Presidential messaging platform toolkit
Thank you for taking the time to review these guidelines as you incorporate the themes and visual assets of *Tomorrow's University Today* into your communications.

These guidelines will help you understand President Young's *Tomorrow's University Today* initiative and the related Visual Identity so that we ensure a consistent graphic style across the University.

The *Tomorrow's University Today* Visual Identity Guidelines do not substitute for the overarching University Brand Guidelines and should be used in conjunction with UW brand graphic elements and logos. The University "W" logo, wordmark and University color palette are still mandatory visual elements for all University communications.

These guidelines, and the assets available, will expand as this initiative evolves, so please check back to the marketing toolkits page frequently for updates.

As always, please let us know if we can assist with any questions.

Best,

Gerald McRobbie
Associate Director, Brand & Creative
University Marketing
mcrobbie@uw.edu
206.543.0828
What is this initiative all about?

As a public institution with a 150-plus-year history of transforming lives, the University of Washington is committed to addressing the world’s most complex challenges. Our dedication drives us to do everything we can to make a positive impact — in the Pacific Northwest and around the globe.

To broaden and deepen that impact, UW President Michael K. Young launched Tomorrow’s University Today. This initiative focuses on three key areas: leading change in public higher education; turning the UW inside out to apply expertise to K – 12 education, sustainability, health care, and social welfare; and driving the economy through commercialization of research and job creation.

Stay up to date at: tomorrow.uw.edu
Visual Assets / Logos

Throughout this guide, we’ve indicated the file name of the assets as you will find them in the artpack folder so you can locate the files quickly and efficiently.

/ TUT_logos / TUT_logo_rev.eps

TOMORROW’S UNIVERSITY. TODAY.

For use in print

/ TUT_logos / TUT_logo.eps

TOMORROW’S UNIVERSITY. TODAY.

For use in print

/ TUT_logos / TUT_logo_rev.jpeg

TOMORROW’S UNIVERSITY. TODAY.

For use on the web or in an electronic medium

/ TUT_logos / TUT_logo.jpeg

TOMORROW’S UNIVERSITY. TODAY.

For use on the web or in an electronic medium
Usage

*Tomorrow’s University Today* is President Michael K. Young’s messaging platform. This is not a new University-wide tagline and should not be used as a lock up with existing University creative assets.
Why are there formatting differences between the visual mark and the text version?

To differentiate this initiative and create a cohesive, easily recognizable platform, it is important to establish a unique look and feel. The logo/graphic representation of Tomorrow’s University Today achieves this through the use of punctuation, type and color treatment. These elements communicate the initiative’s aspirational nature while making a positive, declarative statement about our impact as a leading research university.

In purely text form, the title is used without periods, all caps or color variation to ensure readability and allow for seamless integration in copy. Italics formatting is used to differentiate the initiative name from other text.
Throughout this guide, we’ve indicated the file name of the assets as you will find them in the artpack folder so you can locate the files quickly and efficiently.

Fully customizable InDesign templates for the Tomorrow’s University Today overview one-sheet as well as templates for “Driving our economic future,” “Turning the UW inside out” and “Leading change in public higher education”
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Customizable word doc template

Driving our Economic Future

The UW Center for Entrepreneurial Development (CED) is a business incubator focused on transforming ideas into successful enterprises. The CED provides resources and support to help entrepreneurs develop their ideas into viable businesses.

UNIVERSITY of WASHINGTON

Bringing ideas to life

The CED is committed to providing entrepreneurs with access to the resources and support they need to succeed in the global marketplace. We believe that innovation and entrepreneurship are essential to driving economic growth and creating new opportunities for our society.

Side 1

Side 2
Throughout this guide, we’ve indicated the file name of the assets as you will find them in the artpack folder so you can locate the files quickly and efficiently.

Cover slide

Content slide

Closing slide

/ TUT_powerpoint / TUT_powerpoint.pptx
Additional questions or comments?

Please contact:
Gerald McRobbie

University Marketing
mcrobbie@uw.edu
206.543.0828