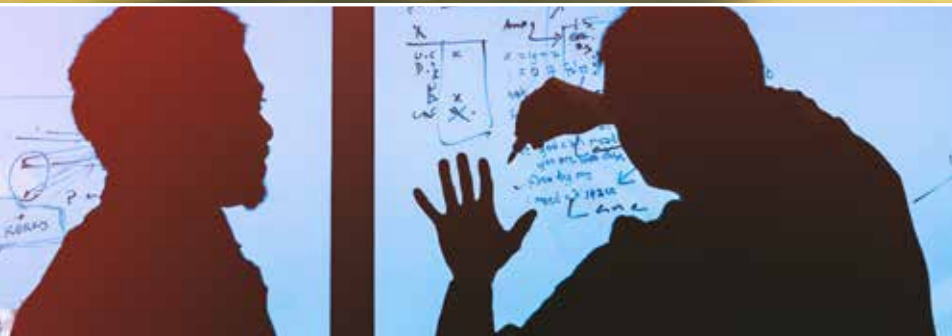




HOW WE TELL **OUR STORY.**

MSOE Brand Manual



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By definition, a brand is the overall experience that distinguishes an organization from its competitors in the marketplace. The MSOE brand is the collective impression the university holds in the marketplace. It is comprised of countless experiences conveyed by a community of stakeholders. Every interaction we create, each story we tell and every word we use has the potential to help position MSOE as a growing, agile institution making a global impact through innovation.

As part of this community, we are all brand ambassadors who play an important role in creating a consistent, positive and professional image for the university. MSOE communications and presentations should reflect our character and highlight our unique points of differentiation to various audiences. Connecting these numerous elements, experiences and stakeholders requires an underlying strategy.

To formulate that strategy, we began with interviews, surveys and conversations with hundreds of students, faculty, staff, alumni, Regents and university partners. The insights and unique characteristics identified in those meetings were then distilled into a positioning statement, messages and visual identity that work in concert to tell the story in a unified, strategic and powerful way.

The information contained in the pages of this MSOE brand manual outline our strategy and provide the building blocks to tell our story. It creates continuity by providing a common language and technical specifications for graphics and visuals. These include the brand and identity guidelines, as well as using the MSOE Style Manual, which is based on the Associated Press (AP) Stylebook, as a guide for writing and formatting text, to ensure that we are communicating visually and verbally in the same manner.

The goal of our brand strategy is to provide a framework that unifies us as part of the MSOE community while drawing on the diverse perspectives, ideas and energy we bring as individuals. By aligning our collective efforts, we can establish a clear, strong and immediately recognizable image that positions MSOE among the top colleges and universities in the world.

—Sebastian Thachenkary
Vice President of Marketing and Community Engagement

Milwaukee School of Engineering® is a private, non-profit university offering bachelor's and master's degrees primarily in engineering, business, mathematics and nursing.

At MSOE®, you will find a caring community of students and faculty. Our faculty are passionate about teaching. Our students are bright, creative, hard-working and fun to be around. Together, we are committed to fostering a higher standard of academic programming, research, personalized service, instruction and guidance.

MISSION STATEMENT

MSOE is the university of choice for those seeking an inclusive community of experiential learners driven to solve the complex challenges of today and tomorrow.

VISION STATEMENT

MSOE will set the standard for preparing leaders to solve the diverse technical challenges of the 21st century.

VALUES

Collaboration

We value working together across boundaries.

Excellence

We value the pursuit and achievement of excellence.

Inclusion

We value authentic engagement with diverse people, beliefs and ideas.

Innovation

We value creativity and new ideas for lifelong service, discovery and growth.

Integrity

We value doing the right thing in a reliable way.

Stewardship

We value the responsible use of our resources.

Note: Please note that the content above is intended to be internal communication language and not external brand or marketing messaging.

The MSOE brand strategy is the result of a guided effort to embrace the university and its community.

Thanks to collaborative, engaging talks with our community, we've defined and developed a cohesive strategic path forward for MSOE.

STRATEGY

Strategic Drivers

These are MSOE's authentic characteristics and differentiators. Pulled from the research done with campus constituencies and alumni, the strategic drivers were building blocks in developing the brand strategy and positioning.

TELL US IT'S IMPOSSIBLE

MSOE students do things on their first day that many students don't touch until their junior year. And when things begin to feel overwhelming or that problem just can't get solved, our students dig in and find answers to questions about real-world issues and themselves.

AN EXPERIENCED EDUCATION

At the intersection of education and industry sits MSOE. Where students learn from faculty who have built bridges, run businesses, spent days on end in an ICU, and designed Harleys. Where practical application and on-the-job experience trump theory. Where a semester's worth of programming is digested in 10 weeks. And where graduates are ready to solve complex problems on their first day of work because they've been solving them since their first day of school.

UNDENIABLY UNTRADITIONAL

Our students don't "jump around." But in their spare time, they make robots that do. They also game into the wee hours, dabble in classical piano, collaborate on new business ideas, start new clubs in a matter of days, provide medical care in Central America and jump into extra research projects—because it's what they love to do. This student experience is anything but typical and far from boring.

Note: Please note that the content above is intended to be internal communication language and not external brand or marketing messaging.

Positioning Statement and Brand Pillars

A pragmatic statement for internal use, the positioning statement identifies what makes MSOE unique from our competitors in the marketplace. It also identifies the ultimate benefit to our primary audience. While it is focused on our primary audience—prospective students—it also resonates with our secondary audiences and community at large.

Brand pillars serve to support the positioning statement. The pillars of the MSOE brand are the truths about who we are as a university. They are what we want people to know about who we are.

At MSOE, we challenge our students on day one with a high touch academic experience that delivers high value. With challenge, comes growth. Students work through real-world problems side-by-side with faculty who are proven leaders in their fields. They think, make and explore in and out of class and define who they are in the process. They have access to the pulsing culture and diverse workplaces Milwaukee offers while they are here, and access to the world when they leave. And when they do leave, they'll out-perform and out-earn their peers in an increasingly competitive job market.

RETHINK WHAT'S POSSIBLE

We have a tireless drive to answer the critical questions. In and out of class, faculty and students seek out the most challenging issues in their fields. And when things begin to feel overwhelming or that problem just can't get solved, they dig in and find answers to questions about real world issues—and themselves.

THE POWER OF EXPERIENCE

We seek to solve the complex problems of today and tomorrow through a rigorous academic regimen, collaborative workspaces, and partnerships with industry-leading companies and organizations. An MSOE education is truly an experience-based education.

A CRAFTABLE COLLEGE EXPERIENCE

The MSOE environment fosters the individual spirit. And, the student experience itself is anything but typical and far from boring. In the heart of Milwaukee, surrounded by a small and talented student body, students take the opportunity to craft their academic and co-curricular activities around their interests and design a multi-year experience that builds the whole person.

Note: Please note that the content above is intended to be internal communication language and not external brand or marketing messaging.

Reasons to Believe

These are the tangible facts that support the positioning statement and can be used as “proof” of the statement.

INDUSTRY EXPERTS

Professors have years of industry experience and focus on the growth of the students, leading with practical application and validating with theory.

THE HEART OF MILWAUKEE

Students have access to great companies and a variety of academic and work-related opportunities.

PUSH AND PULL

An incredibly talented student body pushes each other to grow and pulls each other through the difficult stretches.

POWER IN THE EXPERIENCE

Small class sizes, like-minded and driven peers, and the surrounding Milwaukee area offer MSOE students a level of autonomy in building a student experience custom fit to their areas of interest.

CAREER READY

Graduates are ready to solve complex problems on their first day of work because they’ve been solving them since their first day at MSOE.

In our creative platform, we turn the strategy into communication content through audience specific messaging, text that uses a specific voice and tone and through curated and intentional visuals.

CREATIVE PLATFORM

Voice & Tone

Just like a person, MSOE has a personality, and this personality has a distinct voice and tone. Voice and tone tell the reader who we are by virtue of the words selected and the phrasing to create the following feelings:

UNASSUMING CONFIDENCE

Midwestern humility meets industry-leading—and changing—expertise.

MOMENTOUS INFLUENCE

Forward thinking, moving and being. A catalyst for challenge and change—in the classroom and in the world.

STEADFAST MENTORSHIP

An unwavering presence of challenge paired with individualized investment and guidance.

Overarching Concept for the Creative Platform: **RETHINK WHAT'S POSSIBLE**

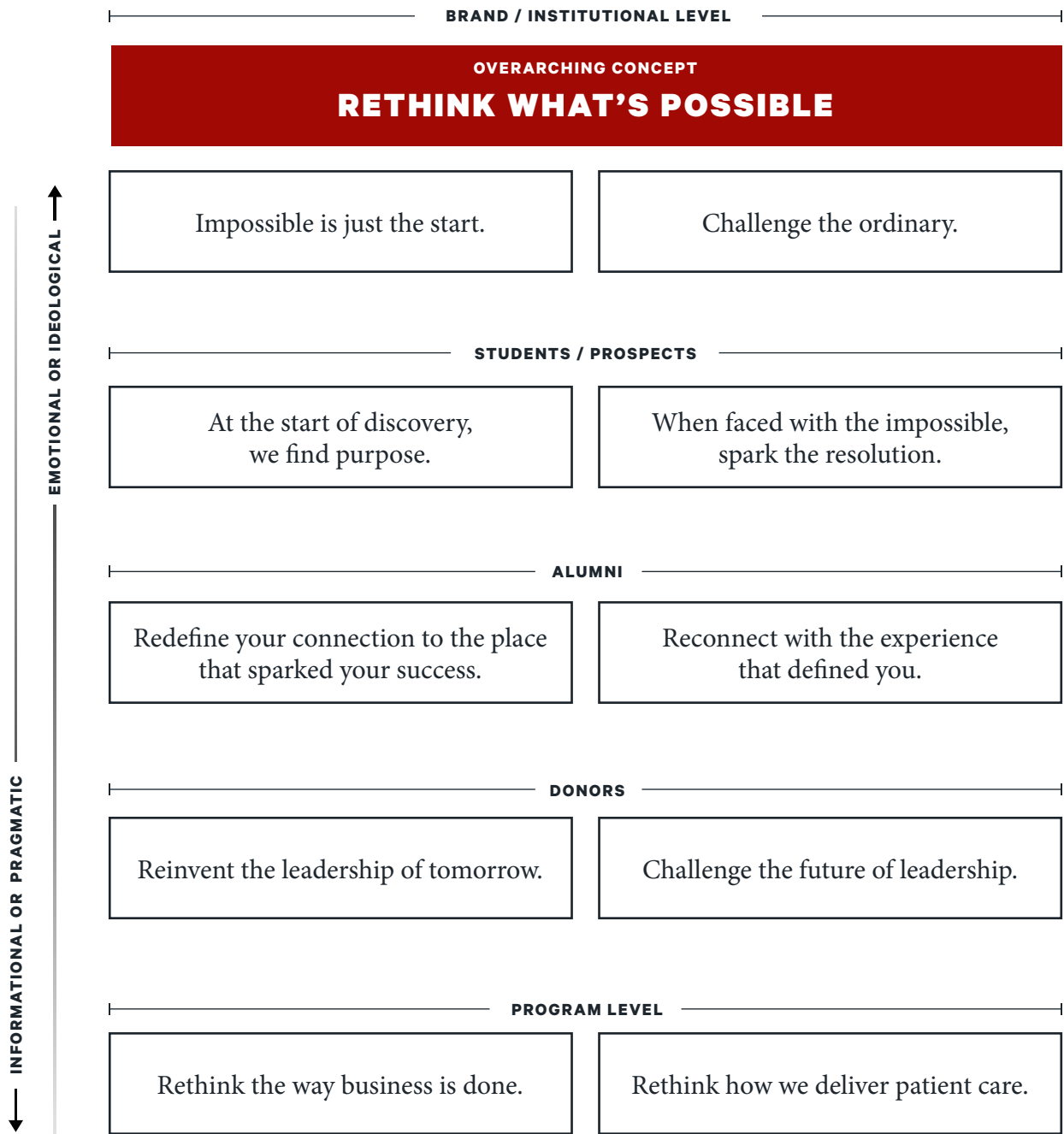
Connecting the brand story sentiment of facing the unknown, MSOE acknowledges what intimidates the world and discovers the resolution—acting as catalysts for change. Through that, we flip the belief of anything being “impossible” and invite it as a challenge. By uncovering what’s possible in every situation, MSOE leads and transforms its communities, industries and beyond with innovation.

By saying “we,” we consider the impact of the collective MSOE—students, faculty, staff, alumni and community members.

RETHINK
WHAT'S
POSSIBLE

Messaging

The messaging map illustrates the flexibility of the overarching concept. Different audiences require different types of messages but all can fit into the overarching concept of “Rethink What’s Possible.”



Core Messaging Examples

The content should ultimately ladder back to the overarching strategy and platform. Messaging can change based on the needs of each audience and on which brand attribute resonates the best, but the voice and tone remain the same.

AUDIENCE:

Prospective students

STRATEGY:

Highlight the experience and educational value

At the start of discovery, we find purpose.

At the intersection of academia and industry, we band together in a highly collaborative environment that integrates real-world experimentation, tapping into the diverse workplaces and resources of Milwaukee. Throughout the experience, we uncover more about ourselves and the world than we ever thought possible, inciting new ways of thinking—and doing.

AUDIENCE:

Alumni

STRATEGY:

Focus on positive memories and their connection to MSOE

Redefine your connection to the place that sparked your success.

The MSOE experience taught us many things—how to think critically, keep exploring, and grow with success.

Before you were an expert, you were a learner—starting from scratch and growing with each obstacle. The talents you admired others for, you now have yourself, pursued with adamant curiosity. Now, you take MSOE with you wherever you go—leading a new way for future generations of our graduates and our community. It's the evolution of a profound education.

Stay connected with us to celebrate your successes, engage with other alumni, and move MSOE forward.

AUDIENCE:

Donors

STRATEGY:

Convey the impact of their giving

Reinvent the leadership of tomorrow.

When we transform the way we lead and serve, we inspire others to realize their extraordinary talents and how to use those to effect positive change for generations to come.

To support MSOE with the growth of capable leaders and shapeable minds, invest in the expansion of resources and programs that serve as a humble beginning for groundbreaking successes. Together, we will move Milwaukee and the Midwest forward.

OUR STORY

In our brand story, we take each element of the strategy to create a unifying piece that serves as the foundation for our creative platform. We focus on how we combine both our **enduring tradition and expertise with present day research and mentorships** to powerfully bring us into the future.

In 1903, an idea sparked to life—a new type of academic institution that understood an innate curiosity for tackling the toughest questions. One that would address a critical industry need and **drive Milwaukee and the Midwest to the future.**



OUR STORY

Today, our academic experience remains intrinsically tied to the real world. It's a confluence of **business knowledge, work ethic, and an enduring desire to know more.** Where professors come to teach, mold and coach the eager and determined. Where tenacity and resilience is a badge of honor. Where students passionately pursue moments of extraordinary clarity. And where a humble city by the lake provides dynamic experiences that create impact far beyond its shores.



We unriddle the impossible and reinvent the way things are done. And tomorrow, we'll carry that momentum forward.

In the Midwest.
In industry hubs.
In cities across the globe.

Photography

Photography serves as the most powerful visual asset we have to help tell our story. By creating a consistent style and being intentional about our usage, we create a look that is unique to us. Whether using stock photography or shots captured on our own accord, the following principles apply in order to capture the MSOE experience at its core.



SUBJECT MATTER

Photography should showcase a mixture of student experience, academics, industry partnerships and experience, and also balance the ideas of theory and practical application in action.



Photography Style Notes

With photography, our goal is to capture the authentic MSOE experience and tell that story through imagery. We have an opportunity to show the breadth and depth of MSOE’s offerings, as well as the balance between theory and practice in and out of the classroom. With that in mind, the following style notes help us make sure our imagery is aesthetically and compositionally consistent.

LIGHT

Utilize natural and ambient light and atmospheric elements to create visually interesting compositions. If needed, lighting elements can be used if intended to mimic ideal natural light, but should not be apparent. Gels may be used to subtly create atmosphere. Faux light sources should not be apparent.

FOCUS

Utilize a range of exposure and aperture settings to help create a breadth of composition types. Backlit subjects and unconventional lighting environments prove challenging, but create visually interesting, authentic imagery. When applicable, expose for factors like skies, open flames, screens, etc.

DEPTH

Shooting through, over or under foreground objects can help frame and create a visually interesting composition that conveys a sense a place and scale.

POINT-OF-VIEW

Subjects should not feel posed or directed—even though there may have been some direction given. Camera point-of-view should be participatory. Some portrait photography with camera aware subjects is warranted, but subject(s) should be in-situ—in an interesting environment—with a clear focus on the subject(s).

HISTORY

MSOE has a rich history, so mixing in real historical imagery with modern compositions will tie the past to the future.

STYLE ATTRIBUTES

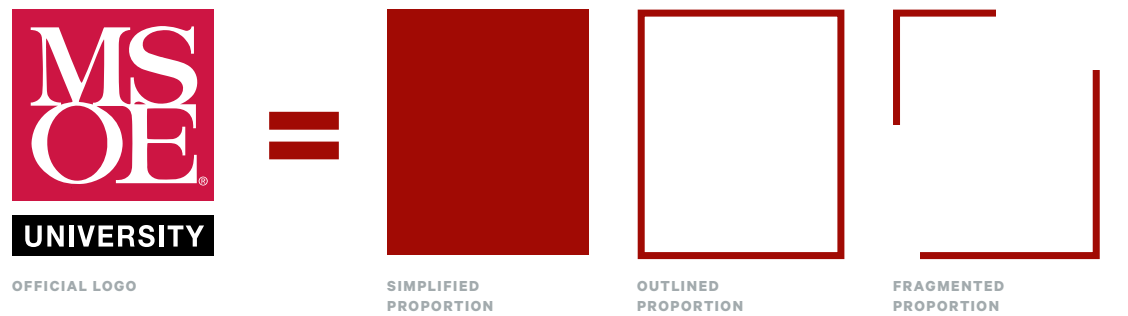
- Natural
- Authentic
- Candid
- Inquisitive
- Introspective
- Focused
- Interactive
- Layered

Graphic Elements

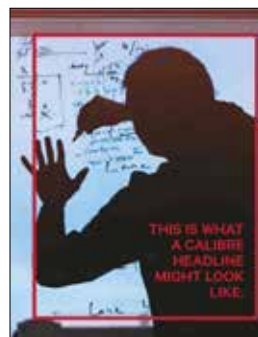
Graphic elements add another layer of visual interest and can help ground compositions and create continuity among materials.

THE PROPORTION

The proportion is a box or frame in the exact proportion of the MSOE logo. This shape can be used in a number of ways—to highlight information, focus on a key part of an image or hold content or copy. The proportion is represented in either MSOE red or white and should be used in the same orientation as the logo—vertically.



**PROPORTION
AS A KNOCKOUT**



**PROPORTION
AS A FRAME**



**PROPORTION
AS A BRACKET**



**PROPORTION
AS A PLACEHOLDER**



**PROPORTION
MADE BY A GRID**

FOUND GRAPHIC TEXTURES

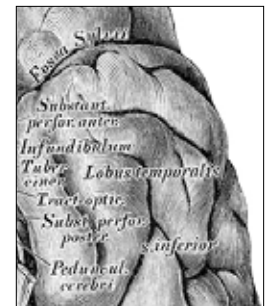
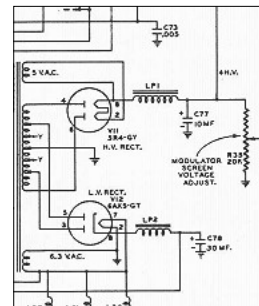
We use found textural elements pulled from different disciplines to create a unique visual and graphic treatment. From 19th century medical drawings and historical civic maps to schematic drawings, logic equations and snippets of code, these found elements can be found in archives, in the halls, and elsewhere on MSOE's campus.

It is essential that the elements used are real and authentic and relevant to the work being portrayed and the other elements in the composition they are associated with (e.g., civil engineering imagery and structural analysis equations).

Handwritten mathematical formulas and a graph of a unit step function. The formulas include Taylor series expansions for $e^{f(a)(x-a)}$ and $e^{f'''(a)(x-a)^3}$. Below them is the definition of the unit step function $u(t)$ and a graph showing it as 0 for $t < 0$ and 1 for $t > 0$. The text "Unit Step function, $u(t)$ " is written above the graph.

Snippet of Python code showing string manipulation and conditional logic:

```
t(" "); } $("#un)
from_string($"#
= use_unique(arr
if (c < 2 * b - 1
s.trigger("click"
a[b] && " " != a[
").val(); c = 20
```



The following elements combine with the creative platform to create the full MSOE identity system—which, when used consistently and correctly, creates an ownable, unique look and feel. In conjunction with our core messaging attributes, these elements come together to portray our university in all of our communications.

IDENTITY

Naming

Our preferred name when we speak or in writing is **MSOE**. However for clarity purposes, specifically in writing, it is sometimes appropriate to use **Milwaukee School of Engineering (MSOE)** and then use **MSOE** in later references within the text. MSOE can also be referred to as a university (in lowercase) within text after a first instance of using the proper name. Please note, there is no instance where MSOE would be referred to as a college.

MSOE®, the acronym, Milwaukee School of Engineering®, and the MSOE logo are all registered U.S. trademarks.

MSOE

PREFERRED NAME

Milwaukee School
of Engineering

FULL NAME FOR CLARITY

University Logo

MSOE's logo is a red square comprised of the letters "MSOE" set in upper-case letters. A black block with the word "university" set in upper-case letters sits below the red square.

The original logo was created by industrial designer Brooks Stevens in 1978 during MSOE's 75th anniversary celebration. The "university block" was added to the logo in 2012 to ensure audiences understand the breadth of MSOE's academic offerings particularly for audiences outside of its geographic footprint or overseas. "university block" is considered a clarifier in the graphic form only and is not spoken or written as part of the formal name.

Not only has the logo withstood the test of time, it grows more valuable every day. The MSOE logo is the cornerstone of our visual identity system and must appear on all MSOE print and digital communication vehicles.



REPRODUCTION

As with any mark, the MSOE logo has been carefully created, from the color of the box to the spacing between the letters. It should never be recreated or redrawn. Digital files are available for use in EPS (vector) files in both Macintosh and Windows formats. These are located in the COMMON folder of the "O" drive.

TRADEMARK

MSOE's logo is a registered trademark of the university and must be reproduced in the configurations and colors shown in this document. The logo cannot be photocopied, scanned, recreated, re-proportioned or altered in any way.

University Logo Variations

The Marketing Communications Department has developed several variations of the logo for use in specified situations, as noted within these guidelines. In all variations, the logo must remain in its box with the “university” box below it. This relationship should not be modified in any way. All logo variations are available in CMYK, Pantone, RGB and Hex color formats.

	BACKGROUND	CORRECT VARIATION	INCORRECT USE
COLOR A version is available for use on full-color backgrounds.			
COLOR REVERSED A logo with a white 'university' box may be used on dark colored backgrounds, where the black 'university' box would not show up.			
BLACK & WHITE A black logo should only be used for one-color production or when the red logo would not be visible. It can also be used when colors are restricted—such as t-shirts and premiums.			
ONE-COLOR REVERSED A reversed logo with white lettering and an outline may be used on one-color print materials with black backgrounds. It may also be used on solid color backgrounds for items such as t-shirts and premiums.			

Logo Don'ts

Please note that not every acceptable or unacceptable use of the logo can be addressed here. It is the responsibility of the individual to use the logo correctly and consult the Marketing Communications Department with questions or clarification.



Do not change the proportions.



Do not print the logo in a color other than red or black.



Do not screen the logo.



Do not add to or delete parts of the logo.



Do not add to or delete parts of the logo.



Do not add to or delete parts of the logo.



Do not rotate the logo.



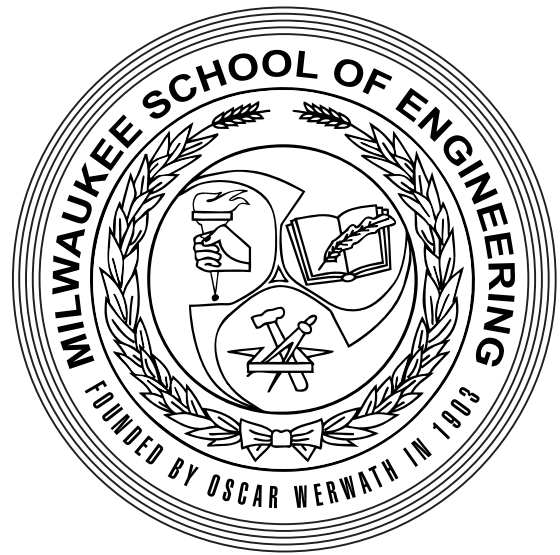
Make sure there is no white bar between the red and black boxes or around the entire logo on a colored field

University Seal

The university seal is used for the highest official university documents (diplomas, legal documents, etc.). It may only be used on materials with the permission of the Marketing Communications Department.

The seal must never replace the university logo on MSOE materials such as publications, stationery, advertising or electronic media.

The seal may be reproduced only from an original digital file (.AI Adobe Illustrator, .EPS or JPEG formats). In addition, the seal must not be photocopied, scanned, recreated, re-proportioned or altered in any way.



SEAL DON'TS

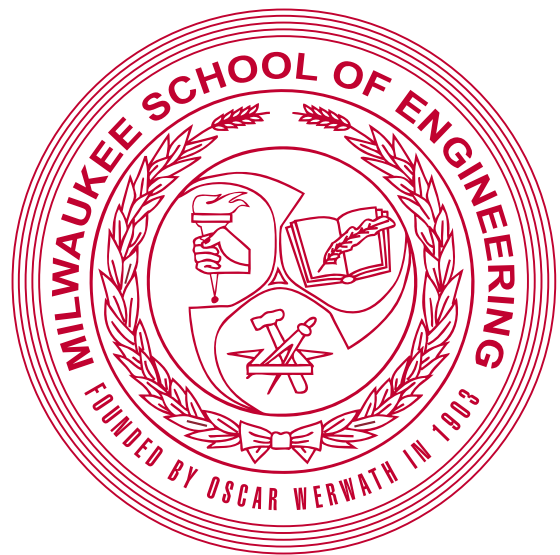
Do not use the seal without permission from the Marketing Communications Department.

Do not recreate the seal.

Do not re-proportion the seal.

Do not print the seal in a color other than red or black.

Do not rotate the seal.

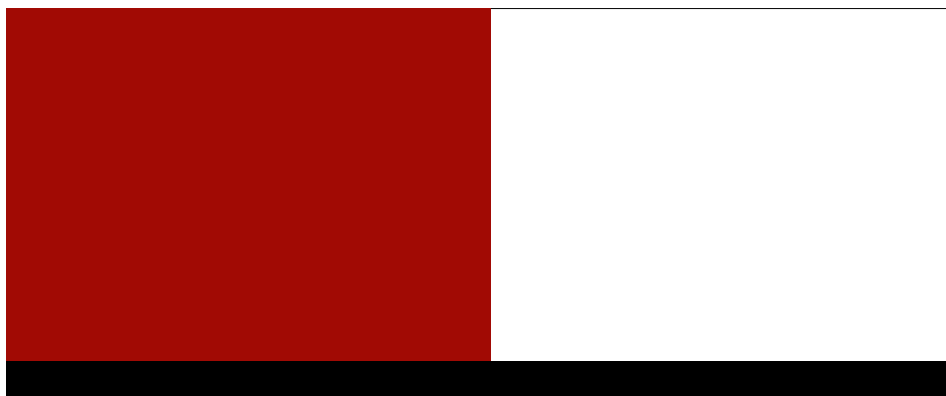


Our Colors

Color serves as one of the most recognizable aspects of our identity. Using these colors appropriately helps ensure that our communications remain consistent and cohesive.

MSOE's primary colors are red and white. Black is also a complement to our primary colors. Secondary colors of the university should be used to add character and interest to the page. Support tones are also used to add character and can be especially beneficial in two-color design.

Just like with type or imagery, proper color usage helps create a consistent visual aesthetic and supports visual communicates to enhance meaning.



PRIMARY PALETTE

The primary colors should always be the most prevalent colors in any piece of collateral or communication. The primary colors should be balanced with equal parts whitespace to create areas of visual rest.



SECONDARY PALETTE

The secondary color palette accents the primary color palette and should be used conservatively. A color from the secondary palette should never become a predominant color in a communication.



TONAL PALETTE

The tonal color palette provides additional opportunities to create dimensional compositions and flexibility when setting typography and graphic elements. The colors in this palette should act as neutrals to help balance the interaction of the primary and secondary palettes.

Color Builds

When using color builds, always use the color values listed here as they have been adjusted for the best reproduction on screen and in print. Using the correct values when working with color ensures consistency.

PRIMARY PALETTE

MSOE RED PMS 200 CMYK 3/100/70/12 RGB 197/5/12 HEX #C5050C	WHITE CMYK 0/0/0/0 RGB 255/255/255 HEX #FFFFFF
BLACK CMYK 0/0/0/100 RGB 0/0/0 HEX #000000	

SECONDARY PALETTE

HYPER BLUE PMS 7710 CMYK 70/0/20/0 RGB 0/149/167 HEX #0095A7	VOLT YELLOW PMS 380 CMYK 12/0/60/0 RGB 191/213/0 HEX #BFD500	CATALYST RED PMS RED 032 CMYK 0/100/100/0 RGB 235/15/6 HEX #F9423A	INNOVATION GRAY PMS 552 CMYK 25/0/10/0 RGB 169/209/213 HEX #A9D1D5
PMS 301 CMYK 100/50/20/25 RGB 1/63/90 HEX #013F5A	PMS 458 CMYK 6/11/90/10 RGB 172/155/21 HEX #AC9B15	PMS 188 CMYK 27/86/60/28 RGB 82/13/10 HEX #520D0A	PMS 5493 CMYK 30/5/20/30 RGB 90/128/133 HEX #5A8085

TONAL PALETTE

ASPHALT PMS 433 CMYK 90/68/41/90 RGB 29/37/45 HEX #1D252D	CHARCOAL PMS 432 CMYK 65/43/26/78 RGB 51/63/72 HEX #333F48	SLATE PMS 431 CMYK 45/25/16/59 RGB 91/103/112 HEX #5B6770	STEEL PMS 430 CMYK 33/18/13/40 RGB 124/135/142 HEX #7C878E	ASH PMS 429 CMYK 21/11/9/23 RGB 162/170/173 HEX #A2AAAD	CEMENT PMS 427 CMYK 7/3/5/8 RGB 208/211/212 HEX #D0D3D4
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ADDITIONAL TONES FOR WEB ONLY

WEB 1: #EAEAEA	WEB 2: #F4F4F4	WEB 3: #FAFAFA
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Typography

Inspired by and paired with our voice and tone, our typography serves as a further extension of our brand personality. When used correctly, it’s a powerful way to convey meaning and mood. Below are guidelines on how to execute from high-impact statements to informational copy.

PRIMARY DISPLAY TYPOGRAPHY

Calibre is our primary sans-serif typeface—chosen for its “engineered geometry,” inspired traditional simplicity and humanistic traits. This typeface brings in a level of visual modernity to MSOE’s type treatments, as well as touches of innovation and forward movement.

Calibre comes in ...

Black <i>Black Italic</i>	Bold <i>Bold Italic</i>	Semibold <i>Semibold Italic</i>
Medium <i>Medium Italic</i>	Regular <i>Regular Italic</i>	Light <i>Light Italic</i>

SECONDARY DISPLAY TYPOGRAPHY

Minion Pro is our primary serif typeface—a historical, humanist typeface, chosen for its classic style and legibility. Minion pays homage to MSOE’s history, pairing nicely with Calibre’s modern, innovative feel to touch on the more historical, academic aspects of the MSOE experience.

Minion Pro comes in ...

Bold <i>Bold Italic</i>	Semibold <i>Semibold Italic</i>
Medium <i>Medium Italic</i>	Regular <i>Italic</i>

ACCENT TYPOGRAPHY

Roboto Condensed is a sans-serif font chosen to act as an accent to Calibre and Minion, primarily for its condensed size.

Roboto Condensed comes in ...

Bold <i>Bold Italic</i>	Regular <i>Italic</i>	Light <i>Light Italic</i>
-----------------------------------	---------------------------------	-------------------------------------

CAMPUS TYPOGRAPHY

Campus constituencies will use Calibri and Times New Roman for day-to-day communication, publications and correspondence. These typefaces have similar characteristics but are readily available on all computers.

Calibri instead of Calibre
Times New Roman instead of Minion Pro

The following examples are intended to show the breadth and depth of the MSOE creative platform and identity system in use. These examples bring all of the elements together to create an ownable, unique look and feel that is fresh and innovative, but also true to MSOE's history and personality.

EXAMPLES

Outdoor Advertising — Street Pole Banners and Billboards



Spreads



SPARK

THE RESOLUTION

We blur the lines of practicality and theory to move our industries forward.

Every groundbreaking idea, invention, and discovery started with questioning. At MSOE, we meet these questions with persistent curiosity. We dispel uncertainty, fear, and apprehension. We forge new paths and don't let the unknown stop us from moving forward—instead, it keeps us going.

REINVENT THE LEADERSHIP OF TOMORROW

This copy is simply a place holder for your copy that is not in its way. It really means nothing, but, if you choose to read it that is just as well. When the real copy does arrive it will be dropped into place and look much like the copy you are reading. That is, assuming you are in fact reading this. It should appear to match the same style, size and so on.


This copy is simply a place holder for your copy that is not in its way. It really means nothing, but, if you choose to read it that is just as well. When the real copy does arrive it will be dropped into place and look much like the copy you are reading. That is, assuming you are in fact reading this. It should appear to match the same style, size and so on.

This is a subhead treatment

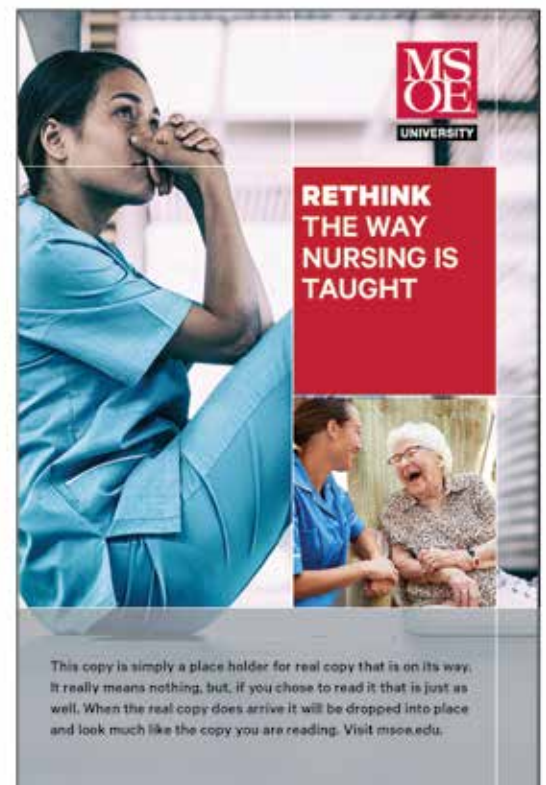
This copy is simply a place holder for your copy that is not in its way. It really means nothing, but, if you choose to read it that is just as well. When the real copy does arrive it will be dropped into place and look much like the copy you are reading. That is, assuming you are in fact reading this. It should appear to match the same style, size and so on.

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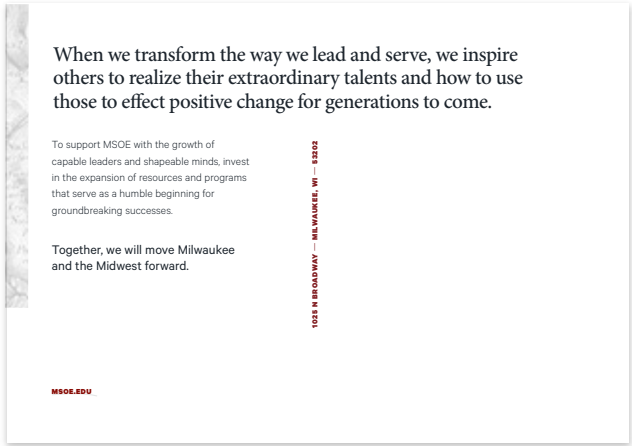
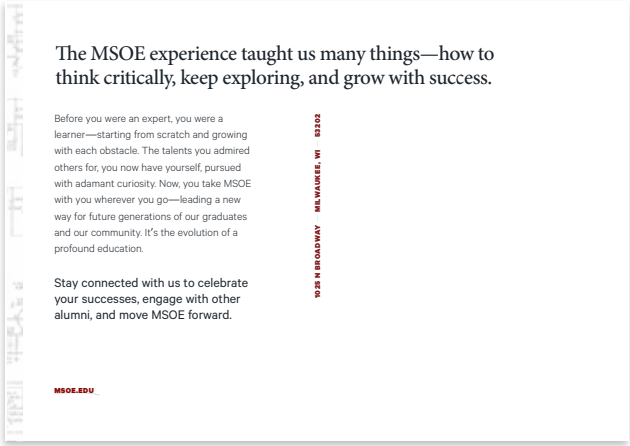
TODAY IS WHEN YOU START SOLVING TOMORROWS PROBLEMS



Print Ads



Alumni and Donor Post Cards



For Guidance or Assistance, please contact the following people

QUESTIONS REGARDING

Media & public relations strategy
Communications
Messaging
Emergency communications

Brand strategy
Marketing planning
Design
Creative

Marketing request & projects
Printing
Branded displays and items

Web & digital strategy
Social media
Digital media

CONTACT

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