

Licens

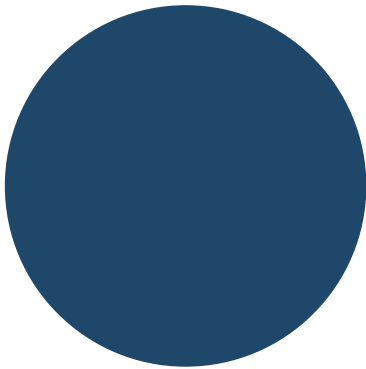
Branding Guide

Department of Safety and Professional Services



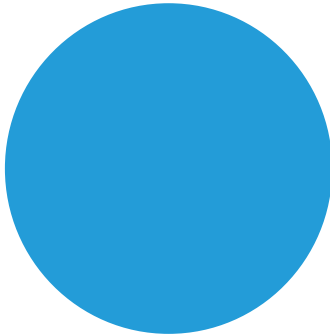
Color Palette

Primary



RGB -36, 71, 106
CMYK -93, 73, 36, 21
HEX - #22476a

Secondary



RGB -37, 158, 217
CMYK -73, 23, 0, 0
HEX - #259ed9

Font

Avenir Next Condensed - Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

Avenir Next Condensed - Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Logo Guide

Licens 

Logo for light background

Licens 

Licens 

Logo for dark background

Licens 

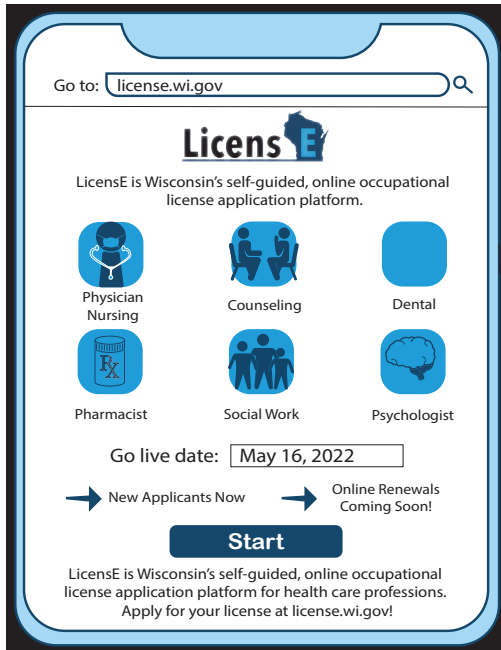
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Infographics

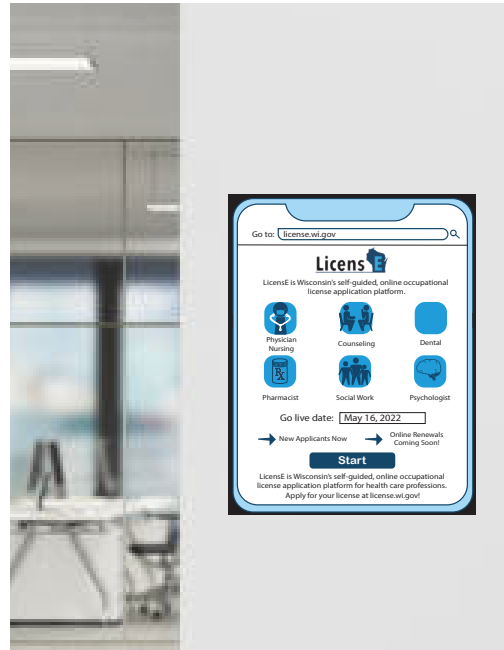
Printable infographics

Included are multiple infographics geared toward the physical format. Print and post to raise awareness at the workplace or lobby area.

iPhone infographics



Example



Poster infographics



Example



Infographics

Digital infographics

Included are multiple infographics geared toward the digital format. These are the most versatile. They can be used in websites, digital ads, and email. There also different versions for multiple disciplines that would need to use the new licensing system. The following state licenses have a dedicated infographic: Physician License, Nursing License, Dental License, Pharmacist License, Social Work License, Counseling License, Chiropractor License, Psychology License.



Light Version



Dark Version

Example



Letterhead

The appropriate letterhead should be used in every aspect of physical communications.

Example



January 1st, 2022

John Doe
1234 Main St.
Madison, WI 53711

Dear John Doe,

Thank you for your interest in LicensE. Your psychology license has been approved! The mission of the Department of Safety and Professional Services is to promote economic growth and stability while protecting the citizens of Wisconsin as designated by statute.

In preparation for the launch of LicensE, our new self-guided, online occupational license application platform, the department is implementing a two-week blackout period for new initial applications. Starting at noon on April 29 and running until 11:59 p.m. on May 15, the department will accept no new initial applications for professions launching in LicensE. The list of affected licenses is available [HERE](#).

Applications received after 12 p.m. on April 29 will not be processed. Paper applications postmarked after this date will be returned to applicants. Current applications awaiting decisions will be evaluated in the order they were received.

SCAM ALERT: Neither the Wisconsin Department of Safety and Professional Services nor regulating or licensing boards (e.g. State Board of Nursing) will contact credential holders requesting payment to clear or restore licenses. You will also not receive emails from DSPPS or regulatory boards asking you to verify your account by clicking on a link or by providing your email and password. If you receive a call, email, fax, letter, text, or other communication indicating that there are problems with your license/credential that can be resolved with immediate payment or by clicking a link or providing your email and/or password, this could be a scam. Do not give out your personal, confidential information to someone claiming to be from a government agency or board.

LicensE is a self-guided, online occupational license and renewal platform for the Wisconsin Department of Safety and Professional Services.



license.wi.gov
4822 Madison Yards Way, Madison, WI 53705



Email Header

For use in HTML email distribution such as GovDelivery. This email Header gives LicenseE a uniform feel for all its correspondence.



Example

This image shows an example of the LicenseE email header integrated into a newsletter. The header is a smaller version of the banner shown above, with the LicenseE logo, the website "license.wi.gov", and the promotional text. Below the header, the newsletter content is visible. It starts with a section header: "Welcome to Conversations on Racial Equity (CORE)". The main body of text reads: "Governor Evers and Lt. Governor Barnes have remained committed to improving the lives of communities of color across the state of Wisconsin and bring this to the forefront of all of the work they do. In an effort to connect with other Wisconsinites doing this work and to promote an ongoing dialog of feedback, idea-sharing, and mutual support, our offices will be sending a monthly newsletter highlighting the work to promote and encourage racial equity and justice that is happening across the administration and in our communities. We encourage you to let us know how we're doing and to help spread the word about our successes." A final paragraph states: "This newsletter and this work will not be perfect but now more than ever, we want to dive in and connect the dots to truly make Wisconsin a better place to live, work, learn and grow." A small downward-pointing arrow icon is located at the bottom right of the newsletter content area.


Infographic Variants

Nursing



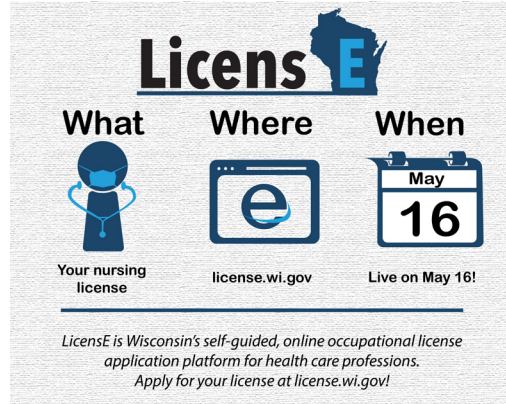
LicensE

What **Where** **When**




Your nursing license license.wi.gov Live on May 16!

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Pharmacist



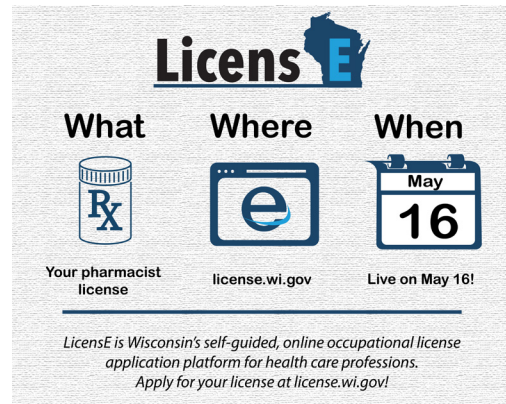
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Chiropractor



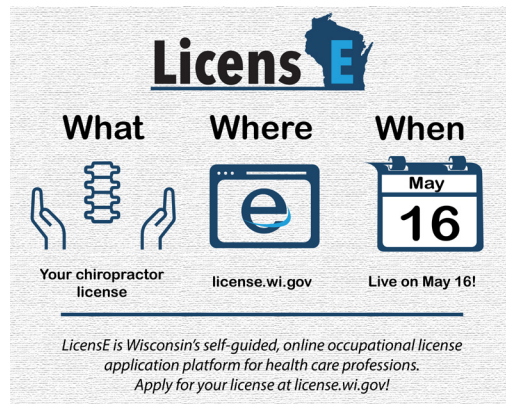
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Infographic Variants




Counseling

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Physician

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Infographic Variants




Psychology

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Social Work

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