

BRAND USAGE GUIDE



WISCONSIN
— SELECT —

CORPORATE IDENTITY

The consistent use of a logo and specified colors establishes a corporate identity. The blue and gray Wisconsin Select logo is the primary element in its identity system; use the full-color logo whenever possible.

The logo is comprised of “Wisconsin” in Lora Bold typeface and “Select” in Lato Light typeface. The combination of the classic letterforms of Lora combined with the more modern and simple Lato creates a strong, balanced feel for the brand.



Additional supporting graphics include a map of Wisconsin.



BRAND DIGITAL VARIATIONS [COLOR]

Brand signature color and digital variations have been supplied in all black, CMYK, RGB and all white.

The Wisconsin Select brand signature should always be very clear and easily legible. The logo can be used in RGB (for digital or web use) or CMYK or Pantone (for all high quality printing needs usually done by a print vendor).

The colors of the brand signature should NEVER be altered or changed.

Use the full-color logo for all print and digital applications whenever possible.



You may also use a black and white or reversed one-color version of the logo.



BRAND DIGITAL VARIATIONS [FILE TYPES]

There are many kinds of digital files that may be required for certain applications. However, the majority of needs can be met with the .ai, .eps, .png and .jpg files.

There are two types of digital files available: vector and raster. Vector images (.ai and .eps) can be reproduced at almost any size (from a pen to a billboard) without pixelation, blurring or other distortions. Raster, a.k.a. Pixel or Bitmap, (.jpg) are resolution dependent and built from rows of small squares (or dots). The more squares you have per set area, the higher the resolution of the image. Generally, images on the web are 72 dpi (dots per inch) while print quality images should be at an industry-standard of 300 dpi.

AI (.ai) files are vector files used by designers and commercial printers to generate files of different file formats and sizes. AI files can only be opened using Adobe Illustrator and may be created in layers and usually have transparent backgrounds. An AI file is one of the most preferred formats by printers, promotional product companies, silk screeners, banner and sign companies, and other third party creatives. **FOR VENDORS:** Send CMYK versions.

EPS (.eps) files are most commonly used by designers to transfer an image or artwork, generally a vector file into another application. Vector-based EPS files are scalable to any size and usually have transparent backgrounds. EPS files can be opened using Adobe Illustrator and Adobe Photoshop. A vector EPS file is one of the most preferred formats by printers, promotional product companies, silk screeners, banner and sign companies, and other third party creatives.

JPG (.jpg) files consist of a compressed image file that does not support a transparent background. The level of compression in JPG files can vary in resolution with high quality for desktop & professional printing, medium quality for web viewing and low quality for email. When compressed repeatedly the overall quality of a JPG image is reduced. **USE FOR:** Microsoft Word, PowerPoint or for web/digital use (in the RGB color variation).

PNG (.png) files consist of a compressed image file that DOES support a transparent background. PNG files maintain their resolution when resized. **USE FOR:** Microsoft Word, PowerPoint, web/digital use or for print use (in the CMYK color variation).

LOGO POSITIONING

Please reserve an area half (1/2) the height of the full brand identity, at any size, as a logo safe zone. Ideally, no other images, text, or elements should appear in this area.



COLOR

For the Wisconsin Select brand, the logo consists of the following Pantones: PMS 548 (blue), and gray. Secondary colors should be used to complement the primary palette as needed to clarify information or make distinctions between complex elements such as in navigation of content, charts or graphs.

PRIMARY COLOR PALETTE



PANTONE
548



C M Y K
100 24 0 64



R G B
0 68 106



GRAY



C M Y K
0 0 0 50



R G B
147 149 152

SECONDARY COLOR PALETTE



PANTONE
484



PANTONE
378



PANTONE
131



PANTONE
301



PANTONE
383



C M Y K
0 95 100 29



C M Y K
34 0 100 60



C M Y K
0 32 100 9



C M Y K
100 45 0 18



C M Y K
20 0 100 19



R G B
179 35 23



R G B
86 108 17



R G B
231 166 20



R G B
0 101 164



R G B
178 187 30

TYPEFACES

Typography helps to center Wisconsin Select's brand identity. To ensure all visual communications are consistent, Wisconsin Select uses a preferred group of typefaces for designed materials and two default typefaces for all other communications.

The **serif** (with feet) typeface used for the uppercase "WISCONSIN" used in the logotype of the brand signature is Lora (Bold).

LORA REGULAR

LORA ITALIC

LORA BOLD

LORA BOLD ITALIC

The **sans serif** (without feet) typeface used for the uppercase "SELECT" used in the logotype of the brand signature is Lato (Light).

LATO HAIRLINE

LATO HAIRLINE ITALIC

LATO THIN

LATO THIN ITALIC

LATO LIGHT

LATO LIGHT ITALIC

LATO REGULAR

LATO ITALIC

LATO MEDIUM

LATO MEDIUM ITALIC

LATO SEMIBOLD

LATO SEMIBOLD ITALIC

LATO BOLD

LATO BOLD ITALIC

LATO HEAVY

LATO HEAVY ITALIC

LATO BLACK

LATO BLACK ITALIC

APPROVED SUBSTITUTE TYPEFACES

Realizing that letters and other correspondence may be a challenge with these typefaces and not readily available on all computers, **Times New Roman** (serif, substitution for Lora Bold) and **Arial** (sans serif, substitution for Lato Light) are acceptable substitutions.

UNACCEPTABLE BRAND SIGNATURE TREAT

The Wisconsin Select logo may only be reproduced from original vector files and other supplied variations. Please contact the Wisconsin Select offices to obtain proper files, and follow the treatment guidelines explained in this manual.

NEVER:

- > Recreate or modify the logo in any way, such as with a typeface other than those selected
- > Use web-based logo variations for print media
- > Stretch or distort the logo in any way
- > Turn the logo on its side
- > Obscure or impair readability by placing the logo in difficult to read backgrounds or values

