CAMPAIGN TAGLINE GUIDELINES
Campaign Tagline

The campaign tagline should appear on all campaign-related communications.

The campaign tagline should always be used in conjunction with the Block W logo and University wordmark (or your departmental signature logo).

The tagline may appear in UW brand colors only. It must not be altered in any way. Do not fill the tagline with graphics or photos, cover it with text or graphics, change or approximate the fonts, or make transparent.

The tagline cannot be replicated through typesetting.
Campaign tagline elements
1. Be Boundless
2. For Washington, For the World
3. Slash
Configurations

There are two approved configurations for the campaign tagline. The horizontal format is preferred.

The vertical stacked tagline should only be used in cases where space is an issue. This format should be treated as a secondary option and only used if absolutely necessary.
Clear space
Preserve a minimum clear area equivalent to the height of the “B” in Be Boundless around the complete tagline.

Do not cover the campaign tagline with type or other graphics. Do not fill the tagline with graphics or photos, change or approximate the fonts, or make transparent.
Minimum size for web
For web, the minimum width of the tagline is 275 pixels.
Minimum sizes for print
The width of Be Boundless may not be less than 1 inch wide.

Optimal size for print is 1.25 inches when using the horizontal format, and 1 inch for the vertical stacked format.
The slash
The slash should remain a consistent height equal to the “B” in Be Boundless above and “B” plus the height of the “W” in Washington below. These heights are the same if you are using the preferred logo or the stacked logo.

If the slash needs to bleed off the top or bottom of a page or frame edge, please make sure there is a minimum distance of two “Bs” between the tagline and the bleed edge.
**Color**

The campaign tagline may only appear in the UW brand color palette.

The campaign tagline should not appear in gray when used online as the integrity of the mark degrades and creates readability issues.

The tagline may only appear in one color. The elements may not be in various UW colors. In addition, when using the campaign tagline with the Block W and University wordmark, all three graphic elements should be the same color.

(See “Placement” for examples.)
Use all three brand elements
The campaign tagline should always be used in conjunction with the Block W logo and University wordmark (or your departmental signature logo).

All three brand graphic elements should appear in the same color.

Preferred placement of the tagline is at the bottom or top of the page edge.
Incorrect use of the campaign tagline
Examples of incorrect use.

- **BE BOUNDELSS FOR WASHINGTON FOR THE WORLD**
  - Do not use multiple colors. Use only one color for the entire tagline.

- **BE BOUNDELSS FOR WASHINGTON FOR THE WORLD**
  - Do not change or move the different elements of the tagline. All elements should stay grouped.

- **BE BOUNDELSS FOR WASHINGTON FOR THE WORLD**
  - Do not alter, approximate or recreate the tagline.

- **BE BOUNDELSS FOR WASHINGTON FOR THE WORLD**
  - Do not use the tagline smaller than the minimum size recommended.

- **BE BOUNDELSS FOR WASHINGTON FOR THE WORLD**
  - Do not combine illegible brand colors.

- **BE BOUNDELSS FOR WASHINGTON FOR THE WORLD**
  - Do not use percentages or tints of the UW brand colors.