

THINK·MAKE·HAPPEN IN WISCONSIN®

BRAND GUIDELINES



INTRODUCTION

Wisconsin is a state whose identity is deeply linked to leadership in manufacturing, agriculture and a midwestern sense of pragmatism and hard work without pretense. This identity is built into a few well-known associations, stereotypes even, when one thinks of Wisconsin: cheese (after all, we are known as America's Dairyland), cold winters and the Green Bay Packers. Although these perceptions are true and authentic to who we are, they are also limiting; there is so much more to Wisconsin that makes it a great place to live, work and do business.

As Wisconsin businesses seek to maintain the state's high quality workforce in the face of slower population growth, new attention must be given to the factors that drive location decisions, particularly among young people.

Greater efficiency and effectiveness will be created by unifying efforts across the state to attract and retain talented residents. Promoting Wisconsin as a premier business, personal and professional destination will succeed through coordinated messaging that expands on known perceptions of Wisconsin's people, businesses and communities, and adds to those perceptions in surprising new ways that appeal to current and future generations.

Think-Make-Happen In Wisconsin offers an integrated platform for stakeholders to powerfully communicate Wisconsin's value proposition.

PLATFORM

The Think-Make-Happen In Wisconsin communication platform represents an evolution of the In Wisconsin® brand, which focused exclusively on the state's business climate. This evolution is intended to promote Wisconsin as a place that offers career and personal fulfillment.

This document will describe rules for use that support this dynamism while maintaining the power of the larger communication effort. *Contents of this document do not override In Wisconsin communication and branding materials that are currently in market supporting business climate messages.*

PERSONALITY TRAITS

- Authentic
- Passionate
- Pioneering
- Tenacious
- Trustworthy
- Unpretentious



**WISCONSIN
OPPORTUNITY
BRAND**

BRAND ATTRIBUTES

- Fiscally responsible
- Diversified economy
- Renowned education system
- Comprehensive transportation
- Leader in healthcare quality
- High quality of life

BUSINESS

- Low cost of doing business
- Skilled workforce
- Robust supply chain
- World-class R&D

TALENT

- Low cost of living
- Safe/low crime rate
- Rich recreational and cultural experiences

CORE VALUE: MAXIMIZE YOUR POTENTIAL

PLATFORM

CORE VALUE

Wisconsin as a destination that offers business, career and personal opportunity is distilled into a Core Value. This forms a reference point for all communication supporting Think-Make-Happen In Wisconsin.

MAXIMIZE YOUR POTENTIAL

While Wisconsin is known for its natural beauty and abundant resources, it is perhaps best defined by the people who call it home. People with a restless drive to invent, create and achieve. Who combine passion with pride and turn ideas into industries, and whose intellectual curiosity and commitment to collaboration propel groundbreaking discoveries to meet global challenges. Where quality of life increases even as our cost of living remains among the lowest in the nation. We know that the real motivation to push forward comes from our connections and experiences. Our traditions are more than trends, they define a way of life, In Wisconsin®.

VOICE

The voice of the Think-Make-Happen In Wisconsin platform must be authentic to the people and places of Wisconsin in order to be fully realized. Our voice is pragmatic and forthright, conveying information with intelligence in a matter-of-fact tone. The people of Wisconsin typify “midwestern nice” and thus the voice of the brand should strive to convey an approachable tone that is not aloof or “professorial” and should even contain elements of dry wit when appropriate. Furthermore, bold language that conveys the self-evident nature of our accomplishments should be a cornerstone of our voice, while arrogant language would detract from the authenticity and work against the nature and purpose of the message.

OUR VOICE IS:

- Honest
- Passionate
- Conversational
- Proud

OUR VOICE IS NOT:

- Evasive
- Verbose
- Professorial
- Arrogant

As a unifying communication platform designed to promote opportunities for business, personal and career fulfillment in the state, Think-Make-Happen In Wisconsin is not intended to be used to directly advocate for or against specific points of view on topical issues. Organizers of events that aim to engage local constituents in a dialogue about current events, public policy or world affairs under the Think-Make-Happen In Wisconsin banner must ensure that diverse perspectives are reflected in their programming.

WORDS MATTER

Think-Make-Happen In Wisconsin draws its power from the suggestive nature and intriguing possibilities of the words together. It has a certain amount of “stopping power” in that readers immediately interpret their own meaning according to their expectations: “Think and Make it Happen” or “If you Think inventively and Make the effort, great things can Happen,” and so on. This reading should be encouraged and facilitated by sometimes prompting readers with interpretive lines like, “If you Think big and strive to Make your mark, great things Happen in Wisconsin.”

However, there is a deeper meaning to each word that can allow for more creative expansion of the expression.

Think may be Wisconsin's renowned K-12, university or technical college systems. It can also be our commitment to addressing life's most essential needs such as water technology, food and beverage innovation, bioscience discoveries and energy solutions. Or it could be interpreted as the inventive nature of our people as evidenced in the lives of Frank Lloyd Wright, Les Paul or Ole Evinrude.

Similarly, **Make** is most immediately rooted in our history and future of manufacturing leadership, yet can also convey a sense of impact and contribution as in: Make a community, a life or a difference.

And **Happen**, the most “open-ended” of the words, speaks to potential and opportunity. Wisconsin's story has history, but is not fully written yet, and so welcomes people to make it Happen.

STATEMENT USE

- Think-Make-Happen In Wisconsin is the complete and whole statement. It is to be used in its totality in headlines, as well as the first instance within body copy.
- After the first instance in body copy, the writer may determine when and how to shorten the statement to Think-Make-Happen.
- Display as initial caps with hyphens when used in body copy.
- In instances where a headline, title or call to action is set in all caps, the statement should also be set in all caps.
- Avoid attempting to recreate the use of bullet points found in the logo and wordmark to separate Think, Make and Happen in a body of text.
- Never abbreviate as “TMH” for public display.
- When using Think-Make-Happen as a headline use an all caps treatment with bullets as the separating mechanism:

THINK•MAKE•HAPPEN IN WISCONSIN®

- In HTML or where bullets would cause a display issue use hypens as the separating mechanism:

THINK-MAKE-HAPPEN IN WISCONSIN®

- When using Think-Make-Happen in body copy use bold text and add the circle R for the first instance.

Think-Make-Happen In Wisconsin®

LOGO USE

The use of the Think-Make-Happen In Wisconsin logo is limited to those communications that serve the greater communication platform itself, i.e. fulfilling Wisconsin's business, economic and personal potential. It should only be used by partners, agencies or companies in "co-branding" opportunities authorized by the Wisconsin Economic Development Corporation (WEDC). Co-operative "place" logos and wordmarks may be designed for use by these partners with WEDC oversight.

- The complete logo form includes the elements:
"state silhouette", "in", "Think-Make-Happen", "Wisconsin", "®" and the "circle".



- Removing elements for specific purposes are exceptions made for partner adoption, limited space or sizing consideration. These exceptions have been accommodated under Partner Use, Circle Mark, WEDC Use and Partner Use for Place Name listed below.
- No alteration of the relative proportion, type style or line weight of the elements is permitted in the complete logo form.

CIRCLE-MARK USE

A modified logo form has been developed for instances where there is interest to express the Think-Make-Happen In Wisconsin message, yet for reasons of sizing, the “Wisconsin” element could be removed without loss of communication strength. (See Circle-Mark Logo A.) Additionally, in special cases for partner co-communication, or relevancy, the “in Wisconsin” could be removed. (See Circle-Mark Logo B.) These “circle-mark” variations have their own use considerations:

- For use in social media, where the full, horizontal form of the Think-Make-Happen In Wisconsin logo would need to be reduced in size to fit within accepted templates or specifications.
- For adoption by partners or programs that wish to draw the strength of the unified message of Think-Make-Happen In Wisconsin, but would not find relevancy in the word “Wisconsin”.
- The circle-mark is to be used only in areas where the full logo would need to be reduced below its acceptable minimum size.
- The logo is never displayed at anything less than 100% of its primary color set, or white or black: i.e. never as a watermark.
- The logo never appears in repeating pattern, or as any design element other than its intended use as an identity.
- The logo is never displayed skewed, such as with a drop shadow or rotated.
- Minimum sizing is 75px in digital use.

CIRCLE-MARK USE

Circle-Mark Logo A



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Circle-Mark Logo B



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SOCIAL MEDIA MARK

Due to the limited size and shape constraints of social media platforms, a modified logo form has been developed for social media use:

- For use in social media, where the full, horizontal form of the Think-Make-Happen In Wisconsin logo would need to be reduced in size to fit within accepted templates or specifications and the word “Wisconsin” is required.
- This mark is used as an alternative to the Circle Mark and is used when the word “Wisconsin” both fits in the layout and is readable at the size dictated by the social media platform.
- The social media mark is to be used only in areas where the full logo would need to be reduced below its acceptable minimum size.
- The logo is never displayed at anything less than 100% of its primary color set, or white or black: i.e. never as a watermark.
- The logo never appears in repeating pattern, or as any design element other than its intended use as an identity.
- The logo is never displayed skewed, such as with a drop shadow or rotated.
- Minimum sizing is 75px in digital use.



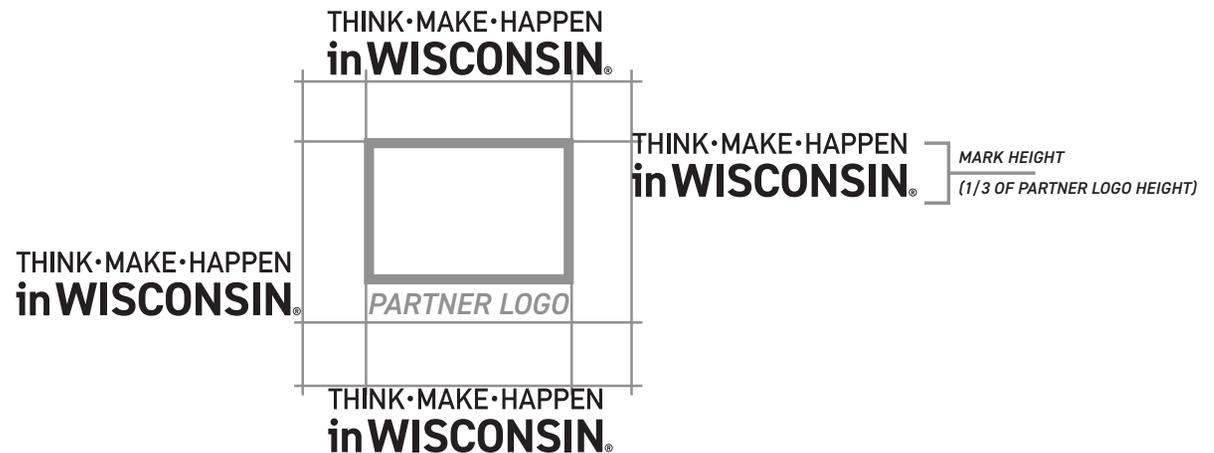
PARTNER USE

The power of Think-Make-Happen In Wisconsin will be fully realized when it is shared among communities, businesses and economic development partners across the state. For this reason, supplemental logomarks and wordmarks have been developed for use by statewide partners.

ECONOMIC DEVELOPMENT PARTNER

Partners in regional economic development are encouraged to adopt the Think-Make-Happen In Wisconsin mark within their communication efforts to help connect their communications with a larger state effort while accommodating regional or local reference. To this end there are a number of additional standards that allow for Think-Make-Happen In Wisconsin to appear unified and powerful.

- The Think-Make-Happen In Wisconsin graphic wordmark is to be used wherever a graphic display would be preferential: e.g. in printed materials, video titles, presentations and collateral materials.
- The wordmark can be displayed in any one of the Primary Palette colors (see “Color”), but never broken into more than one color selection: e.g. “Think-Make-Happen” in blue and “In Wisconsin” in gold.
- The wordmark must be presented at a distance from the partner’s own logo of at least the overall height of the wordmark (known as the mark height shown below), and in a proportion 1/3 the partner logo height. This maintains enough distance to avoid confusion of the two marks as a single entity.
- The wordmark cannot be rotated 90° for placement.
- Minimum sizing is 1.5” total width in print, and 125px in digital use.



WEDC USE

WEDC USE

Because of the unique nature of WEDC in regard to the Think-Make-Happen In Wisconsin platform, there are a few special considerations to the established Partner Use standards.

- A unique display of the wordmark has been designated for WEDC use only: it contains a typographic display of Think-Make-Happen alone, without the “In Wisconsin” element and can be displayed on all WEDC communications under the standards for Partner Use.
- The unique wordmark created for WEDC has a mark height of twice the height of the cap height of the text.



PARTNER USE

PLACE NAMES

A specialized logo has been created for instances where organizations, businesses or other entities may want to single out a specific “place” in Wisconsin. This logo can be modified with a place name for this purpose.

- WEDC alone controls the creation of all Think-Make-Happen In Wisconsin “place partner” logos. Thus any organization, business or entity must gain the permission of WEDC for use, as well as the graphic design files.
- All graphic use standards from the Think-Make-Happen In Wisconsin logo are in effect for partner use.



IN WISCONSIN®

WEDC owns several registered trademarks. It is imperative that the use of the circle R is used consistently when using these marks. In addition to the logo formats shown above, the circle R is to be used for the first instance of the phrase “In Wisconsin” within a title or body copy.

- Use the circle R after the phrase “In Wisconsin” when said use is a branded use.
- Bold the phrase “**In Wisconsin**” when said use is a branded use.
- Branded use is defined as a use in which a reference to the brand is drawn.
- Branded use is typically found ending or beginning a phrase.

For example in the headline below “In Wisconsin” both completes the phrase but also references the brand:

BRING YOUR HIGH-TECH STARTUP TO LIFE IN WISCONSIN®

DISTINGUISHING THE BRAND “IN WISCONSIN” FROM WISCONSIN

In the above example, it is impossible for the reader to determine whether a registered trademark claim is being made to the word “Wisconsin,” the entire phrase or “In Wisconsin.” To distinguish the brand it is imperative to use typography weight distinction in headlines. Headlines are created in all capital letters. The phrase before “In Wisconsin” must be a lighter version of the DIN font than “In Wisconsin.” The correct iteration of the above example is as follows:

BRING YOUR HIGH-TECH STARTUP TO LIFE **IN WISCONSIN**®

Within body copy bold the first use of “In Wisconsin,” and apply a circle R mark.

THINK-MAKE-HAPPEN®

WEDC also owns a registered trademark on the phrase “Think-Make-Happen.” It is imperative that the circle R is locked up with the first use of THINK-MAKE-HAPPEN. In most cases, however, the full brand is expressed as:

THINK-MAKE-HAPPEN IN WISCONSIN

Technically this is coupling two owned registered trademarks “Think-Make-Happen” and “In Wisconsin.” As such only one circle R mark is necessary. The correct expression is:

THINK-MAKE-HAPPEN IN WISCONSIN®

In rare occurrences, for WEDC use only, the phrase THINK-MAKE-HAPPEN may appear without “In Wisconsin,” as defined above. In such circumstances use bold and a circle R mark:

THINK-MAKE-HAPPEN®

When THINK-MAKE-HAPPEN® appears as a follow-up to THINK-MAKE-HAPPEN IN WISCONSIN, use bold and apply the circle R mark as this is the first instance of a separate registered trademark.

WEBSITE URL

WEDC owns and operates several websites:

InWisconsin.com

WEDC.org

Invest.InWisconsin.com

The above treatments represent the preferred upper and lowercase treatment of the URLs. Such treatment make the URLs more readable and more easily remembered while calling out the brand names. Wherever possible use this treatment. There will be times when such a treatment is not possible. In that event put the entire URL in all capital letters.

HASHTAG

When representing Think-Make-Happen as a hastag use the following syntax:

#ThinkMakeHappen

FONT USE

When creating print communications for Think-Make-Happen In Wisconsin use only the fonts identified here.

DIN Bold Alt or DIN Bold in all caps is used at the designer's discretion for primary messaging, headlines, subheads, headers and footers. DIN Bold is used for numbers and symbols occurring in primary messaging, headlines, subheads, headers or footers.

HEADLINES, SUBHEADS, HEADERS & FOOTERS: DIN BOLD ALT OR DIN BOLD (ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMBERS & SYMBOLS IN HEADLINES, SUBHEADS, HEADERS & FOOTERS: DIN BOLD

1234567890?%&*

Square periods are used for all copy.

Arial is substituted for DIN when using the @ symbol.

DIN Regular is used for body copy and captions.

DIN Light may be used as a secondary font to DIN Regular.

BODY COPY: DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?%&*

EXPORTED/EDITABLE DOCUMENTS SHOULD SUBSTITUTE ARIAL FOR DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?%&*

COLOR

A complete palette has been created for use with Think-Make-Happen In Wisconsin. It has been organized by a primary palette color group with two “shade groups” of light and dark that, along with 100% black, represent a complete spectrum of options for use in brand communications. There are several standards that govern how the colors should be used:

- The Think-Make-Happen In Wisconsin logo, as well as the wordmark(s) are to be displayed in the primary palette color group **only**.
- The logo and wordmarks must never be broken into two or more color selections.
- **NOTE:** The dark and light shade groups are distinct color mixes and not simply the result of adding or subtracting from the primary group. Thus, use the color mix as created whenever a shade group is called for.
- Partners may not set the Think-Make-Happen In Wisconsin logo, place logos or wordmarks in any color other than the primary color group. Unless the logo or wordmark is reversed out of a color select of the primary palette group.

COLOR

CMYK 73/30/0/22
RGB 45/122/172
HEX 2D7AAC
PMS 7690

CMYK 36/0/75/31
RGB 125/157/80
HEX 7D9D50
PMS 576

CMYK 0/29/100/15
RGB 219/162/17
HEX DBA211
PMS 7555

CMYK 0/68/92/4
RGB 233/111/44
HEX E96F2C
PMS 1645

CMYK 2/92/92/20
RGB 193/48/36
HEX C13024
PMS 7626

CMYK 40/91/40/4
RGB 158/60/105
HEX 9E3C69
PMS 7647

CMYK 0/0/0/60
RGB 128/130/133
HEX 808285
PMS COOL GRAY

IMAGERY

Imagery selected for use with Think-Make-Happen In Wisconsin should be authentic and accessible: i.e. dynamic images that demonstrate “work- or life-in-action” that are captured in the moment, as opposed to posed subjects who address the camera directly.

- Any photography used that shows a definitive “place” such as a town, city or natural area must be a Wisconsin location.



* Although the above image could represent a point along Wisconsin's coast, it is Presque Isle Park in Marquette Michigan.