



School of Human Ecology
UNIVERSITY OF WISCONSIN-MADISON

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. This procedure also applies to

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 and includes sponsorship requests:

Cathy Jackson, Director of Strategic Communications | cathy.jackson@wisc.edu
Serena Larkin, Public Relations and Media Manager | serena.larkin@wisc.edu

Considerations for SOHE sponsorship, 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