

Brand Expression: Logo Guidelines

University Logo

Colors on screen
are not accurate
representations of
the final colors.

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:

CHERYL NATIONS

Creative Director

UW Marketing

206.221.7041

cnations@uw.edu

ALANYA CANNON

Sr. Creative Manager, Design & Production

UW Marketing

206.616.5535

alcan@uw.edu

Brand Expression: Logo Guidelines

University Logo

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.



Brand Expression: Logo Guidelines

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



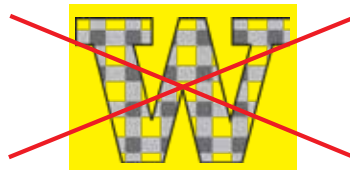
Do not tilt



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



Brand Expression: Logo Guidelines

University Wordmark

A wordmark, or logotype, is a standardized graphic representation of the name of a company, institution, or product used for purposes of identification and branding.

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

Brand Expression: Logo Guidelines

University Signature

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



University Signature: Centered



University Signature: Left Aligned



Brand Expression: Logo Guidelines

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



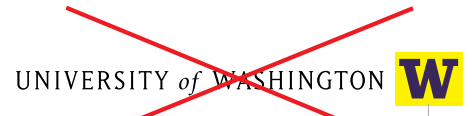
Do not use ® Logo for general marketing



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



Do not alter, approximate or recreate Wordmark



Do not alter, approximate or recreate Wordmark

Incorrect element

Brand Expression: Logo Guidelines

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



Campus Signature for Bothell and Tacoma: Left Aligned



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



Brand Expression: Logo Guidelines

Campus Signature

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



Campus Signature for Seattle: Left Aligned





Brand Expression: Logo Guidelines

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.



Campus name may not appear above Wordmark



Do not deviate from Color Palettes



Missing .5 pt rule



Do not change position of campus name



No more than one campus name per Campus Signature



Do not rescale Logo



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



Only the Block W Logo may be in Signature

Incorrect element



Brand Expression: Logo Guidelines

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.



Brand Expression: Logo Guidelines

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
- Department Name
- Institute or Program 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 BREVIDY — Primary Field
UNIVERSITY *of* WASHINGTON
College of Exploration

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

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

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



Brand Expression: Logo Guidelines

Department Signature

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
- Department Name
- Institute or Program 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.



DEPARTMENT OF BREVITY

UNIVERSITY *of* WASHINGTON ————— Secondary Field
College of Exploration



UNIVERSITY *of* WASHINGTON

DEPARTMENT OF BREVITY ————— Secondary Field
College of Exploration



UNIVERSITY *of* WASHINGTON

DEPARTMENT OF BREVITY ————— Secondary Field
College of Exploration



DEPARTMENT OF BREVITY

UNIVERSITY *of* WASHINGTON ————— Secondary Field
College of Exploration



Brand Expression: Logo Guidelines

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.



DEPARTMENT OF BREVITY

UNIVERSITY *of* WASHINGTON

College of Exploration _____ Tertiary Field



UNIVERSITY *of* WASHINGTON

DEPARTMENT OF BREVITY

College of Exploration _____ Tertiary Field



UNIVERSITY *of* WASHINGTON

DEPARTMENT OF BREVITY

College of Exploration _____ Tertiary Field



DEPARTMENT OF BREVITY

UNIVERSITY *of* WASHINGTON

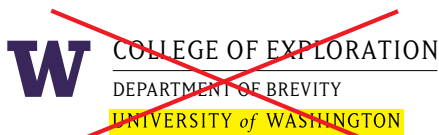
College of Exploration _____ Tertiary Field



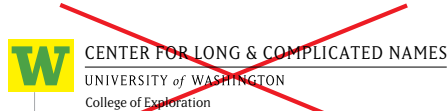
Brand Expression: Logo Guidelines

Department Signature: Unacceptable

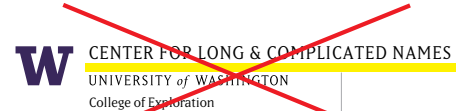
Consistency is key to maintaining strong brand integrity. Never attempt to recreate the logo and signature lockup. Examples below illustrate a wide range of incorrect uses, but are not intended to be a complete list.



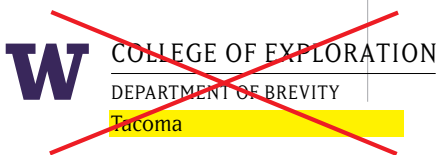
University or Campus Wordmark not allowed in Tertiary field



Do not deviate from Color Palettes



Missing .5 pt rule



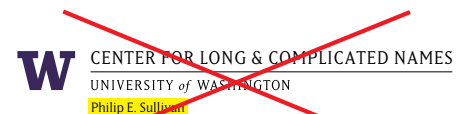
Do not abbreviate



Do not alter or approximate fonts



Wordmark must be present in Primary or Secondary Fields



Do not alter or approximate fonts



Brand Expression: Logo Guidelines

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



University Wordmark

UNIVERSITY *of*
WASHINGTON

UNIVERSITY *of* WASHINGTON

Primary Purple





Brand Expression: Logo Guidelines

University Logo Staging

Clear areas are created to ensure that the logo is easily visible and readable within all communications.

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.

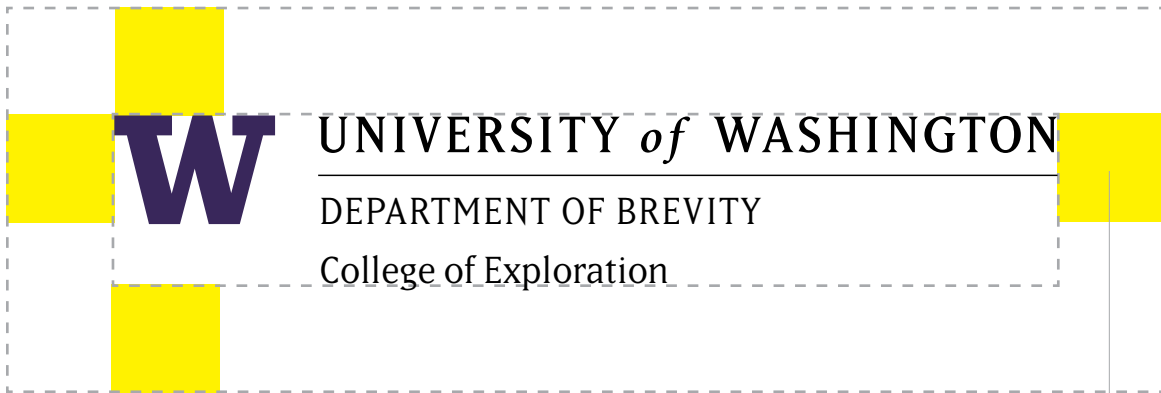


Brand Expression: Logo Guidelines

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.



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.



Brand Expression: Logo Guidelines

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

Brand Expression: Logo Guidelines

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".

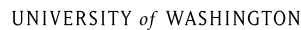
For the centered and left align versions, the minimum allowable width is 1-1/2". The unit of measure is the width of the University of Washington Wordmark.

A large, bold, purple letter 'W' with a thin horizontal line underneath it.

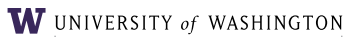
.25"

The text 'UNIVERSITY of WASHINGTON' in a serif font, with 'UNIVERSITY of' in a smaller size above 'WASHINGTON'. A thin horizontal line is underneath 'WASHINGTON'.

1"

The text 'UNIVERSITY of WASHINGTON' in a serif font, with 'UNIVERSITY of' in a smaller size above 'WASHINGTON'. A thin horizontal line is underneath 'WASHINGTON'.

1.5"

A large, bold, purple letter 'W' followed by the text 'UNIVERSITY of WASHINGTON' in a serif font, with 'UNIVERSITY of' in a smaller size above 'WASHINGTON'. A thin horizontal line is underneath 'WASHINGTON'.

1.5"

A large, bold, purple letter 'W' followed by the text 'UNIVERSITY of WASHINGTON' in a serif font, with 'UNIVERSITY of' in a smaller size above 'WASHINGTON'. Below this, the text 'DEPARTMENT OF BREVITY' and 'College of Exploration' are stacked in a smaller font. A thin horizontal line is underneath 'WASHINGTON'.

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

Brand Expression: Logo Guidelines

The University Seal

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

Brand Expression: Logo Guidelines

The University Seal

The University Seal is for official academic use only.

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.

Brand Expression: Logo Guidelines

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



Brand Expression: Visual Guidelines

Primary and Secondary Color Palettes

A consistent color palette, used across an organization, unifies all communications.

The University's school colors — Purple and Gold — make up the Primary and Secondary color palettes.

The secondary color palette is available as an accent to the Primary Purple and for use on logos and wordmarks, but are often used on most communications. Purple should be the featured/primary color in all communications.

Printing types (offset, digital, desktop, etc.) as well as computer monitors may adjust the final color output. Therefore, consistent use and careful matching are essential in establishing and maintaining a unified image. Various media such as print, electronic, display/signage, merchandise, etc. may require adjustments to achieve the appearance of the Primary Purple. A best practices guide is available with builds that have been successful in recreating the primary purple in various mediums.

Primary Palette — Purple



PMS 273U
CMYK(C) 92/100/0/10
CMYK(U) 72/73/0/0
RGB 57/39/91
HEX #39275b
UWTV 46/38/96



(Athletics)
PMS 5265
CMYK(C) 77/70/0/40
RGB 54/60/116
HEX #363c74

Secondary Palette — Gold, Black, Gray, White



PMS 117
CMYK(C) 2/22/100/15
CMYK(U) 2/18/100/19
UWTV 214/179/68



(Athletics)
PMS 7502
CMYK(C) 0/8/35/10
RGB 232/211/162
HEX #e8d3a2



(Metallic)
PMS 871
CMYK(C) 40/44/78/14
RGB 145/123/76
HEX #927b4c



(Athletics)
PMS Cool Gray 3
CMYK(C) 0/0/0/17
RGB 216/217/218
HEX #d8d9da



Gray
(any tint of black is acceptable)



Black
HEX #000000



White
HEX #ffffff

PMS numbers provided are visual targets. Colors should always be matched visually according to each application. Please contact us for color builds specific to your application.

Brand Expression: Visual Guidelines

Supplementary Color Palettes

The Supplementary color palettes have been added to support the primary and secondary palettes. These are available in a bright and muted palette. Stick to one palette and limit the number of colors you are using. These **may not be used** in logos or on the Patch and Band graphic. These are accent colors only and purple should be the featured color in all communications.

Supplementary Palette — Bright



PMS 7406
CMYK(C) 0/17/100/0
CMYK(U) 1/17/93/3



PMS 370
CMYK(C) 64/5/100/24
CMYK(U) 50/3/97/19



PMS 293
CMYK(C) 100/68/0/2
CMYK(U) 91/53/0/0



PMS 292
CMYK(C) 58/11/0/0
CMYK(U) 54/10/0/0



PMS 7499
CMYK(C) 1/2/20/0
CMYK(U) 1/2/20/0



PMS 159
CMYK(C) 1/74/100/7
CMYK(U) 3/55/93/6

Supplementary Palette — Muted



PMS 110
CMYK(C) 2/24/100/7
CMYK(U) 4/17/95/9



PMS 5767
CMYK(C) 30/12/66/36
CMYK(U) 35/17/62/8



PMS 647
CMYK(C) 96/53/52/4
CMYK(U) 80/46/11/8



PMS 644
CMYK(C) 41/11/2/6
CMYK(U) 42/13/5/0



PMS 7501
CMYK(C) 0/4/20/7
CMYK(U) 5/9/26/2



PMS 167
CMYK(C) 3/78/100/15
CMYK(U) 5/58/97/14

PMS numbers provided are visual targets. Colors should always be matched visually according to each application. Please contact us for color builds specific to your application.

Brand Expression: Visual Guidelines

Typography

A consistently applied typographic system supports the University Signature Logo System, imparting a cohesive and welcoming tone to communications.

Matrix II is the foundational font used in the University Wordmark. Use of this font should be reserved for Signature Logo development and display purposes only.

For all other communications, the fonts were selected for their ability to complement the University Wordmark. The preferred fonts are Frutiger (sans serif) and Goudy (serif). If these fonts are not available to you, the fonts of Arial and Helvetica are acceptable sans serif fonts, and Garamond and Palatino are acceptable serif fonts.

Wordmark Font:

Matrix II

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

For general print/web communications:

Preferred Sans Serif

Frutiger

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Preferred Serif

Goudy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Other Recommended Sans Serif

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Other Recommended Serif

Garamond

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Palatino

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9



Brand Expression: Visual Guidelines

Typography: Sample Usage

Below are samples of common uses of our Typography. The samples illustrate a wide range of uses and sizes and are not intended to be a complete list.

The use of the italic serif and regular or bold sans serif fonts, is a common element for brand graphics. It is an easy way to incorporate a brand visual into your communications. However, its use is not mandatory. A good rule of thumb is to italicize the smaller/shorter words, and bold the more important words that are significant to your statement. Using a small number of italicized words can make those particular words feel more prominent.

Headline Options — limited usage

a **Flexible** *personalized* **Program** *Frutiger Bold*

Sustainability of the **Earth** *Frutiger Light*

Goudy Old Style Italic

Goudy Old Style Italic

Large Body Copy

Henisit voluptat, voloreetue faccumstan ullaore tat nulla faci ex eumsan endreraestin heniam, corem quis am alit, si bla feugait adit ipsusci blan hendreet, ver iure feugiamet er ametuero odoloreetuer *Frutiger Bold*

Subhead & Small Body Copy

College of Environment launched *Frutiger Light*

Smodolor senisi tat. Ommodolor ipissed min hendre tet, commy nosto dolorercilla faci tincidunt at. Em velit in eummodolore dit praestie do odip et lobor secte tat autetum ip exercilit dolore Or iriureetum zzriure magna corperi liquissed euguer autpat, velessenibh ea accummo loreet *Goudy Old Style*

Photography

Choosing the right photography not only helps build brand identity, but can further deliver the message of the copy.

Photography is available for download from the University image library. Existing photography may not meet brand photography standards, but may be usable when cropped or color corrected. If new photography is to be shot, Creative + Communications offers a list of approved photographers. Many of them are familiar with these image guidelines.

Photography is organized into three main categories: **portrait, environment, and artifact**. Each should build a story about the type of people one might meet, the places one might go, or the things one might do at the University. The tone of the photography should always be powerful, human, smart and natural.

Art Direction

Overall, photography should be highly saturated and have bright, vibrant colors. Black and white imagery is good to mix in, as long as it too is saturated and has high contrast. Images should be composed with areas of clear space so there's room to place copy and graphics. Avoid using photos that are overly busy or are dark and gloomy.

Composition and color

Whether it's a person or an item, allow the primary subject of the image room to breathe. Avoid allowing the subject to fill more than half of the total image area. Also, keeping the background simple — either through depth of field and selective focus, a solid color, etc. — will help the subject of the shot stand out, and allow clear space for graphics if necessary.

Again, whether the image is color or black and white, photography should be high contrast, with dark blacks and white whites. Avoid photos that depend on mid-tones. Colors should be saturated and bright.

Content

Regardless of subject matter, photography should be honest, spontaneous and authentic. Avoid using images that are overly staged or slick, or that feel cliché. Keep in mind, we're trying to portray the Washington Way — not the Madison Avenue or Sunset Boulevard Way. Experiment by varying the crop or scaling of an image to add interest and energy — this may be preferable to using a more polished but far more typical stock photo. (Make sure the resolution of the photo is sufficient to allow enlarging and recropping.)

Brand vs. secondary imagery

As a general rule, images that appear on brochure covers, section dividers and spreads, or as a full or half-page should be sourced from the brand photo library which was specially commissioned for this purpose.

This does not apply to images intended to play a more supporting visual role: Certain images may be required to illustrate specific content, or to meet budget constraints. In these cases, stock photos or other supplied images can be used, but they should be a secondary element at best. Give more space and prominence to images that best represent and reflect the brand.

Brand Expression: Visual Guidelines

Photography



Portrait photography should be genuine, spontaneous, authentic, honest
Our photos of people should capture them in a manner that seems candid and real. When shooting portraits, try not to over-stage the shots. Try to capture the subject in his or her natural environment, doing something they would normally do. This will make them feel more comfortable, and the photo will feel more honest and authentic as a result.



Environment photos should have an surprising composition, a unique point of view or some other treatment to add interest.
When shooting environmental imagery, make it clear who/what the hero of the shot will be: a tree or a leaf within a landscape can be more evocative than a more literal wide shot. Think about depth of field as a way to isolate or highlight your subject. And when shooting exteriors, try to shoot in early morning or late afternoon for the most dramatic lighting.



Artifact photography should have texture, detail, hidden interest, be provocative.
This style of imagery is intended to help convey an abstract concept, tell a story or set a mood. When shooting or selecting artifact photos, keep it simple. Use a shallow depth of field to add interest to the composition and highlight your subject. Patterns work well, especially those with a more monochromatic color palette.



Brand Expression: Visual Guidelines

Mandatory Elements

Mandatory elements have been created to have a cohesive feel to all communications pieces. There are many options in how you choose to use these elements.

The Patch and Band

The Patch and Band are mandatory elements for every University communications piece. They form the foundation of a flexible system designed to help all UW communications pieces exist within the same family.

The Patch and Band elements must be locked together as one graphic element, should intersect when used, and appear along any outside edge of a piece.

The Band is a simple border of color that appears along any **outside edge** of a piece. The patch is a simple **square or rectangle** that contains either a **logo, a signature or a tagline**. For pieces that don't bleed, the patch and band elements should align to the live area of your document.

There are many options available when using this simple system — but remember **the Patch and Band elements must be seen and never hidden**. When given visibility within your design, they will help draw attention to your logo (without simply increasing size) and unify all UW communications into a more cohesive whole.

When to use

In printed media, the Patch and Band is required in a primary location. The Band can be used in various forms on inside pages and spreads, but not the Patch. The Patch and Band graphic only needs to appear once in any single publication.

On the Web, the Patch and Band should appear on every page. A special header that incorporates search and other functions has been developed to facilitate common usage of the system. The same rules for creating and applying the Patch and Band apply.



The Patch and Band

Brand Expression: Visual Guidelines

Mandatory Elements

The Patch and Band

Patch and Band design rules

- The Patch and Band must be locked together as one graphic element and should intersect when used.
- The Patch should always appear with square corners — never rounded.
- The Patch should always appear in 100% of any of the primary or secondary colors.
- The Patch should appear on top of the band — never below.
- The Band should always appear in any of the primary or secondary colors.
- The Band can be transparent, but must be opaque enough to be visible and to give the Patch a foundation.
- Never use the Patch and Band in the same color and opacity. The patch should always be the more dominant element and be seen before the band (i.e. a gold band at 40%, with a gold patch at 100%, is acceptable).
- The Band should only run along any **outside edge** of a piece.



The Patch & Band

Please see logo section for color rules and builds.



Brand Expression: Visual Guidelines

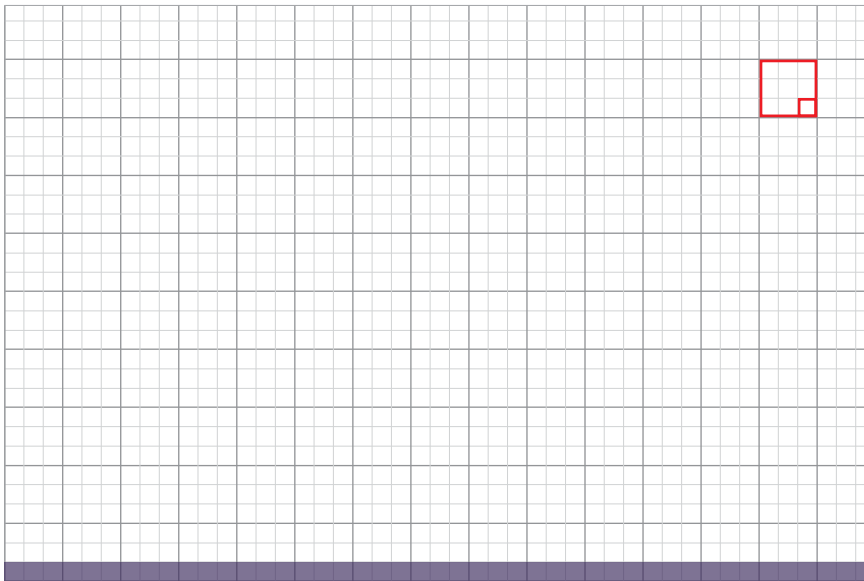
Mandatory Elements

Suggestions for how to make the Band

Divide your longest page dimension by 45. This will become the thickness of your Band. The length of it should run the entire length of your page.

A quick way to automate this can be to setup a grid in your document. Due this by dividing your page into 15ths, and then subdivide that into thirds. The subdivided grid represents the thickness of your Band.

document size: 4.5" w divide by 45 = 0.1"



grid square (divide by 15)
= 0.3" w x 0.3" h

subdivided grid square
= 0.1" w x 0.1" h

band size
= 4.5" w x 0.1" h



Brand Expression: Visual Guidelines

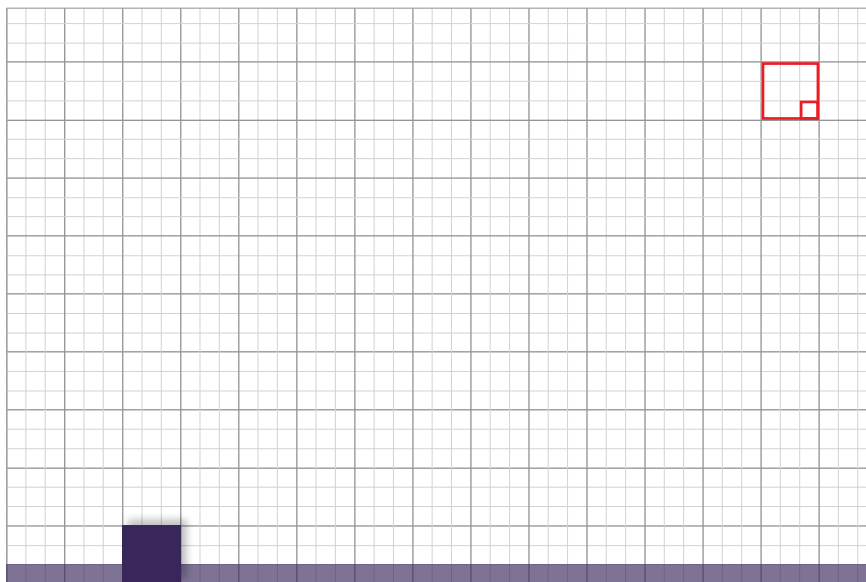
Mandatory Elements

Make the Patch

The Patch should be no more than 300% the thickness of your established Band, and hangs from anywhere along it. When using just the logo, it should be in a square Patch. Minimum size requirements of the logo still apply.

If you set up your grid system to create the Band, you can use the grid square to determine the thickness of your Patch.

We recommend that the Patch appear on top of the Band.



Patch size
= 0.3" w x 0.3" h

grid square (divide by 15)
= 0.3" w x 0.3" h

subdivided grid square
= 0.1" w x 0.1" h



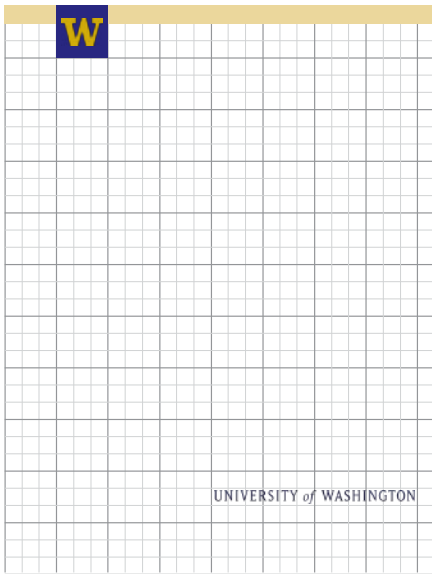
A clear area the equivalent to the width of the W serif must surround the W within the box



Brand Expression: Visual Guidelines

Mandatory Elements

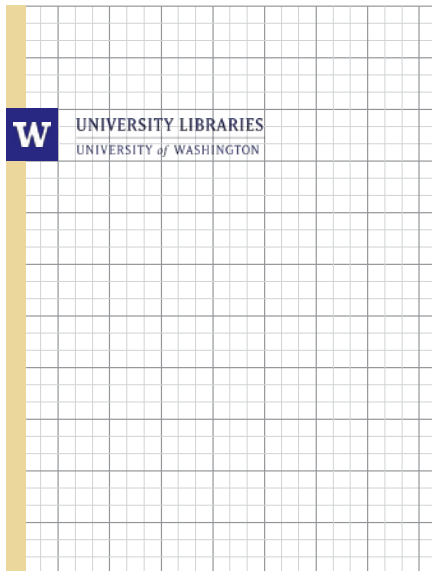
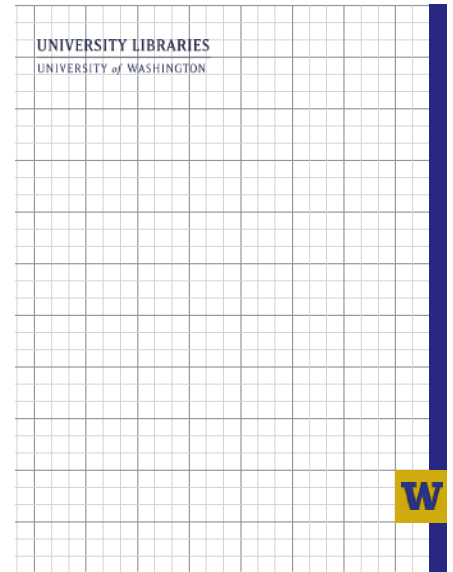
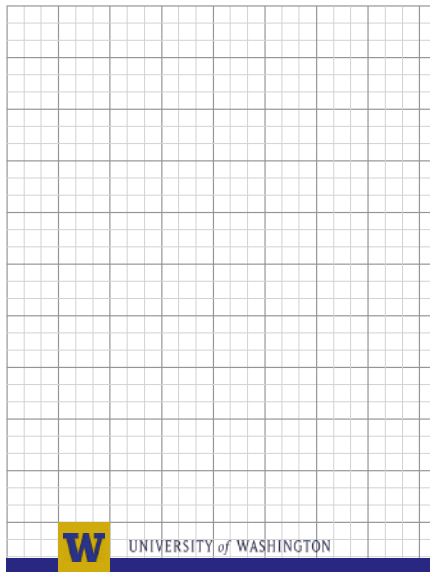
Putting it together: Patch and Band



When using the W Patch, avoid using the W anywhere else on your page as an additional graphic element.

The W Patch

For marketing and endorsement uses. The university Wordmark or additional logo should appear elsewhere on the page.



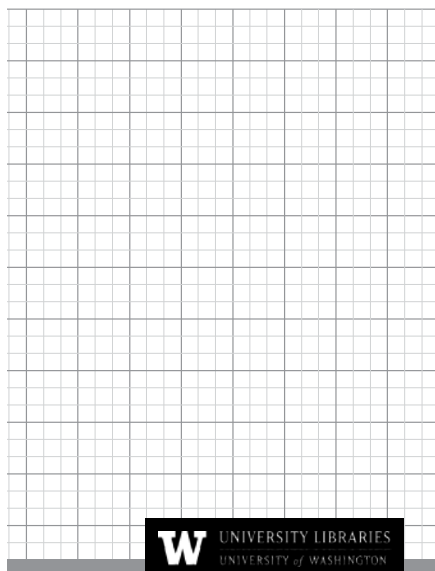
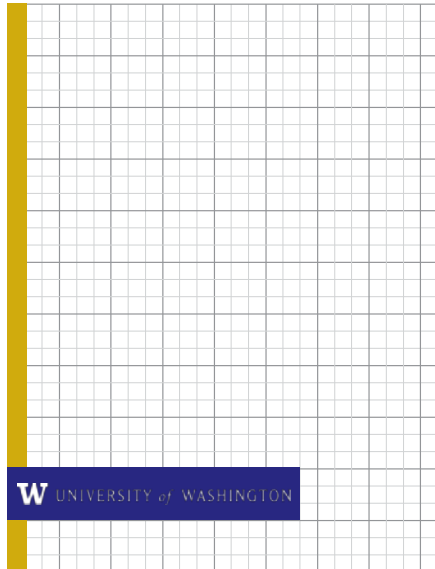
Please see logo section for color rules and builds.



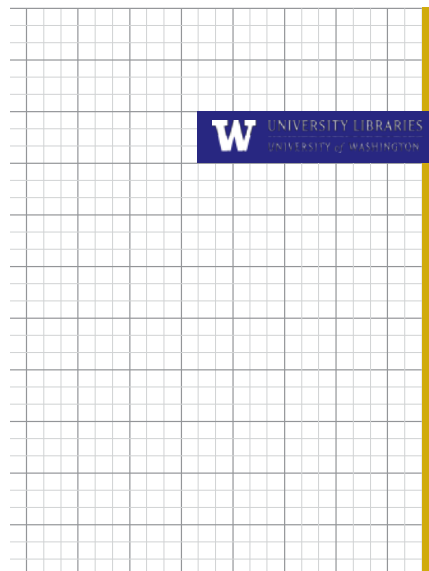
Brand Expression: Visual Guidelines

Mandatory Elements

Putting it together: Patch and Band



The Signature Patch
*For all logotype adopters, campus
and department signatures.*

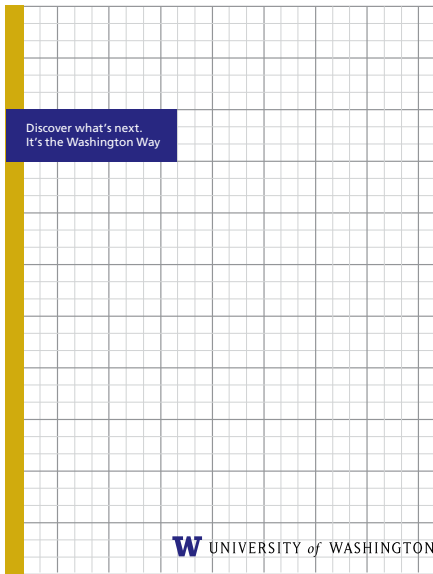




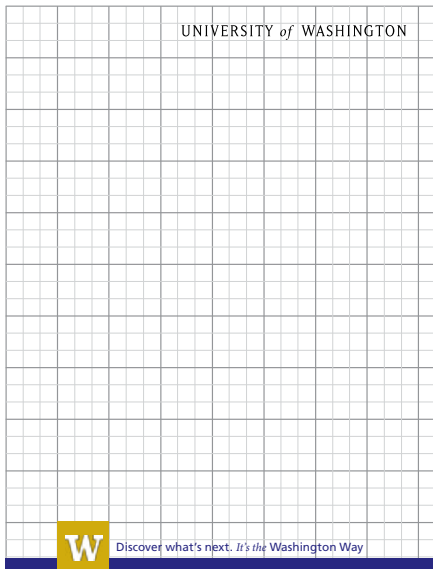
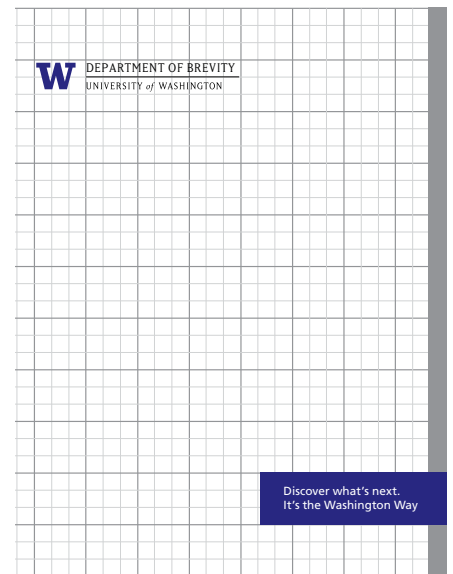
Brand Expression: Visual Guidelines

Mandatory Elements

Putting it together: Patch and Band



The Tagline Patch
For groups that have their own logo elsewhere on the page.



Please see logo section for color rules and builds.



Brand Expression: Visual Guidelines

Optional Design Elements

Design elements are specific parts of a layout that build the basic structure of the page and can carry a wide variety of messages.

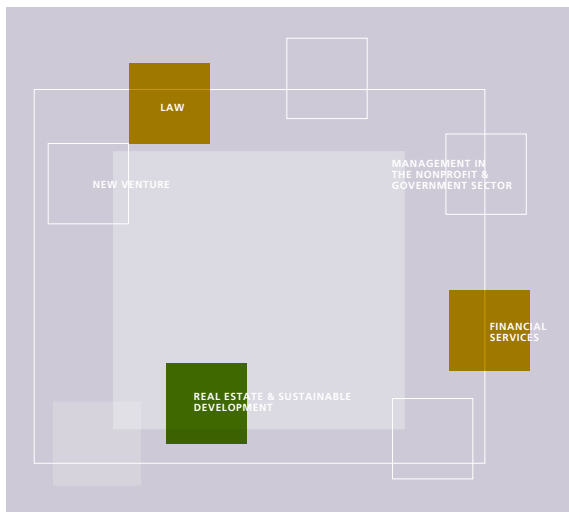
Finishing the Look

Below are a few design elements that — along with logos, typography, color and photography — will help you pull the overall University look together.

It is recommended that each communications piece contains at least two of the following elements. Design Elements should utilize colors from the primary, secondary or supplementary palettes as outlined on pages 35-36. Samples are provided to show how all these elements come together.

Transparent Elements

When used over solid bands of color or photography, overlapping transparent elements—in different shapes and sizes, colors and opacities—create interesting layered effects.



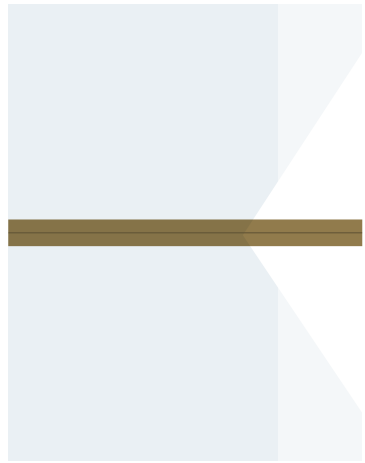
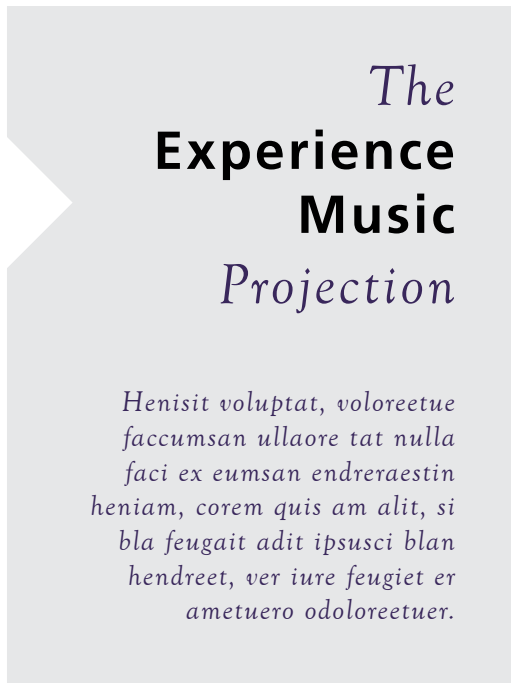


Brand Expression: Visual Guidelines

Optional Design Elements

Notches

A simple notch is used to call out parts of your communications. These can be made in a variety of shapes, sizes and colors. The notch is often used to mark a new section of copy.





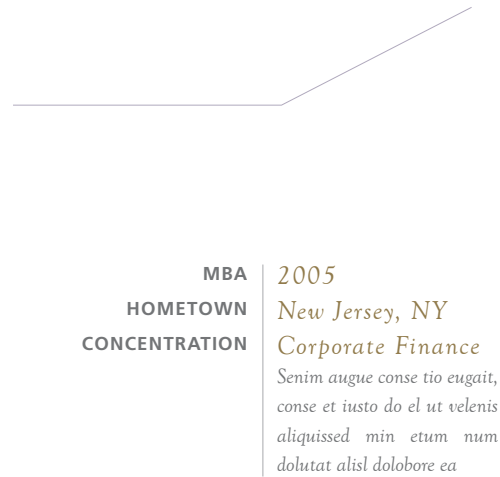
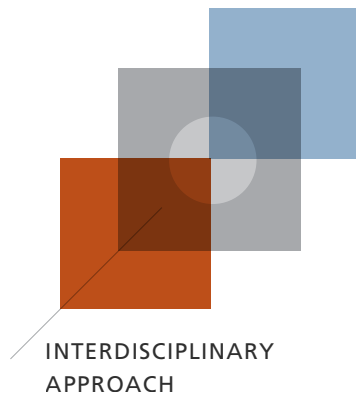
Brand Expression: Visual Guidelines

Optional Design Elements

Lines and Diagonals

Thin lines, as a design element, are a great way to help create charts or link information.

Angles and diagonals help create added interest.



	UNDERGRADUATE	GRADUATE	PROFESSIONAL
Women	57.8%	59.3%	56.0%
Men	42.2%	40.7%	44.0%
Underrepresented			
Minorities	13.0%	8.3%	7.7%
Asian American	18.3%	8.6%	17.4%
International Students	1.7%	8.7%	1.9%



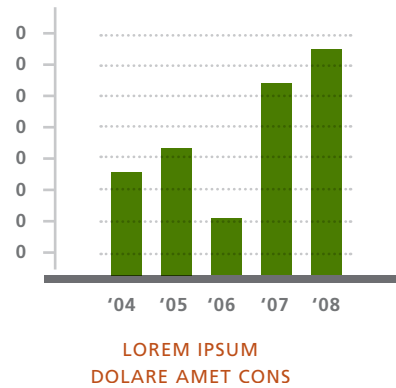
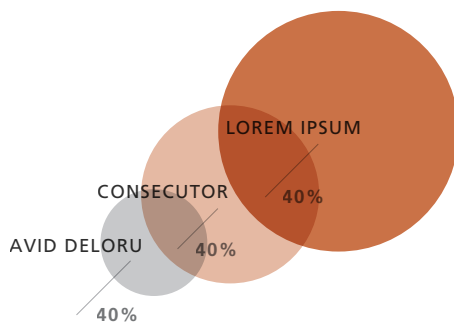


Brand Expression: Visual Guidelines

Optional Design Elements

Information Graphics

By using interesting shapes and combinations of colors and lines you can make your information tell a story faster than a large block of copy. When at all possible, use the Show Me philosophy of charting and drawing out facts, rather than telling it in words.

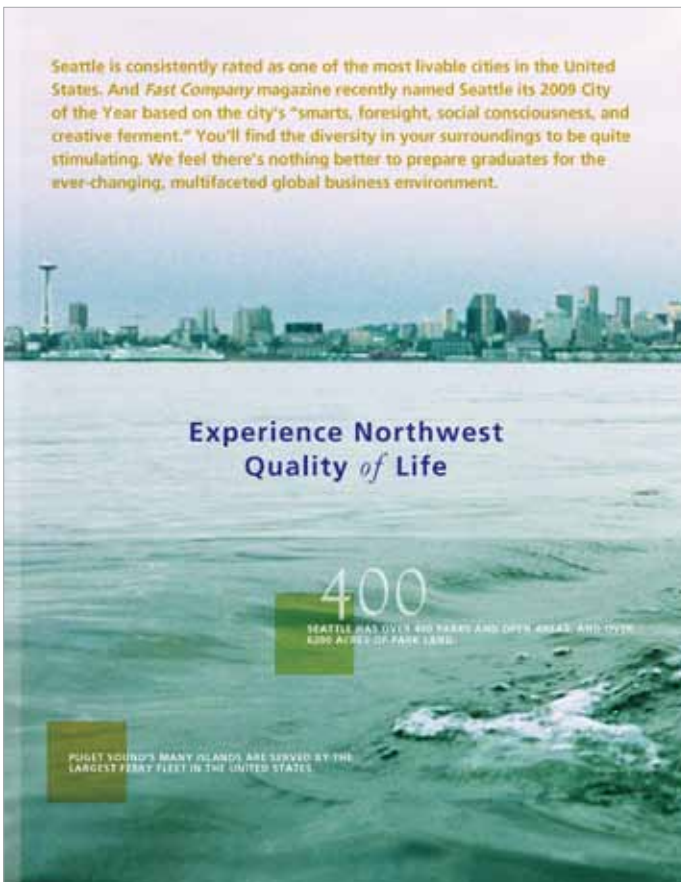


Brand Expression: Visual Guidelines

Putting It Together

Typography

See the different typography options come together in a finished layout.





Brand Expression: Visual Guidelines

Putting It Together

Multiple Overlapping Effects

See how all these design elements come together to create a finished piece. You'll notice that many overlapping elements are used to create the overall look. Any of these elements can work together with photography, type and color, to create a visually pleasing and information rich communications piece.





Brand Expression: Visual Guidelines

Putting It Together

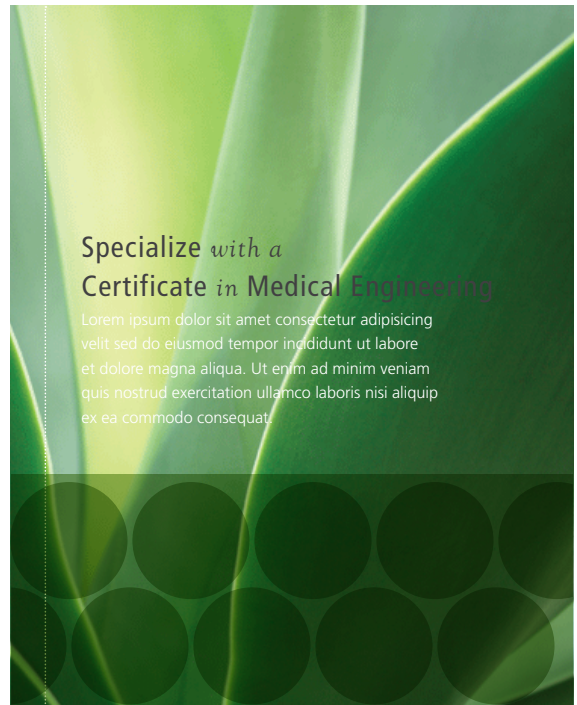
Multiple Overlapping Effects

The following are samples of how multiple overlapping design elements can come together to create a finished piece.



Overlap photography with transparent shapes using colors from the palette.

Include a band of color that will stretch across the page.



Specialize *with a* Certificate in Medical Engineering

Lorem ipsum dolor sit amet consectetur adipiscing
velit sed do eiusmod tempor incididunt ut labore
et dolore magna aliqua. Ut enim ad minim veniam
quis nostrud exercitation ullamco laboris nisi aliquip
ex ea commodo consequat.

Include information graphic
elements and your copy to
complete your page.

Brand — The immediate image, emotion or message people experience when they think of a company or product; in this case the company or product is the University of Washington.

Brand Equity — The value a consumer places on the branded. If it is trusted, the brand has positive equity. If it is not credible, the brand has negative equity. Brand equity is more than intrinsic value placed on the product or service, and encompasses everything that a consumer thinks, feels and knows about the brand.

Brand Identity — The way a brand is actually perceived by its customers and constituencies.

CMYK — Cyan (blue), Magenta (red), Yellow, Key (black). Used in offset and some digital printing, these four inks are mixed to reproduce colors that are printed on paper or other surfaces.

Coated & Uncoated — The paper stock used for printing. Coated paper is glossy (e.g., magazine) and can be dull, matte, coated or gloss. Uncoated paper contains no gloss (e.g., copy paper). Inks appear different on different paper stock.

Contrast — The difference between light and dark areas in an image. The wider the tonal range is in an image, the lower the contrast will be.

eps — Encapsulated Post Script. Graphic file format best used for offset printing. Can be vector (line) or pixel (dots) based. Usually created in Adobe Illustrator or Photoshop.

FSC — Forest Stewardship Council is a non-profit organization devoted to encouraging the responsible management of the world's forests. They set standards that forestry is practiced in an environmentally responsible, socially beneficial, and economically viable way. In order to use the FSC logo as an "environmental claim" on paper, the product must have flowed through the FSC "chain-of-custody" from the FSC-certified forest, to a paper manufacturer, merchant, and finally printer who have FSC chain-of-custody certification.

gif — Graphics Interchange Format. An 8-bit-per-pixel bitmap image format for simple images. An older file format created for Web use, it has largely been replaced by jpg and png. Use this for Internet Explorer 6 and earlier.

Graphic Identity — A family of marks, typefaces and colors used in a constant fashion by a company or organization to identify itself and build "brand recognition" among its constituencies.

HEX — The hexadecimal number system is a way of representing Web colors in HTML. Each successive digit or number represents a multiple of a power of 16. It uses the digits 0-9 plus the letters A, B, C, D, E, F, and G.

Information Hierarchy — Structure applied to the University of Washington signature system that allows individual units to determine the level of prominence for key information within a signature. It provides an opportunity to customize information delivery according to audience-specific needs.

jpg — Joint Photographic Experts Group. Commonly used method of compression for photographic images. Good, all-around format for Word or PowerPoint.

Logo (or Mark) — A logo is a graphical element that, often locked with a wordmark, forms an immediate visual recognition of an organization's brand. The University Logo is the Block W.

PMS — Pantone Matching System. A standardized color reproduction system used by graphic designers and printers. Each color has a number, such as PMS 273, and a formula for reproducing that color in ink. These colors can be Spot, an ink specifically mixed to this color, or Process where the color is mixed on the printing press using four or more ink fountains.

png — Portable Network Graphics. The png format is a popular alternative to gif, using better compression and not limited to 256 colors. Not suitable for professional photo images. Transparent backgrounds will remain transparent, instead of appearing white in your document or presentation.

Primary Purple — The Block W Logo color is PMS 273U, CMYK (C) 92/100/0/10, CMYK (U) 72/73/0/0, HEX #39275B, RGB 57/39/91.

Recycled Content — Fiber obtained from recovered paper. A paper product containing those percentages of postconsumer material and/or recycled fiber categories required by specifications and so labeled. Currently, there is no agreement on what the term “recycled paper” means, beyond the fact that it contains recovered fiber (which may be preconsumer and/or postconsumer).

® — When the Block W logo is used on merchandise or premiums being sold or given away, the ® must be present. On marketing collateral such as brochures, reports and event materials, the ® may be removed.

RGB — Red, green, blue. Additive colors used by electronic displays, such as televisions and computers, to reproduce colors. Color can vary screen to screen unless all monitors are uniformly calibrated.

Saturation — The vividness of a color’s hue. It is the color intensity of an image. A color with high saturation will appear brighter and more vibrant than the same color with low saturation.

Serif — In typography, a smaller line used to finish off a main stroke of a letter, as at the top of W. A typeface that has serifs is called a serif typeface. A typeface without serifs is called sans-serif, from the French sans, meaning “without.” For body copy, serifed fonts are generally considered more readable in print, while sans-serif is considered more legible on computer screens.

Signature — Any combination of a logo or mark (the Block W) and logotype or wordmark, which serves as an official identity element. UW Department Signature components included the University Logo and Primary, Secondary, and Tertiary type fields; and, where necessary, horizontal and vertical rules.

Staging — The placement of graphic and typographic elements within a defined space.

Tint — A gradation of a color made by adding white to it to lessen its saturation.

Trademark (TM) — A name, symbol, or other device identifying a product, officially registered and legally restricted to the use of the owner or manufacturer.

Type Field — The spaces and relationship of typographical elements in a confined area.

Type Treatment — The selection and disposition of existing type choices for specific communication needs.

Wordmark — A standardized graphic representation of the name of a company, institution or product name used for purposes of identification and branding.

Questions?

Contact the following:

UW Marketing

Tricia Thompson
Associate Vice President
206.616.7738 | tt3@uw.edu

David Doxtater
Events Director
dox@uw.edu | 206.616.0348

Cheryl Nations
Creative Director
206.221.7041 | cnations@uw.edu

Key Nuttall
Director, Strategy & New Media
206.685.6410 | keyn@uw.edu

Alanya Cannon
Sr. Creative Manager, Design & Production
206.616.5535 | alcan@uw.edu

Jean Hayes
Sr. Creative Manager, Development & Planning
206.616.5475 | jeanmh@uw.edu

Gina Hills
Associate Director, Web Communications
206.543.2561 | ghills@uw.edu

Trademarks & Licensing

Kathy Hoggan
Director
206.543.0775 | khoggan@uw.edu

Leslie Wurzeberger
Associate Director
206.616.5885 | lkwurz@uw.edu

Creative + Communications

Heather Prenevost
Manager, Client Services
206.543.1663 | heatherp@uw.edu