snow!

There's nothing quite like the UW-Eau Claire campus in winter. Ask a Blugold for a favorite memory, and you'll likely hear about braving the nation's second-coldest bridge over the Chippewa River to get to class ... or climbing The Hill in the snow to reach the warmth of Upper Campus residence halls. These are just some of the shared experiences that create a special energy on our campus and forge bonds that last a lifetime.

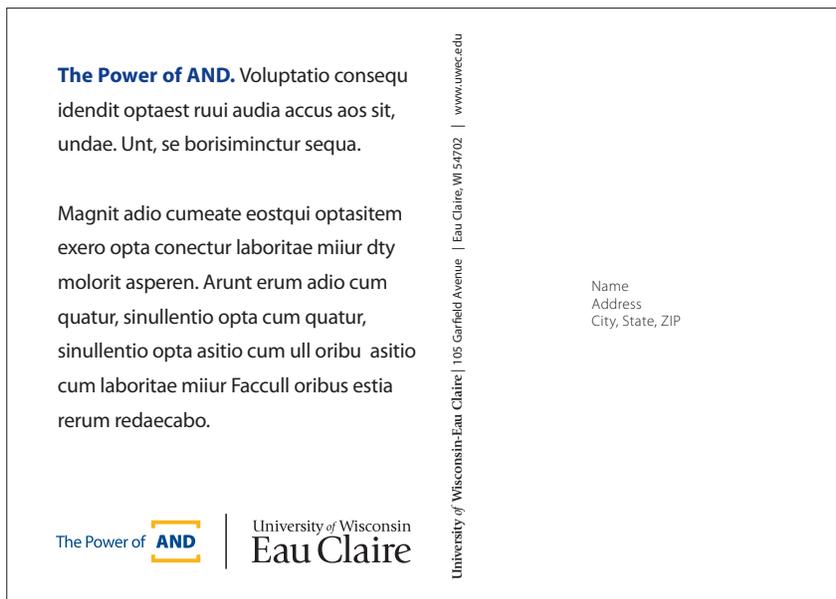
University of Wisconsin
Eau Claire
715.836.4636 | www.uwec.edu

Postcard Samples

Postcard



Postcard Back

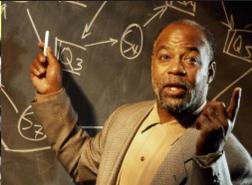


Collateral Samples

Brochure Cover



Inside Spread of Tri-fold Brochure


The center of it all.

Intro paragraph. Et dem qui iur sam harchil et eium aut eium quam inusam et fuga. Endis doloribus, tem aut esedi am, volutaque dessitatem.

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Email HTML Samples



The Power of **AND**

University of Wisconsin-Eau Claire

Sidebar information, or a quote. Any additional copy beyond body copy.
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Headline for email news

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The Power of **AND**

University of Wisconsin
Eau Claire



Headline for email news

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Banner Ad Samples



The Power of
AND

Major in critical thinking
and creativity.

Find the encouragement
and opportunity
to pursue more than
one passion.

Gain courage
and confidence.

University of Wisconsin
Eau Claire

The Power of **AND** | University of Wisconsin
Eau Claire

Managing the Brand

Responsibility for managing the UW-Eau Claire brand lies with Integrated Marketing and Communications (IMC). Our purpose is to promote a positive, consistent identity for UW-Eau Claire by gathering, refining and delivering information about the university to our internal and external audiences. We manage the implementation and execution of **The Power of AND** as part of the university's overall marketing strategy.

SERVICES OFFERED

IMC serves the university as in-house consultants and partners to administrative and academic areas, as well as the managers of the university identity and graphic standards online and in print.

Within IMC, there are three functions:

- Media and university relations (publicity and news releases, stakeholder communication, internal communications)
- Marketing (strategy and planning, event management, recruitment materials, Foundation and alumni support)
- Creative services (design for print and digital communications)

University of Wisconsin
Eau Claire

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