
Branding Guidelines.

These guidelines describe the visual elements that represent Dairy Innovation Hub's identity. This includes our name, logo and other elements such as color, type and graphics. *Photo by Jeff Miller/UW-Madison.*



Our Logo

We require that you follow these guidelines to ensure that our brand always looks its best. Our logo is the combination of a simple and modern wordmark with an icon.

PRIMARY LOGOS

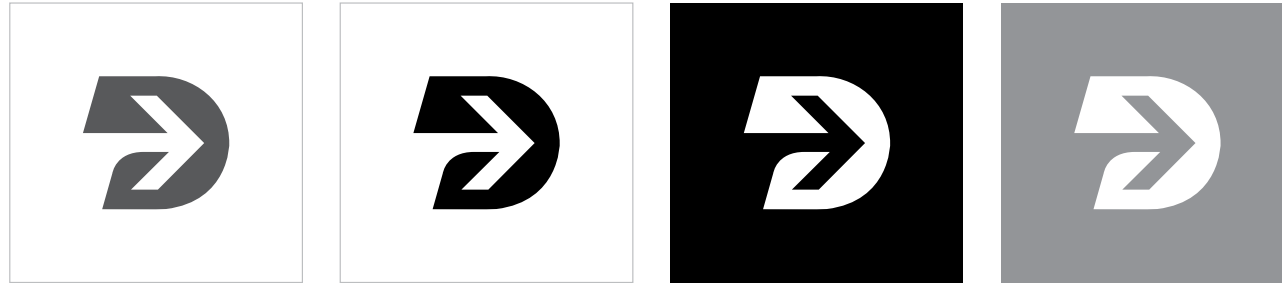
Horizontal



Vertical



LOGO MARK



The Dairy Innovation Hub Gray logo pictured top left, is our primary logo colorway, and it should only be used with white, light and visually appropriate photography backgrounds.

- × The black logo should be used on light colored backgrounds.
- × The white logo should be used on dark colored backgrounds.

MINIMUM SIZE

Establishing a minimum size ensures that the legibility of the logo is not compromised.



The horizontal logo should never be smaller than 122px in digital or 1.7in in print.



The vertical logo should never be smaller than 58px in digital or .8in in print.



The DIH logo icon should never be smaller than 24px in digital or .325in in print.

EXCLUSION ZONE

The logo and the icon's exclusion zone is equal to half the Width of the icon (marked as x in the diagram).



Secondary Campus Logos

Our secondary campus logos follow the same guidelines as the primary logo but contain their own unique colorways.

UW SYSTEM



MADISON



PLATTEVILLE



RIVER FALLS



Logo Misuse

It is important that the appearance of all Dairy Innovation Hub logos remain consistent.

The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document – there are no exceptions.



NO Do not change the typeface nor recreate or manipulate the icon.



NO Do not resolve the logo in two different colors.



NO Do not distort or warp the logo in any way.



NO Do not apply a gradient to the icon or wordmark.



NO Do not rotate the logo.



NO Do not use the wordmark without the icon.



NO Do not change the logo color or tone outside of the DIH approved colors.



NO Do not outline or create a keyline around the logo.



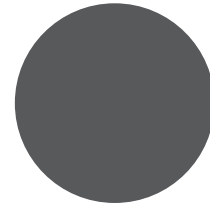
Brand Colors & Typography

Dairy Innovation Hub uses two percentages of black as our official colors: 80% Black and 50% Black. These tones will be used throughout all primary branding.

Use them as the dominant color palette for all internal and external visual presentations of the company.

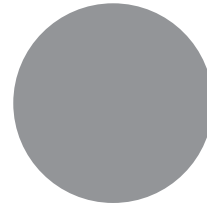
We have identified the font *Poppins*, to distinguish and accentuate our brand. This font is available for free download as a Google font.

For alternatives, we recommend the use of Lato (sans serif), Montserrat or Open Sans (sans serif) which are available for free download as Google fonts. These fonts come preinstalled on most computers.



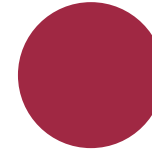
PRIMARY

CMYK: C 0 M 0 Y 0 K 80
Pantone: 80% Black
RGB: R 88 G 89 B 91
HEX (web): #58595B



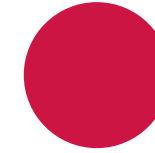
PRIMARY

CMYK: C 0 M 0 Y 0 K 50
Pantone: 50% Black
RGB: R 27 G 55 B 104
HEX (web): #939598



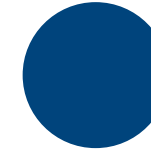
UW SYSTEM

CMYK: C 29 M 96 Y 66 K 18
Pantone: 194 C
RGB: R 160 G 40 B 57
HEX (web): #A02843



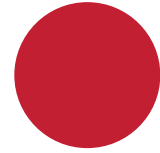
MADISON

CMYK: C 3 M 100 Y 66 K 12
Pantone: 193 C
RGB: R 205 G 21 B 67
HEX (web): #CD1543



PLATTEVILLE

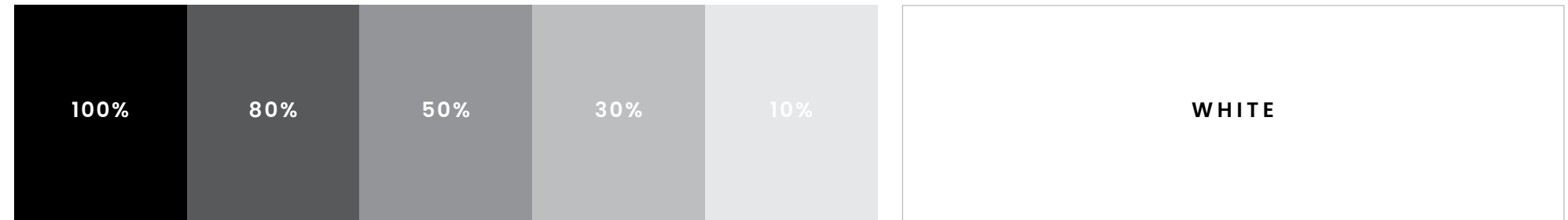
CMYK: C 100 M 57 Y 0 K 40
Pantone: 7687 C
RGB: R 0 G 69 B 124
HEX (web): #00447C



RIVER FALLS

CMYK: C 16 M 100 Y 87 K 7
Pantone: 186 C
RGB: R 194 G 32 B 50
HEX (web): #C22032

GRAY TONES



RECOMMENDED TYPOGRAPHY

POPPINS REGULAR use for body copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ12345678

POPPINS ITALIC use for emphasis
ABCDEFGHIJKLMNOPQRSTUVWXYZ12345678

POPPINS SEMI BOLD use for headlines and subheads
ABCDEFGHIJKLMNOPQRSTUVWXYZ12345678

