



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

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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

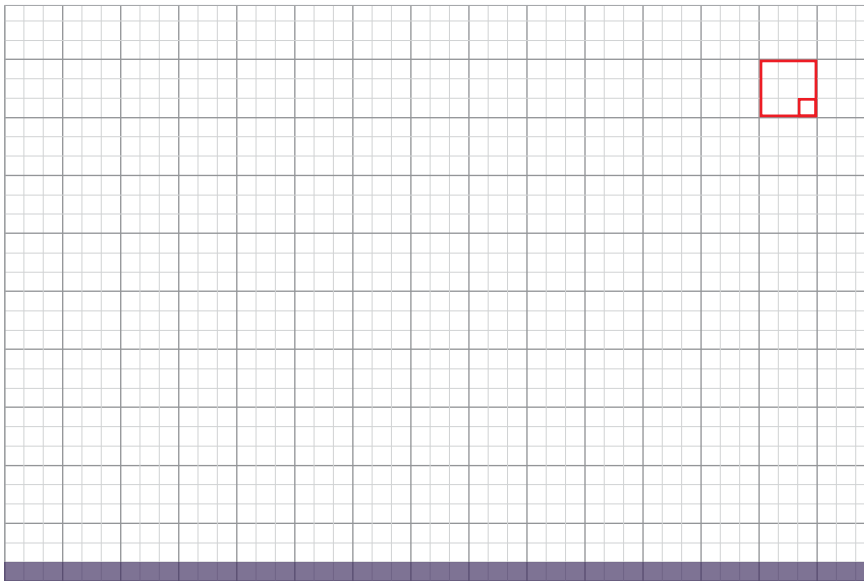
Mandatory Elements

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



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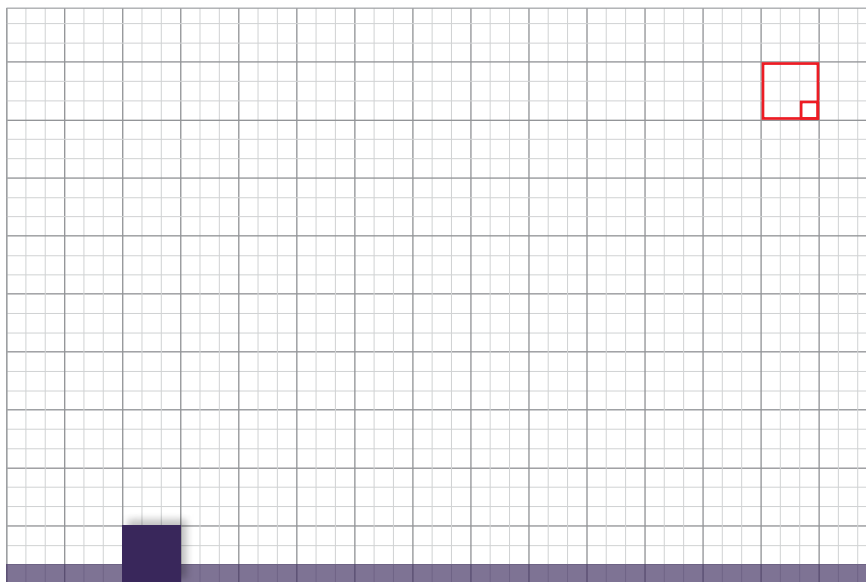
Mandatory Elements

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



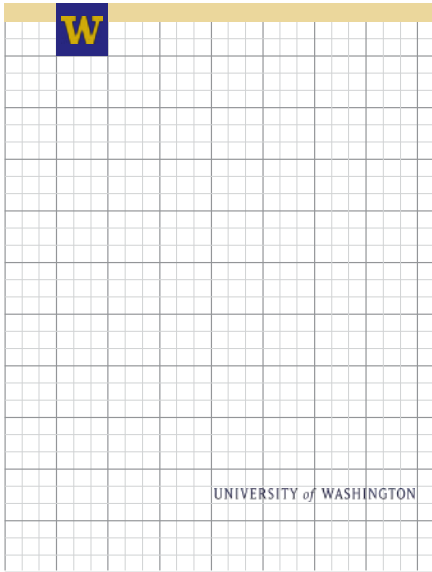
A clear area the equivalent to the width of the W serif must surround the W within the box



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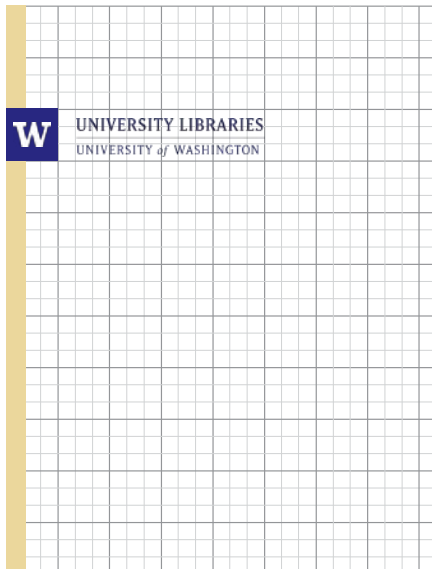
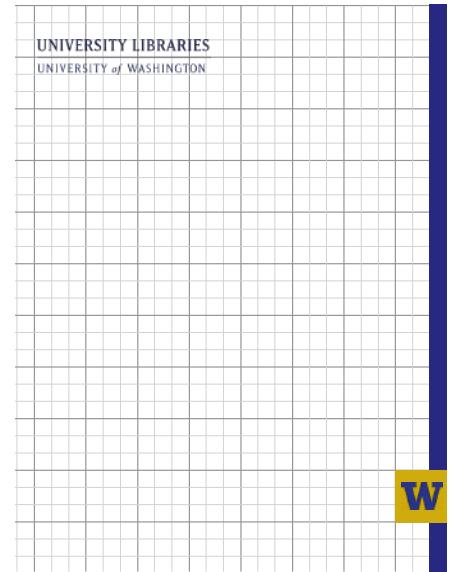
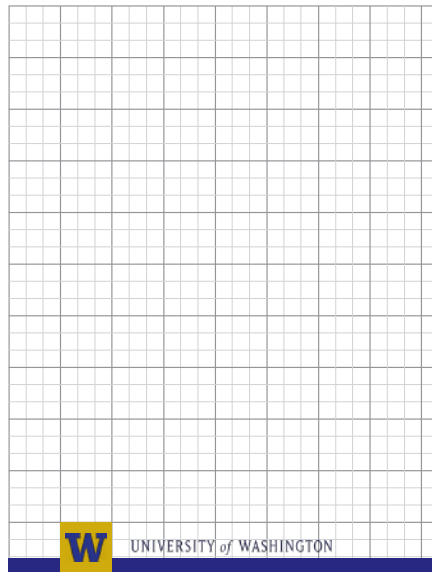
Putting it together: Patch and Band



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.



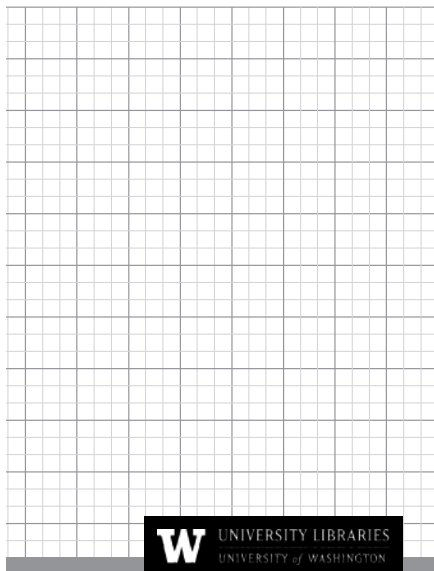
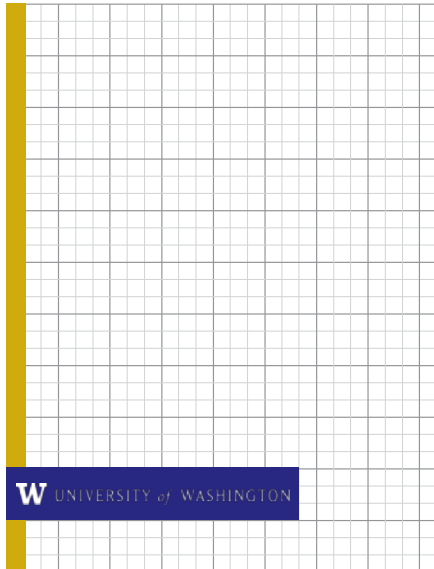
Please see logo section for color rules and builds.



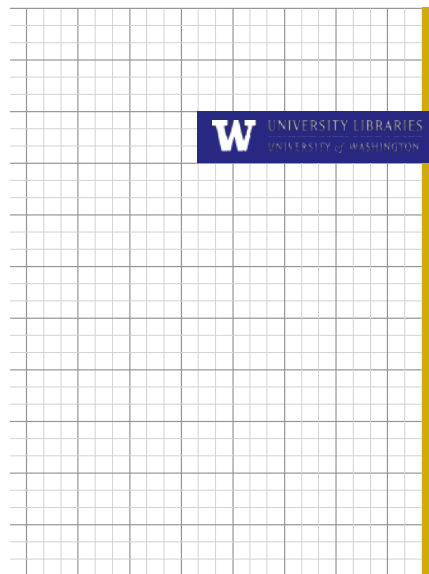
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Putting it together: Patch and Band



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



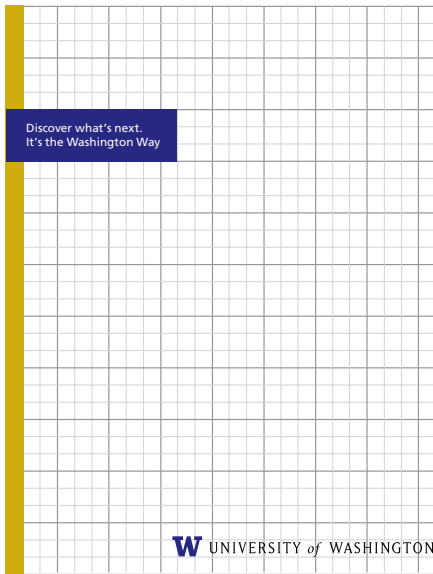
Please see logo section for color rules and builds.



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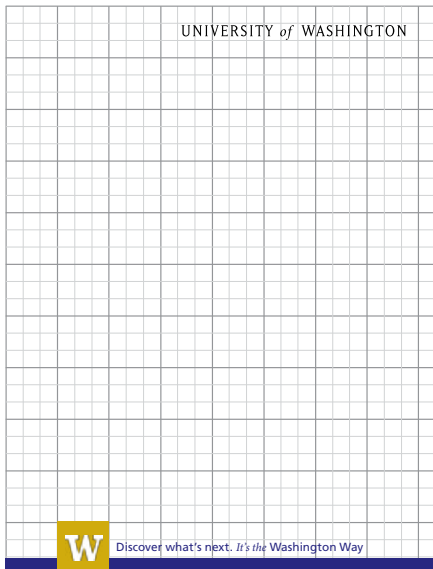
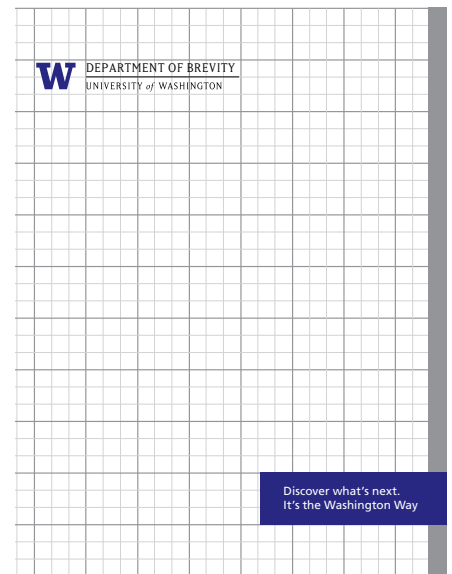
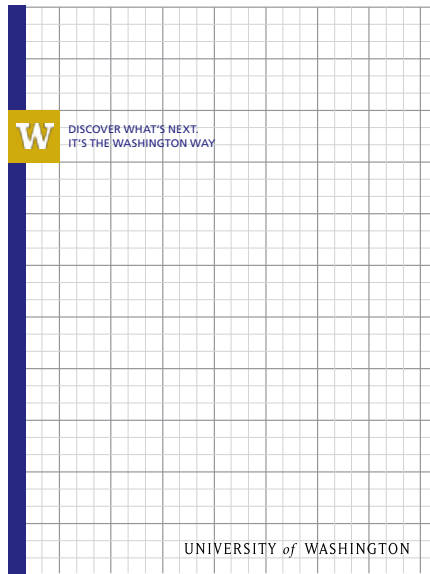
Mandatory Elements

Putting it together: Patch and Band



The Tagline Patch

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



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