



# STYLE GUIDE // UNIVERSITY OF WISCONSIN

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## BRAND USAGE RESTRICTIONS

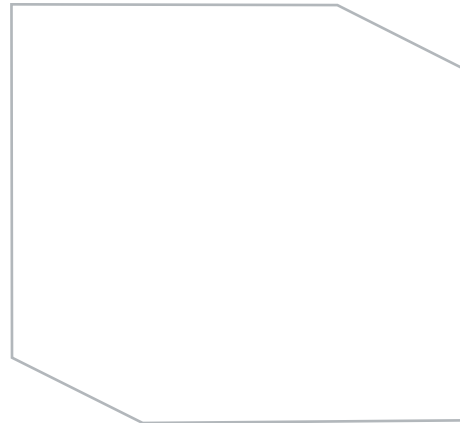
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# SECTION ONE //

## PRIMARY IDENTITY

# COLOR PALETTE

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**UA COLOR NAME: PMS UNIVERSITY RED**

**UA CSI: 944**

**OFFICIAL PMS: 200 C**

**OFFICIAL RGB: 151, 34, 52**

**OFFICIAL CMYK: 16, 100, 86, 6**

**OFFICIAL HTML: C4012F**

**UA COLOR NAME: WHITE**

**UA CSI: 100**

**OFFICIAL PMS: N/A**

**OFFICIAL RGB: 255, 255, 255**

**OFFICIAL CMYK: 0, 0, 0, 0**

**OFFICIAL HTML: FFFFFFFF**

**UA COLOR NAME: BLACK**

**UA CSI: 001**

**OFFICIAL PMS: 426 C**

**OFFICIAL RGB: 134, 32, 49**

**OFFICIAL CMYK: 0, 0, 0, 100**

**OFFICIAL HTML: 000000**

## ADDITIONAL NOTES

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Black used in logo artwork only. Flawless exclusive to Under Armour product and materials. PMS RED 200 C for all other uses.

# FULL - COLOR PRIMARY LOGO

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## PRIMARY TEAM COLORS



## NEUTRAL COLORS



# KNOCKOUT LOGO

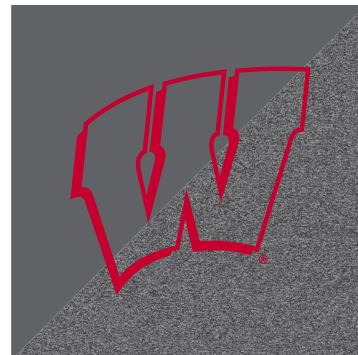
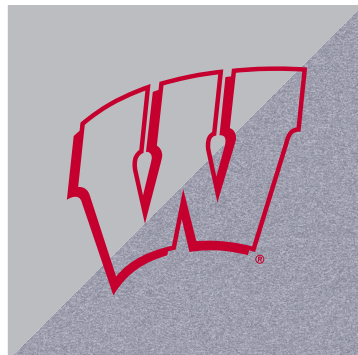
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## PRIMARY TEAM COLORS



## NEUTRAL COLORS



## ADDITIONAL NOTES

---

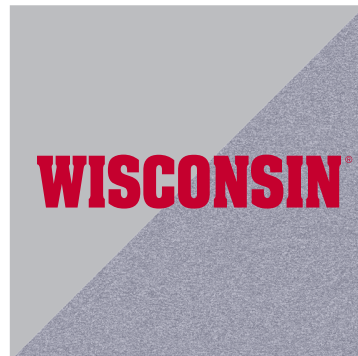
Use full color whenever possible.

# WISCONSIN<sup>®</sup>

## PRIMARY TEAM COLORS



## NEUTRAL COLORS



**WISCONSIN<sup>®</sup>**

PRIMARY TEAM COLORS



NEUTRAL COLORS





# BADGERS™

## PRIMARY TEAM COLORS



## NEUTRAL COLORS



**BADGERS™**

PRIMARY TEAM COLORS



NEUTRAL COLORS



# WISCONSIN BADGERS®

## PRIMARY TEAM COLORS



## NEUTRAL COLORS





PRIMARY TEAM COLORS



NEUTRAL COLORS





PRIMARY TEAM COLORS



NEUTRAL COLORS





**WISCONSIN  
BADGERS®**

PRIMARY TEAM COLORS



NEUTRAL COLORS

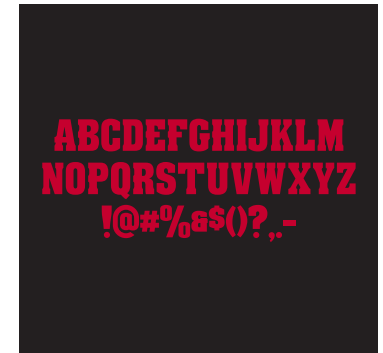


**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
!@#%&\$()?,.-**

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

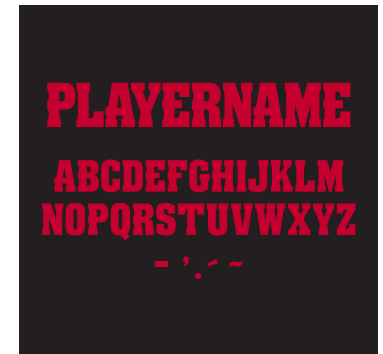
For typeface version use [Wisconsin-Regular.ttf](#) or [Wisconsin-Regular.otf](#)

**PLAYERNAME**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
- ' ~

PRIMARY TEAM COLORS



NEUTRAL COLORS





**1234567890**

PRIMARY TEAM COLORS



NEUTRAL COLORS



# SECTION TWO // SECONDARY IDENTITY



PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

---

Exclusive to Under Armour.

**FOREVER FORWARD™**

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

---

Exclusive to Under Armour.

# ON, WISCONSIN!™

## PRIMARY TEAM COLORS



## NEUTRAL COLORS



## ADDITIONAL NOTES

---

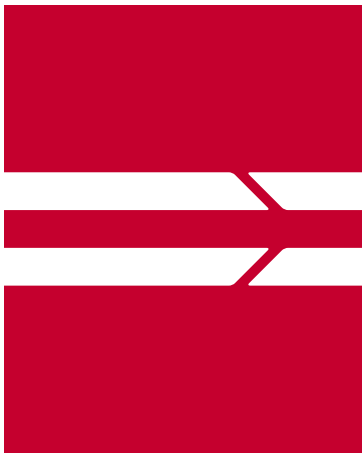
Not to be used on uniforms.

## TEAM STRIPE (FOREVER FORWARD STRIPE): HORIZONTAL

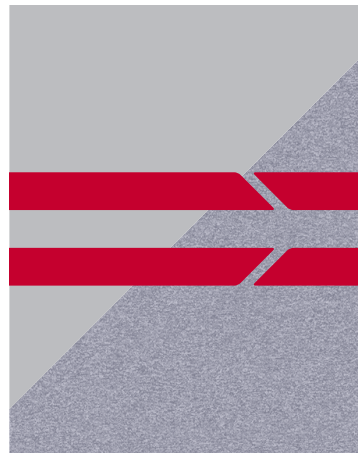
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### PRIMARY TEAM COLORS



### NEUTRAL COLORS



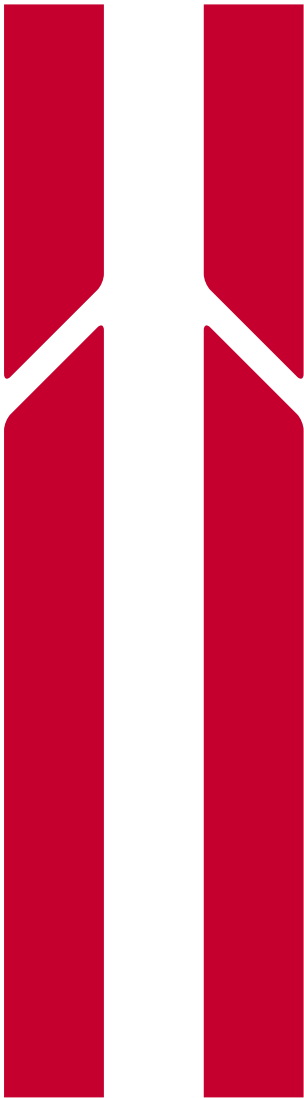
### ADDITIONAL NOTES

---

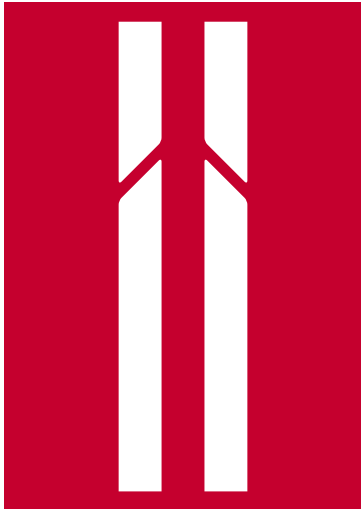
Exclusive to Under Armour. Break should point forward or to the right when used singularly. When used in multiples, breaks should point away from each other.

Use of any other stripe in association with Wisconsin Athletics is prohibited.

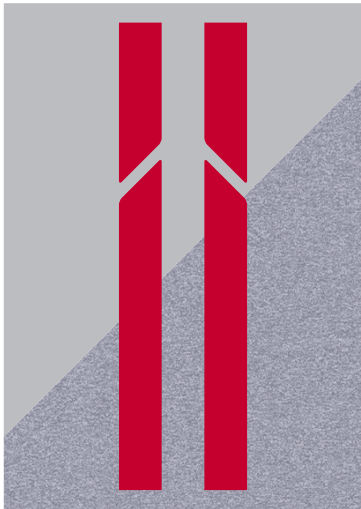
# TEAM STRIPE (FOREVER FORWARD STRIPE): VERTICAL



## PRIMARY TEAM COLORS



## NEUTRAL COLORS



### ADDITIONAL NOTES

Exclusive to Under Armour. Please note that arrow breaks point upward (even when rotated up to 89°).  
Use of any other stripe in association with Wisconsin Athletics is prohibited.

# HELMET LOGO

---



## PRIMARY TEAM COLORS



## NEUTRAL COLORS





# SECTION THREE // MISCELLANEOUS MARKS

## FULL - COLOR MASCOT LOGO: RIGHT

---



### PRIMARY TEAM COLORS



### NEUTRAL COLORS



### ADDITIONAL NOTES

---

Not to be used on uniforms.

## ONE - COLOR MASCOT LOGO: RIGHT, RED

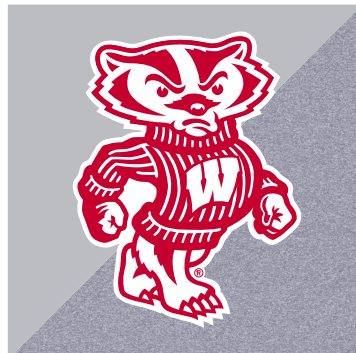
---



### PRIMARY TEAM COLORS



### NEUTRAL COLORS



### ADDITIONAL NOTES

---

Not to be used on uniforms.

## ONE - COLOR MASCOT LOGO: RIGHT, BLACK

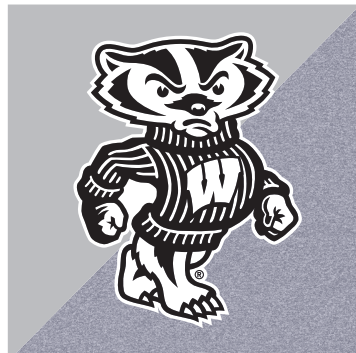
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### PRIMARY TEAM COLORS



### NEUTRAL COLORS



### ADDITIONAL NOTES

---

Not to be used on uniforms.

## FULL - COLOR MASCOT HEAD LOGO: RIGHT

---



### PRIMARY TEAM COLORS



### NEUTRAL COLORS



### ADDITIONAL NOTES

---

Not to be used on Under Armour product.

## ONE - COLOR MASCOT HEAD LOGO: RIGHT, RED

---



### PRIMARY TEAM COLORS



### NEUTRAL COLORS



### ADDITIONAL NOTES

---

Not to be used on Under Armour product.

## ONE - COLOR MASCOT HEAD LOGO: RIGHT, BLACK

---



### PRIMARY TEAM COLORS



### NEUTRAL COLORS



### ADDITIONAL NOTES

---

Not to be used on Under Armour product.

# SECTION FOUR //

## SPORT - SPECIFIC LOGOS



## SPORT-SPECIFIC LOGOS : WHITE BACKGROUND

---



**ATHLETICS**



**BASKETBALL**



**CROSS COUNTRY**



**FOOTBALL**



**GOLF**



**HOCKEY**



**ROWING**



**SOCCER**



**SOFTBALL**



**SWIMMING & DIVING**



**TENNIS**



**TRACK & FIELD**



**VOLLEYBALL**



**WRESTLING**

## SPORT-SPECIFIC LOGOS : FLAWLESS BACKGROUND



**ATHLETICS**



**BASKETBALL**



**CROSS COUNTRY**



**FOOTBALL**



**GOLF**



**HOCKEY**



**ROWING**



**SOCCER**



**SOFTBALL**



**SWIMMING & DIVING**



**TENNIS**



**TRACK & FIELD**



**VOLLEYBALL**



**WRESTLING**

## SPORT-SPECIFIC LOGOS : LIGHT GREY BACKGROUND



**ATHLETICS**



**BASKETBALL**



**CROSS COUNTRY**



**FOOTBALL**



**GOLF**



**HOCKEY**



**ROWING**



**SOCCER**



**SOFTBALL**



**SWIMMING & DIVING**



**TENNIS**



**TRACK & FIELD**



**VOLLEYBALL**



**WRESTLING**

### ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.



## SPORT-SPECIFIC LOGOS : DARK GREY BACKGROUND



### ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.

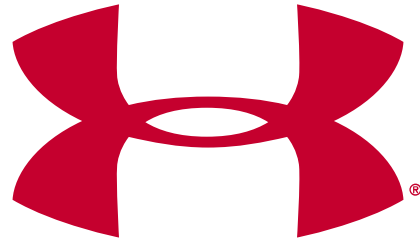


## SPORT-SPECIFIC LOGOS : BLACK BACKGROUND



# SECTION FIVE //

## UA CO - BRANDING



PRIMARY TEAM COLORS



NEUTRAL COLORS



# LOGO LOCKUP: HORIZONTAL

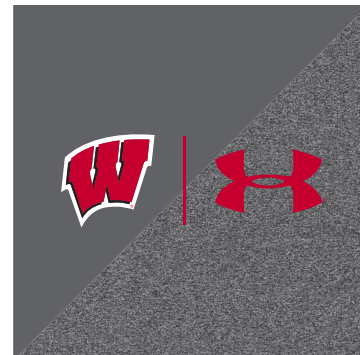
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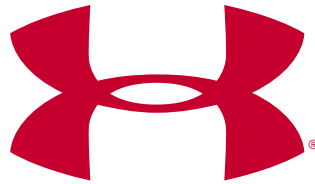
## PRIMARY TEAM COLORS



## NEUTRAL COLORS







PRIMARY TEAM COLORS



NEUTRAL COLORS



# KNOCKOUT LOGO LOCKUP: HORIZONTAL

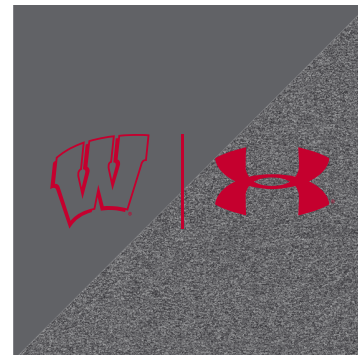
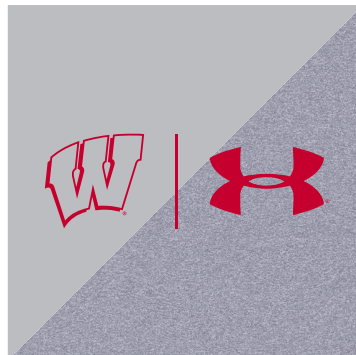
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## PRIMARY TEAM COLORS

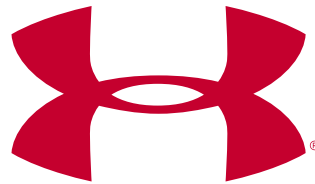


## NEUTRAL COLORS



# KNOCKOUT LOGO LOCKUP: VERTICAL

---



## PRIMARY TEAM COLORS



## NEUTRAL COLORS



# SECTION SIX //

# BLACK AND WHITE STANDARDS

# BLACK ON WHITE STANDARDS



PRIMARY LOGO

**WISCONSIN<sup>®</sup>**

SCHOOL WORDMARK: STRAIGHT

**WISCONSIN<sup>®</sup>**

SCHOOL WORDMARK: ARCHED

**BADGERS<sup>™</sup>**

MASCOT WORDMARK: STRAIGHT

**BADGERS<sup>™</sup>**

MASCOT WORDMARK: ARCHED

**WISCONSIN  
BADGERS<sup>®</sup>**

FULL WORDMARK



**WISCONSIN<sup>®</sup>**

LOGO WITH  
SCHOOL WORDMARK



**BADGERS<sup>™</sup>**

LOGO WITH  
MASCOT WORDMARK



**WISCONSIN  
BADGERS<sup>™</sup>**

LOGO WITH  
FULL WORDMARK

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
!@#%&\$()?,-**

FONT

**PLAYERNAME**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
- . : ;**

PLAYER NAME

**1234567890**

NUMBERS

**FOREVER  
FORWARD**

UA THEME: STACKED

**FOREVER FORWARD**

UA THEME: STRAIGHT

**ON, WISCONSIN!**

UA THEME: STRAIGHT

# BLACK ON WHITE STANDARDS

---



TEAM STRIPE: HORIZONTAL



TEAM STRIPE: VERTICAL



HELMET LOGO



RIGHT FACING MASCOT



RIGHT FACING MASCOT HEAD



SPORT - SPECIFIC LOGO



UA LOGO

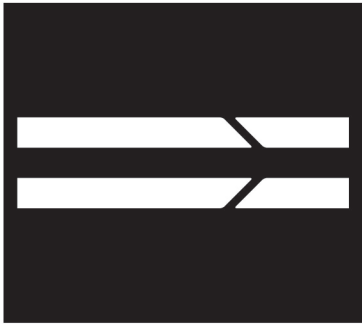


LOGO LOCKUP: HORIZONTAL

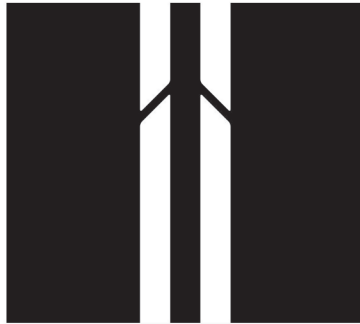


LOGO LOCKUP: VERTICAL

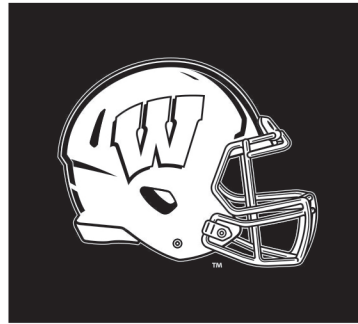
# WHITE ON BLACK STANDARDS



TEAM STRIPE: HORIZONTAL



TEAM STRIPE: VERTICAL



HELMET LOGO



RIGHT FACING MASCOT



RIGHT FACING MASCOT HEAD



SPORT - SPECIFIC LOGO



UA LOGO



LOGO LOCKUP: HORIZONTAL



LOGO LOCKUP: VERTICAL

# WHITE ON BLACK STANDARDS



PRIMARY LOGO



SCHOOL WORDMARK: STRAIGHT



SCHOOL WORDMARK: ARCHED



MASCOT WORDMARK: STRAIGHT



MASCOT WORDMARK: ARCHED



FULL WORDMARK



LOGO WITH  
SCHOOL WORDMARK



LOGO WITH  
MASCOT WORDMARK



LOGO WITH  
FULL WORDMARK



FONT



PLAYER NAME



NUMBERS



UA THEME: STACKED



UA THEME: STRAIGHT



UA THEME: STRAIGHT



# SECTION SEVEN //

# BRAND USAGE RESTRICTIONS

# PRIMARY LOGO RESTRICTIONS



DO NOT DISTORT THE LOGO.



DO NOT STRETCH THE LOGO.



DO NOT FLIP THE LOGO HORIZONTALLY.



DO NOT ROTATE THE LOGO.



DO NOT PLACE TEXT IN FRONT OF THE LOGO.



DO NOT FADE THE LOGO IN ANY NON-APPROVED WAY.



DO NOT USE A DIFFERENT COLOR BACKGROUND IN ANY NON-APPROVED COLORWAY.



DO NOT ALTER ANY STROKES OR ELIMINATE ONE STROKE.



DO NOT ALTER THE ARCH OR THE SHADOW.



DO NOT USE THE LOGO AS A LETTERFORM.

## PRIMARY WORDMARK RESTRICTIONS

~~WISCONSIN~~

DO NOT MAKE THE TYPE WEIGHT THINNER.

~~WISCONSIN~~

DO NOT MAKE THE TYPE WEIGHT THICKER.

~~WISCONSIN~~

DO NOT STRETCH THE WORDMARK.

~~WISCONSIN~~

DO NOT USE SMALL CAPS WITH LARGE CAPS.

~~W I S C O N S I N~~

DO NOT SET THE LETTER SPACING TOO WIDE.

~~WISCONSIN~~

DO NOT SET THE LETTER SPACING TOO SHORT.

~~WISCONSIN~~

DO NOT ITALICIZE THE WORDMARK.

~~WISCONSIN~~

DO NOT SET THE WORDMARK IN A NON APPROVED ARCH FORM.

~~WISCONSIN~~

DO NOT USE A GRADIENT FILL FOR THE WORDMARK.

~~WISCONSIN~~

DO NOT CHANGE THE VERTICAL SCALE OF THE INTERNAL CHARACTERS.

~~WISCONSIN~~

DO NOT USE A STROKE OR ANY TYPE OF OUTER EFFECT.

~~WISCONSIN~~

DO NOT RECOLOR THE WORDMARK IN A NON APPROVED WAY.

~~Wisconsin~~

DO NOT USE THE LOGO AS A CHARACTER IN THE WORDMARK.

~~WISCONSIN~~

DO NOT SET THE WORDMARK AS BRIDGE FORM.

## FULL WORDMARK RESTRICTIONS



DO NOT DISTORT THE LOGO.



DO NOT STRETCH THE LOGO.



DO NOT CHANGE THE TYPE SPACING.



DO NOT CHANGE THE SCALE OF ONLY ONE OF THE WORDS.



DO NOT ADD A STROKE TO THE WORDMARK.



DO NOT COMBINE AN ARCHED WORDMARK WITH A STRAIGHT WORDMARK.



DO NOT USE AN ARCH FORM FOR THE FULL WORDMARK.



DO NOT RECOLOR THE WORDMARK IN A NON-APPROVED WAY.

## TEAM STRIPE RESTRICTIONS



DO NOT HAVE THE THE STRIPES TOUCH ANY WORDMARK OR LOGOS.



DO NOT HAVE ANY TEXT APPEAR IN BETWEEN THE STRIPE LINES.



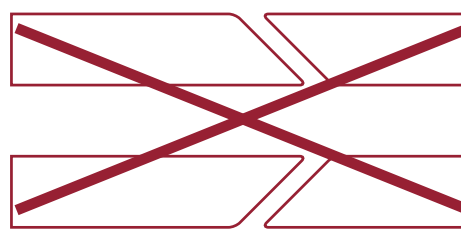
DO NOT HAVE TEXT OVERLAP OR INSIDE THE STRIPE LINES.



DO NOT HAVE MULIPLE ARROW BREAKS WITH IN ONE STRIPE SEGMENT.



DO NOT RECOLOR THE STRIPES IN A NON-APPROVED WAY.



DO NOT USE A OUTLINE FORM AS A DIFFERENT VARAITON OF THE STRIPES.



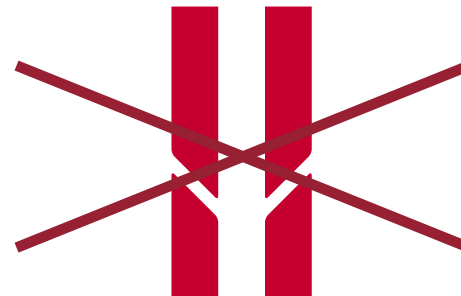
DO NOT OVERLAP THE STRIPES WITHOUT A PROPER BREAK.



DO NOT HAVE THE ARROWS POINT LEFT IN SINGULAR FORM.



DO NOT HAVE STRIPES TOUCH OTHER STRIPES.



DO NOT HAVE THE ARROWS POINT DOWNWARD.



DO NOT HAVE THE ARROWS POINT INWARD WHEN USING ANY WORDMAK OR LOGO.

