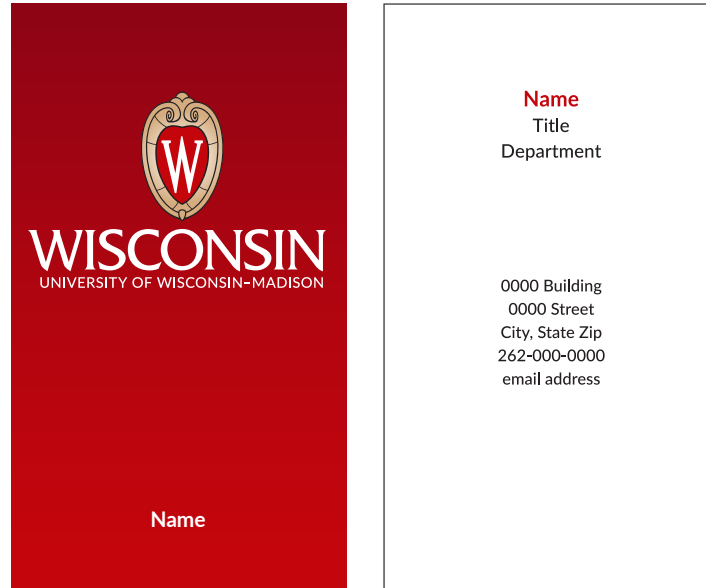


UW–Madison Business Card Visual Guidelines

University Marketing has developed three official templates for UW–Madison business cards

PREMIUM BUSINESS CARD



STANDARD BUSINESS CARD



SCHOOL/DEPARTMENT BUSINESS CARD



Other logos may not appear on the front side (same side as the UW–Madison logo).
Printing a two-sided card is recommended when additional logos need to be included. Additional logos are only allowed on the back side.