COLOR PALETTE

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: FFFFFF

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
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

PRIMARY TEAM COLORS

NEUTRAL COLORS
ADDITIONAL NOTES
Use full color whenever possible.
SCHOOL WORDMARK: STRAIGHT

WISCONSIN®

PRIMARY TEAM COLORS

NEUTRAL COLORS
SCHOOL WORDMARK: ARCHED

PRIMARY TEAM COLORS

NEUTRAL COLORS
MASCOT WORDMARK: ARCHED

PRIMARY TEAM COLORS

NEUTRAL COLORS
FULL WORDMARK

WISCONSIN BADGERS

PRIMARY TEAM COLORS

WISCONSIN BADGERS

NEUTRAL COLORS

WISCONSIN BADGERS

WISCONSIN BADGERS

WISCONSIN BADGERS
LOGO WITH SCHOOL WORDMARK

PRIMARY TEAM COLORS

NEUTRAL COLORS
LOGO WITH MASCOT WORDMARK

PRIMARY TEAM COLORS

NEUTRAL COLORS
LOGO WITH FULL WORDMARK

PRIMARY TEAM COLORS

NEUTRAL COLORS
For typeface version use Wisconsin-Regular.ttf or Wisconsin-Regular.otf
NUMBERS

1234567890

PRIMARY TEAM COLORS

1234567890

NEUTRAL COLORS

1234567890
1234567890
1234567890
SECTION TWO // SECONDARY IDENTITY
УАТМЕМ \n
PRIMARY TEAM COLORS

NEUTRAL COLORS

EXCLUSIVE NOTES

Exclusive to Under Armour.
UA THEME

PRIMARY TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
Exclusive to Under Armour.
SCHOOL MOTTO

ON, WISCONSIN!

PRIMARY TEAM COLORS

ON, WISCONSIN!

NEUTRAL COLORS

ON, WISCONSIN!

ON, WISCONSIN!

ON, WISCONSIN!

ADDITIONAL NOTES

Not to be used on uniforms.
TEAM STRIPE (FOREVER FORWARD STRIPE): HORIZONTAL

** 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.
SECTION THREE //
MISCELLANEOUS MARKS
FULL - COLOR MASCOT LOGO: RIGHT

PRIMARYTEAMCOLORS

NEUTRALCOLORS

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

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

PRIMAR Y TEAM COLORS

NEUTRAL COLORS

ADDITIONAL NOTES
Not to be used on Under Armour product.
SECTION FOUR // SPORT - SPECIFIC LOGOS
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

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: BLACK BACKGROUND

ATHLETICS
BASKETBALL
CROSS COUNTRY
FOOTBALL
GOLF
HOCKEY
ROWING
SOCCER
SOFTBALL
SWIMMING & DIVING
TENNIS
TRACK & FIELD
VOLLEYBALL
WRESTLING
SECTION FIVE //
UA CO - BRANDING
LOGO LOCKUP: HORIZONTAL

PRIMARY TEAM COLORS

W | Under Armour

NEUTRAL COLORS

W | Under Armour
W | Under Armour
W | Under Armour
W | Under Armour
LOGO LOCKUP: VERTICAL

PRIMARY TEAM COLORS

NEUTRAL COLORS
KNOCKOUT LOGO LOCKUP: HORIZONTAL

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

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

ABCDEFghijklmnopqrstuvwxyz

1234567890

UA THEME: STACKED

UA THEME: STRAIGHT

UA THEME: STRAIGHT

ON, WISCONSIN!
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

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

PLAYER NAME
1234567890
UA THEME: STACKED
UA THEME: STRAIGHT

ON, WISCONSIN!
SECTION SEVEN //
BRAND USAGE RESTRICTIONS
### PRIMARY LOGO RESTRICTIONS

1. **Do not distort the logo.**
2. **Do not stretch the logo.**
3. **Do not flip the logo horizontally.**
4. **Do not rotate the logo.**
5. **Do not place text in front of the logo.**
6. **Do not fade the logo in any non-approved way.**
7. **Do not use a different color background in any non-approved colorway.**
8. **Do not alter any strokes or eliminate one stroke.**
9. **Do not alter the arch or the shadow.**
10. **Do not use the logo as a letterform.**
PRIMARY WORDMARK RESTRICTIONS

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

DO NOT MAKE THE TYPE WEIGHT THINNER. DO NOT MAKE THE TYPE WEIGHT THICKER.

DO NOT SET THE LETTER SPACING TOO WIDE. DO NOT SET THE LETTER SPACING TOO SHORT.

DO NOT USE A GRADIENT FILL FOR THE WORDMARK. DO NOT CHANGE THE VERTICAL SCALE OF THE INTERNAL CHARACTERS.

DO NOT USE THE LOGO AS A CHARACTER IN THE WORDMARK. DO NOT SET THE WORDMARK AS BRIDGE FORM.

DO NOT STRETCH THE WORDMARK. DO NOT ITALICIZE THE WORDMARK.

DO NOT USE A STROKE OR ANY TYPE OF OUTER EFFECT. DO NOT RECOLOR THE WORDMARK IN A NON APPROVED WAY.

DO NOT USE SMALL CAPS WITH LARGE CAPS. DO NOT USE SMALL CAPS WITH LARGE CAPS.
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 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 MULTIPLE 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.