

**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 An older file format created for Web use, it has largely been replaced by jpg and png.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.