Policy and procedure for use of the SoHE brand

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Purpose: To provide guidance regarding the use of the School of Human Ecology (SoHE) brand, icons, marks and identity.

Our goal is to ensure stakeholders understand the process for seeking advice and requesting approvals for legal use of the SoHE brand, which is under the umbrella of UW-Madison trademarks. By working together, we can reinforce a clear and consistent message to all our audiences.

University Marketing, a division in University Relations in the Chancellor’s office, has the lead responsibility for establishing marketing and branding guidelines. SoHE, inclusive of its units, departments, programs, is a member of the UW-Madison brand family and, as such, supports the guidelines and standards established by University Marketing.

How to request SoHE brand use

STEP 1: The Strategic Communications team is the first point of contact for students, faculty and staff seeking to use the SoHE marks, crest, icons or images:

Cathy Jackson, Director of Strategic Communications | cathy.jackson@wisc.edu
Dan Dick, Manager, Advancement and Communications | dtdick@wisc.edu

Considerations for SOHE trademark or brand approval projects:

- It strengthens and communicates a unique mission, purpose or value
- It is part of a SoHE or UW-Madison case study, class or initiative
- Proceeds of any sale are returned to a registered SoHE student organization, SoHE fund or similar
• Any vendor is campus approved
• Any University-related text or imagery has been pre-approved by SOHE as well as UW-Madison’s Office of Trademark Licensing
• SoHE’s communications office is consulted on the marketing plan prior to production or promotional launch

STEP 2: Receive formal University approval by submitting the design or trademark along with a plan for its use, description of the target audience, product vendor information, and a description of what the funds will be used for to licensing@athletics.wisc.edu

STEP 3: Send documented approval from the University to the SoHE Strategic Communications for final confirmation.

OTHER RESOURCES AND REFERENCES

University Marketing
University Relations Policies & Guidelines
Office of Trademark Licensing
UMark brand toolkit

What is a brand?

“The University of Wisconsin–Madison brand is much more than a set of words, logos, and colors. It’s an emotion. Above all, our brand is how our many audiences—prospective, student, parent, faculty, staff, alumni, and community—react when they hear the name “UW–Madison.” What do they think? How do they feel? How do they act?

We’re a large campus with many moving parts, but we are all UW–Madison.” – University Marketing