UMatter Design Reference Guide

The UMatter logo, shown at right, is considered a secondary or campaign logo for the University of Wisconsin Oshkosh and must be used in conjunction with the University wordmark.

Generally, the one-color version of the University wordmark in black (or its reverse) works best when paired with the UMatter logo. The UMatter logo should never be used larger than the University wordmark. An exception to this is when the UMatter logo is used as a stand-alone, primary graphic. In this case it can be larger than the University wordmark, provided the University wordmark appears on the same printed surface.

Note: This reference sheet is meant to be used WITH the University Brand Guidelines. For information regarding University wordmark usage, please visit uwosh.edu/go/identity

Clear space and size:

- The recommended size is .75" high with .25" clear space on all sides.
- Minimum height .5"
- The UMatter Web address uwosh.edu/umatter is the only item which can occur within the .25” clear space. It should appear in the Avenir Heavy font (or one of its equivalents: Helvetica Neue Bold or Arial Bold) as 40 percent black or solid black.
- If you’re using the Web address inside the logo’s clear space, it should be positioned directly beneath the UMatter logo and sized to the same width.

Colors:

- The UMatter logo is 100 percent black and PMS 376 green (for full-color publications the green = 53c, 96y).

Background colors:

- The UMatter logo is preferred to appear on white, gray or black backgrounds. It may be placed on a colored background if there is sufficient contrast between the background color and the logo. The preferred background colors are the “matter” identifier colors noted on page 2.
- If the UMatter logo is placed on a solid black background, the alternate UMatter logo, which incorporates the full rounded portion of the “U” should be used, as shown at right. The same clear space and size recommendations apply, as stated above.

Typography:

- The Avenir font family should be used as the coordinating font (or its equivalents, Helvetica Neue or Arial) for the UMatter campaign.
- The actual “matter” font (Swatch It) is part of the campaign logo and can be used sparingly on the website, but is not intended to be used regularly as a font for body copy in print materials. Other supportive fonts (such as Bohemian Typewriter) can be used as headers to give flexibility to designers, and are subject to change.

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In addition to the UMatter logo, there are several related “matters,” each with its own identifier: Action Matters, Language Matters, Listening Matters, Safety Matters, Consent Matters and BAC Matters.

- The identifiers may be used larger than the UMatter logo and University wordmark if desired, although use of the UMatter logo with the identifiers is preferred. The University wordmark must be used in conjunction with the “matter” identifiers.
- The identifiers may be used with or without a soft drop shadow below and to the right of the identifier.
- Each identifier may include the UMatter Web address tucked beneath it in the Avenir Heavy font (or one of its equivalents: Helvetica Neue Bold or Arial Bold) as 40 percent black or solid black.

Identifier colors:
- Action Matters:
  PMS 376; 53c, 96y
- Language Matters:
  PMS 158; 64m, 95y
- Listening Matters:
  PMS 2582; 50c 77m
- Safety Matters:
  PMS 123; 21m, 88c
- Consent Matters:
  PMS 7466; 94c, 30y
- BAC Matters:
  PMS 032; 90m, 60y

Further information:
It is best to have your promotional and marketing materials reviewed for proper UMatter brand usage. For further information, logo files or to have your publication/project reviewed, please contact Shelly Maxwell at maxwellm@uwosh.edu or call (920) 424-2061.

Additional sample publications for visual reference can be viewed at uwosh.edu/umatter/about-us/samples