University Logo

A strong visual identity contributes to the University of Washington's reputation, and in turn its ability to recruit outstanding faculty, students and staff; to engage alumni, and to attract external support.

To better take advantage of this potential, the University offers a Signature Logo System that effectively links our campuses, schools, academic units, and administrative offices with the University of Washington brand — a strong asset that we all proudly share.

Every member of the University community plays an important role in bringing this cohesive new identity to life and maintaining its integrity by applying it consistently throughout all university communications, including in print, Web, display, broadcast, and electronic formats.

These guidelines and rules provide standards to the University community for the implementation and use of the new University of Washington Signature Logo.

It is the University's policy that the official Logo, Wordmark and Signatures as described in these pages are the only sanctioned marks for use across the campuses to represent the University of Washington in marketing communications and reputation building work. No other marks or symbols may be used in conjunction with or to replace the official University of Washington Signature Logo system.

Please be aware that it is not practical to attempt to imagine every conceivable issue or scenario for the purposes of this document. For more information or assistance in interpreting the guidelines, please contact:

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A logo is a graphic element that forms an immediate visual recognition of an organization's brand.

The University Logo — the Block W — has been the symbol of the UW since 1902 and is the foundation of the Signature Logo System. Visually strong and classic, it is the graphic representation of the University's brand.

Primary Purple is the preferred color for the University Logo. The Logo may also be used in secondary palette colors. No outline should be used around the Logo for University-wide/general marketing purposes. (Note: the Block W version with a colored outline is used by Athletics and on trademarked merchandise.)

University-wide/
General Marketing

Athletics/Merchandise

Merchandise

TIP: When the University Logo is used on merchandise or premiums being sold or given away, the registration mark (®) must be present. On marketing collateral such as brochures, reports and event materials, the ® may be removed.

University Logo: Unacceptable

Consistency is key to maintaining strong brand integrity. Never attempt to recreate the logo. Examples below illustrate a wide range of incorrect uses, but are not intended to be a complete list.
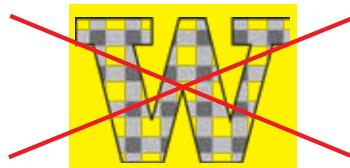
No Logo behind text

Do not tilt

Do not crop or bleed

Do not deviate from Color Palettes

Do not fill with textures or images

Do not alter, approximate or recreate the Logo

Do not rescale Logo

Incorrect element

The University Wordmark was designed using a combination of two fonts. Specific attention was given to letterspacing and presentation — for print as well as electronic communications — therefore the font has been modified. This modification means the University Wordmark is no longer a font but a graphic element, and must remain as such to ensure its integrity.

To allow flexibility and accommodate space parameters, the University Wordmark has two versions: stacked and centered. Although of different height and weight, they are consistent and complement each other.

Stacked

UNIVERSITY *of*
WASHINGTON

Centered

UNIVERSITY *of* WASHINGTON

A signature locks a logo with a wordmark to create a single graphic representation of an organization.

The University Signature has three versions:

Stacked: a combination of the Logo centered above the stacked Wordmark.
Centered: a combination of the Logo above the centered Wordmark.
Left Aligned: a combination of the Logo to the left of the centered Wordmark.

The Block W Logo must appear in every University Signature. No other marks may be substituted or incorporated into the University Signature.

The University Logo should never appear to the right, below, or behind the University Wordmark.

University Signature: Stacked

W

UNIVERSITY *of*
WASHINGTON

University Signature: Centered

W

UNIVERSITY *of* WASHINGTON

University Signature: Left Aligned

W UNIVERSITY *of* WASHINGTON

University Signature: Unacceptable

Consistency is key to maintaining strong brand integrity. Never attempt to recreate the logo and signature lockup. Examples below illustrate a wide range of incorrect uses, but are not intended to be a complete list.

No Logo behind Wordmark

No Logo behind Wordmark

Do not use ® Logo for general marketing

No logo to left of
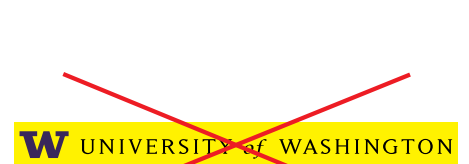stacked Wordmark

No Logo below Wordmark

No Logo to right of Wordmark

Do not deviate from Color Palettes

Only the Block W Logo
may be in Signature

Do not rescale Signature or Logo

Do not alter, approximate
or recreate Wordmark

Incorrect element

Campus Signature

UW Bothell and UW Tacoma have their own Campus Signature, designed for use on campus-specific communication materials.

When referring to the University of Washington as a collective whole — Seattle, Bothell and Tacoma — the University Signature should be used. No more than one campus name may be included in each Campus Signature.

The Block W Logo must appear in every Campus Signature. No other marks may be substituted or incorporated into the Campus Signature.

Campus Signature for UW Bothell and UW Tacoma: Stacked

W
UNIVERSITY *of*
WASHINGTON
BOTHELL

W
UNIVERSITY *of*
WASHINGTON
TACOMA

Campus Signature for Bothell and Tacoma: Left Aligned

W UNIVERSITY *of* WASHINGTON | BOTHELL

W UNIVERSITY *of* WASHINGTON | TACOMA

For more information specific to each campus, please contact:
UW Bothell: Jason Beard, 425.352.5406, jbeard@uwb.edu
UW Tacoma: Brian Anderson, 253.692.5755, bca@u.washington.edu

The Seattle campus signature is for use only in international, approved national communications, or communications relating to the student admissions process.

Campus Signature for Seattle: Stacked

W

UNIVERSITY *of*
WASHINGTON
SEATTLE

Campus Signature for Seattle: Left Aligned

W UNIVERSITY *of* WASHINGTON | SEATTLE

Campus Signature: Unacceptable

Consistency is key to maintaining strong brand integrity. Never attempt to recreate the logo and signature lockup. Examples below illustrate a wide range of incorrect uses, but are not intended to be a complete list.

BOTHELL
UNIVERSITY *of*
WASHINGTON

Campus name may not
appear above Wordmark

W
UNIVERSITY *of*
WASHINGTON
TACOMA

Do not deviate from Color Palettes

W
UNIVERSITY *of*
WASHINGTON
TACOMA

Missing .5 pt rule

W **UNIVERSITY** *of* **WASHINGTON**
BOTHELL

Do not change position of campus name

W
UNIVERSITY *of*
WASHINGTON
SEATTLE | BOTHELL | TACOMA

No more than one campus name
per Campus Signature

W **UNIVERSITY** *of* **WASHINGTON** **BOTHELL**

W
UNIVERSITY *of*
WASHINGTON
TACOMA

Do not rescale Logo

W
UNIVERSITY *of*
WASHINGTON
BOTHELL

Do not alter, approximate or recreate
any part of the Wordmark

UNIVERSITY *of*
WASHINGTON
BOTHELL

Only the Block W Logo
may be in Signature

Incorrect element

Department Signature

An effective identity system for a complex organization should accurately express important relationships.

The Department Signature system — based on an information hierarchy — has been created to allow for flexibility without compromising the overall cohesiveness of the University's visual identity.

The Department Signature system allows individual units to construct their own logo by determining the contents of a Primary, Secondary and Tertiary Field. The flexibility of this system provides units an opportunity to customize information according to their specific needs or that of their target audience.

The Department Signature offers horizontal and vertical options, and must include the University Logo and Wordmark. When used in combination with the logo and patch graphic elements, the endorsement system may be applied to the department signature, see page 27. The font style (point size, capitalization and bolding) is specific to each field and should not be altered.

To ensure the integrity of Department Signatures, units should not attempt to create their own logo. A system has been developed through UW Creative + Communications to produce Department Signature Art Packs based on directions from units.

W ————————————— Logo

**CENTER FOR LONG
& COMPLICATED NAMES** ——— Primary Field

UNIVERSITY *of* WASHINGTON ——— Secondary Field

College of Exploration ——— Tertiary Field

W CENTER FOR LONG & COMPLICATED NAMES — Primary Field

UNIVERSITY *of* WASHINGTON ——— Secondary Field

College of Exploration ——— Tertiary Field

Logo

Department Signature

PRIMARY FIELD

The **Primary Field** should be used to communicate a unit's most important information to a specific audience — either using the University Wordmark or the unit's name. (Note: the University Wordmark must be used in the Department Signature, and can be placed in either the Primary or the Secondary Fields. It should never appear in the Tertiary Field.)

Primary Fields can include such information as:

- School or College Name
- Institute or Program Name
- Department Name
- Library
- Office

The **Primary Field** font style (point size, capitalization and bolding) is specific to this field and should not be altered. In the stacked version, the Primary Field can hold up to two lines, and an ampersand (&) should be used in place of the word "and."

To ensure the integrity of Department Signatures, units should not attempt to create their own logo. A system has been developed through UW Creative + Communications to produce Department Signature Art Packs based on directions from units.

W

DEPARTMENT OF BREVITY ———————— Primary Field
UNIVERSITY *of* WASHINGTON
College of Exploration

W

UNIVERSITY *of* WASHINGTON ———————— Primary Field
DEPARTMENT OF BREVITY
College of Exploration

W UNIVERSITY *of* WASHINGTON ———— Primary Field
DEPARTMENT OF BREVITY
College of Exploration

W DEPARTMENT OF BREVITY ———— Primary Field
UNIVERSITY *of* WASHINGTON
College of Exploration

SECONDARY FIELD

The **Secondary Field** can be used to communicate either the University or the unit's name, depending on what occupies the Primary Field. (Note: the University Wordmark must be used in either the Primary or the Secondary Fields, and can never be used in the Tertiary Field.)

Secondary Fields can include such official titles as:
- School or College Name
- Institute or Program Name
- Department Name
- Library
- Office

The **Secondary Field** font style (point size, capitalization) is specific to this field and should not be altered. The Secondary Field is limited to one line and an ampersand (&) should be used in place of the word "and."

To ensure the integrity of Department Signatures, units should not attempt to create their own logo. A system has been developed through UW Creative + Communications to produce Department Signature Art Packs based on directions from units.

W
DEPARTMENT OF BREVITY
UNIVERSITY *of* WASHINGTON ————— Secondary Field
College of Exploration

W
UNIVERSITY *of* WASHINGTON
DEPARTMENT OF BREVITY ————— Secondary Field
College of Exploration

W UNIVERSITY *of* WASHINGTON
DEPARTMENT OF BREVITY ————— Secondary Field
College of Exploration

W DEPARTMENT OF BREVITY
UNIVERSITY *of* WASHINGTON ————— Secondary Field
College of Exploration

Department Signature

TERTIARY FIELD

The **Tertiary Field** is an optional field and can be used to communicate the unit, school, college or other affiliated department name. (Note: the University Wordmark can not be used in the Tertiary Field.)

Within the **Tertiary Field**, the font style (point size, upper and lower case formatting) is specific to this field and should not be altered. The **Tertiary Field** is limited to one line and an ampersand (&) should be used in place of the word "and."

To ensure the integrity of Department Signatures, units should not attempt to create their own logo. A system has been developed through UW Creative + Communications to produce Department Signature Art Packs based on directions from units.

W

DEPARTMENT OF BREVITY
UNIVERSITY *of* WASHINGTON
College of Exploration —————————— Tertiary Field

W

UNIVERSITY *of* WASHINGTON
DEPARTMENT OF BREVITY
College of Exploration —————————— Tertiary Field

W **UNIVERSITY *of* WASHINGTON**
DEPARTMENT OF BREVITY
College of Exploration —————————— Tertiary Field

W **DEPARTMENT OF BREVITY**
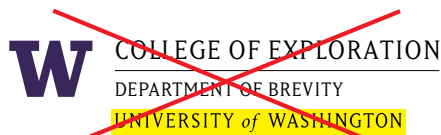UNIVERSITY *of* WASHINGTON
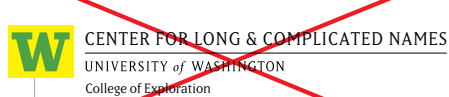College of Exploration —————————— Tertiary Field

Department Signature: Unacceptable

Consistency is key to maintaining strong brand integrity. Never attempt to recreate the logo and signature lockup. Examples below illustrate a wide range of incorrect uses, but are not intended to be a complete list.
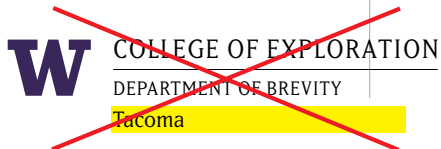
W COLLEGE OF EXPLORATION
DEPARTMENT OF BREVITY
UNIVERSITY *of* WASHINGTON

University or Campus Wordmark
not allowed in Tertiary field

W CENTER FOR LONG & COMPLICATED NAMES
UNIVERSITY *of* WASHINGTON
College of Exploration

Do not deviate from Color Palettes

W CENTER FOR LONG & COMPLICATED NAMES
UNIVERSITY *of* WASHINGTON
College of Exploration

Missing .5 pt rule

W COLLEGE OF EXPLORATION
DEPARTMENT OF BREVITY
Tacoma

W DEPT OF BREVITY
UNIVERSITY *of* WASHINGTON
COE

Do not abbreviate

W UNIVERSITY *of* WASHINGTON
DEPARTMENT OF BREVITY
College of Exploration

Do not alter or approximate fonts

W CENTER FOR LONG & COMPLICATED NAMES
College of Exploration
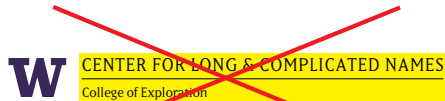
Wordmark must be present in
Primary or Secondary Fields

W CENTER FOR LONG & COMPLICATED NAMES
UNIVERSITY *of* WASHINGTON
Philip E. Sullivan

Do not alter or approximate fonts

Incorrect element
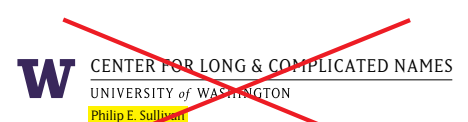
Endorsement System

The endorsed identity system has one goal: to promote and enhance the University's reputation as an organization whose many parts have a unity of purpose.

An endorsed identity structure has been developed to allow individual departments and units with existing logos to be able to continue to express their unique character, while still being seen as part of the University at large.

To achieve this unity, the incorporation of the key Graphic Components — University Logo, Wordmark and Primary Purple — are essential.

These three components must be incorporated in the department's communication (stationery, Web, print) but do not need to be locked together as a unit.

University Logo

W

University Wordmark

UNIVERSITY *of* WASHINGTON

UNIVERSITY *of* WASHINGTON

Primary Purple

University Logo Staging

A clear area equivalent to the height of the serif on the Block W Logo must be preserved around the complete Logo.

Non-signature elements such as type or images (excluding a background treatment) may not encroach on the clear area.

A clear area the equivalent
to the height of the W serif
must surround the Signature

NOTE: *the dotted line box in the example represents the non-signature elements such as type or images only.*

Signature Logo Staging

A clear area equivalent to the height of the Block W Logo must be preserved around the complete Signature.

Non-signature elements such as type or images (excluding a background treatment) may not encroach on the clear area.

UNIVERSITY *of* **WASHINGTON**
DEPARTMENT OF BREVITY
College of Exploration

W
CENTER FOR LONG
& COMPLICATED NAMES
UNIVERSITY *of* WASHINGTON
College of Exploration

A clear area the equivalent to the height of the W must surround the Signature

NOTE: the dotted line boxes in the examples represent the non-signature elements such as type or images only.

Background Colors

Logos, Signatures or Wordmark can only appear in the primary or secondary color palettes. And primary and secondary colors are preferred as background colors whenever possible.

Make sure to keep an obvious contrast between the logo/signature elements and the background. Once that contrast is no longer obvious, reverse the element out of the background color. Use a one-color reverse on dark colors.

Do not tint the Logo, Wordmark or Signature or change their colors.

100-90% Primary Purple background

100-50% Gold PMS 117 background

100-75% Black background

45-5% Black (Gray) background

Minimum Size Requirements

To preserve the legibility and integrity of the Logo, Wordmark and Signatures, minimum size requirements must be observed.

Block W Logo — In print, the minimum allowable width is 1/4".

University Wordmark, University Signature & Department Signature — In print, the minimum allowable width of the stacked version is 1".
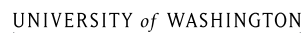
For the centered and left align versions, the minimum allowable width is 1-1/2". The unit of measure is the width of the University of Washington Wordmark.
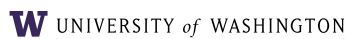
W

.25"

UNIVERSITY *of*
WASHINGTON

1"

UNIVERSITY *of* WASHINGTON

1.5"

W UNIVERSITY *of* WASHINGTON

1.5"

W UNIVERSITY *of* WASHINGTON
DEPARTMENT OF BREVITY
College of Exploration

Designers should always take into account their users' display devices (CRT monitor, LCD screen, mobile phone, etc.) and design accordingly.

**The University
Seal is for official
academic use only.**

The University Seal was adopted in 1862 by the first Board of Regents to represent official business
of the University.

The University Seal communicates the message that the document on which it appears is an official
and formal communication of the University. Use of the Seal is restricted to scholarly, ceremonial
or executive leadership purposes, including:

- diplomas
- certificates
- formal University business
- congratulations and appointments

- contracts
- legal records
- ceremonies

It may also be used, with authorization, on selected merchandise.

The Seal should **never be used** on marketing material, including printed collateral, promotional
signage and web sites.

Overuse diminishes the Seal's importance and historical significance and should be used sparingly
and with great care.

*For questions regarding the authorized use of the University Seal on merchandise, contact
Kathy Hoggan, Director, Trademarks and Licensing at 206.543.0775, khoggan@uw.edu*

*For questions regarding the authorized use of the University Seal for marketing, contact
Cheryl Nations, Creative Director, UW Marketing at 206.221.7041, cnations@uw.edu*

Primary Purple is the preferred color for the University Seal. The Seal may also be used in secondary palette colors.

As an official symbol of the University, the University Seal should be used with care and **must not be altered or embellished in any way**.

Color versions of the University Seal have been developed for the exclusive use of the Office of the President, the Office of the Provost, and the Office of Ceremonies. These special versions of the University Seal are used for only the most formal occasions. Only the single-color line version (below) has been approved for University-wide use.

Purple

Black

Reversed

The same guidelines and standards for the University Logo apply to the University Seal — including color use, staging and background colors. The minimum size requirement is .5". The University Logo guidelines can be found on pages 13-15.

University Seal: Unacceptable

The seal **may not be altered in any way** or blended with other designs or symbols.

Do not change Seal color

Do not combine Seal
with other elements

Do not use Seal as a graphic
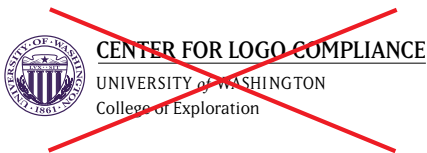element. Do not tilt or screen.

Do not change any part
of the Seal color

Do not alter or omit parts
of the Seal (leaves)

Do not use Seal as a graphic element
and/or combine with other graphics

Do not combine Seal
with other elements

Do not alter or omit
parts of the Seal

Do not use Seal as a graphic element
and/or combine with other graphics