

PARKSIDE

50

YEARS

UNIVERSITY OF  
WISCONSIN

PARKSIDE

PARKSIDE

50

YEARS

**COLORS**

**COLOR USAGE**

**LOGOS**

**LOCK UPS**

**PHOTOS**

**ELEMENTS**

**ASSETS**

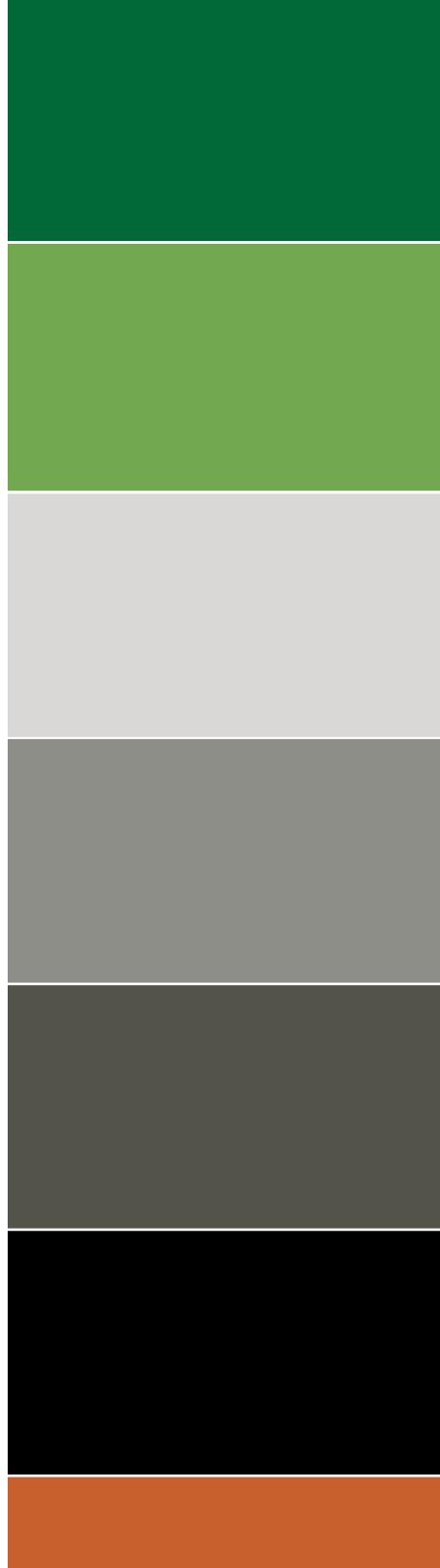
**POWERPOINT**

**ENVIRONMENTAL**

**COLLATERAL**

**PROMO ITEMS**

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**PANTONE 349**

HEX 026937 | RGB 2, 105, 55 | CMYK 90, 33, 100, 26

**PANTONE 7489**

HEX 73A950 | RGB 115, 169, 80 | CMYK 61, 14, 92, 1

**PANTONE COOL GRAY 1**

HEX DBD9D6 | RGB 219, 217, 214 | CMYK 13, 11, 12, 0

**PANTONE 7539**

HEX 908F88 | RGB 144, 143, 136 | CMYK 46, 38, 43, 4

**PANTONE BLACK 7**

HEX 54534A | RGB 84, 83, 74 | CMYK 0, 0, 15, 82

**PANTONE BLACK**

HEX 231F20 | RGB 35, 31, 32 | CMYK 0, 0, 0, 100

**PANTONE 7583**

HEX CA602C | RGB 202, 96, 44 | CMYK 16, 74, 97, 4

# COLOR PALETTE

**TEXT = BLACK 7**

**DOMINANT ELEMENT = GREEN 349**

**ACCENT = ORANGE 7583**

(NO MORE THAN 10% OF FINISHED PIECE)



**COLOR USAGE**



Logo can be displayed in white and all colors of the palette EXCEPT ORANGE.

LOGOS



BOLD BEGINNINGS.  
**FUTURE FOCUS.**



BOLD BEGINNINGS.  
**FUTURE FOCUS.**

BOLD BEGINNINGS. **FUTURE FOCUS.**

Lockups and taglines can be displayed in white and all colors of the palette EXCEPT ORANGE.

# LOCKUPS AND TAGS

## PHOTOS GRAY SCALE

TRY "AUTO CONTRAST" CORRECTION



## PHOTO OVERLAY = BLACK

TRANSPARENCY BLEND = MULTIPLY

TEXT OVER PHOTO WHITE OR COOL GRAY 1



# PHOTOS



**TEXT MAY BE PLACED ON  
A PHOTO WITHOUT AN  
OVERLAY**, if there is enough  
contrast between the font  
(white or Cool Gray 1) and  
the image.

TEXT MAY BE PLACED ON A  
PHOTO WITHOUT AN OVERLAY,  
IF THERE IS ENOUGH CONTRAST  
BETWEEN THE FONT (WHITE OR  
COOL GRAY 1) AND THE IMAGE.

Text may be  
placed on a photo  
in a call-out box.

# PHOTOS

# CALL-OUT BOXES

FILL = GREEN 349

STROKE = NONE

TEXT = WHITE

# CALL-OUT BOXES

FILL = BLACK 7

STROKE = NONE

TEXT = COOL GRAY

# CALL-OUT BOXES

FILL = COOL GRAY 1

STROKE = GRAY 7539 (0.5 PT\*)

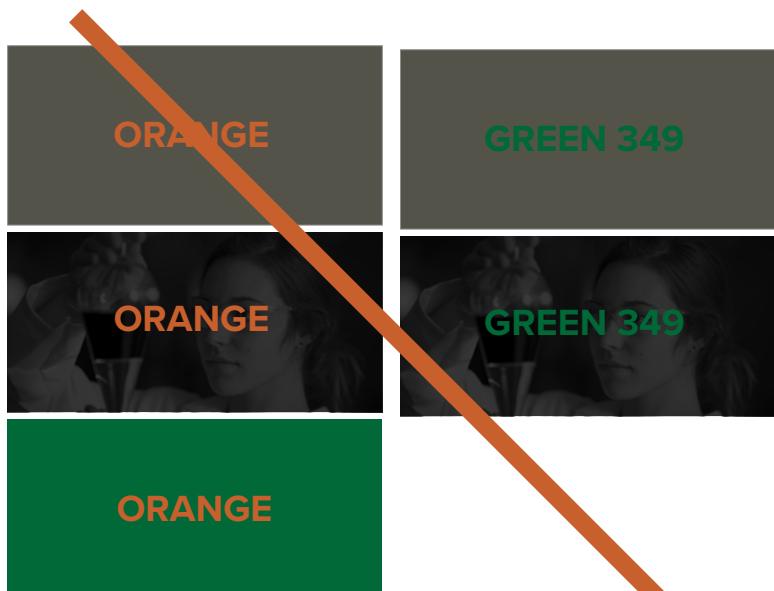
TEXT = BLACK 7

# CALL-OUT BOXES

OVERLAY = BLACK (78% HERE)

STROKE = WHITE (0.5 PT\*)

TEXT = COOL GRAY OR WHITE



\*Based on 8.5x11 and 11x17 prints. Scale for larger formats and smaller boxes.

# ELEMENTS

# HEADING FONT

PROXIMA NOVA. BOLD AND  
REGULAR. TITLES, CALL OUTS,  
AND EMPHASIS IN ALL CAPS.

# BASE FONT

OPEN SANS. USE FOR BASE  
FONT OF BODY TEXT. SEE  
DOWNLOAD INSTRUCTIONS.

# FILL

SOLID COLORS ONLY.  
NO GRADIENT OR  
TRANSPARENCY.

# LINES

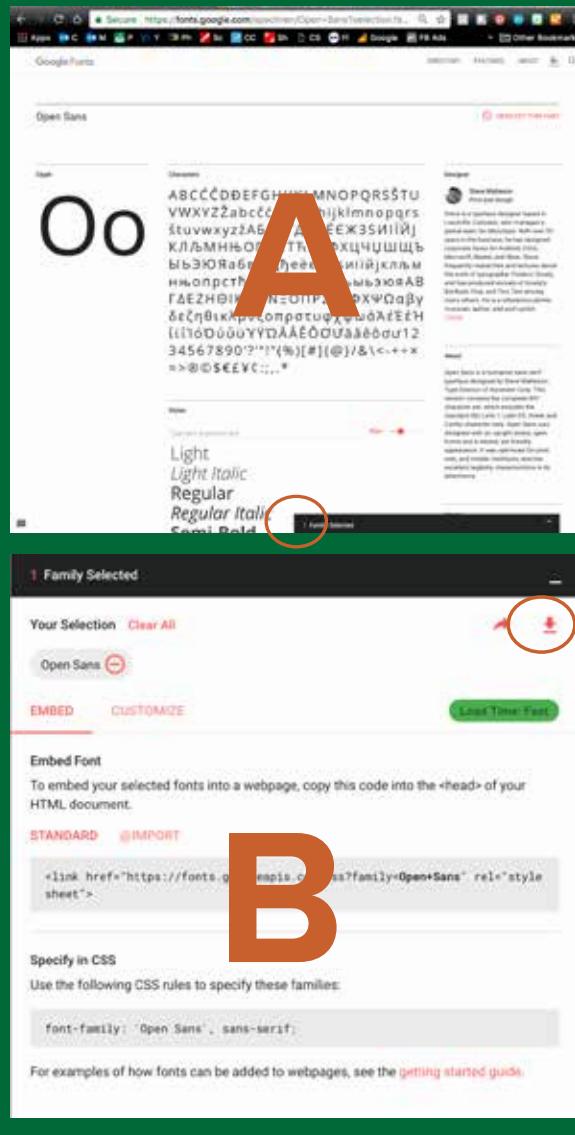
BETWEEN FOOTER AND  
PHOTO = WHITE 1 PT\*

# SHAPES

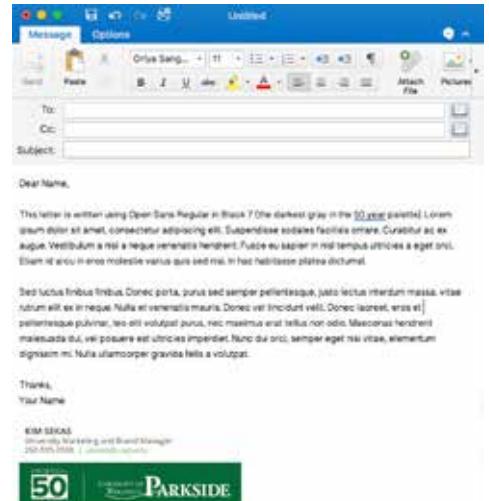
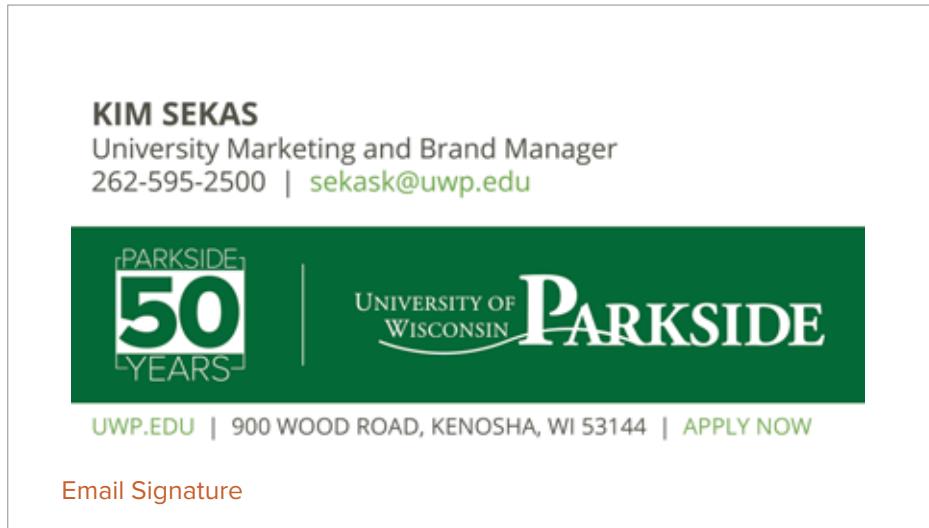
RECTANGLES WITH SQUARED  
CORNERS.

## DOWNLOAD OPEN SANS

1. Go to: <https://fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans>
2. Click the “1” in the lower-right corner of the browser window (image A).
3. Click the download arrow in the upper right of the frame that pops up (image B).



# ELEMENTS



ASSETS AVAILABLE AT [UWP.EDU/STYLEGUIDE](http://UWP.EDU/STYLEGUIDE). CONTACT YOUR MARKETING REPRESENTATIVE FOR CUSTOM ASSETS.

# ASSETS

May 16, 2018

Address Name  
Street Address  
City, State Zip

Dear Name,

This letter is written using Open Sans Regular in Black 7 (the darkest gray in the 50 year palette). Lorent ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sodales facilisis ornare. Curabitur ac ex augue. Vestibulum a nisi a neque venenatis hendrerit. Fusce eu sapien in nisi tempus ultricies a eget orci. Etiam id arcu in eros molestie varius quis sed nisi. In hac habitasse platea dictumst. Etiam sollicitudin feugiat ante in malesuada. Morbi et massa sit amet est eleifend luctus. Nullam non commodo orci, et placerat ligula.

Sed luctus finibus finibus. Donec porta, purus sed semper pellentesque, justo lectus interdum massa, vitae rutrum elit ex in neque. Nulla et venenatis mauris. Donec vel tincidunt velit. Donec laoreet, eros et pellentesque pulvinar, leo elit volutpat purus, nec maximus erat tellus non odio. Maecenas hendrerit malesuada dui, vel posuere est ultricies imperdiet. Nunc duì orci, semper eget nisi vita, elementum dignissim mi. Nulla ullamcorper gravida felis a volutpat. Pellentesque elementum leo sit amet libero laoreet, ut sagittis velit convallis. Proin gravida porttitor orci eu consectetur. Vestibulum rutrum neque a magna tincidunt, ac interdum felis aliquam. Integer sit amet nisi sit amet diam ultrices eleifend bibendum fermentum velit.

Donec leo augue, suscipit vel enim eu, ornare ultricies nulla. Duis sit amet accumsan arcu, id fermentum est. Integer ipsum vel pretium iaculis. Donec in augue consectetur felis blandit blandit nec ut diam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per incertos himenaeos. Curabitur at felis ut sapien imperdiet mollis. Maecenas molestie tincidunt viverra. Suspendisse tristique tristique imperdiet. Suspendisse erat lectus, facilisis rutrum tempus id, ullamcorper id erat. Aliquam suscipit, nisi quis faucibus mattis, diam orci placerat odio, interdum mollis dolor tortor vitae dui. Mauris sit amet urna quam. Suspendisse sed mattis lacus. Pellentesque feugiat a tortor vel scelerisque.

Sincerely,  
Your Name

BOLD BEGINNINGS. FUTURE FOCUS.

262-595-2355 | ADMISSIONS@UWP.EDU  
900 WOOD RD, KENOSHA, WI 53144  
UWP.EDU/ADMISSIONS



UNIVERSITY OF  
WISCONSIN  
**PARKSIDE**



BOLD BEGINNINGS. FUTURE FOCUS.

Note pad

UNIVERSITY OF  
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**PARKSIDE**

www.uwp.edu

**DEBORAH L. FORD**

Chancellor

900 Wood Road, Kenosha, WI 53144  
ford@uwp.edu | tel: 262-595-2211 | fax: 262-595-2630



BOLD BEGINNINGS.  
**FUTURE FOCUS.**

**DEBORAH L. FORD**

Twitter: @chancellorford | Facebook: universityofwisconsinparkside

Business Cards

**CAUTION:** Consider how much, and whether or not, you need letterhead and business cards. It will not be acceptable to use them after the 50 year celebration.

# ASSETS



**Click to add title**

**Click to add text**

- Click to add text



**Click to add title**

**Click to add text**

- Click to add text



TEMPLATES AVAILABLE AT [UWP.EDU/STYLEGUIDE](http://UWP.EDU/STYLEGUIDE)

# POWERPOINT

BANNERS AND OTHER ENVIRONMENTAL BRANDING WILL BE THE RESPONSIBILITY OF THE MARKETING DEPARTMENT. Contact your marketing representative for your individual needs.



Pole banners



Window vinyl

# ENVIRONMENTAL

THIS IS A  
TRIFOLD  
BROCHURE



PARKSIDE  
**50**  
YEARS

BOLD BEGINNINGS.  
FUTURE FOCUS.

# HEADLINE

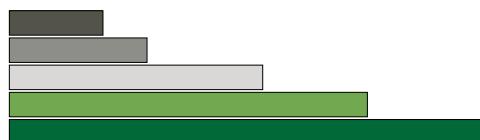
## SUBHEADLINE

This body text is Open Sans Regular in Black 7 (the darkest gray in the 50-year palette). Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sodales facilisis ornare. Curabitur ac ex augue. Vestibulum a nisi a neque venenatis mauris. Donec laoreet, eros et pelleleo elit volutpat purus, nec non odio. Maecenas hendrdui, vel posuere est ultricies du orci, semper eget nisi vi dignissim

**CALL-OUT BOXES**  
OVERLAY = BLACK (78% HERE)  
STROKE = WHITE (0.5 PT\*)  
TEXT = COOL GRAY OR WHITE

### SECTION

Break up text into easily digestible sections. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sodales facilisis ornare. Curabitur ac ex augue. Vestibulum a nisi a neque venenatis hendrert. Fusce eu sapien in nisl tempus ultricies a eget orci. Etiam id arcu in eros molestie varius quis sed nisi. In hac habitasse platea dictumst. Etiam sollicitudin



This is the little test that explains the graph. This is the little test that explains the graph. This is the little test that explains the graph. This is the little test that explains the graph. This is the little test that explains the graph.

*TO THE RIGHT is a picture of something, and this is the caption for the picture.*

### NEW SECTION

Sed luctus finibus finibus. D sed semper pellentesque, j massa, vitae rutrum elit ex venenatis mauris. Donec laoreet, eros et pelleleo elit volutpat purus, nec non odio. Maecenas hendrdui, vel posuere est ultricies du orci, semper eget nisi vi dignissim

Nulla ullamcorper gravida f Pellentesque elementum le laoreet, ut sagittis velit conv porttitor orci eu consecetu neque a magna tincidunt, a aliquam.

# COLLATERAL

Donec porta, purus  
usto lectus interdum  
in neque. Nulla et  
el tincidunt velit.  
entesque pulvinar,  
maximus erat tellus  
erit malesuada  
s imperdlet. Nunc  
tae, elementum

felis a volutpat.  
eo sit amet libero  
vallis. Proin gravida  
r. Vestibulum rutrum  
c interdum felis

## CALL-OUT BOXES

FILL = COOL GRAY 1  
STROKE = GRAY 7539 (0.5 PT\*)  
TEXT = BLACK 7

Donec leo augue, suscipit vel enim eu, ornare  
ultricies nulla. Duis sit amet accumsan  
arcu, id fermentum est. Integer et ligula ut  
magna facilisis tristique vel sit amet velit. Sed  
consectetur est ut dapibus interdum. Donec  
augue primis in faucibus.



262-696-2355 | ADMISSIONS@UWPK.EDU  
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UNIVERSITY OF  
**PARKSIDE**

# COLLATERAL

The **University Bookstore** will have 50 year celebration promotional items for sale through an online, on-demand store portal. They will be able to serve much of the need for promotional items.

If you are unable to have your needs fulfilled at the bookstore, and need to order items, your marketing representative can provide you with everything from logos to production ready designs.

Again, the caution is to avoid over ordering.



# PROMO ITEMS

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FUTURE  
FO  
OLD BEGINNINGS.

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