



VISUAL IDENTITY SYSTEM FOR STUDENT ORGANIZATIONS

The following guidelines apply to all REGISTERED student organizations. Student organizations can get registered by contacting the Pioneer Involvement Center at 608.342.1075 or pic@uwplatt.edu.

The university's name, logo, and athletic spirit marks are registered marks of the University of Wisconsin System and the University of Wisconsin-Platteville.

To ensure the correct usage of the university's trademarked written and visual identities, the design must be created by Publications. When purchasing merchandise or promotional items (examples: T-shirts, jerseys/uniforms, bags, pens, etc), the design must be created by Publications and a licensed vendor must be used for production.

When using the trademarked written and visual identities, they cannot be displayed with any other design that is deemed offensive or mentions alcohol. On T-shirts, no other business sponsor logos can be on the shirt when using the university's trademarked written and visual identities

► **For a complete list of licensed vendors and any questions regarding usage of the trademarked written and visual identities, contact:**

Diana Blindert

Licensing Coordinator

Communications

608.342.1848

blindertdi@uwplatt.edu

WRITTEN IDENTITY

Student organizations are allowed to use the following written identities with the organization name:

(Organization name) at UW-Platteville™

(Organization name) at University of Wisconsin-Platteville™

(Organization name) UW-Platteville™

(Organization name) University of Wisconsin-Platteville™

(Organization name) (UW-Platteville™)

(Organization name) (University of Wisconsin-Platteville™)

EXAMPLE

Biology Club at UW-Platteville™

Biology Club at University of Wisconsin-Platteville™

Biology Club UW-Platteville™

Biology Club University of Wisconsin-Platteville™

Biology Club (UW-Platteville™)

Biology Club (University of Wisconsin-Platteville™)

EXAMPLE T-SHIRT



VISUAL IDENTITY

Student organizations are **NOT** allowed to use the university's official logo.



Student organizations may use the following athletic spirit marks:

PIONEER PETE



PIONEER PETE HEAD



PICK AXES



The spirit marks should never be altered by changing the color of the artwork or adding elements.



PRINTED MATERIALS

Any printed materials advertising an event on campus **MUST** have a disability statement. This includes posters, fliers, invitations, newspaper ads, etc. The disability statement should read: To request disability accommodations, contact Jane Doe, Advisor, at 608.342.000 or doe@uwplatt.edu.

On printed materials be sure to include:

- Who
- What
- Where
- When
- Why

STUDENT ORGANIZATION LOGOS

If creating a logo for a student organization, it cannot have the university trademarked verbiage (University of Wisconsin-Platteville, UW-Platteville, Pioneers) in the student organization name. Also, the student organization logo cannot use any element of the trademarked logo or spirit marks.