



STYLE GUIDE // UNIVERSITY OF WISCONSIN

SECTION ONE //

PRIMARY IDENTITY

COLOR PALETTE



UA COLOR NAME: PMS UNIVERSITY RED

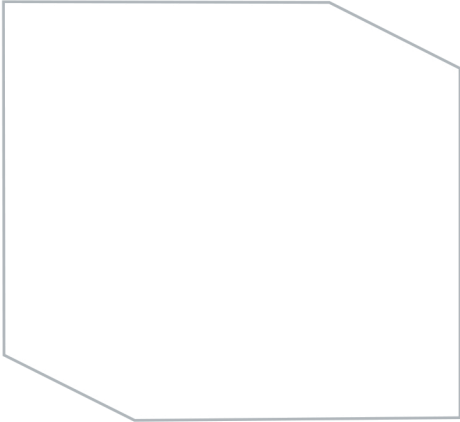
UA CSI: 944

OFFICIAL PMS: 200 C

OFFICIAL RGB: 160, 0, 0

OFFICIAL CMYK: 16, 100, 87, 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

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

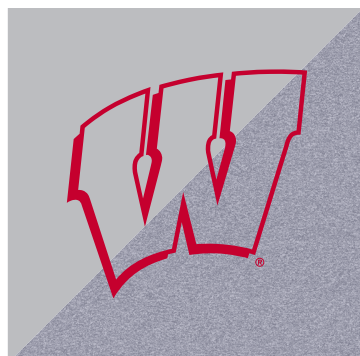




PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Use full color whenever possible.

WISCONSIN[®]

PRIMARY TEAM COLORS



NEUTRAL COLORS



WISCONSIN[®]

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





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.



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.

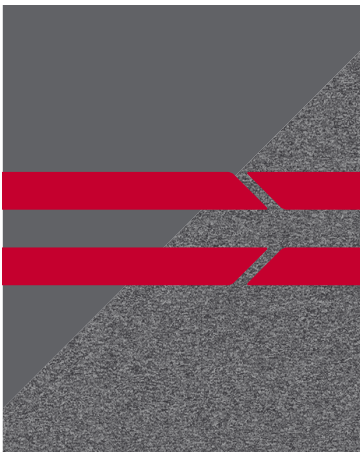
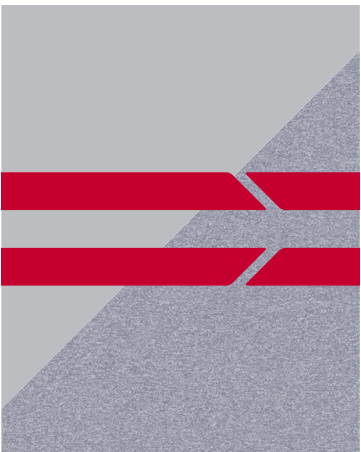
TEAM STRIPE (FOREVER FORWARD STRIPE): HORIZONTAL



PRIMARY TEAM COLORS



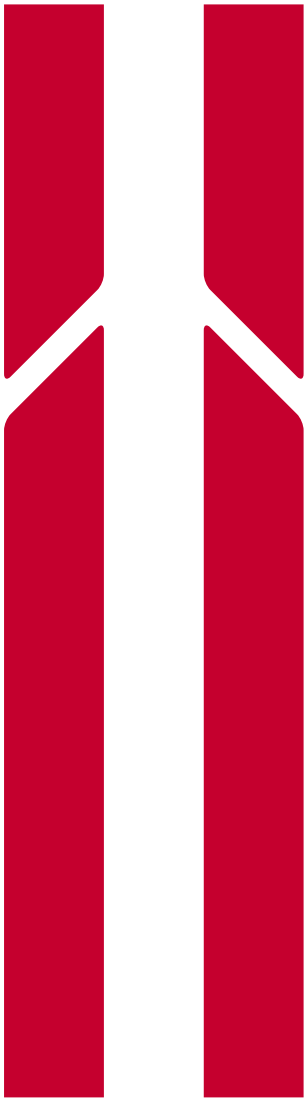
NEUTRAL COLORS



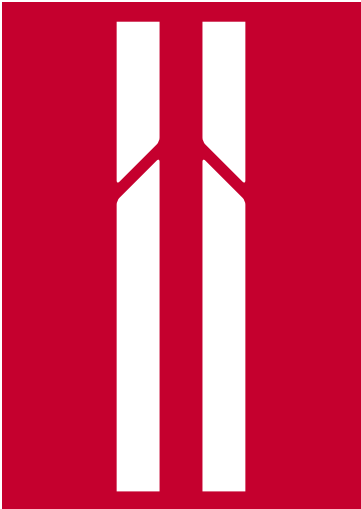
ADDITIONAL NOTES

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.

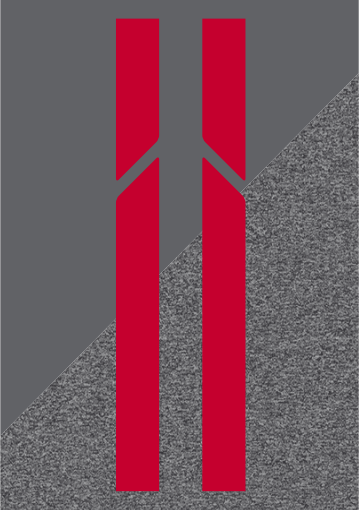
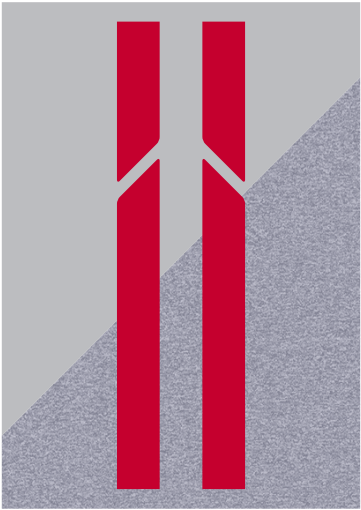
TEAM STRIPE (FOREVER FORWARD STRIPE): VERTICAL



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.

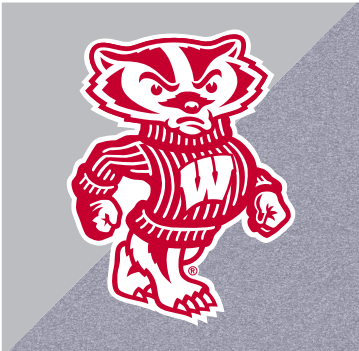
ONE - COLOR MASCOT LOGO: RIGHT, RED



PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Not to be used on uniforms.

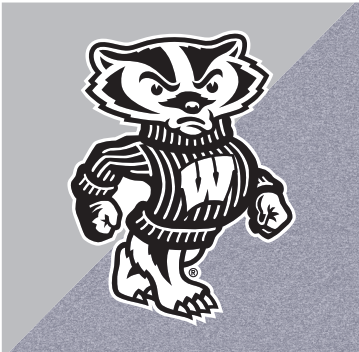
ONE - COLOR MASCOT LOGO: RIGHT, BLACK



PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Not to be used on uniforms.

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



ATHLETICS



BASKETBALL



CROSS COUNTRY



FOOTBALL



GOLF



HOCKEY



ROWING



SOCCER



SOFTBALL



SWIMMING & DIVING



TENNIS



TRACK & FIELD



VOLLEYBALL



WRESTLING

SPORT-SPECIFIC LOGOS : LIGHT GREY BACKGROUND



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.



SPORT-SPECIFIC LOGOS : DARK GREY BACKGROUND



ADDITIONAL NOTES

Colorway applies to solid and heather backgrounds.

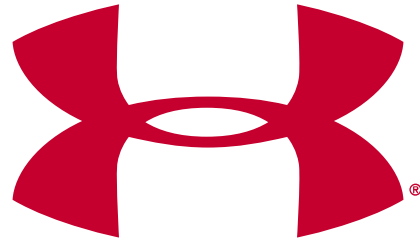


SPORT-SPECIFIC LOGOS : BLACK BACKGROUND



SECTION FIVE //

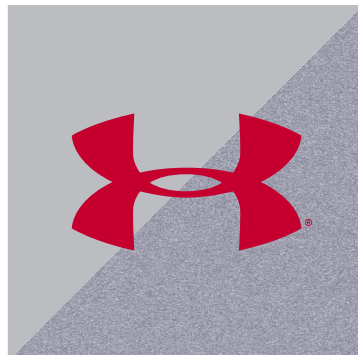
UA CO - BRANDING



PRIMARY TEAM COLORS



NEUTRAL COLORS



LOGO LOCKUP: HORIZONTAL



PRIMARY TEAM COLORS



NEUTRAL COLORS





PRIMARY TEAM COLORS



NEUTRAL COLORS



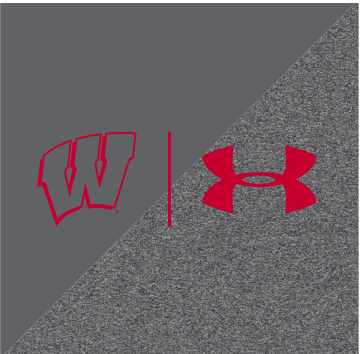
KNOCKOUT LOGO LOCKUP: HORIZONTAL



PRIMARY TEAM COLORS



NEUTRAL COLORS



KNOCKOUT LOGO LOCKUP: VERTICAL



PRIMARY TEAM COLORS



NEUTRAL COLORS



SECTION SIX //

BLACK AND WHITE STANDARDS



PRIMARY LOGO

WISCONSIN[®]

SCHOOL WORDMARK: STRAIGHT

WISCONSIN[®]

SCHOOL WORDMARK: ARCHED

BADGERS[™]

MASCOT WORDMARK: STRAIGHT

BADGERS[™]

MASCOT WORDMARK: ARCHED

**WISCONSIN[®]
BADGERS[™]**

FULL WORDMARK



LOGO WITH
SCHOOL WORDMARK



LOGO WITH
MASCOT WORDMARK



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



TEAM STRIPE: HORIZONTAL



TEAM STRIPE: VERTICAL



HELMET LOGO



RIGHT FACING MASCOT



SPORT - SPECIFIC LOGO



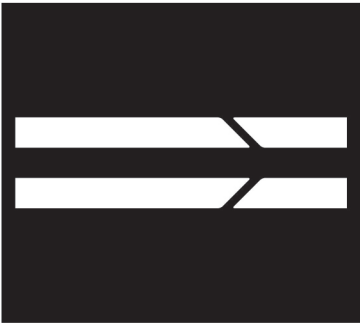
UA LOGO



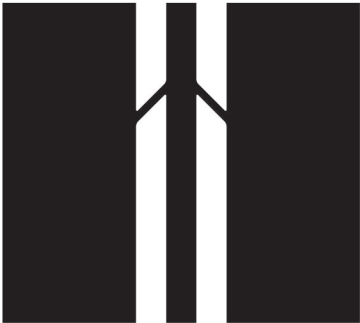
LOGO LOCKUP: HORIZONTAL



LOGO LOCKUP: VERTICAL



TEAM STRIPE: HORIZONTAL



TEAM STRIPE: VERTICAL



HELMET LOGO



RIGHT FACING MASCOT



SPORT - SPECIFIC LOGO



UA LOGO



LOGO LOCKUP: HORIZONTAL



LOGO LOCKUP: VERTICAL



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.

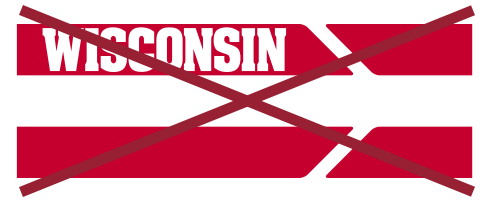
TEAM STRIPE RESTRICTIONS



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



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



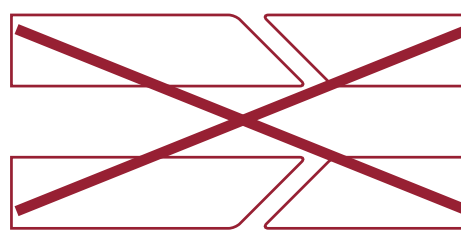
DO NOT HAVE TEXT OVERLAP OR INSIDE THE STRIPE LINES.



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



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



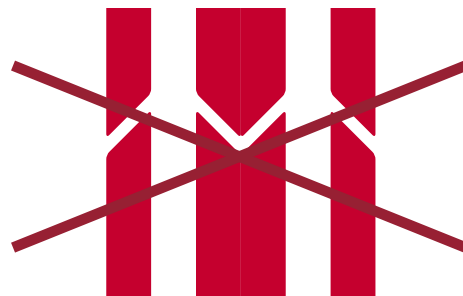
DO NOT USE A OUTLINE FORM AS A DIFFERENT VARAITON OF THE STRIPES.



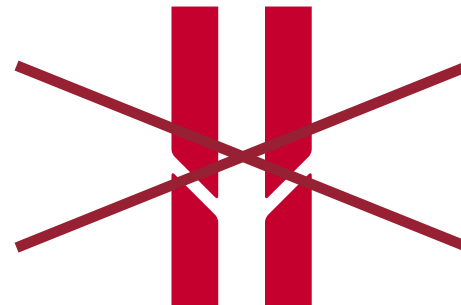
DO NOT OVERLAP THE STRIPES WITHOUT A PROPER BREAK.



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.

