

# DISCOVER YOUR PURPOSE

**Campaign Standards**



**University of Wisconsin  
Stevens Point**

STEVENS POINT • MARSHFIELD • WAUSAU

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# INTRODUCTION

UW-Stevens Point is launching a new branding and marketing campaign to increase awareness of our university, enhance recruitment and retention, provide a visual identity that students, faculty and staff are proud of and work to promote, and to succeed in an increasingly competitive market. BVK, Wisconsin's largest independent branding agency, was retained by UW System to work with us to develop the campaign. Over the summer, they conducted interviews and comparative research to learn what distinguishes UW-Stevens Point from other universities.

BVK's research led them to recommend a brand positioning statement to convey our brand value. Informed by that, they developed a creative campaign and tag line, collaborating with University Communications and Marketing (UCM) to gather feedback on options that best resonated with UW-Stevens Point's stakeholders. Scores of students, faculty, staff and prospective students participated in the process and ultimately chose "Discover Your Purpose" as our tagline.

A photography and videography team from BVK spent three days on campus capturing our students and facilities. Our university photographer shot the powerful student portraits being used in the campaign. Over time we will integrate this new brand identity into all of our activities – and we will use it heavily in student recruitment.

# COLOR AND TYPOGRAPHY

## COLORS



#ffc425  
or  
PMS 123



#492f92  
or  
PMS 267

## HEADLINE

**FRANKLIN GOTHIC CONDENSED DEMI**

## BODY COPY

Franklin Gothic Book

*Franklin Gothic Book Italic*

# TAGLINE AND UNIVERSITY LOGO

**DISCOVER  
YOUR PURPOSE**

The “DISCOVER YOUR PURPOSE” tagline should always be stacked, with the “Y” on the second line indented to line up between the “I” and the “S” in “DISCOVER.” The first line should always be white and the second line should always be purple. It should be typeset in all caps, with no leading and punctuation. The two lines must be touching, but does not overlap.

This is the primary tagline. Alternate phrasing of the tagline must be approved by UCM.



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The preferred logo is the full color “ALL CAMPUS LOGO.”

Contact UCM for approval before using alternate department and branch campus brand extension or athletics logo.

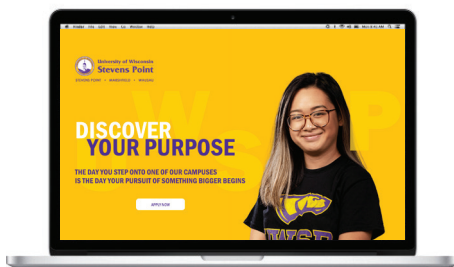
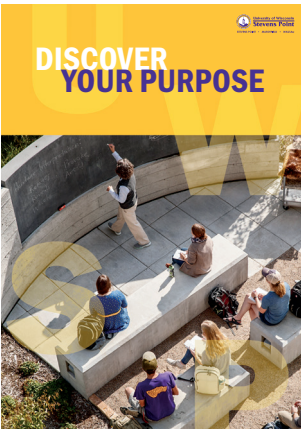
# PHOTOGRAPHY



## Photography guidelines

- Individual student photos should be taken by University Communications and Marketing.
- Photos should be adjusted with increased contrast.

# PUBLICATIONS



## Publication guidelines

- The font for the transparent UWSP is PMS 123, Franklin Gothic Heavy and should be typeset in all caps.
- The UWSP should read left to right and/or top to bottom whenever possible and balanced in composition.
- The UWSP transparency effect is created by using the effects filter in Indesign or Photoshop. Hardlight at 60 percent opacity.
- PMS 123 (yellow) is used as the background color.
- Alternate phrases such as “DISCOVER MORE THIS FALL” must be approved by UCM.



**University of Wisconsin**  
**Stevens Point**

University Communications and Marketing  
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