



Visual Interior Branding Policy

I. Overview

The University of Wisconsin Stevens Point requires visual interior finish branding within all campus buildings.

II. Scope

This policy requires visual interior finish branding to be present, visible, and easily identifiable in campus buildings where general-public has regular access, and to the level of branding degree as defined below. Branding is to be included in all capital projects and evaluated for feasibility on all internal projects where appreciable changes (more than 20%) are being made to spatial finishes. Projects meeting this criteria will receive branding input from the Facility Services Interior Designer and University Communications & Marketing.

Branding can be applied in multiple mediums or formats using school colors, the University seal or logo, word marks, campus images, and campus standard interior room signage; whereby, all must be approved University Communications and Marketing prior to use. The degrees of required branding shall vary dependent upon building type and spatial function as defined below.

III. Rationale

Visual branding of the University of Wisconsin Stevens Point building interiors and facilities reinforces the campus university brand, identity, unity and positively impacts and supports campus retention and recruitment efforts.

IV. Process

Branding of interiors shall be guided by building type, branding degree and project type. Interior branding efforts are required for any new construction or Department of Administration, Facilities Development and Management (DFDM) projects. Branding feasibility must be considered and reviewed for all Facility Services internal campus projects that involve appreciable changes (more than 20%) of total finish. Existing areas or buildings not seeking spatial updates or renovations shall implement branding when possible as directed by the Chancellor. Since all project work taking place on the UWSP campus requires involvement of Facility Services, Facility Services will provide general oversight of the policy lead by the Campus Interior Designer. The Interior Designer will be responsible to involve University Communications & Marketing on all projects where branding is required.

Building Type:

Athletic Facilities
Student Union
Administrative Buildings
Academic Buildings
Residence Hall dining facility
Residence Halls
Service Building

Branding Degree:

High
High
Moderate
Moderate
Moderate
Low
Low

Definition of branding degrees:

HIGH: Evidence of branding is highly visible and requires consideration of branding identified for spaces having “MODERATE” requirements including facilities management elements not limited to interior room signage in all primary circulation, transient and general-public areas of the facility for which access is not restricted or specific means of service is required. Locations within the building include but is not limited to primary and secondary building entrances, building lobbies, public restroom facilities, open-public lounges and departmental/divisional store fronts. This does not include private meeting rooms, student organization spaces, private offices or other locations not recognized as general-public access space. However, lower level branding is desirable in all spaces as feasible.

MODERATE: Evidence of branding is readily visible in the main building entrance, and within all departmental/divisional “store fronts” and reception areas. Readily visible branding elements as per standard Facility Services, facilities management branding elements that include but are not limited to interior room signage, and one other component of branding such as logo mats, school colors, trade seal/logo, word marks or campus images.

LOW: Branding is evident in the primary building entrance or lobby that minimally includes standard Facility Services, facilities management branding elements that include but are not limited to interior room signage.

University brand standards (colors, appropriate logos, fonts) are available in the university communication manual: <https://www.uwsp.edu/ucm/Documents/communication-standards-manual.pdf>

Inquiries regarding appropriate branding can be directed to Brittany Kaminski, University Communications and Marketing, Marketing Specialist at Brittany.kaminski@uwsp.edu, Meas Vang or University Communications and Marketing, Graphic Designer, Publications, Licensing at meas.vang@uwsp.edu.

Use of University of Wisconsin Stevens Point logo: Whenever possible, the university logo referencing all three campuses should be used.



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Branch campuses: Signage at the Wausau and Marshfield campuses should use the University logo with three campus in major public areas, but use of the University of Wisconsin Stevens Point – Wausau or University of Wisconsin Stevens Point – Marshfield logos/language can be used in secondary areas.

Approval:

The University Communications and Marketing shall provide signature of approval that the project meets the level of branding degree as per this policy, and any communications specified as design components adhere to the Communication Standards Manual.