



WISCONSIN  
HISTORICAL  
SOCIETY

# MEET THE WISCONSIN HISTORICAL SOCIETY.

BRAND BOOK

2017





## TABLE OF CONTENTS

1	INTRODUCTION	18-29	SITES
2	WHO WE ARE	30-38	DESIGN
3	KEY MESSAGES	39	EXHIBITS
4-11	LOGOS	40-41	PRODUCTS
12	FONTS	42-46	EXAMPLES
13-14	COLORS	47	PRESENTATIONS
15-17	VOICE	48	THANK YOU



WHI IMAGE ID 54063

## GLAD YOU COULD JOIN US!

This is a guide to the basic elements that compose the Wisconsin Historical Society's brand identity. We create an identity by the way we interact with our visitors every single day as well as how we present ourselves in all of our communications.

The Society became an organization in 1846, two years before Wisconsin even became a state. Since the founding we have collected, preserved, and shared our state's stories.

**MISSION:** The Wisconsin Historical Society connects people to the past by collecting, preserving, and sharing stories.

**VISION:** Enriching and transforming lives through unparalleled access to history.

**VALUES:** We believe that increasing the public's knowledge of history has profound societal, cultural, and economic benefit.

A strong brand identity is critical to the fulfillment of our mission of helping people connect to the past. Our brand makes it easy for our audience to find us, understand who we are, and see how we help.

While looking through this guide, keep in mind our mission, vision and values and let them inform your creative decisions.

In order to ensure that our brand is represented consistently and effectively, all communications must be run through the marketing department and approved by the brand manager.

Thank you for taking the time to learn how to share the Society's story!

**All logos, fonts, graphics and presentation templates are accessible by following this path: L:\Public\Brand Tools.**







## WE ARE GENUINE WISCONSINITES

We are helpful people who are passionate about learning and sharing history with people of all ages and backgrounds. We are mentors who, like a favorite teacher, inspire you to learn more. We share our state's and nation's past with exhibits, publications, and events that are relevant to our contemporary culture.

## TAGLINE

### Collecting, Preserving, and Sharing Stories Since 1846

Our tagline mirrors our mission statement.





## HOW WE SAY WHAT WE DO

We have consistent language for broad explanations of what we do here at the Society. Use this language in annual reports and other documents that introduce the Society. Look to these for writing cues when creating content for websites and other media content.

### HOW DO WE BROADLY DESCRIBE THE SOCIETY?

The Society is the state's memory and premier storyteller. Because we are among the nation's oldest, largest, most active state historical societies with world-class collections, the Society is a trusted source of historical information. We are proud to serve a critical role as the preservers and transmitters of cultural heritage from generation to generation.

### WHAT VALUE DO WE OFFER THE STATE AND BEYOND?

The Society makes major contributions to Wisconsin's economic, educational and cultural health through innovative initiatives and programs. Our educational programs inform and entertain adults and challenge young people to think critically about their place in history. Historic preservation improves Wisconsin's quality of life and reinvigorates neighborhoods. Our historic sites, museum, collections, archives and programs promote tourism and provide for comprehensive study, appreciation and enjoyment of North American history.

### WHAT DO WE BROADLY SAY WE DO?

The Society connects people to the past by collecting, preserving, and sharing stories. We provide a powerful connection to the past and encourage everyone to learn from those who have gone before us. We share our staff, collections, and services in ways that captivate and respect our diverse audiences.

### WHAT DO WE ASPIRE TO DO/BE?

The Society wants Wisconsinites to find themselves as part of the state's story. By immersing the public in the lives of Wisconsin people past and present, we hope to invite people to participate in conversations that connect the past to the most vital issues of the present and future. We aspire to enrich and transform lives through providing outstanding access to history and help build a better world.

## ABOUT OUR LOGOS

The Society logo was created to represent the best qualities of our mentor identity: knowledgeable, credible, compassionate, encouraging, inspiring, and accessible.

The Society is a multifaceted organization that includes an in-house publishing company, a fundraising arm, and 12 sites and museums across the state as well as friends groups and a separate nonprofit fundraising organization. All of the logos for these parts of the organization relate back to the Society logo.

## LOGOS COMPONENTS



**THE CREST:** Throughout the ages, the crest – that distinctive marker of a great institution – has become a symbol of unique significance. There is a credibility associated with the crest that is unequaled by any other graphic symbol.

**THE BANNER:** This element communicates our inspiring and accessible characteristics. The fluid nature represents movement and energy and a sense of celebration.

These two components make up the seal that you will see used consistently in our other logos.

## LOGOS GUIDELINES

The logo is an important part of our visual identity and we need to make sure it is seen. The main logo of the division or site logo must be visible on all surfaces of materials unless approved by the brand manager. It must always be visible and be larger than any other logo in the communication.

Vertical versions of the logos are always the preferred orientation for all logos and variations.

The Society logo must be displayed on the back of all museums and sites brochures or in another location approved by the brand manager.

All communications from the Foundation should have the Society or Foundation logo.



## HOW TO PRESENT OUR LOGOS

We have vertical and horizontal variations of the Wisconsin Historical Society, Wisconsin Council for Local History, Wisconsin Historical Society Press, Wisconsin Historical Museum, and Friends of the Wisconsin Historical Society logos. Here are examples of the Society logos. You can see the rest on the following pages.



A1. FULL COLOR ON WHITE BACKGROUND



A2. SOLID BLUE ON WHITE BACKGROUND



A3. SOLID BLACK ON WHITE BACKGROUND



A4. FULL COLOR ON DARK BACKGROUND



A5. SOLID WHITE ON DARK BACKGROUND



B1. FULL COLOR ON WHITE BACKGROUND



B2. SOLID BLUE ON WHITE BACKGROUND



B3. SOLID BLACK ON WHITE BACKGROUND



B4. FULL COLOR ON DARK BACKGROUND



B5. SOLID WHITE ON DARK BACKGROUND

### LOGO SIZE REQUIREMENT

The crest of the logo cannot be smaller than ½ inch. Always use the original, approved artwork files.

1/2"





## HOW NOT TO PRESENT OUR LOGO

History isn't simple, but logos should be. Leave the interpretation in the work we do with history. Don't alter the logos please.



**SOCIETY LOGO  
WITH DROP SHADOW**



**SOCIETY LOGO DISTORTED,  
TILTED OR ANGLED**



**SOCIETY LOGO ON  
NON-BRAND COLOR**



**SOCIETY LOGO ON  
BUSY BACKGROUND**

## GRAPHIC SEAL ACCEPTABLE USE

Generally, the crest should not be used as a graphic separate from the logo. It is acceptable to use the graphic seal alone when the full logo is seen as the primary logo. Examples of this are on traveling exhibit panels, book spines, and internal signage.



**M1. FULL COLOR  
ON WHITE  
BACKGROUND**



**M2. SOLID  
BLUE ON WHITE  
BACKGROUND**



**M3. SOLID  
BLACK ON WHITE  
BACKGROUND**



**M4. FULL  
COLOR ON DARK  
BACKGROUND**



**M5. SOLID  
WHITE ON DARK  
BACKGROUND**

## LOGO VERSIONS

Our logos are available in PMS, CMYK and RGB. If you having trouble finding what you need, please contact the Brand Manager.

# LOGOS



WISCONSIN  
HISTORICAL  
SOCIETY

## WISCONSIN HISTORICAL MUSEUM



Wisconsin Historical  
MUSEUM

C1. FULL COLOR ON  
WHITE BACKGROUND



Wisconsin Historical  
MUSEUM

C2. SOLID BLUE ON  
WHITE BACKGROUND



Wisconsin Historical  
MUSEUM

C3. SOLID BLACK ON  
WHITE BACKGROUND



Wisconsin Historical  
MUSEUM

C4. FULL COLOR ON  
DARK BACKGROUND



Wisconsin Historical  
MUSEUM

C5. SOLID WHITE ON  
DARK BACKGROUND



Wisconsin Historical  
MUSEUM

D1. FULL COLOR ON WHITE BACKGROUND



Wisconsin Historical  
MUSEUM

D2. SOLID BLUE ON WHITE BACKGROUND



Wisconsin Historical  
MUSEUM

D3. SOLID BLACK ON WHITE BACKGROUND



Wisconsin Historical  
MUSEUM

D4. FULL COLOR ON DARK BACKGROUND



Wisconsin Historical  
MUSEUM

D5. SOLID WHITE ON DARK BACKGROUND



WISCONSIN  
HISTORICAL  
SOCIETY

# LOGOS

## WISCONSIN HISTORICAL SOCIETY PRESS



Wisconsin Historical Society  
P R E S S

E1. FULL COLOR ON  
WHITE BACKGROUND



Wisconsin Historical Society  
P R E S S

E2. SOLID BLUE ON  
WHITE BACKGROUND



Wisconsin Historical Society  
P R E S S

E3. SOLID BLACK ON  
WHITE BACKGROUND



Wisconsin Historical Society  
P R E S S

E4. FULL COLOR ON  
DARK BACKGROUND



Wisconsin Historical Society  
P R E S S

E5. SOLID WHITE ON  
DARK BACKGROUND



Wisconsin Historical Society  
P R E S S

F1. FULL COLOR ON WHITE BACKGROUND



Wisconsin Historical Society  
P R E S S

F2. SOLID BLUE ON WHITE BACKGROUND



Wisconsin Historical Society  
P R E S S

F3. SOLID BLACK ON WHITE BACKGROUND



Wisconsin Historical Society  
P R E S S

F4. FULL COLOR ON DARK BACKGROUND



Wisconsin Historical Society  
P R E S S

F5. SOLID WHITE ON DARK BACKGROUND



# LOGOS

## WISCONSIN HISTORICAL FOUNDATION



Wisconsin Historical  
FOUNDATION

G1. FULL COLOR ON  
WHITE BACKGROUND



Wisconsin Historical  
FOUNDATION

G2. SOLID BLUE ON  
WHITE BACKGROUND



Wisconsin Historical  
FOUNDATION

G3. SOLID BLACK ON  
WHITE BACKGROUND



Wisconsin Historical  
FOUNDATION

G4. FULL COLOR ON  
DARK BACKGROUND



Wisconsin Historical  
FOUNDATION

G5. SOLID WHITE ON  
DARK BACKGROUND



Wisconsin Historical  
FOUNDATION

H1. FULL COLOR ON WHITE BACKGROUND



Wisconsin Historical  
FOUNDATION

H2. SOLID BLUE ON WHITE BACKGROUND



Wisconsin Historical  
FOUNDATION

H3. SOLID BLACK ON WHITE BACKGROUND



Wisconsin Historical  
FOUNDATION

H4. FULL COLOR ON DARK BACKGROUND



Wisconsin Historical  
FOUNDATION

H5. SOLID WHITE ON DARK BACKGROUND

### DONOR GROUPS LOGOS

Certain donor groups may have their own word mark. The mark must be consistent with brand standards. These logos may be created by the Foundation and must be approved by the brand manager.



WISCONSIN  
HISTORICAL  
SOCIETY

# LOGOS

## FRIENDS OF THE WISCONSIN HISTORICAL SOCIETY



F R I E N D S  
OF THE  
Wisconsin Historical Society

11. FULL COLOR ON  
WHITE BACKGROUND



F R I E N D S  
OF THE  
Wisconsin Historical Society

12. SOLID BLUE ON  
WHITE BACKGROUND



F R I E N D S  
OF THE  
Wisconsin Historical Society

11. FULL COLOR ON WHITE BACKGROUND



F R I E N D S  
OF THE  
Wisconsin Historical Society

12. SOLID BLUE ON WHITE BACKGROUND



F R I E N D S  
OF THE  
Wisconsin Historical Society

13. SOLID BLACK ON WHITE BACKGROUND



F R I E N D S  
OF THE  
Wisconsin Historical Society

13. SOLID BLACK ON  
WHITE BACKGROUND



F R I E N D S  
OF THE  
Wisconsin Historical Society

14. FULL COLOR ON  
DARK BACKGROUND



F R I E N D S  
OF THE  
Wisconsin Historical Society

15. SOLID WHITE ON  
DARK BACKGROUND



F R I E N D S  
OF THE  
Wisconsin Historical Society

14. FULL COLOR ON DARK BACKGROUND



F R I E N D S  
OF THE  
Wisconsin Historical Society

15. SOLID WHITE ON DARK BACKGROUND



## WISCONSIN COUNCIL FOR LOCAL HISTORY



WISCONSIN  
COUNCIL FOR  
Local History

**K1.** FULL COLOR ON  
WHITE BACKGROUND



WISCONSIN  
COUNCIL FOR  
Local History

**K2.** SOLID BLUE ON  
WHITE BACKGROUND



WISCONSIN  
COUNCIL FOR  
Local History

**K3.** SOLID BLACK ON  
WHITE BACKGROUND



WISCONSIN  
COUNCIL FOR  
Local History

**K4.** FULL COLOR ON  
DARK BACKGROUND



WISCONSIN  
COUNCIL FOR  
Local History

**K5.** SOLID WHITE ON  
DARK BACKGROUND



WISCONSIN  
COUNCIL FOR  
Local History

**L1.** FULL COLOR ON  
WHITE BACKGROUND



WISCONSIN  
COUNCIL FOR  
Local History

**L2.** SOLID BLUE ON  
WHITE BACKGROUND



WISCONSIN  
COUNCIL FOR  
Local History

**L3.** SOLID BLACK ON  
WHITE BACKGROUND



WISCONSIN  
COUNCIL FOR  
Local History

**L4.** FULL COLOR ON DARK BACKGROUND



WISCONSIN  
COUNCIL FOR  
Local History

**L5.** SOLID WHITE ON DARK BACKGROUND



**THE PRIMARY FONTS USED** for all WISCONSIN HISTORICAL SOCIETY graphic materials and signage are ITC New Baskerville (Serif), Adobe Garamond Pro (Serif), and Trade Gothic (Sans Serif). If the primary fonts are not available Times New Roman and Arial are acceptable alternatives.

## HEADLINES, SIGNAGE, BUSINESS CARD TYPE:

ITC New Baskerville Roman	<i>ITC New Baskerville Italic</i>
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>
1234567890	<i>1234567890</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
<b>ITC New Baskerville Bold</b>	<b><i>ITC New Baskerville Bold Italic</i></b>
<b>abcdefghijklmnopqrstuvwxyz</b>	<b><i>abcdefghijklmnopqrstuvwxyz</i></b>
<b>1234567890</b>	<b><i>1234567890</i></b>
<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b>

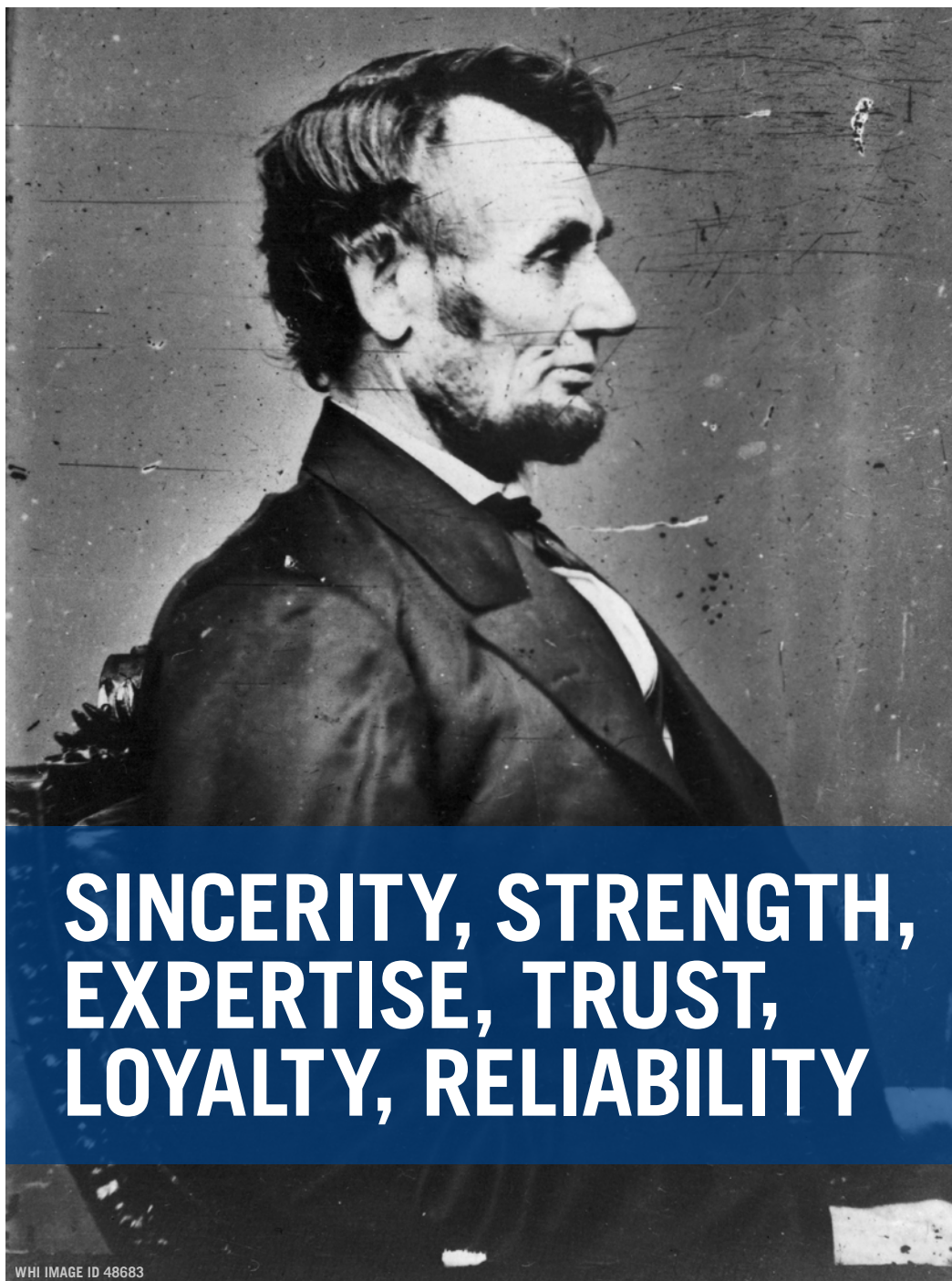
## BODY COPY:

Adobe Garamond Pro Regular	<i>Adobe Garamond Pro Italic</i>	Adobe Garamond Pro Semi Bold
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>	abcdefghijklmnopqrstuvwxyz
1234567890	<i>1234567890</i>	1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Adobe Garamond Pro Semi Bold Italic</i>	<b>Adobe Garamond Pro Bold</b>	<b><i>Adobe Garamond Pro Bold Italic</i></b>
<i>abcdefghijklmnopqrstuvwxyz</i>	<b>abcdefghijklmnopqrstuvwxyz</b>	<b><i>abcdefghijklmnopqrstuvwxyz</i></b>
<i>1234567890</i>	<b>1234567890</b>	<b><i>1234567890</i></b>
<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b>

## SAN SERIF HEADLINES AND BODY COPY:

Trade Gothic Light	<i>Trade Gothic Light Oblique</i>	Trade Gothic
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>	abcdefghijklmnopqrstuvwxyz
1234567890	<i>1234567890</i>	1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Trade Gothic Oblique</i>	<b>Trade Gothic Bold</b>	<b><i>Trade Gothic Bold Oblique</i></b>
<i>abcdefghijklmnopqrstuvwxyz</i>	<b>abcdefghijklmnopqrstuvwxyz</b>	<b><i>abcdefghijklmnopqrstuvwxyz</i></b>
<i>1234567890</i>	<b>1234567890</b>	<b><i>1234567890</i></b>
<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b>
Trade Gothic No. 18 Condensed	<i>Trade Gothic No. 18 Condensed Oblique</i>	
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>	
1234567890	<i>1234567890</i>	
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	
Trade Gothic No. 20 Condensed	<b>No. 20 Condensed Oblique</b>	
abcdefghijklmnopqrstuvwxyz	<b>abcdefghijklmnopqrstuvwxyz</b>	
1234567890	<b>1234567890</b>	
ABCDEFGHIJKLMNOPQRSTUVWXYZ Trade Gothic	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>	

## HISTORY ISN'T BLACK & WHITE





## COLORING OUR IDENTITY

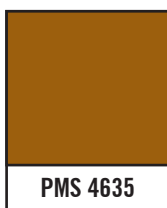
The Wisconsin Historical Society palette is colorful but not too bold. It's approachable and inviting.

### PRIMARY COLOR SET



PMS 281

C 100 R 0  
M 72 G 62  
Y 0 B 126  
K 32



PMS 4635

C 0 R 140  
M 48 G 92  
Y 96 B 44  
K 44

**THE BRAND BLUE** represents the best qualities of a mentor:  
SINCERITY, STRENGTH, EXPERTISE, TRUST, LOYALTY, RELIABILITY

When applying color use brand blue as the only majority color used.

Brand Blue 67%

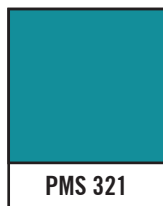
Supplementary or Kids Color Sets  
33% up to (3) colors

See pages 17–27.

Copper is used for embellishments and enhancing statements in copy.  
See page 16.

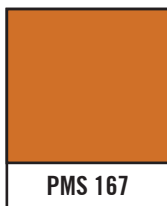
If the design is within a large document (i.e., brochure, booklet) or the website, supplementary colors may be used without the brand blue.

### SECONDARY COLOR SET



PMS 321

C 84 R 0  
M 28 G 140  
Y 37 B 153  
K 2



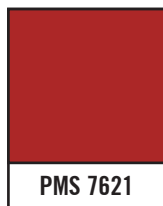
PMS 167

C 15 R 207  
M 65 G 112  
Y 100 B 40  
K 3



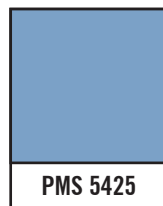
PMS 5767

C 42 R 156  
M 25 G 163  
Y 77 B 94  
K 2



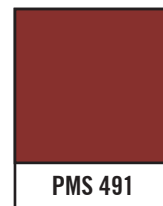
PMS 7621

C 22 R 172  
M 96 G 42  
Y 95 B 40  
K 15



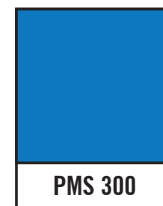
PMS 5425

C 52 R 125  
M 27 G 162  
Y 9 B 199  
K 0



PMS 491

C 30 R 135  
M 88 G 49  
Y 80 B 46  
K 31



PMS 300

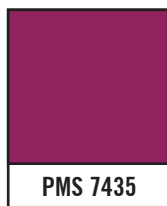
C 85 R 10  
M 47 G 121  
Y 0 B 191  
K 0

### KIDS COLOR SET (FOR FAMILY EVENTS WITH CHILDREN AGES 0-12)



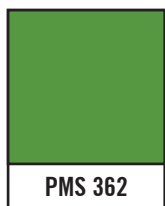
PMS 7626

C 16 R 196  
M 93 G 54  
Y 100 B 39  
K 6



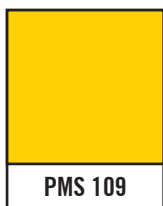
PMS 7435

C 44 R 144  
M 100 G 35  
Y 40 B 95  
K 10



PMS 362

C 70 R 89  
M 20 G 150  
Y 100 B 65  
K 5



PMS 109

C 0 R 255  
M 16 G 210  
Y 100 B 0  
K 0



## WE CONNECT PEOPLE TO THE PAST WITH OUR VOICE

We carry a voice that exemplifies the best of the mentor qualities.

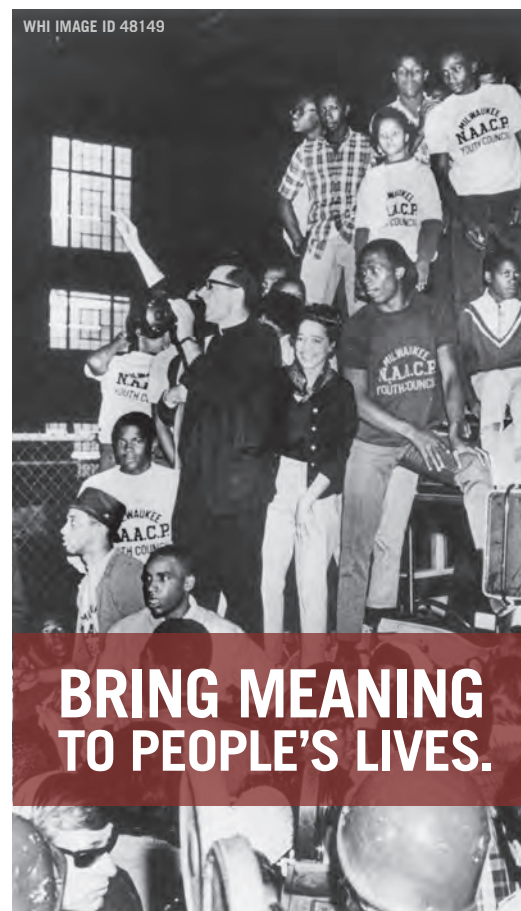
**WE  
ARE**

**KNOWLEDGEABLE  
ACCESSIBLE  
COMPASSIONATE  
ENCOURAGING  
INSPIRING**

**WE  
ARE  
NOT**

**DOGMATIC  
IN IVORY TOWERS  
DISCONNECTED FROM REALITY  
INACTIVE  
OFF-PUTTING**

Because we offer so many types of publications, presentations, and marketing pieces, we have some variations in the way we address our audience for different communication types.



COMMUNICATION TYPE	QUALITIES
Informal targeted to families, entertainment, fun gifts	Fun, upbeat, lighthearted, conversational, friendly
Educational, informative but not academic or political	Helpful, encouraging, conversational, clear, succinct
Academic or political or other formal communications	Objective, direct, informational, succinct, helpful, clear, concise



We really like to hear stories, gather stories, and tell stories. Inspire the thought of a compelling story in your titles and headlines. The story could be from the past, or one that could be made in the future. Here are some examples.

### **A PLACE TO STUDY SINCE 1900**

Used in a kiosk poster promoting the reading room, this copy allows the reader to think and question the story of the building, who else has studied there, and what stories have taken place on campus in the past 100 years.

### **DAIRY AS IDENTITY: THE ALICE EXPERIENCE**

Used in a poster on the Wisconsin History Tour promoting an event with three Alice in Dairylands. This title shares that we are hearing the story of what it's like to be Alice in Dairyland.



## COPY STYLE

Use these abbreviations for posters, all collateral pieces, ads, and web banners.

### TIMES

3 p.m. in any body copy.

3 p.m. or 3 PM - designer preference for highlighted event details.

### DAY ABBREVIATIONS

Mon., Tues., Wed., Thurs., Fri., Sat., Sun.

### MONTH ABBREVIATIONS

Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.

Months and days can be spelled out to create an appealing design.

### CALENDAR DATES

1, 2, 3 etc. Not 1st, 2nd, 3rd.

### WISCONSIN HISTORICAL SOCIETY

Abbr. Society - NOT WHS

In body copy, use Society in subsequent references.

### WEBSITE/COLUMNS/MAGAZINE OF HISTORY

For copy style on the website (besides web banners), please reference the Wisconsin Historical Society Web Writing Style Guide.

Columns, the member newsletter, uses AP Style.

For the Magazine of History or any other Press publications see the Wisconsin Historical Society Press House Stylesheet.

Only use standard fonts for ALL copy. Each line of text needs to be the same font, size, and color unless separated graphically by a vertical line. See below.

### EXAMPLE 1

DRAMA OF THE GREAT  
**WAUKESHA SPRINGS ERA**  
THURSDAY | 10 AM | WAUKESHA LIBRARY

Join author John Schoenknecht in reliving the rivalries throughout the Great Waukesha Springs Era.

### EXAMPLE 2

**THE ALICE EXPERIENCE** | THURSDAY | SEPT. 17  
WISCONSIN HISTORICAL MUSEUM | 12 PM

### WEB ADDRESS

**wisconsinhistory.org**      wisconsinhistory.org

Y1. FULL COLOR ON WHITE BACKGROUND

Y2. SOLID BLUE ON WHITE BACKGROUND

**wisconsinhistory.org**

Y3. SOLID BLACK ON WHITE BACKGROUND

**wisconsinhistory.org**

Y4. FULL COLOR ON DARK BACKGROUND

**wisconsinhistory.org**

Y5. SOLID WHITE ON DARK BACKGROUND



## GO SITE SEEING!

We have 12 museums and historic sites across the state. Each site offers a distinct experience and therefore, has some unique brand elements.



## BLACK POINT ESTATE & GARDENS

Black Point Estate & Gardens is a Queen-Anne Victorian style summer cottage on Lake Geneva built by Conrad Seipp, a beer baron from Chicago, in 1888. When you write copy and design for Black Point Estate & Gardens, think of Victorian etiquette and leisurely summers on the grand verandas of a beer baron's summer home.



C 21	R 200	C 35	R 148	C 100	R 0
M 40	G 151	M 55	G 104	M 72	G 62
Y 97	B 48	Y 100	B 40	Y 0	B 126
K 2		K 20		K 32	



1.5"

SMALLEST ACCEPTABLE SIZE



N1. FULL COLOR ON WHITE BACKGROUND



N2. 2 COLOR ON WHITE BACKGROUND



N3. BLACK ON WHITE BACKGROUND



N4. 1 COLOR ON WHITE BACKGROUND



N5. FULL COLOR ON DARK BACKGROUND



N6. FULL COLOR ON WHITE BACKGROUND

[blackpointestate.org](http://blackpointestate.org)

Y6. FULL COLOR ON  
WHITE BACKGROUND

[blackpointestate.org](http://blackpointestate.org)

Y7. SOLID BLACK ON  
WHITE BACKGROUND

[blackpointestate.org](http://blackpointestate.org)

Y8. SOLID WHITE ON  
DARK BACKGROUND

[blackpointestate.org](http://blackpointestate.org)

Y9. FULL COLOR ON  
DARK BACKGROUND





## CIRCUS WORLD

Once the winter headquarters for the Ringling Brothers Circus, Circus World now features a live circus in the summer complete with animals, clowns, and acrobats. The historic buildings where exotic animals lived during Wisconsin's brutal winters tell the history of the circus through displays. The museum features original circus posters, artifacts, and a huge collection of circus wagons. Step right up! Try your best copywriting and design skills and tell the world about "the best show on earth!"



PMS 7620

C 16 R 197  
M 93 G 54  
Y 100 B 39  
K 6



PMS 1805

C 31 R 114  
M 95 G 27  
Y 100 B 18  
K 44

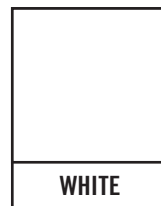


PMS 281

C 100 R 0  
M 72 G 62  
Y 0 B 126  
K 32



BLACK



WHITE

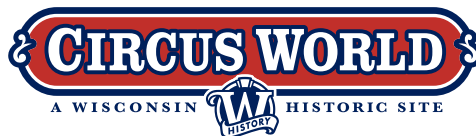


1.5"

SMALLEST ACCEPTABLE SIZE



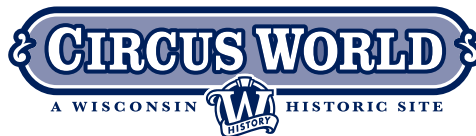
01. FULL COLOR ON WHITE BACKGROUND



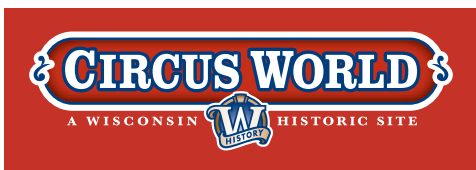
02. 2 COLOR ON WHITE BACKGROUND



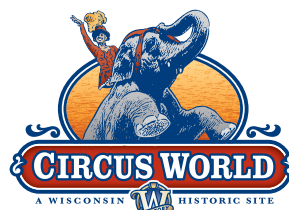
03. BLACK ON WHITE BACKGROUND



04. 1 COLOR ON WHITE BACKGROUND



05. FULL COLOR ON DARK BACKGROUND



06. FULL COLOR ON WHITE BACKGROUND

[circusworldbaraboo.org](http://circusworldbaraboo.org)

Y10. FULL COLOR ON  
WHITE BACKGROUND

[circusworldbaraboo.org](http://circusworldbaraboo.org)

Y11. SOLID BLACK ON  
WHITE BACKGROUND

[circusworldbaraboo.org](http://circusworldbaraboo.org)

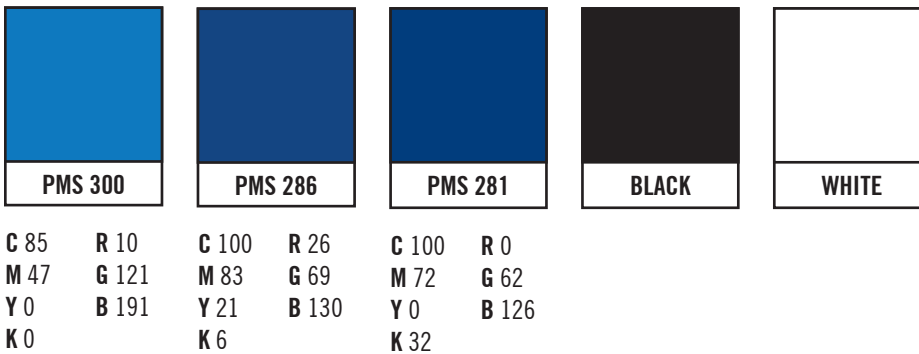
Y12. SOLID WHITE ON  
DARK BACKGROUND

[circusworldbaraboo.org](http://circusworldbaraboo.org)

Y13. FULL COLOR ON  
DARK BACKGROUND

## H.H. BENNETT STUDIO

You know of the Wisconsin Dells because of H.H. Bennett. Henry Hamilton made the Dells famous with his photographs of the picturesque scenery and is considered one of the most important landscape photographers. He also pioneered in photographic technology. At the site visitors experience the history of the Dells through the lens of H.H. Bennett and also see his original studio. When writing and designing for H.H. Bennett make reference to cameras, photography, and his legacy in the Dells. Make it picture-perfect.



1.5"

SMALLEST ACCEPTABLE SIZE



P1. FULL COLOR ON WHITE BACKGROUND



P2. 2 COLOR ON WHITE BACKGROUND



P3. BLACK ON WHITE BACKGROUND



P4. 1 COLOR ON WHITE BACKGROUND



P5. FULL COLOR ON DARK BACKGROUND



P6. FULL COLOR ON WHITE BACKGROUND

[hhbennettstudio.org](http://hhbennettstudio.org)

Y14. FULL COLOR ON  
WHITE BACKGROUND

[hhbennettstudio.org](http://hhbennettstudio.org)

Y15. SOLID BLACK ON  
WHITE BACKGROUND

[hhbennettstudio.org](http://hhbennettstudio.org)

Y16. SOLID WHITE ON  
DARK BACKGROUND

[hhbennettstudio.org](http://hhbennettstudio.org)

Y17. FULL COLOR ON  
DARK BACKGROUND



## MADELINE ISLAND MUSEUM

The Madeline Island Museum shares this Apostle Island's unique island culture that developed over centuries of cultural connections. From the meeting of Ojibwe and European people to the modern tourists of today, visitors explore the island's culture through exhibits displayed in some of the most historic buildings in Wisconsin. When you write and design for Madeline Island Museum, think about the lake (Lake Superior), the land, the people, and the intersection of cultures that cultivated the unique island life that exists today.



C 52	R 125	C 97	R 18	C 100	R 0
M 27	G 162	M 72	G 79	M 72	G 62
Y 9	B 199	Y 27	B 125	Y 0	B 126
K 0		K 11		K 32	



1.5"

SMALLEST ACCEPTABLE SIZE



Q1. FULL COLOR ON WHITE BACKGROUND



Q2. 2 COLOR ON WHITE BACKGROUND



Q3. BLACK ON WHITE BACKGROUND



Q4. 1 COLOR ON WHITE BACKGROUND



Q5. FULL COLOR ON DARK BACKGROUND



Q6. FULL COLOR ON WHITE BACKGROUND

[madelineislandmuseum.org](http://madelineislandmuseum.org)

Y18. FULL COLOR ON  
WHITE BACKGROUND

[madelineislandmuseum.org](http://madelineislandmuseum.org)

Y19. SOLID BLACK ON  
WHITE BACKGROUND

[madelineislandmuseum.org](http://madelineislandmuseum.org)

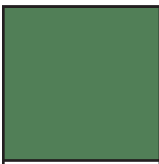




Y20. SOLID WHITE ON  
DARK BACKGROUND

[madelineislandmuseum.org](http://madelineislandmuseum.org)

Y21. FULL COLOR ON  
DARK BACKGROUND

## OLD WORLD WISCONSIN

Old World Wisconsin takes the visitor into the landscape of rural 19th-century Wisconsin. It's a full immersive experience where people ride bikes from the 1800s, help run family farms, and wander through heirloom gardens. Write and design thinking about wholesome family fun with some time travel intrigue.

				
<b>PMS 7742</b>	<b>PMS 5545</b>	<b>PMS 281</b>	<b>BLACK</b>	<b>WHITE</b>
<b>C</b> 70 <b>R</b> 83 <b>M</b> 31 <b>G</b> 128 <b>Y</b> 76 <b>B</b> 88 <b>K</b> 14	<b>C</b> 90 <b>R</b> 4 <b>M</b> 41 <b>G</b> 77 <b>Y</b> 100 <b>B</b> 39 <b>K</b> 45	<b>C</b> 100 <b>R</b> 0 <b>M</b> 72 <b>G</b> 62 <b>Y</b> 0 <b>B</b> 126 <b>K</b> 32		



**SMALLEST ACCEPTABLE SIZE**



**R1. FULL COLOR ON WHITE BACKGROUND**



**R3. BLACK ON WHITE BACKGROUND**



**R5. FULL COLOR ON DARK BACKGROUND**



**R2. 2 COLOR ON WHITE BACKGROUND**



**R4. 1 COLOR ON WHITE BACKGROUND**



**R6. FULL COLOR ON WHITE BACKGROUND**

[oldworldwisconsin.org](http://oldworldwisconsin.org)

**Y22. FULL COLOR ON  
WHITE BACKGROUND**

[oldworldwisconsin.org](http://oldworldwisconsin.org)

**Y23. SOLID BLACK ON  
WHITE BACKGROUND**

[oldworldwisconsin.org](http://oldworldwisconsin.org)

**Y24. SOLID WHITE ON  
DARK BACKGROUND**

[oldworldwisconsin.org](http://oldworldwisconsin.org)

**Y25. FULL COLOR ON  
DARK BACKGROUND**



## PENDARVIS

In the 1930s Rober Neal and Edgar Hellum restored historic buildings of this historic mining settlement which drew tourists from all over the country to Mineral Point. This provided the catalyst of historic preservation seen in the community today. Think of the excitement of early tourism in the state when writing and designing for Pendarvis.



C 15	R 207	C 27	R 147	C 100	R 0
M 65	G 112	M 92	G 46	M 72	G 62
Y 100	B 40	Y 100	B 30	Y 0	B 126
K 3		K 27		K 32	



1.5"

SMALLEST ACCEPTABLE SIZE



S1. FULL COLOR ON WHITE BACKGROUND



S2. 2 COLOR ON WHITE BACKGROUND



S3. BLACK ON WHITE BACKGROUND



S4. 1 COLOR ON WHITE BACKGROUND



S5. FULL COLOR ON DARK BACKGROUND



S6. FULL COLOR ON WHITE BACKGROUND

[pendarvishistoricsite.org](http://pendarvishistoricsite.org)

Y26. FULL COLOR ON  
WHITE BACKGROUND

[pendarvishistoricsite.org](http://pendarvishistoricsite.org)

Y27. SOLID BLUE ON  
WHITE BACKGROUND

[pendarvishistoricsite.org](http://pendarvishistoricsite.org)

Y28. SOLID WHITE ON  
DARK BACKGROUND

[pendarvishistoricsite.org](http://pendarvishistoricsite.org)

Y29. FULL COLOR ON  
DARK BACKGROUND



## STONEFIELD

Stonefield depicts the big picture of Wisconsin agriculture and how we became “America’s Dairyland.” The site houses the State Agricultural Museum and a re-created historic village. Think about our agricultural roots when creating pieces for Stonefield.



C 42	R 156	C 68	R 70	C 100	R 0
M 25	G 163	M 45	G 86	M 72	G 62
Y 77	B 94	Y 100	B 38	Y 0	B 126
K 2		K 39		K 32	



1.5"

SMALLEST ACCEPTABLE SIZE



T1. FULL COLOR ON WHITE BACKGROUND



T2. 2 COLOR ON WHITE BACKGROUND



T3. BLACK ON WHITE BACKGROUND



T4. 1 COLOR ON WHITE BACKGROUND



T5. FULL COLOR ON DARK BACKGROUND



T6. FULL COLOR ON WHITE BACKGROUND

[stonefieldhistoricsite.org](http://stonefieldhistoricsite.org)

Y30. FULL COLOR ON  
WHITE BACKGROUND

[stonefieldhistoricsite.org](http://stonefieldhistoricsite.org)

Y31. SOLID BLACK ON  
WHITE BACKGROUND

[stonefieldhistoricsite.org](http://stonefieldhistoricsite.org)

Y32. SOLID WHITE ON  
DARK BACKGROUND

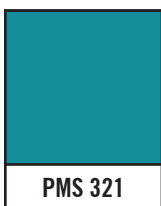
[stonefieldhistoricsite.org](http://stonefieldhistoricsite.org)

Y33. FULL COLOR ON  
DARK BACKGROUND

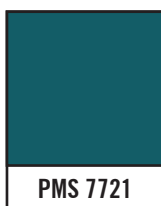


## VILLA LOUIS

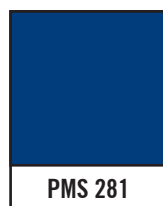
Villa Louis, a historic home on the Mississippi River built by the Dousman family, who made their fortune in the fur trade, lumber, and other frontier entrepreneurial pursuits, is now one of the most authentically furnished Victorian historic homes in America. The site tells the story of the fur trade and Victorian-era living. As with Black Point, think of Victorian etiquette and fortune in Wisconsin's earliest days when talking about Villa Louis.



PMS 321



PMS 7721



PMS 281



BLACK



WHITE

C 84	R 0	C 92	R 2	C 100	R 0
M 28	G 140	M 50	G 92	M 72	G 62
Y 37	B 153	Y 49	B 103	Y 0	B 126
K 2		K 24		K 32	



1.5"

SMALLEST ACCEPTABLE SIZE



U1. FULL COLOR ON WHITE BACKGROUND



U2. 2 COLOR ON WHITE BACKGROUND



U3. BLACK ON WHITE BACKGROUND



U4. 1 COLOR ON WHITE BACKGROUND



U5. FULL COLOR ON DARK BACKGROUND



U6. FULL COLOR ON WHITE BACKGROUND

[villalouis.org](http://villalouis.org)

Y34. FULL COLOR ON WHITE BACKGROUND

[villalouis.org](http://villalouis.org)

Y35. SOLID BLACK ON WHITE BACKGROUND

[villalouis.org](http://villalouis.org)

Y36. SOLID WHITE ON DARK BACKGROUND

[villalouis.org](http://villalouis.org)

Y37. FULL COLOR ON DARK BACKGROUND

# SITES



WISCONSIN  
HISTORICAL  
SOCIETY

## WADE HOUSE

You can almost hear the clip-clop of horses' hooves outside the Wade House stagecoach inn. Sylvanus and Betsey Wade traveled into the Wisconsin frontier and built an inn along a well-used stagecoach trail between Sheboygan and Fond du Lac. Wesley W. Jung later donated more than 100 historic horse-drawn vehicles for display in the Site's museum. Think of Yankee refinement meeting Wisconsin wilderness, the industriousness of immigrant wagon builders, and a bit of horseplay when creating for Wade House.



C 16	R 206	C 30	R 135	C 100	R 0
M 67	G 112	M 88	G 49	M 72	G 62
Y 56	B 103	Y 80	B 46	Y 0	B 126
K 1		K 31		K 32	



1.5"

SMALLEST ACCEPTABLE SIZE



V1. FULL COLOR ON WHITE BACKGROUND



V2. 2 COLOR ON WHITE BACKGROUND



V3. BLACK ON WHITE BACKGROUND



V4. 1 COLOR ON WHITE BACKGROUND



V5. FULL COLOR ON DARK BACKGROUND



V6. FULL COLOR ON WHITE BACKGROUND

[wadehouse.org](http://wadehouse.org)

Y38. FULL COLOR ON WHITE BACKGROUND

[wadehouse.org](http://wadehouse.org)

Y39. SOLID BLACK ON WHITE BACKGROUND

[wadehouse.org](http://wadehouse.org)

Y40. SOLID WHITE ON DARK BACKGROUND

[wadehouse.org](http://wadehouse.org)

Y41. FULL COLOR ON DARK BACKGROUND



## REED SCHOOL

“When I was growing up we walked six miles to school!” This is the experience of the student who attended a one-room schoolhouse. Prior to 1960, most rural children experienced their education in a one-room school. The community was tight and small and children of all ages learned together. Portray that community feeling when writing and designing for Reed School.



PMS 4515



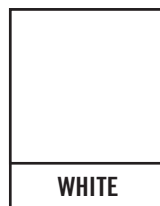
PMS 7575



PMS 281



BLACK



WHITE

C 27	R 188	C 38	R 135	C 100	R 0
M 34	G 159	M 57	G 96	M 72	G 62
Y 75	B 93	Y 100	B 38	Y 0	B 126
K 2		K 25		K 32	



1.5"

SMALLEST ACCEPTABLE SIZE



W1. FULL COLOR ON WHITE BACKGROUND



W2. 2 COLOR ON WHITE BACKGROUND



W3. BLACK ON WHITE BACKGROUND



W4. 1 COLOR ON WHITE BACKGROUND



W5. FULL COLOR ON DARK BACKGROUND



W6. FULL COLOR ON WHITE BACKGROUND

[reedschoolhistoricsite.org](https://reedschoolhistoricsite.org)

Y42. FULL COLOR ON  
WHITE BACKGROUND

[reedschoolhistoricsite.org](https://reedschoolhistoricsite.org)

Y43. SOLID BLUE ON  
WHITE BACKGROUND

[reedschoolhistoricsite.org](https://reedschoolhistoricsite.org)

Y44. SOLID WHITE ON  
DARK BACKGROUND

[reedschoolhistoricsite.org](https://reedschoolhistoricsite.org)

Y45. FULL COLOR ON  
DARK BACKGROUND

## FIRST CAPITOL

First Capitol is the place where Wisconsin's first laws were drafted. The legislators set us on the path we are on today. Think back to your government and civics classes when promoting First Capitol.



<b>C</b> 31	<b>R</b> 167	<b>C</b> 37	<b>R</b> 96	<b>C</b> 100	<b>R</b> 0
<b>M</b> 52	<b>G</b> 121	<b>M</b> 79	<b>G</b> 44	<b>M</b> 72	<b>G</b> 62
<b>Y</b> 69	<b>B</b> 88	<b>Y</b> 100	<b>B</b> 15	<b>Y</b> 0	<b>B</b> 126
<b>K</b> 10		<b>K</b> 52		<b>K</b> 32	



1.5"

**SMALLEST ACCEPTABLE SIZE**



**X1. FULL COLOR ON WHITE BACKGROUND**



**X2. 2 COLOR ON WHITE BACKGROUND**



**X3. BLACK ON WHITE BACKGROUND**



**X4. 1 COLOR ON WHITE BACKGROUND**



**X5. FULL COLOR ON DARK BACKGROUND**



**X6. FULL COLOR ON WHITE BACKGROUND**

**firstcapitol.org**

**Y46. FULL COLOR ON WHITE BACKGROUND**

**firstcapitol.org**

**Y47. SOLID BLACK ON WHITE BACKGROUND**

**firstcapitol.org**

**Y48. SOLID WHITE ON DARK BACKGROUND**

**firstcapitol.org**

**Y49. FULL COLOR ON DARK BACKGROUND**





## CONNECTING THE PAST TO THE PRESENT



### IMAGES, GRAPHICS, AND BACKGROUNDS

We have millions of historic images that illustrate our mission of collecting, preserving, and sharing stories. Look to these first when creating collateral or advertising pieces.

We do not use any additional vector graphics in our designs unless approved by the brand manager.

Include WHI Image ID and the number when we use an image from our collection in collateral or ads. Place the ID in a corner of the image.

**WHI IMAGE ID 67158**

**TRADE GOTHIC (TT) ALL CAPS (see above)**

You can also use event photos from previous events to promote programs at the sites and museums, photographs of artifacts to promote museum exhibits or archeology programs, historic building photos for historic preservation workshops, book covers, and photos from Press books to promote Press titles.



## EMBELLISHMENTS

We keep our embellishments simple and consistent to create a cohesive look across the entire Society.

### SOCIETY LINE

Horizontal and vertical solid and dotted lines are used to separate copy or photos. Use dotted lines sparingly. We also incorporate the “Society Line,” an element borrowed from the Society logo for a more decorative line.



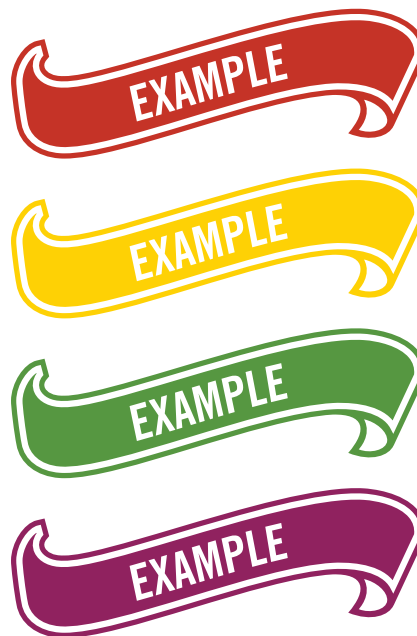
### BASIC CIRCLE & BURSTS

Use these bursts when you want to call out a specific sale or promotion.



### KIDS BANNERS

You can use these banners for kids events promotions.



## INFOGRAPHICS

Use brand colors and fonts. Stick to solid colors without any outlines when possible. Use the Society embellishments instead of other graphics when possible.



## ILLUMINATE THE PAST

At the Society we ignite interest and investigation into the past throughout Wisconsin and beyond. Transparent blocks of color over our black and white WHI images symbolize a window through which we see the past from the present and the present from the past. Think of it as our own Technicolor process, where we bring color and life to history.

Use blocks over images to make copy easier to read.

Treat with the Multiply effect at 100%-80% (see below) or Reduce Opacity of blocks, but no less than 50%.

Do not place body copy over the multiply effect. Body copy should only be placed on a block of reduced opacity of no less than 90%.

Another way we bring the past and present together is through cutouts on top of images with color overlay. In certain ads, particularly relating to retail, cutouts of products are acceptable on solid backgrounds.

Cutouts of visitors interacting at the sites on top of our parchment paper textures are acceptable and used frequently. See examples at the end of this book.



ILLUMINATE THE PAST.

McVicar  
Addison  
10-1684-B

WHI IMAGE ID 2115





## PRIMARY BUSINESS CARD

### BUSINESS CARD

**Size:** 2" x 3.5"

**Color:** 4C, both sides

**Details:** Bleed one side

**Stock:** Strathmore Recycled


Bright White

80# Cover

10/10.5  
ITC New Baskerville Bold  
Tracking +35

8/8.5  
ITC New Baskerville Roman

6/8.5  
ITC New Baskerville Bold Italic  
Tracking +30



WISCONSIN  
HISTORICAL  
SOCIETY

**FIRST & LAST NAME**  
Position Title

816 State Street P.O. Box 260050 Madison, Wisconsin 53726  
office 608.XXX.XXXX cell 608.XXX.XXXX fax 608.XXX.XXX  
email firstname.lastname@wisconsinhistory.org  
[wisconsinhistory.org](http://wisconsinhistory.org)

7.5/9  
ITC New Baskerville Bold  
Tracking +50



WISCONSIN  
HISTORICAL  
SOCIETY

Collecting, Preserving, and Sharing Stories Since 1846



## PRIMARY STATIONERY

### LETTERHEAD

**Size:** 8.5" x 11"

**Color:** 4C, one side

**Details:** No bleed, page 2  
includes footer only

**Stock:** Strathmore Recycled  
Bright White  
70# Text

### ENVELOPE

**Size:** 4.125" x 9.5"

**Color:** 2C, depending  
on site's colors

**Details:** Bleed one side

**Stock:** Strathmore Recycled  
Bright White, 70# Text  
No. 10 Business  
Envelope



9/11  
ITC New Baskerville Bold  
Track +50  
  
9.5/11  
ITC New Baskerville Roman  
Track +75  
  
"tel." and "fax": 9.5/11  
ITC New Baskerville Italic  
Track +75

Collecting, Preserving, and Sharing Stories since 1846  
816 State Street Madison, Wisconsin 53706

[wisconsinhistory.org](http://wisconsinhistory.org)



## SITES BUSINESS CARD

### BUSINESS CARD

**Size:** 2" x 3.5"

**Color:** 4C, both sides

**Details:** Bleed one side

**Stock:** Strathmore Recycled

Bright White

80# Cover

10/10.5  
ITC New Baskerville Bold  
Tracking +35

8/8.5  
ITC New Baskerville Roman

6/8.5  
ITC New Baskerville Bold Italic  
Tracking +30



**FIRST & LAST NAME** \_\_\_\_\_  
Position Title \_\_\_\_\_

215 Broadway Wisconsin Dells, Wisconsin 53965  
office 608.XXX.XXXX cell 608.XXX.XXXX fax 608.XXX.XXX  
email [firstname.lastname@wisconsinhistory.org](mailto:firstname.lastname@wisconsinhistory.org)  
[hhbennettstudio.org](http://hhbennettstudio.org)

7.5/9  
ITC New Baskerville Bold  
Tracking +50



WISCONSIN  
HISTORICAL  
SOCIETY

Collecting, Preserving, and Sharing Stories Since 1846



## SITES STATIONERY

### LETTERHEAD

**Size:** 8.5" x 11"

**Color:** 4C, one side

**Details:** No bleed

**Stock:** Strathmore Recycled  
Bright White  
70# Text

### ENVELOPE

**Size:** 4.125" x 9.5"

**Color:** 2C, depending  
on site's colors

**Details:** Bleed one side

**Stock:** Strathmore Recycled  
Bright White, 70# Text  
No. 10 Business  
Envelope



215 Broadway, P.O. Box 147  
Wisconsin Dells, WI 53965

9/11  
ITC New Baskerville Bold  
Track +50

9.5/11  
ITC New Baskerville Roman  
Track +75

"tel." and "fax": 9.5/11  
ITC New Baskerville Italic  
Track +75

A Historic Site Owned by the Wisconsin Historical Society  
215 Broadway Wisconsin Dells, Wisconsin 53965 tel. 608.253.3523

[hhbennettstudio.org](http://hhbennettstudio.org)

## EMAIL SIGNATURE

### SIGNATURE REQUIREMENTS

All Society email signatures should include the following information in the order presented.

1. Please see examples below and create your email signature associated with your division/office/program.
2. Use 10 pt Calibri for your signature. The body of your email should be 11 pt Calibri.
3. Please use the URL below when linking Collecting, Preserving, and Sharing Stories Since 1846. You can find the url on the intranet.  
[wisconsinhistory.org/?utm\\_source=Email%20Signatures&utm\\_medium=email&utm\\_campaign=signature%20clicks](http://wisconsinhistory.org/?utm_source=Email%20Signatures&utm_medium=email&utm_campaign=signature%20clicks)
4. Please copy and paste your signature from the Signatures and Stationary window into your Automatic Replies for when you are out of the office.
5. You may turn off your signature when responding to emails.
6. You may use working titles instead of classification titles.
7. Please DO NOT include another tagline or change the tagline or add any graphics.

### TEMPLATE

	First & Last Name Position Title
10/11 Calibri	Organization Name Address, City, State, Zip 608-XXX-XXXX <a href="mailto:firstname.lastname@wisconsinhistory.org">firstname.lastname@wisconsinhistory.org</a>
10/11 Calibri Bold	<b>Wisconsin Historical Society</b> <a href="#">Collecting, Preserving, and Sharing Stories Since 1848</a>
8/9 Calibri (Foundation only)	This message may contain confidential and proprietary information and is intended only for the person(s) to whom it is addressed. Any use, distribution, copying or disclosure by any other person is strictly prohibited. If you have received this message in error, please notify the e-mail sender immediately, and delete the original message without making a copy.

### EXAMPLE

Mary Jane Connor  
Brand Creative Manager

Wisconsin Historical Foundation  
816 State Street, Madison, WI 53706  
608-261-9595  
[maryjane.connor@wisconsinhistory.org](mailto:maryjane.connor@wisconsinhistory.org)

**Wisconsin Historical Society**  
[Collecting, Preserving, and Sharing Stories Since 1848](#)

This message may contain confidential and proprietary information and is intended only for the person(s) to whom it is addressed. Any use, distribution, copying or disclosure by any other person is strictly prohibited. If you have received this message in error, please notify the e-mail sender immediately, and delete the original message without making a copy.



## NAME TAGS

We have a standard name tag design for identification in public as employees of the Society. See examples for the Press, Museum and Society employees below. Before ordering any name tags please contact the brand manager for more instructions on the vendor, the size, color and additional information. For site name tags, please contact the brand manager.

### TEMPLATE

**Size:** 3" x 1.25"

**Badge Color:**

1C, Society Blue

**Logo & Font Color:**

White

18  
ITC New Baskerville Bold  
Track +20



### EXAMPLES



Logo

Full Name  
(First & Last)



Logo

Full Name  
(First & Last)

**Please Note:** The Society brand blue will appear slightly darker when printed.

## SPECIAL EXHIBITIONS

Special exhibitions taking place at a historic site or museum may use any font or color that reads easily for the exhibit title treatments and special headlines on labels and the curatorial statement. One of the standard fonts should be used for body copy.

Exhibits should not have separate symbolic logomarks that are distinct from the Society brand, but a distinctive title treatment is acceptable. A simple shape or image can be used to complement the title. Be sure the exhibit title treatment reflects the audience you want to attract and the emotion of the exhibit. (The title to the right is for a traveling exhibit on water for middle schools and ecology organizations.)

All ads and collateral materials should reflect the exhibit design but must display the Society or specific historic site logo in a blue or white band at the bottom.

### EXAMPLE TITLE TREATMENT

*Great Lakes*  
**SMALL STREAMS**  
HOW WATER SHAPES WISCONSIN

## TRAVELING EXHIBITS

Traveling exhibits should incorporate a strong Society brand look into the exhibit design, ads, and collateral pieces.

The exhibit design should incorporate one of the brand colors as the predominant color.

The title treatment can use any font that is easy to read and applies to the theme. A simple shape or graphic can be used to complement the title.



**The Wisconsin Historical Society Presents**

Either above or below the title in the exhibit the above graphic should be presented in either black or white.

Exhibit designers will receive this as an image to place.

The Society logo should be included throughout the exhibit in highly visible locations.



Traveling exhibits allow people from all over the state to have an in-person experience with the Society in their own community.

As we strive to make our resources known and available to as many people as possible, we have to ensure that they know who is presenting the information so that if they want to learn more, they can find us.



## ABOUT OUR PRODUCTS



### GUIDELINES TO CREATING CUSTOM PRODUCTS:

Custom products created by sites should specifically relate to that site's experience. For example, Stonefield products should relate to agriculture, Wade House products to horses, etc.

All custom products should first try to incorporate either the vertical or horizontal logo. If the product is too small to utilize the logo, the crest and words Wisconsin Historical Society (in ITC New Baskerville Roman) need to be included.

All custom products need to be approved by the Director of Retail Operations and the Brand Manager.



## PRESS BOOKS & CATALOGS

All books need to have a logo treatment.

If the spine is under 1/4" use the Wisconsin Historical Society Press text logo.

If the spine is over 1/4" use the graphic seal in black or white.

### PRINTING

WISCONSIN HISTORICAL SOCIETY PRESS

WISCONSIN HISTORICAL SOCIETY PRESS



M3. SOLID  
BLACK ON WHITE  
BACKGROUND



M5. SOLID  
WHITE ON DARK  
BACKGROUND

### PRINTING

Author & Title

WISCONSIN HISTORICAL SOCIETY PRESS

Author & Title



Author & Title





## WEB BANNERS

### WISCONSIN HISTORICAL SOCIETY HOMEPAGE

Size: 770 x 360 pixels



### MUSEUMS & HISTORIC SITES HOMEPAGE

Size: 790 x 296 pixels



### WISCONSIN HISTORICAL SOCIETY HOMEPAGE FOOTER

Size: 589 x 180 pixels



### MUSEUMS & HISTORIC SITES HOMEPAGE FOOTER

Size: 800 x 115 pixels



# EXAMPLES



WISCONSIN  
HISTORICAL  
SOCIETY

## MORE WEB BANNERS

You can use color photos of contemporary events and people. You can use white lines to separate photos if you want.

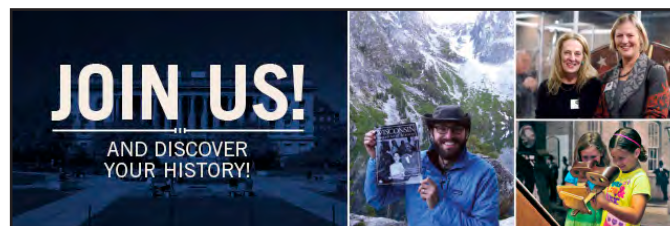
### WISCONSIN HISTORY TOUR HOMEPAGE

Size: 615 x 400 pixels



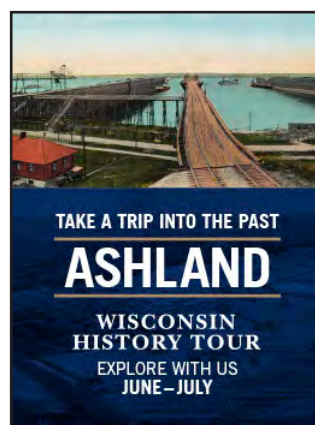
### BECOME A MEMBER HOMEPAGE

Size: 640 x 210 pixels



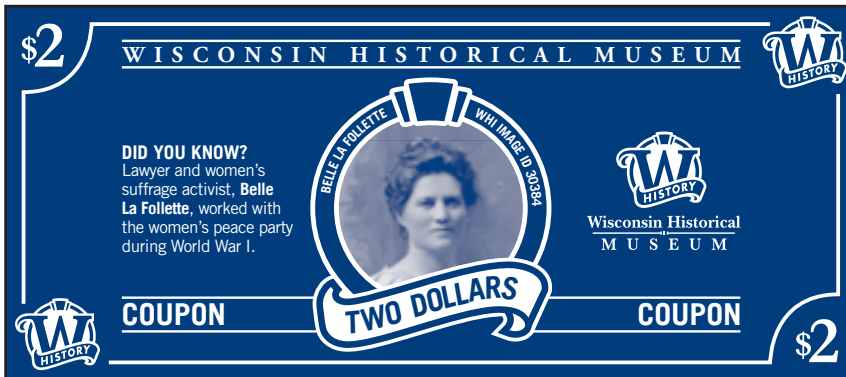
### WISCONSIN HISTORY TOUR SKYSCRAPER

Size: 260 x 352 pixels





## COUPONS & ADS

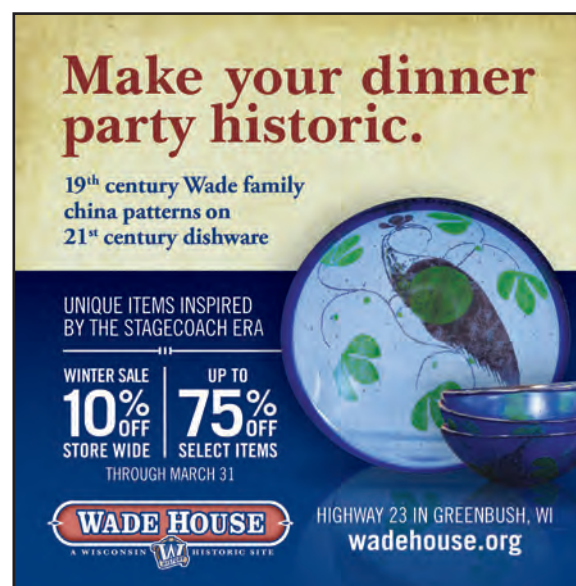


**COUPONS:** Notice in the coupon we added a fun fact and used a photo of a historic Wisconsin figure to connect people to the past.

Think of fun and clever ways we can tell a Wisconsin story in our promotions and ads.



**ADS:** Here we wanted to feature a specific product at the Store but still maintain the use of our fantastic historic images to continue our look. Like the transparent blocks of color, the gradated blue also gives that impression of illuminating the past. Use it, like the blocks, to create a space for copy.



**SENTENCE USE IN ADS:** We use copy that contains some wit and is inspired by the events, places, and products we are promoting.



# EXAMPLES

## MORE ADS



**“FUN FAMILY DAY”**

— JOSH E. | Trip Advisor Comment

 **OLD WORLD WISCONSIN**  
A WISCONSIN HISTORIC SITE

Named one of the Top 10 Living History Destinations in the United States!

North of Lake Geneva on Hwy 67 in Eagle  
[oldworldwisconsin.org](http://oldworldwisconsin.org)

**ADS:** Here we see again now the feathering/gradated effect works to highlight copy. Also notice how both the brand blue and the brand green of Old World Wisconsin are incorporated into the design.

**COPY:** Along with creating compelling, fun, light copy, we can also use a good testimonial from time to time.



**EXPERIENCE LAKE GENEVA**

**AS IT WAS...**  
Experience the 1888 Queen Anne 20 room summer “cottage” on Lake Geneva, the only lakefront historic house open for public tours, May through October.

To arrive by boat, as in the bygone era of steam yachts, or land access for groups of 20 or more call (800) 558-5911 (Lake Geneva Cruise Line) or visit [cruiselakegeneva.com](http://cruiselakegeneva.com)

For more information, special tours, or events, call (262) 248-1888 (Black Point Estate) or visit [blackpointestate.org](http://blackpointestate.org)

 **BLACK POINT ESTATE & GARDENS**  
A WISCONSIN HISTORIC SITE

**ADS:** Again we see how the Society brand blue was incorporated into the design along with Black Point Estate’s yellow.

Try to avoid putting copy directly over an image, but if you do, make sure it is very easy to read. This copy still may be a little difficult to read.



## POSTERS

WISCONSIN HISTORY TOUR



**WATER HERITAGE DAY**  
TUESDAY, SEPTEMBER 15

**DRAMA OF THE GREAT WAUKESHA SPRINGS ERA**  
10 A.M.  
Join author John Schoenknecht in reliving the rivalries throughout the Great Waukesha Springs Era.

**MEET & GREET**  
12 P.M.  
Join the Wisconsin Historical Society staff for a Meet and Greet at the Wisconsin History Tour exhibit.

**7TH GENERATION EARTH ETHICS**  
**NATIVE VOICES OF WISCONSIN**  
6 P.M.  
\* Carroll University – Dorothy Goff Frisch  
*Recital Hall in the Shattuck Music Center*  
218 N. East Ave., Waukesha, WI  
Author Patty Loew shares inspiring stories of those who helped sustain and nurture Wisconsin's 12 Indian Nations.

**EXPLORING SHIPWRECKS OF THE GREAT LAKES**  
4 P.M.  
Join Tamara Thomsen for a discussion on documenting shipwrecks and their artifacts.

Events will be hosted at the Waukesha Public Library (unless noted)  
321 Wisconsin Avenue, Waukesha, WI

  
WISCONSIN HISTORICAL SOCIETY

**THANK YOU TO OUR SPONSORS**  
The Wisconsin History Tour is generously underwritten in part by the *Kohler Trust for Preservation* with additional support from Bemis Company Foundation, BMO Harris Bank, Greater Green Bay Community Foundation, Green Bay Packers Foundation, Hilbert Communications, Plenco, Racine Community Foundation, Racine Rotary Foundation and We Energies Foundation. Promotional support is provided by American Printing and Wisconsin Public Radio.

Visit [wisconsinhistorytour.org](http://wisconsinhistorytour.org) and let us know you are coming  
**TO WIN A HISTORIC WISCONSIN ROAD TRIP!**

[wisconsinhistorytour.org](http://wisconsinhistorytour.org)  
608.212.5497 • [tourinfo@wisconsinhistory.org](mailto:tourinfo@wisconsinhistory.org)

**WHAT NOT TO DO:** If you use a color overlay, be sure your text can easily be read. The image behind the text here probably makes the information too hard to read.

**ABOUT NEW LOGOS:** We do not want to confuse people by creating additional logos or too many graphic elements. See in this poster how we promote the Wisconsin History Tour (a statewide traveling exhibit and week of programming) as a part of the Wisconsin Historical Society. Always check with the brand manager before creating any new logo or graphic element.



## SHARING & LEARNING

Remember that you are representing the Wisconsin Historical Society when speaking to the community. We are genuine Wisconsinites who are passionate about learning and sharing history.

When utilizing presentation software, please use Powerpoint and one of the approved templates. Examples of some of the templates are below. Please follow the guidelines below when creating your presentation.



- Only 6 bullets per slide
- Only 6 words per bullet
- Look to WHI Images, original art, images and illustrations, and Society-created photographs first when illustrating your point.
- For large images or illustrations, use the blank slide (without the rule at the top to separate the header) so you won't have the upper header rule poking out from behind both sides of your image.
- Keep all content within the border defined by the width of the upper rule and the height of the logo at the bottom.
- Use the intro and "thank you" slides.
- Please use Times New Roman or Arial Narrow.



## THANKS FOR LETTING US SHARE WHO WE ARE AND WHY WE ARE PASSIONATE ABOUT WHAT WE DO!

Now you know our basic creative guidelines. We feel this guide leaves room for individual creativity while offering solid ideas to connect people to our history and the Society. Remember, after you've completed your design, please send it on to your marketing manager or the brand manager for approval.

All logos, fonts, graphics and presentation templates are accessible by following this path: L:\Public\Brand Tools.

Questions? Contact [maryjane.connor@wisconsinhistory.org](mailto:maryjane.connor@wisconsinhistory.org).