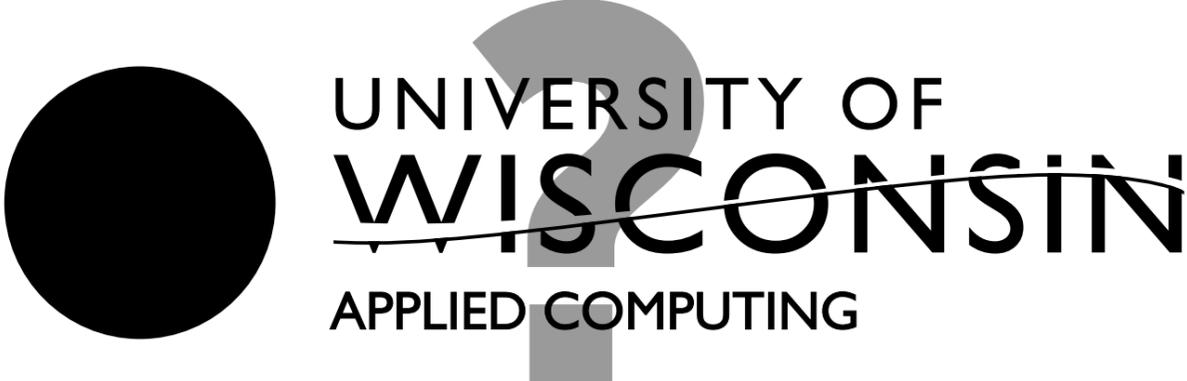


UNIVERSITY OF WISCONSIN
Applied Computing



Collaborative Programs



Collaborate Color Palettes

SMGT



HWM



HIMT



FLEX



DS



Collaborate Color Palettes

SMGT 
HWM 
HIMT 
FLEX 
DS 

Collaborate Color Palettes

SMGT



HWM



HIMT



FLEX



DS



APPLIED COMPUTING



OR



Logo Option 1



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APPLIED COMPUTING



OR



Logo Option 1 - Logos in Action



Logo Option 2



APPLIED COMPUTING



OR



Logo Option 2 - Logos in Action



Logo Option 3



APPLIED COMPUTING



OR



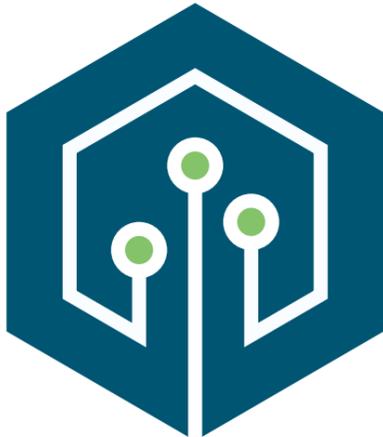
Logo Option 3 - Logos in Action



Logo Option 4



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APPLIED COMPUTING



OR



Logo Option 4 - Logos in Action



Logo Option 5



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APPLIED COMPUTING



OR



Logo Option 5 - Logos in Action



Fonts

Primary Fonts - Print

Museo Sans 100

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Museo Sans 300

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Museo Sans 500

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Museo Sans 700

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Museo Sans 900

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Logotype Font

Gill Sans

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Museo Sans 100

Museo Sans 100 Italic

Museo Sans 300

Museo Sans 300 Italic

Museo Sans 500

Museo Sans 500 Italic

Museo Sans 100

Museo Sans 100 Italic

Museo Sans 100

Museo Sans 100 Italic

Webfonts

Raleway Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Raleway Extra Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Open Sans Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Open Sans Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]{}|\`~!@#\$\$%^&*()_+`

Colors

Primary color palette and secondary color palettes will be determined by the selection of a logo.

Secondary Brights Palette

<p>GRAPEFRUIT 1C 237R 10C 217R 82M 84G 88M 69G 49Y 102B 63Y 84B 0K 1K hex #ED5565 #DA4453</p>	<p>BITTERSWEET 0C 252R 3C 232R 71M 110G 81M 87G 69Y 82B 81Y 64B 0K 0K hex #FC6E51 #C24527</p>	<p>SUNFLOWER 0C 255R 3C 245R 18M 207G 28M 186G 86Y 61B 85Y 66B 0K 0K hex #FFCE3E #F6BB42</p>	<p>GRASS 40C 166R 48C 148R 4M 199G 10M 184G 88Y 79B 100Y 54B 0K 0K hex #A* #D5BA2A</p>
<p>MINT 62C 71R 69C 56R 0M 207G 0M 189G 44Y 173B 51Y 156B 0K 0K hex #48CFAD #37BC9B</p>	<p>SKY 49C 117R 62C 84R 4M 199G 12M 178G 3Y 232B 7Y 217B 0K 0K hex #76C6E7 #55B2D9</p>	<p>BLUE JEANS 60C 92R 69C 74R 32M 156G 41M 138G 0Y 237B 0Y 219B 0K 0K hex #5D9CEC #4A89DC</p>	<p>LAVANDER 37C 172R 47C 150R 44M 145G 56M 122G 0Y 237B 0Y 219B 0K 0K hex #AC92EC #967ADC</p>
<p>PINK ROSE 3C 237R 12C 214R 58M 135G 69M 112G 0Y 191B 0Y 173B 0K 0K hex #EC8700 #D770AD</p>	<p>LIGHT GRAY 3C 245R 8C 229R 1M 247G 5M 232G 1Y 250B 3Y 237B 0K 0K hex #F5F7FA #E6E9ED</p>	<p>MEDIUM GRAY 19C 204R 34C 171R 12M 209G 24M 178G 9Y 217B 19Y 189B 0K 0K hex #CCD1D9 #AAB2BD</p>	<p>DARK GRAY 63C 102R 73C 66R 50M 110G 62M 74G 42Y 120B 50Y 84B 13K 34K hex #656D78 #434A54</p>

Icons



Images - In House Photoshoot



img_2017_03_17_11_58_43.jpg



img_2017_03_17_11_58_43.jpg



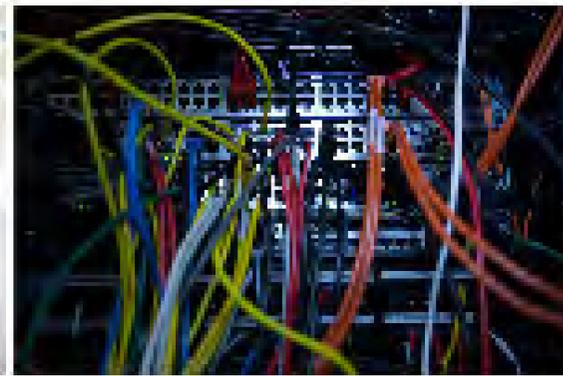
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Images - In House Photoshoot



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Images - In House Photoshoot



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Images - In House Photoshoot



Progression



Progression



Progression