

# Visual Identity and Communication Styleguide

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## **Introduction**

The University of Wisconsin-Parkside name, logo, position statement and other graphic elements establish and promote the identity of the university. The value of this identity is enhanced through the accurate and consistent use of various visual elements.

The signature, names, logos, colors, figures, seals, etc., in this guide are the only ones to be used in printed or electronic publications or on promotional items of the University of Wisconsin-Parkside. Previous signatures, names, logos, colors, figures, seals, etc., may only be used as historical reference.

## **The University Mission**

The University of Wisconsin-Parkside is committed to high-quality educational programs, creative and scholarly activities, and services responsive to its diverse student population, and its local, national and global communities. To fulfill this mission, the University of Wisconsin-Parkside will:

- Offer high-quality academic programs rooted in the tradition of a liberal education in the arts, sciences and professions, responsive to the occupational, civic and cultural needs of the region, and actively seek their continual improvement.
- Generate, disseminate and apply knowledge through research, professional and creative activity that benefits communities throughout the region and the world.
- Attract and retain a diverse and multicultural population of students, faculty, and staff.
- Foster a teaching and learning community that provides opportunities for collaborative faculty, student, and staff interaction in support of excellence.
- Utilize technology creatively and effectively in courses, programs, and services.
- Prepare students to be successful in their professional, civic, and personal lives.
- Provide programs that meet the intellectual and cultural needs of people throughout their lives.
- Provide and share in cultural and intellectual activities in partnership with our local and regional communities.

## **Authority**

The University of Wisconsin-Parkside Visual Identity and Communication Styleguide is the responsibility of the division of University Relations. Any review or revision of these standards is also the responsibility of University Relations.

For information or questions regarding the University of Wisconsin-Parkside Visual Identity and Communication Styleguide, please contact:

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## **Exceptions**

Any requests to deviate from the approved uses presented in this styleguide should be directed to the graphics director within the division of University Relations.

Exceptions to the Visual Identity and Communication Styleguide will be granted for pre-existing designs on major items such as outdoor signage. However, when such items are replaced, compliance with the University of Wisconsin-Parkside Visual Identity and Communication Styleguide is mandatory.