



University of Wisconsin Whitewater

UW-WHITEWATER
BRANDING
AND IDENTITY

Updated 2023

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University of Wisconsin Whitewater

One voice, amplified

Our visual identity is an important part of who we are. It sparks recognition and a sense of belonging. To maintain our reputation for excellence, it is essential that everyone work together to ensure the UW-Whitewater identity is applied consistently everywhere. A unified brand identity makes our university stronger.

The guidelines presented in this manual introduce key elements, such as official colors, typography and sizing. Following the standards outlined in this guide ensures consistency and accuracy for print and electronic communications and

provides a foundation for retail apparel and marketing activities associated with UW-Whitewater.

It is the charge of the University Marketing and Communications office to protect the identity of the university. These guidelines, created by University Marketing and Communications (UMC) and approved by the Chancellor's Cabinet, protect the integrity of the university's identity and encourage close collaboration between the campus and licensed vendors who wish to reproduce and distribute them on apparel and other items. We look forward to working with you to celebrate and promote the University of Wisconsin-Whitewater.

Trademark and license policy

All trademarks, names, logos, seals, symbols, mascots and slogans associated with or referring to the University of Wisconsin-Whitewater are the property of the UW System Board of Regents. The University Marketing and Communications office protects and oversees the use of these marks, as well as the quality and appropriateness of products, promotions and advertising for which those marks are used. Only authorized licensed vendors are permitted to produce items using university trademarks.

Approved licensed vendors

A vendor is defined as an individual or company who produces product(s) for distribution. Products include, but are not limited to, apparel, merchandise and electronic software such as apps. All trademarked products must be produced by licensed vendors.

Collegiate Licensing Company is the licensing agency for the University of Wisconsin-Whitewater.

For information on becoming an authorized licensed vendor, contact CLC
clc.com/home/get-licensed
770-956-0520

Restrictions

- UW-Whitewater's logos may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation, gender identity or veteran status, or in any other way that would be a violation of UW-Whitewater's anti-discrimination policies and practices.
- University departments, clubs and student organizations may not assign rights to or otherwise grant permission to any other entity for use of university trademarks for any purpose.
- No one other than UW-Whitewater may claim copyright or logo rights or seek to register any design that uses UW-Whitewater logos.
- All uses of UW-Whitewater logos on products will incorporate the appropriate logo designation symbol, i.e., all logos will include the trademark symbol ™ in the location indicated on the official logos.
- It is impermissible to create a design that gives the impression of being a UW-Whitewater logo.
- It is impermissible to create a design that incorporates a UW-Whitewater logo into another design.

UW-Whitewater will not approve the use of university logos in connection with certain types of products. These include, but are not limited to:

- Products that could be used to injure or kill
- Tobacco-related products
- Illegal drug-related products
- Sexually suggestive products or language
- Products that may be harmful to the mission or image of the institution

Certain artwork or designs depicting or implying the use or endorsement of the following will not be approved for use in conjunction with UW-Whitewater's logos. These include, but are not limited to:

- Illegal drugs
- Tobacco products, including nicotine and vaping devices
- Racist, sexist, hateful, demeaning or degrading language or statements
- Profanity
- Sexually suggestive phrases or expressions
- Designs that may be harmful to the mission or image of the university

Exceptions

On rare occasions, exceptions may be made. These will be handled on a case-by-case basis and will require the approval of University Marketing and Communications. Contact UMC.

One-time use

Approval to use a logo (on a T-shirt or flag, for example) does not constitute approval to use the logo again, or in connection with any other item, without seeking additional approval. A one-time use license can be requested by contacting University Marketing and Communications.

Contact information

University Marketing and Communications oversees the university's brand and visual identity standards. UMC is available to help departments and organizations use the identity standards correctly and effectively. UMC is the resource for ensuring graphic design awareness, consistency and excellence.

Please contact UMC with questions about usage of the university's trademarks:



Rebecca Knapp, project manager

University Marketing and Communications • Hyer 400

262-472-1200 • devereaure26@uww.edu

Primary Colors





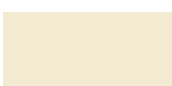
Color is one of the most important elements of the UW-Whitewater identity; we bleed purple! The official university colors are Warhawk Purple and White. Below are the breakdowns for print and digital applications. Always reproduce colors using the formulas specified in this guide. Do not use the standard translation values when converting PMS colors to CMYK or RGB.

	Color Name	Pantone	C	M	Y	K	R	G	B
	Warhawk Purple	PMS 268	82	100	0	12	80	29	130
	White	PMS White	0	0	0	0	255	255	255
	Pantone	C	M	Y	K	R	G	B	

Secondary Color Palette

University Marketing and Communications recommends several secondary colors - neutral tones, black, and a darker purple - that complement UW-Whitewater's primary colors. These colors work well as backgrounds and subtle design elements to support but not replace the primary university colors.






Each color is shown in CMYK and RGB values, and Pantone when available.

	PMS 2627	84	100	26	30	64	29	91
	PMS Black	0	0	0	100	0	0	0
	PMS 429	18	11	10	25	162	170	173
	PMS 427	10	8	8	8	207	211	212
	--	4	5	18	0	243	235	211
	Pantone	C	M	Y	K	R	G	B

Accent Color Palette

In addition to the primary and secondary color palettes, University Marketing and Communications provides a complementing accent palette to be used when more exciting, vibrant color variation is desired. These colors can be used to highlight text or accentuate icons or infographics. They should not be used as dominant colors or as a replacement for primary university colors.

Each color is shown in CMYK and RGB values.

	5	100	35	0	226	21	106
	0	30	100	0	252	184	19
	100	0	0	0	80	173	238
	55	0	35	0	111	199	182
	50	0	100	0	139	197	63
	C	M	Y	K	R	G	B

Putting It Together

The UW-Whitewater color palettes can be utilized in multiple ways to convey certain tones or emotions that support the message of your design. Below are several color themes that can be used as a starting point. University Marketing and Communications always recommends beginning with the Primary color palette and expanding from there. When in doubt, paint it purple!

Warhawk Traditional

The most commonly used color theme on campus is the Warhawk Traditional theme. With a strong emphasis on Warhawk Purple and white this theme is the best representation of the UW-Whitewater identity and is the recommended theme for most designs.

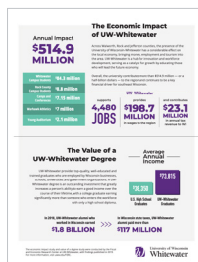
Several examples are highlighted on the right using the Warhawk Traditional theme.



Energetic

When you really want your design to “pop”, University Marketing and Communications recommends adding some Accent colors to bring the energy level up a notch. These colors can be combined together to emphasis headlines and important dates, create engaging graphs and charts, or just make your design more playful.

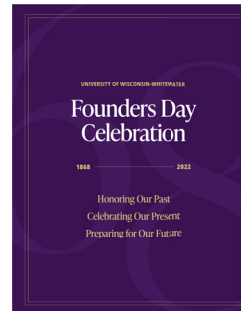
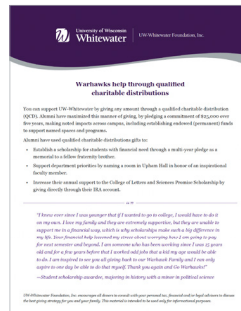
Several examples with an Energetic theme are highlighted below.



Professional

If your design is targeting a professional, serious, or formal audience, the dark purple and neutral tones of the Secondary color palette may help support your messaging.

Several examples with a Professional theme are highlighted below.



Logo configurations

The configurations for the logo are **1** horizontal, or **2** vertical. When space allows, the horizontal configuration is always preferred.

1



University of Wisconsin
Whitewater

2



University of Wisconsin
Whitewater

Logo/identifier typography

The logo and identity system uses two typeface families. Berkeley Oldstyle is the serif family and Corbel is the sans serif family. The typefaces are used in logo components as shown below.

Our primary logo component uses a customized variation of **Berkeley Oldstyle Bold**. Because this typeface has been customized for UW-Whitewater, there is no need for users to set the type themselves. The type characters are outlined and vectorized for ease of scaling and usage in endless applications.



Colleges and non-academic departments are set in **Berkeley Oldstyle Medium**. In College identifiers, the word "of" is set as **Berkeley Oldstyle Italic**.



Academic departments are set as **Corbel Bold**. The Corbel family is also used for the contact and address information in all university correspondence such as business cards, letterhead and envelopes.

Geometry, safe zones and minimum sizes



So that we preserve the design integrity of the logo, there are minimum size and space requirements.

The "W" symbol serves as a useful unit of measure to determine safe zones and spacing between elements. A required safe zone space of at least one "W" symbol width around the entire logo is required. No other text, logos or graphic elements can encroach into the safe zone.



MINIMUM SIZE REQUIREMENTS

For reproduction in both digital and print usage, these are the minimum size requirements.

		
For print applications	H .189" x W 1.0"	H .462" x W .75"
For digital and video	H 34 pixels x W 180 pixels	H 110 pixels x W 180 pixels
For silkscreening	H .569" x W 3.0"	H 1.328" x W 2.155"
For embroidery	H .663" x W 3.5"	H 1.54" x W 2.5"

In cases where the available size for imprint is smaller than the minimum size requirements, identify the university, colleges and departments with a type-only configuration set in Corbel (see example below).



Determining which college configurations to use

Every usage situation is unique, but we want to ensure the design and integrity of the logo is preserved — even in cases of limited space and visibility. Here is a list of recommended usage for each of the configurations.



1 Long horizontal

If horizontal space allows, **this is always the preferred configuration.**

Examples of recommended usage:

- marketing informational materials
- letterhead
- envelope return address
- horizontal banners and signs
- promotional items
- tablecloths
- apparel



2 Stacked horizontal

Where horizontal space is limited, this configuration can be used as a secondary alternative, making efficient use of the space to preserve the size and legibility of the logo.

Examples of recommended usage

- shorter banners and signs
- promotional items
- apparel



3 Vertical

When height allows, but width is limited, this configuration can be used as a third alternative.

Examples of recommended usage

- square banners and signs
- promotional items
- apparel



Logo configurations for the Rock County campus

For the Rock County Campus, there are four available configurations:

1

Horizontal with college descriptor



University of Wisconsin
Whitewater

**Rock
County**

College of Integrated Studies

2

Horizontal



University of Wisconsin
Whitewater

**Rock
County**

3

Vertical with college descriptor



University of Wisconsin
Whitewater

Rock County

College of Integrated Studies

4

Vertical



University of Wisconsin
Whitewater

Rock County

Colleges and academic department lockups

When an identity situation calls for academic departments to be identified within the college lockup, there are three possible configurations available at www.photoshelter.com. Signs, plaques or displays are common situations for these configurations.

1
Long horizontal
+ college
+ academic department



2
Stacked horizontal
+ college
+ academic department



3
Vertical
+ college
+ academic department



When space allows, the academic department and additional contact information can be displayed apart from the lockup (see below). Brochures, posters and flyers are common situations for this configuration. For a clean and uncluttered presentation, be sure to employ the “safe zone” of minimum clearance between the department contact information and the primary college logo lockup (refer to page 7).



**University of Wisconsin
Whitewater** | College of Education
and Professional Studies

Communication Sciences and Disorders
Roseman Building 1011
Phone: 262-472-1301
Email: comdis@uww.edu



**University of Wisconsin
Whitewater**



College of Education
and Professional Studies



Communication Sciences and Disorders
Roseman Building 1011
Phone: 262-472-1301
Email: comdis@uww.edu



Logo configurations with college identifiers



For the logo and college identifiers, there are three possible configurations for each of the six colleges:


- 1 Long horizontal 2 Stacked horizontal 3 Vertical

1		University of Wisconsin Whitewater		College of Arts and Communication		3
2		University of Wisconsin Whitewater		College of Arts and Communication		

1		University of Wisconsin Whitewater		College of Business and Economics		3
2		University of Wisconsin Whitewater		College of Business and Economics		

1		University of Wisconsin Whitewater		College of Education and Professional Studies		3
2		University of Wisconsin Whitewater		College of Education and Professional Studies		

1		University of Wisconsin Whitewater		School of Graduate Studies		3
2		University of Wisconsin Whitewater		School of Graduate Studies		

1		University of Wisconsin Whitewater		College of Letters and Sciences		3
2		University of Wisconsin Whitewater		College of Letters and Sciences		

Nonacademic department configurations

Nonacademic departments and administrative offices follow the same three configurations as the colleges:

- 1 Long horizontal 2 Stacked horizontal 3 Vertical

1
Long horizontal



University of Wisconsin
Whitewater

University Marketing
and Communications

2
Stacked horizontal



University of Wisconsin
Whitewater

Budget Planning and Analysis

3
Vertical

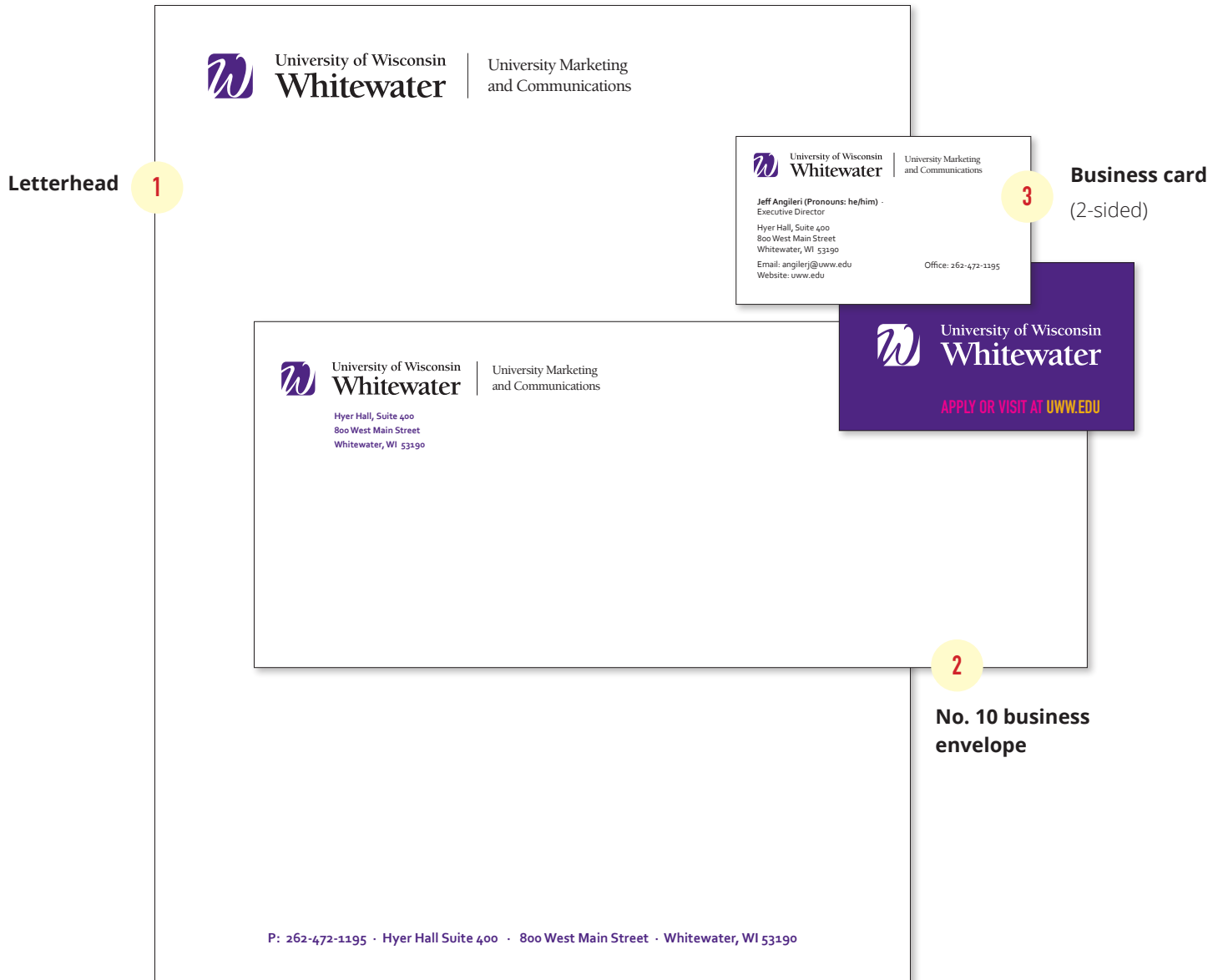


University of Wisconsin
Whitewater

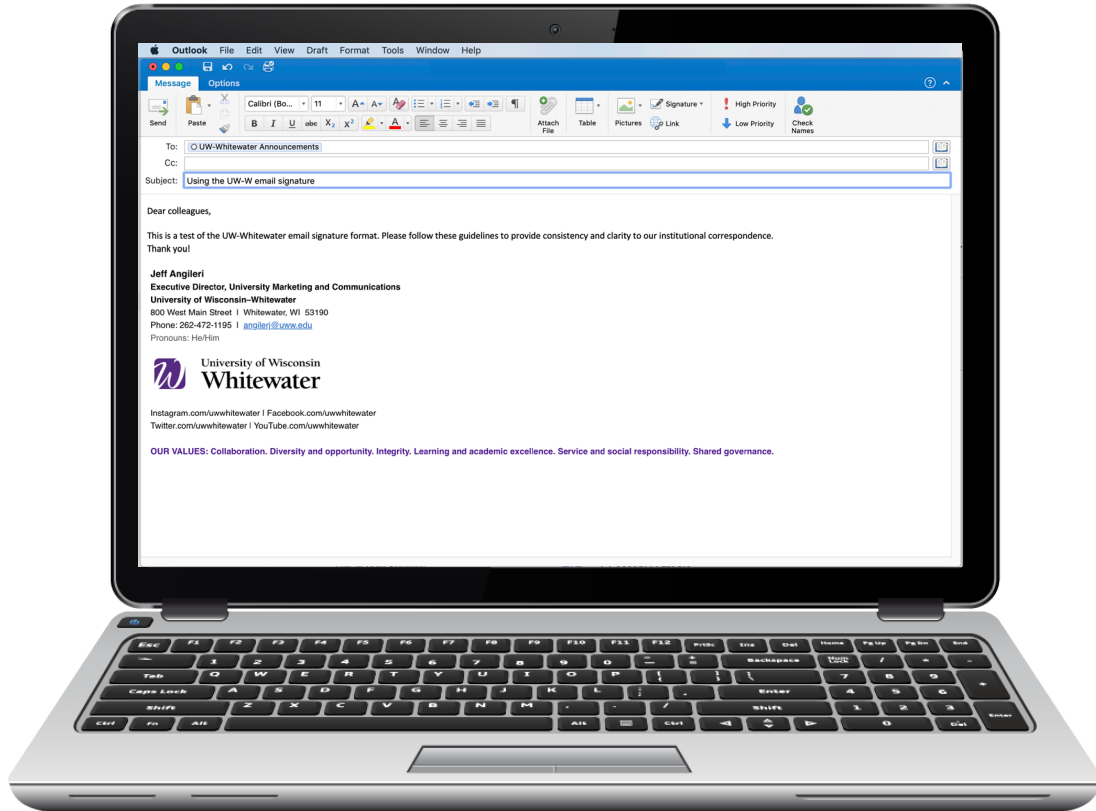
First Year Experience

University letterhead, envelopes and email correspondence

Word templates for letterhead and press-ready print files for letterhead and no. 10 business envelopes are available at uww.photoshelter.com (search: letterhead). Business cards can be ordered online at uww.edu/umc/identity-standards/business-cards. If you can't find your department print file or Word template, please submit a request form at uww.edu/umc/project-request.



University letterhead, envelopes and email correspondence



4

Email signature

Email signatures should look professional and include necessary contact information. See the suggested examples to the right.

Do not customize or personalize an email signature. Use only the approved logo lockups or your department descriptor designed by University Marketing and Communications.

Use the .png digital format of the logo for email signatures.

Sample Name

Title
Department
Building and Office
800 West Main Street
Whitewater, WI 53190
262-472-1234



Sample Name

Title
Department
Building and Office
2909 Kellogg Ave
Janesville, WI 53546
608-758-1234



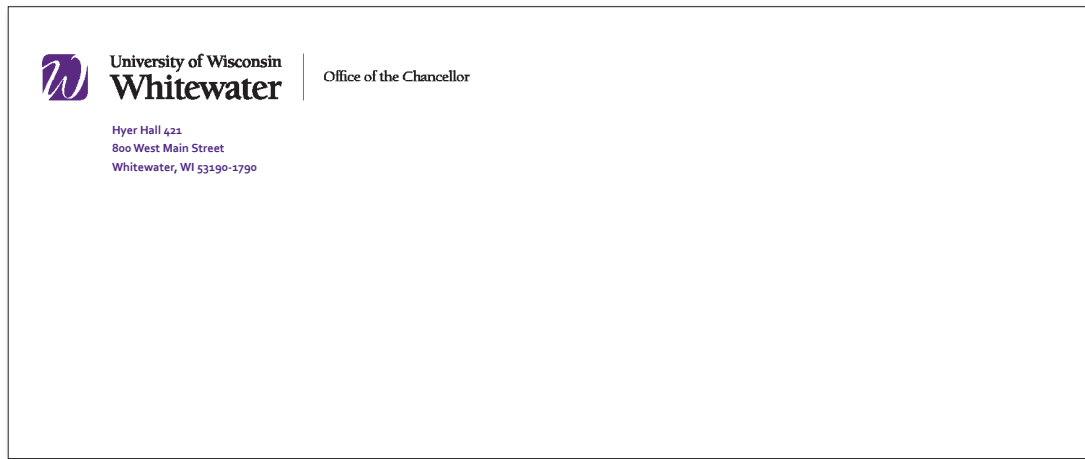
Need a hand setting up your email signature in Outlook?

Check out these links: • support.office.com/en-us/outlook
• support.microsoft.com/en-us/office/create-and-add-a-signature-to-messages-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2#bkmk_logo

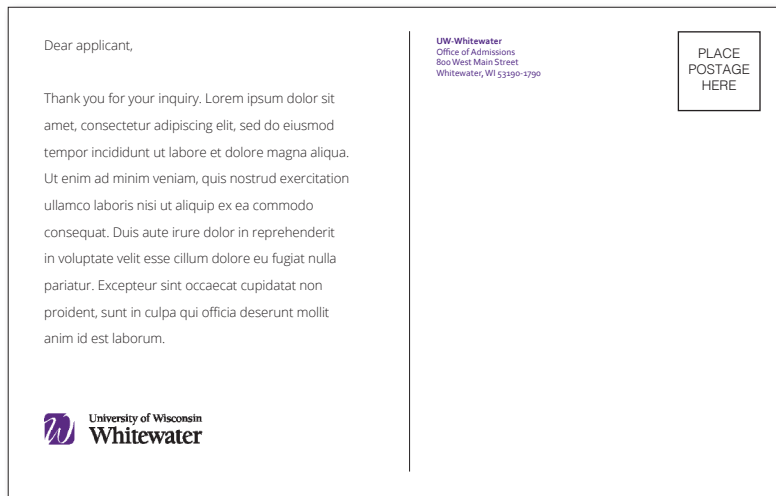
University letterhead, envelopes and e-mail correspondence

Because so much of our communication is by mail, using the identity components correctly and consistently on mail pieces helps preserve brand and message integrity with all of our audiences. For all United States Postal Service correspondence, use this USPS addressing hierarchy to ensure timely delivery and return service of all pieces:

University of Wisconsin-Whitewater
Building, suite and room number (optional)
800 W. Main Street.
Whitewater, WI 53190-1790



1 Standard envelopes
 Provide ample space around the logo. Don't crowd the edges and set the return address well below the logo. Align the return address flush left with the words "University of Wisconsin Whitewater."



2 Postcards
 Because space is so limited in the return address and postage area of postcard, a type-only identifier works best within that area. Use the logo as a signature device in the message portion.

1

Two-color variation

The two-color variation (PMS 268 purple + black) can appear on light backgrounds, from white to 30% gray value.



30% or less gray value

2

Black variation

The black variation can appear on light backgrounds, from white to 30% gray value.



30% or less gray value

3

White, or reverse, variation

The white variation can appear on backgrounds of PMS 268, black, and backgrounds greater than a 30% gray value.

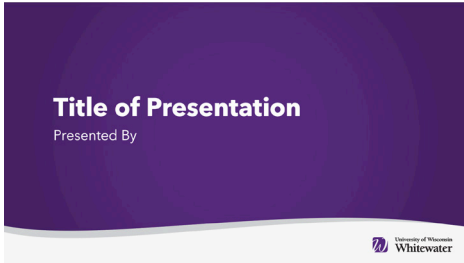


30% or greater gray value

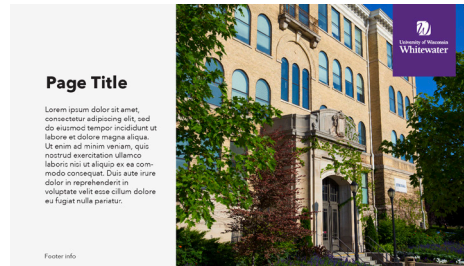
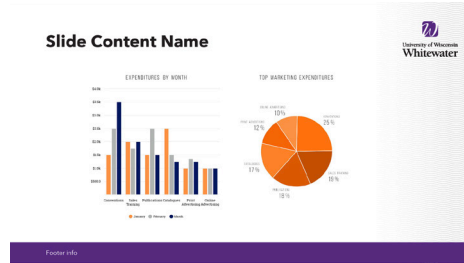
Presentation recommendations

Branded PowerPoint presentation templates are available for use by all faculty, staff, and students in our digital asset management site at www.photoshelter.com (search: Powerpoint). Several examples are shown below.

1 Title slides



2 Content slides



3 Placeholder slides



Should you choose to build your own presentation design, University Marketing and Communications recommends using the horizontal logo in one or two colors positioned in the lower right hand corner unobstructed by pictures, text, or graphics as outlined in the logo use section of this identity standards guide.

Video recommendations

Use Georgia for main titles and Corbel Regular for subtitles and on-screen narration. The logo needs to appear at the end of all videos in a horizontal configuration, reversed on a black background. Add two seconds of black video at the beginning of each video and four seconds at the end.



1 Title frame

2 Narration and subtitle

3 Video end frame

Printed materials

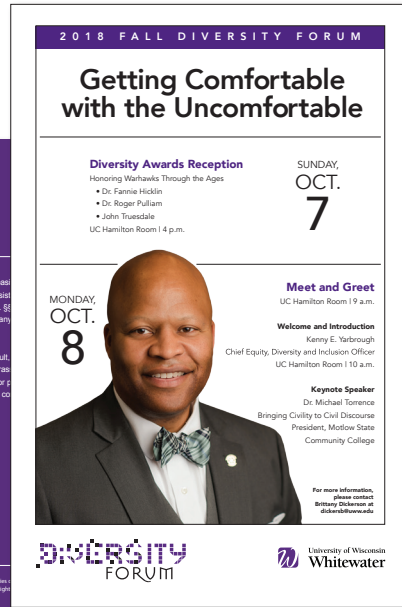
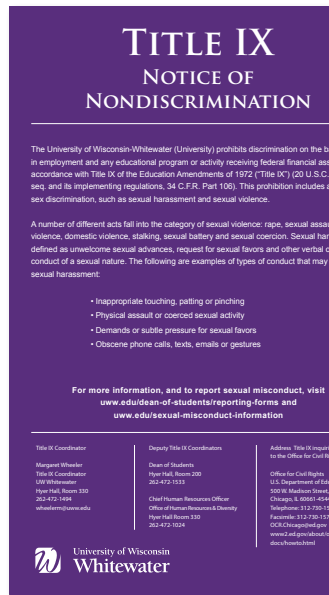
The logo should appear on all printed literature generated from UW-Whitewater. The examples below provide useful suggestions on placement and size.



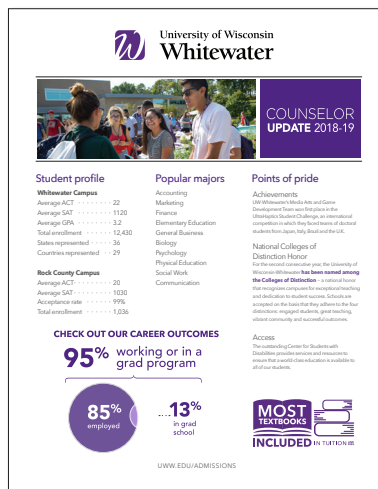
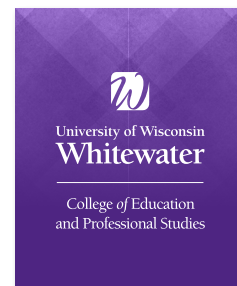
Brochures and booklets



Posters and flyers



Cards and invitations



Newsletters



Direct mail and postcards

Acceptable backgrounds for the logo

Ideally, the logo needs to appear on a clean, uncluttered background and contrast with the image or color on which it appears. The examples below provide useful guidelines.

Do this:

The logo can appear over areas of photos with simple, clean backgrounds that allow the logo to stand out.



The logo can appear over colored and simple textured backgrounds that are within the UW-Whitewater color palette.



Don't do this:

Avoid placing the logo over cluttered areas of photos. Do not add a drop shadow to the logo.



Avoid placing the logo over color backgrounds that are outside of the color palette. Do not place a logo over cluttered and complicated backgrounds.



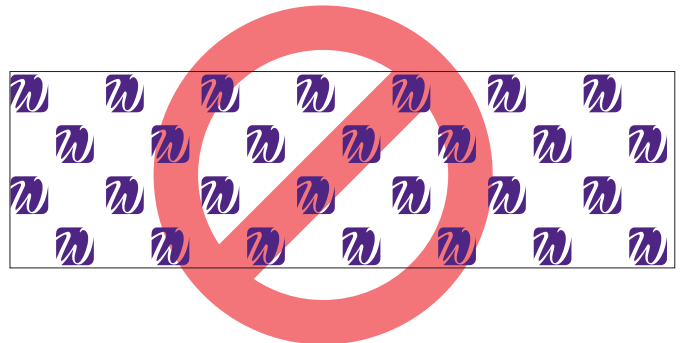
Preserve the logo integrity

The official logo collection made available to campus users contains the only acceptable configurations. Do not distort, break apart, or create new variations of the existing identity system. Consult with UMC to find an acceptable solution if you encounter any issues with the existing options. The examples below depict some common usage violations.

Do not distort the logo in any way:



Do not create a repeating background pattern with the logo or any part of the logo:



Do not separate or isolate the logo components:



Do not outline or add colors into a logo:

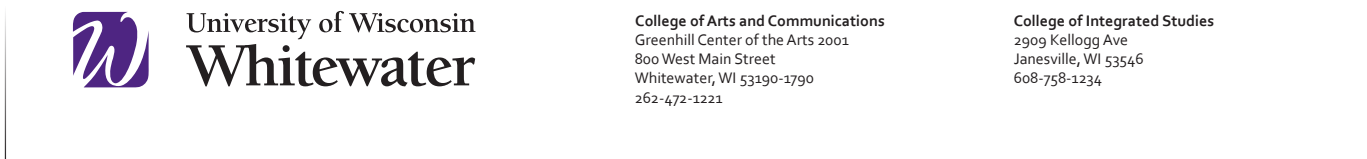


Do not customize by adding text or graphics to create a new logo from the existing logo:



Co-branding and sponsorship

In the event of co-branding, co-sponsorships, or partnerships, use the primary UW-Whitewater institutional logo. To reduce clutter and confusion, the various identity logo lockups should never appear together as a group to identify the various units. In cases where multiple colleges, business units or academic departments require identification within the layout space, set the name and contact information in the Corbel typeface family. See below for suggested treatments.



If a UW-Whitewater college, business unit or academic department is partnering or co-sponsoring with outside companies, organizations, or institutions, the UW-Whitewater logo must always be at least the same size and at least as prominent as the external entity's logo. Provide ample space between the logos to make clear that they are two separate logos.



Usage of the Warhawk head

The Warhawk head is an athletic logo, neither interchangeable nor a substitute identifier for colleges, business units or departments.

Any department outside of athletics must have approval from UMC before using the Warhawk head.



Usage of Strutting Willie Warhawk

For all departments and campuses, there are four available color configurations:



MINIMUM SIZE REQUIREMENTS

For reproduction in both digital and print usage, these are the minimum size requirements.



For print applications	H 1.5" x W 1.1"
For digital and video	H 144 pixels x W 105 pixels
For silkscreening	H 3.0" x W 2.2"
For embroidery	H 3.75" x W 2.75"

Usage of the university seal

UW-Whitewater's seal is reserved for use by the Office of the Chancellor and can be used only with the written permission of the Office of the Chancellor. It may not be used on promotional materials, certificates, clothing or in email signatures without permission from the Office of the Chancellor.



Retired and historical trademarks

UW-Whitewater's visual brand trademarks have evolved over the years.

Cursive script wordmark

The UW-Whitewater logo with the upward cursive flourish was created in 1995 and used until the mid-2000s. Other than for historical archive purposes, this mark should not be used in any university operational materials, printed or digital pieces, or signage.

Capital letter wordmark

The UW-Whitewater logo with all capital letters has been retired. Departments that have a supply of stationery should use up their supply and ensure they are using the current logo when a new order is placed. Easily replaced media, such as digital artwork, images and digital signage should be updated with the new logo as soon as possible. More permanent uses of this workmark, such as physical signage, should be updated as soon as fiscally and logistically possible. Do not create any new materials with the capital letter wordmark.

Current workmark

The current UW-Whitewater logo features the familiar artistic "W" and upper and lowercase letters for the university's name.



Old version



Current version

Warhawk traditions

A few non-athletic areas, steeped in campus tradition and with the approval of UMC, have been granted the flexibility to use the Warhawk head without co-branding. These include the **Warhawk Marching Band** and **Warhawk Welcome**.

All other departments must use Strutting Willie.

Which typeface to use?

Appropriate and consistent typography choices help strengthen and unify the UW-Whitewater brand. For most page makeup and layout applications, the preferred type family for plain text is Open Sans.

Open Sans is a clean, robust, legible sans serif typeface that can be used in most print, web, video and display situations.

Open
Sans
Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open
Sans
Semibold
Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open
Sans
Extra
Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

On occasion, a serif typeface may be a more appropriate choice. The preferred type family in these cases is Georgia.

Georgia is a clean, readable serif typeface that preserves legibility when set in relatively small font sizes.

Georgia
Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Georgia
Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Georgia
Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Choices are not limited to just the Open Sans or Georgia families. The introduction of additional typefaces can be useful for message emphasis, but should remain consistent with the UW-Whitewater brand identity and image.

Open Sans Black can be used as a headline text

One option for sans serif body text is Open Sans Light or Open Sans Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Open
Sans
Light
Sample
Text

Georgia Bold can also be used as a serif display or headline text

Another option for serif body text is Georgia Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Georgia
Family
Sample
Text

Accessibility guidelines for designers and communicators

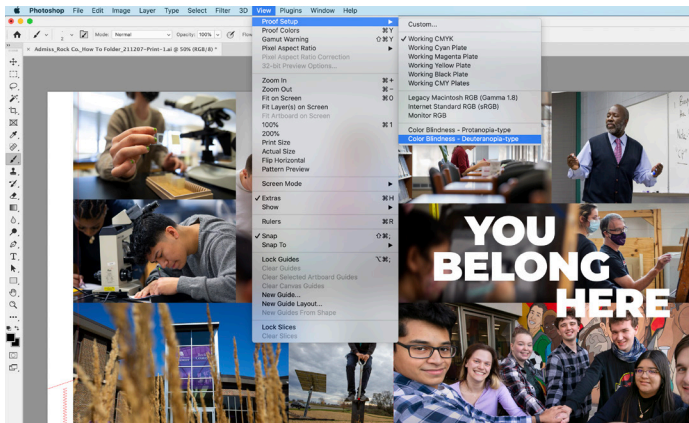
The University of Wisconsin-Whitewater has a long history of providing a campus home where all students can succeed and explore a rich college experience. As a campus with a mission to serve students with disabilities since the early 1970s, UW-Whitewater is committed to fully inclusive experiences in learning, living and developing. Compliance with accessibility guidelines increases the quality of design and communication for everyone.

Visual considerations

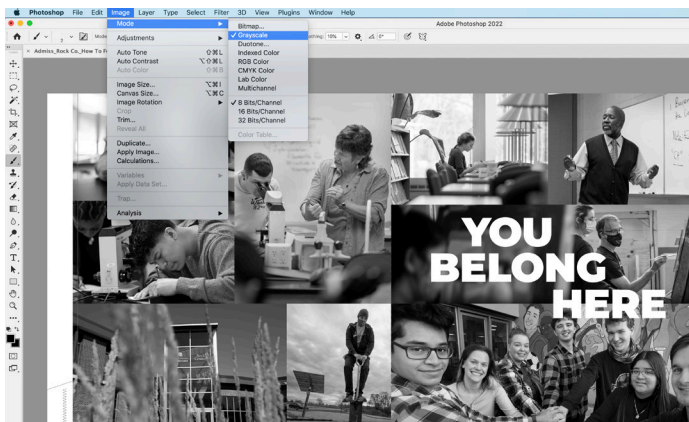
How will the content be received by the user? There are potential visual sensory barriers to cognition that should be considered by the designer:

- People who are sensitive to light
- People who are color blind, ranging from those who see only black, white and gray to those unable to discern between certain hues
- People with severely diminished vision

With Photoshop, users can proof images with Color Universal Design (CUD) to ensure that graphical information is conveyed accurately to people with various types of color vision impairment, including people with color blindness. Photoshop can be configured to always add an alt attribute to image elements. Photoshop also allows users to specify alternative text descriptions for image slices. For more information, go to www.adobe.com/accessibility/products/photoshop.html



Adobe Photoshop contains tools for proofing content for various types of color vision impairment. There are proofing tools for the two kinds of color blindness (see left).



To proof for visual contrast, convert the image to grayscale to view how people with severely diminished vision will see the content.

Organizing a layout to maximize accessibility

There is a limit to our information processing ability and working memory capacity at any given time. An accessible layout reduces the "cognitive load" demands from the user by simplifying and organizing the information cleanly. Consider these ways to ease the cognitive load:

Grouping content optimizes utility and clarifies understanding.

Chunking breaks up large, overwhelming blocks of information into smaller sections with meaningful grouping.

Hierarchical structure helps to clearly differentiate the relative importance of each content piece within a page.

Anchors allow readers to jump around and easily find their place in the layout.

Consistency helps decrease distractions and increase predictability, while breaking with consistency helps draw attention to a specific element.

Grids provide a visual structure and added consistency and predictability.

Avoid using legends and cross-referencing whenever possible. Cross-referencing and legends require memorization and recall, which increases the cognitive load.

Below are three examples of organizing layouts to maximize accessibility using grouping, chunking, hierarchy, anchors and consistency.

University website

The University of Wisconsin-Whitewater's website is our primary marketing and communications tool to engage and inform prospective students and their families, current students, alumni, faculty, staff, and the greater community. Every page should be correctly optimized and contain a call to action and/or contact information for people to find out more information. The website should prioritize the user experience.

Search engine optimized

Every page should be search engine optimized (SEO). This best practice allows search engines to better understand the content on our pages and allows the user to find our website (and individual pages) faster and more efficiently. Search engines rely on text and HTML elements to provide the necessary information needed in order to rank well in a web search. Our website is currently setup with ready-to-use components to help with this. At the bottom of every page is a Search Engine Optimization drop down. This contains a spot to include a browser title, description and keywords.

- Browser title is 50-60 characters
- Browser description is 160 characters

Search Engine Optimization

Browser Title

University of Wisconsin-Whitewater

Browser Description

The University of Wisconsin-Whitewater is a college devoted to teaching, community and higher education. Our camp

Meta Keywords

University of Wisconsin-Whitewater

In addition, our website needs to contain keyword-rich information on fewer pages. Additional pages should not be added without consulting University Marketing and Communications and the Web Team.

Naming conventions

A best practice for online naming conventions (files, documents and pages) is to omit spaces or use hyphens in lue of spaces. Some browsers have difficulty reading spaces and will replace it with characters such as %. Instead of uploading a file called *this is a file.jpg*, use *thisisafile.jpg* or *this-is-a-file.jpg*.

HTML tags

HTML heading tags (or H tags) are used to format headings on a web page in order of importance. They provide both visitors and search engines clues about the content's hierarchy and relevancy.

There are six levels of H tags, from the most important H1 heading to the least important H6 heading. The H1 tag comes first at the top of the page and tells search engines what content can be expected on the rest of the page. There should only be one H1 tag per page and it should include the primary or main keyword of the page's content. The H1 tag should be 20-70 characters.

Type and Fonts

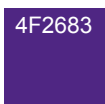
Montserrat, a sans serif typeface, is used for the headers.

Open sans, also a sans serif font, is used for the body copy.

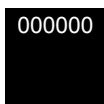
These fonts have a high level of readability, are web friendly and work well in a responsive layout. Left-alignment is a best practice for accessibility and user readability. Due to the responsiveness of the site, hard breaks should be avoided. Always use the built-in text styles. Do not add custom fonts.

Color

Use the standard color palette when adding color to your layout. The following hex numbers are to be used in the manner described below. Do not add custom colors. Proper use of color:



- H tags
- Hyperlinks
- Backgrounds
- Buttons



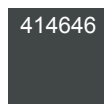
- Body copy

ffffff

- Copy on a dark background
- Backgrounds
- Buttons



- H3-H6
- Backgrounds



- Backgrounds

eee

- Backgrounds
- Buttons



- Backgrounds



- In-page slider titles

HTML Sample Tags

```
<h1> PROGRAM </h1>
font: Montserrat, extra bold, capital
size: 36pt/48px/3em
color: 4F2683
```

```
<h2> This is how we thrive </h2>
font: Montserrat,
size: 28pt/37px/2.35em
color: 4F2683
```

```
<h3> What our students do </h3>
font: Montserrat,
size: 24pt/32px/2em
color: 4d5151, 4F2683
```

```
<h4> CAN WE BRAG A LITTLE </h4>
font: Montserrat, medium
size: 22pt/29px/1.8em
color: 33cc33
```

```
<p> Our students </p>
font: Open Sans, regular
size: 13pt/17px/1.05em
color: 000000
line-height: 25px
```

Image, icons, sizes and usage

Including imagery is a great way to engage the user and trigger emotion. It is recommended to use images from PhotoShleter: <https://www.photoshelter.com/index>. An icon library is available for use in Ingeniux under assets/images/icons.

All images need to be correctly optimized for web.

Recommendations:

- File formats should be JPG, PNG, GIF, SVG, or PDF
- Images are correctly sized with a resolution lower than 172
- Standard images to fit Ingeniux components
 - Sliders: 2260x900
 - Background images for in-page sliders: 2260x1000
 - Resource background images: 2260x1500
 - Standard images: 900x600
- Add alt text for all images
 - Short description of what's happening in the graphic or photo, maximum of 125 characters

Design elements

There are several components already created that are ready to use and compatible with our website. Do not add custom code. Arrange these components in Ingeniux in the order that they appear on the webpage.




Sliders or main images

- Sized to 2260x900 pixels
- No more than five sliders per page
- Do not rely on copy written into your slider or main header image — that information cannot be read by a search engine or screen reader.

Buttons or hyperlinks

Buttons and hyperlinks can be used to offer the user more information. If the button or hyperlink takes the user to a document or off of the UW-Whitewater site, it should open in a new window (target="_blank"). If the link takes the user to a page on the UW-Whitewater site, it should open in the same window.

Buttons:

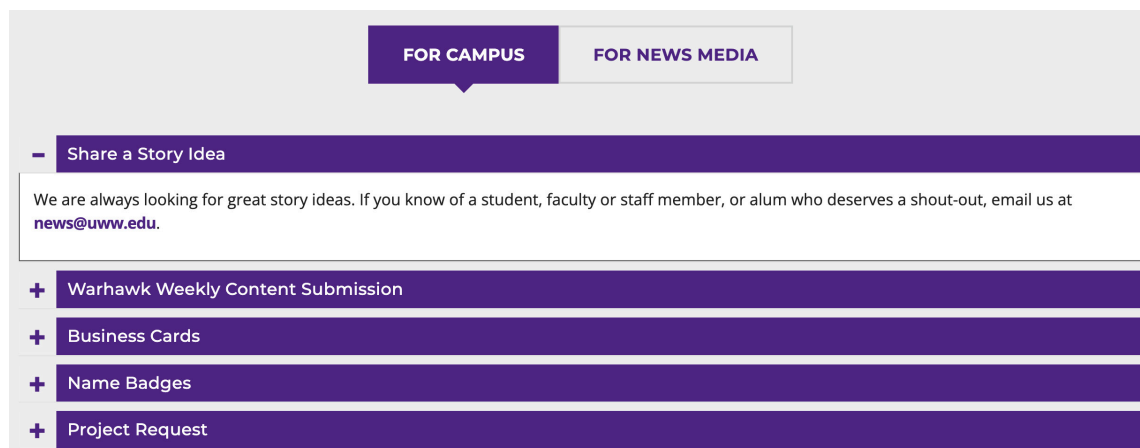
- Purple button with white text or white button with purple text 
- Button with arrow indicates the link stays on our site 
- Button with box indicates the link goes off of our site 

Hyperlinks:

- Hyperlinks written in bold and purple text with double right angle quote (»): [COVID-19 cases dashboard »](#)

Accordion drop downs

Accordion drop downs are a great way to organize a lot of content.



Design elements, continued

Suggested option:

- Purple button with bold white text
- Do not put on a purple background

In-page sliders/slide shows

In-page sliders or slideshows are used to highlight successes, events or other bragging points.

Suggested options:

- Include all pieces to make a fuller experience: Component title, secondary title, body copy, link, photo and background image.
- Double check your work once it's published to make sure your copy does not extend the size of the box. This component is responsive.

Component title, centered

Slideshow titles

Keep text short and clear, left aligned

Include direction to find out more

Web optimized photo or graphic is 900x600 pixels

Use a subtle background image, web optimized, 2260x1000 pixels. Do not use a bright or bold background. Pictured is a 75% black overlay.

- Do not overuse this component. Moving elements can be difficult for some people to maneuver and negatively impact accessibility, especially for those with motor skill issues

Embedded content

All embedded content needs to be responsive. YouTube example:

```
<p>&nbsp;</p>
<div class="iframe-wrapper">
  <iframe width="800" height="600" src="https://www.youtube.com/embed/o2pbYsjsqaE" frameborder="0"
  allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture"
  allowfullscreen="allowfullscreen"></iframe>
</div>
<p>&nbsp;</p>
```