UNIVERSITY of WASHINGTON

Brand Guidelines March 2011 Version 2.3



UW Brand Guidelines

January 2010, Version 2.2

The University Brand

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These guidelines are periodically revised to reflect feedback received from users. Please contact us to ensure that you have the most current version.

The University Brand

Back Story

The University of Washington is undertaking a comprehensive Reputation Building Initiative (RBI), which began in fall 2007. The goal of the RBI is to help clarify what makes us unique, and to help us achieve the reputation we deserve among all our constituents and stakeholders. We are one of the world's leading enterprise Universities — and we want to make sure public perceptions match that reality more consistently here in the Northwest, across the country and beyond. It's time we are consistently viewed in that light, alongside Berkeley, Michigan, UCLA and other peer institutions.

In summary, the objectives of the RBI are to enhance awareness and recognition of the UW by:

- Clarifying our distinctive identity and contributions
- Solidifying our positive relationship with our cities and state
- Positioning the UW as a clear leader in determining what a national and global research university can be in the world

In initial research and strategic planning processes, a key challenge emerged for the University. We can't simply communicate *what* we are (a major research university). We also must convey *why* we do the remarkable work being done here, and what it is that makes us different from other institutions. We must humanize the University of Washington.

What is a Brand

A brand is the sum total of our experience with a product, a service or an organization, a relationship built between the entity and its audiences. Brands help us know what to expect (great customer service from Nordstrom, on-time delivery from FedEx, user-friendly technology from Apple, effective action and advocacy from the Nature Conservancy). Organizations like these have spent years building their brands and in turn their reputations. Each new product or service, every transaction and every message is intended to reinforce what we believe about them.

The University of Washington brand has been around for years as well. But without consistently communicating a clear and common understanding of who we are and what we stand for, perceptions of our brand vary widely from one group to the next. And in too many cases, those perceptions fall far short of our reality.

1

The University Brand

The Strategy: Humanize the University

Whether it's educating a new generation of thinkers and doers, improving the health and well being of people here and around the globe, or planning a more sustainable future — our efforts and innovations are always in service of the greater good. By telling stories that reflect this truth, the picture we present will be anything but cold and institutional. On the contrary, it should give all our audiences reason to feel good about our University, the work we do, the contributions we make and the future we are all helping to create.

The importance of story

Because they are understandable, relatable and memorable, stories are an important part of how we build and extend our reputation. Stories help transform the perception of the University from an amorphous entity to a personally relevant organization. While we can never tell them all — or even agree on which ones are the most representative of our University — one thing should always be clear: Every story should reflect the fact that as a public institution, our primary mission — and our greatest contribution — is the education of a new generation of thinkers, doers and leaders.

When we tell stories about our achievements and discoveries, we're sending a message about the level of educational experience that's available here. After all, every university teaches students. Very few of them offer the same kind of opportunities we can provide, which is why the best and brightest students, researchers and educators seek us out.

The importance of place

The UW is a quintessentially Northwest institution, and we are a cornerstone of this uniquely innovative culture. It's a culture whose impacts extend far beyond our region, whether it's inventing the next generation of software, medical breakthroughs or jet aircraft. Our symbiotic relationship with the Northwest is an authentic part of who we are, and unique within the academic world. It's a point of difference that we can leverage.

The University Brand

The UW Brand Position

A brand positioning statement is meant to clarify what an institution does, the benefits that result, and what makes these unique. A position statement is not intended to be public facing, but to instead act as a guide for the development of all other communications. It describes how we want our target audiences to think and feel about our organization and what we stand for. The statement below, the UW's brand positioning statement, describes what we do and why we do it — applied correctly, it will provide our target audiences with a clear sense of why we're different and desirable.

The University of Washington acts on its great capacity to educate as well as its ambition for addressing society's most vital issues — all motivated by the shared concern for humanity as is characteristic of our region and the people who join it.

The way to make this positioning real for our audiences is to share stories about how our organization has made a difference, about the gifted individuals — both inside and outside of the University — who dedicate themselves to the greater good, and about the progressive, forward-thinking mindset of an entire region.

The UW Brand Personality and Attributes

Not surprisingly, the UW brand personality reflects the uniqueness of the *Northwest* itself. For all that we have accomplished, we are still *approachable*, *practical* and *grounded*. Humility is in our nature, but we're learning to balance this with a justifiable sense of *pride* in our contributions and their *far-reaching* effects.

We are a *global* institution that makes the Northwest our home. We are truly citizens of the world, *committed* to the greater good and *passionate* about improving the human condition. In science, in art, in medicine, in business and everywhere else, the spirit of *discovery* is what drives us. And it's why we're *optimistic* about what comes next.

Communicating Personality

The UW Brand Voice should reflect the personality and values of the brand itself. Since we are progressive, practical and straightforward, we put a high value on ideas — and on getting to the point. Avoid using complicated or arcane words and phrases, especially if a simpler or more familiar term can convey the same meaning. This helps your audience to focus more on the content of what you have to say, and your message (and our brand) will appear more confident and powerful as a result. Attempts to impress through excessive or incessant eloquence usually have the opposite effect.

Being from the Northwest, the UW Brand Voice should also feel a bit informal. It's important to be correct, but not to the point of being stiff or detached. Be conversational. Imagine you're speaking with an individual or two rather than a faceless crowd. Again, we want to humanize the UW brand — so when appropriate, don't be afraid to let your own personality come through.

Communicating Story

Now that we've outlined *how to communicate* the UW brand personality, let's talk about *what to communicate*. The content you deliver in any marketing or communications effort will be driven by what's relevant to your audience — what they care about, the questions they need answered. But regardless of your specific message, there are guidelines that can help ensure the stories we all tell share a consistency across the board:

- 1. Always include students in your message. The UW is many things, including a preeminent research institution and a world-class healthcare facility. But we're a university first and foremost, dedicated to educating and inspiring. So whatever you're writing or talking about, look for ways to make students a relevant part of your message. How is your content related to the UW's effort to create global citizens of the next generation? Can you talk about learning opportunities or scholastic achievements? Are students being exposed to other cultures or ways of thinking?
- 2. Always lead with a shared human concern for an important challenge being addressed. Engage your audience with a "big picture" idea. Talk about a concern then follow up with what the UW is doing to address it. Facts lend credibility, but they should be used as support for the human concern being addressed.

EXAMPLE: Everybody needs a home. But there has to be a way of building our own homes without sacrificing someone else's a world away. That's why the UW is working tirelessly to find environmentally-friendly construction solutions.

AVOID: The UW is extensively researching environmentally-friendly construction practices in an effort to slow the destruction of rainforests.

- **3. Build better integration with the region and beyond.** To avoid having the UW perceived as "siloed" or disconnected from our region, it's important to reinforce the connections the University has, and the impact its making, throughout the Northwest and around the world.
 - Advantages of place reinforce the symbiotic relationship between the University and the Northwest. We're rooted in the same spirit of discovery and drive to innovate. The culture and people here inspire us, and in turn, we inspire them. It's a cycle that constantly improves and enriches both the University and the region.
 - Unparalleled research and partnerships talk about important partnerships (with other
 universities, individuals, researchers, corporations) and how collaborative efforts are resulting
 in meaningful discoveries. Often, our "team" is bigger then those within the University so
 remember we want to convey that idea.

In addition, if you are writing for brand/external advertising, be sure that your ad informs and teaches – as opposed to simply boasting.

EXAMPLE: UW research has brought to light more than 1,000 technological innovations – many of which have helped launch successful companies.

AVOID: UW research is making a big impact

Messaging by Audience

When you're writing or talking about the University, it's important to tailor your message to the people with whom you're communicating. Think about what's meaningful and relevant to them. What issues do they care about? What questions do they need answered? This will help guide the content and emphasis of your message. The University has identified three core audience categories, approved during the research and strategic planning process: The Family, The Region, and National/Academia.

The Family

The Family consists of our many internal audiences: faculty, staff, administrators, students, alumni, donors, parents and others who are already involved and engaged with the UW. If you're reading this, you're almost certainly a member of the UW Family yourself.

Since these groups are already aware of and engaged with the UW, messages should provide a context for the relationship that already exists. They should remind us all that we are part of a movement, a meeting of minds — with resources and capabilities that continue to make a real difference here and around the world. Here is how our overall brand position translates to members of the Family:

We are the UW — a community of informed individuals, pursuing and sharing knowledge with passion and conviction, committed to developing stronger ideas, individuals and solutions for a better world.

The functional benefit we offer to the Family can be described as follows:

The UW is a resourceful, collaborative environment full of colleagues, mentors, friends and partners committed to big ideas and the positive change we can create in the world.

The Region

The Region consists of individuals, legislators, business leaders and organizations who are aware of the UW, but may not be directly involved. They have a high opinion of the institution, are probably aware of the impressive research being done, and are proud to have the University in their backyard. While there are no obvious negatives, they need more information before a full and inspiring image of the UW can emerge in their minds.

As individuals (and often as companies and other organizations) they share our concerns and commitment to building better, more equitable societies, healthier lives and stronger minds — in our backyard and around the globe. They believe that the UW has been and continues to be a driving force in the growth and success of our state, but feel the University is still a bit awkward and aloof, especially when it comes to partnering with private-sector entities. We want to continue building positive relationships with The Region, and demonstrate that the UW is an organization worthy of their continued support. Like them,

Messaging by Audience

we are committed to building our state, our region and creating a better world for all. Here is how our overall brand position translates to The Region:

Like you, the UW is a citizen of Washington, the Northwest and the world, and takes seriously its responsibility for building healthier lives, stronger minds and a vibrant, sustainable world. In service of these goals, we are committed to collaboration and the integration of our resources and capabilities.

The functional benefit we offer to the Region can be described as follows:

The UW is a resourceful, collaborative environment full of colleagues, mentors, friends and partners committed to big ideas and the positive change we can create in the world.

National/Academia

This group consists of peer institutions and individuals in higher education, as well as opinion leaders in the national media and politics. To these audiences, the University of Washington is clearly the region's flagship institution. However, while admired for its impressive research, the natural beauty of its surroundings and the vibrant intellectual and creative culture of the Northwest, these audiences haven't heard as much from the UW as they might expect from a dominant regional powerhouse.

On a national level, the intentions, vision and actions of the UW have not been clearly defined. These audiences are ready to hear more from the University and our work in health, environment and technology. It makes sense that we would be strong in these areas, and we should claim them as our own by offering demonstrable proof and empirical evidence of impacts we've made in each. It's time for the University of Washington to stake its territory and to set the agenda for what it means to be a world-shaping research university in the current age.

Here is how our overall brand position translates to the National Academy:

The University of Washington, grounded in explicit humanist values, is driven to lead by integrating the full assets of the university and its rich environs in pursuit of knowledge and solutions for addressing key issues of pressing human concern.

The functional benefit we offer to the National Academy can be described as follows:

Foundational, integrative knowledge and solutions that will help set the agenda for creating a better world.

Brand Expression: Tagline Guidelines

The Washington Way Tagline System

Being part of the Northwest and its uniquely creative, open-minded culture is a foundational part of our brand strategy. This idea is reflected in a new tagline system — developed for flexibility and use across all units of the University — we are calling "The Washington Way."

The idea behind The Washington Way is intended to describe more than just the University of Washington. It's intended to speak to the culture of our region — one that we helped to create — and to the values we share with colleagues, mentors and partners.

Tagline Structure

The Washington Way Tagline System consists of two simple phrases that are always linked together:

- The first echoes a value or attribute that is relevant to the UW brand and adheres to the qualities of the brand "voice" (e.g., "Discover what's next.")
- The second "It's the Washington Way." communicates that this is a cultural norm for the University and the region.

Combining these phrases creates a tagline that accurately reflects who we are as a university, and why we're different. In a sense, it helps to define what we mean by "the Washington Way."

The Tagline System purposefully offers multiple tagline combinations (see Menu of Options) from which units can select. Because of the amazing breadth and scope of impact of this University, having multiple tagline combinations will allow — in aggregate and over time — a full understanding of the University of Washington.

Note: "The Washington Way" is NOT the tagline and should not be used in marketing communications.

Guidelines for Use

Visual: The tagline can be used as an element in designed communications like Web pages, publication covers, advertisements or other promotional collateral. Please note:

- There is no specific design/font style treatment for the tagline, however the tagline should always appear in either a primary or secondary font, see page 38.
- The full tagline (two sentences/two phrases) should always be used and should never be uncoupled including maintaining sentence like spacing between phrases.
- The tagline should always appear either in sentence case with "Washington" and Way" capitalized or in all caps. The tagline should never appear in title case.
- The tagline may appear as a wrapped paragraph with one phrase per line.
- The tagline may appear within the Patch.
- The tagline should be accompanied on the page by the University Signature Logo,
 a Departmental Signature Logo, or the block W and a unit's logo (though not necessary
 to be locked up together).

Brand Expression: Tagline Guidelines

A Menu of Options

To accommodate a variety of University values and attributes, we have created a flexible tagline system. This will allow units to pick an opening phrase that they feel best represents their unit and/or the goals of their communication piece. Below are approved taglines that can be used by all units. These taglines can be used in a variety of communications projects including Web sites, newsletters (printed or electronic), advertisements, signage/displays, etc. Only one tagline should be used per communication piece.

TAGLINE MENU

Advancing our world. It's the Washington Way.

Caring. It's the Washington Way.

Collaboration. It's the Washington Way.

Compassion. It's the Washington Way.

Contribute. It's the Washington Way.

Create. It's the Washington Way.

Creating healthier lives. It's the Washington Way.

Creativity. It's the Washington Way.

Discover what's next. It's the Washington Way.*

Discover. It's the Washington Way.

Discovery. It's the Washington Way.

Diversity. It's the Washington Way.

Environmental leadership. It's the Washington Way.

Excellence. It's the Washington Way.

Expanding world views. It's the Washington Way.

Generosity. It's the Washington Way.

Imagination. It's the Washington Way.

Improving health. It's the Washington Way.**

Ingenuity. It's the Washington Way.

Innovate. It's the Washington Way.

Innovation. It's the Washington Way.

Inspiration. It's the Washington Way.

Inspire. It's the Washington Way.

Integrity. It's the Washington Way.

Invention. It's the Washington Way.

Inventiveness. It's the Washington Way.

Keep learning. It's the Washington Way.

Leadership. It's the Washington Way.

No limits. It's the Washington Way.

Originality. It's the Washington Way.

Respect. It's the Washington Way

Responsibility. It's the Washington Way.

Social justice. It's the Washington Way.

Sustainability. It's the Washington Way.

Teamwork. It's the Washington Way.

Think differently. Make a difference. It's the Washington Way.**

^{*}This is the University-wide tagline.

^{**}Please check with UW Medicine for use of this tagline, grandfathered in by unit.

^{***}Please check with the Foster School for use of this tagline (note: existing Foster School tag, grandfathered in as a special case only)

Brand Expression: Tagline Guidelines

Requesting a New Tagline

If within the approved menu of taglines there is not one that fits the needs of a communications project or unit, a new tagline can be requested for incorporation into the menu. All proposed taglines will be submitted to the Marketing Executive Advisory Group for final approval. The process is as follows:

Step 1: Develop a tagline adhering to the approved structure for the first phrase.

- Tagline must echo a value or attribute that is relevant to the University brand (should never be promotional in nature, e.g, "Free Parking.")
- Tagline must reflect the personality/voice of the University (e.g. "Discover what's next. It's the Washington Way." and never "Discover what is next. It is the Washington Way.")
- Tagline is ideally two to three words; never more then four words or 40 characters including spaces

Step 2: Receive approval by the unit's senior leadership (appropriate level: dean, vice provost, vice president).

Step 3: Submit to Cheryl Nations via email or campus mail with the following information

- Requestor's name
- Requestor's unit name
- Requestor's contact information
- Proposed tagline
- Rationale for new tagline necessity
- Unit's senior leadership name and approval statement (either as an attachment or hard copy)

Step 4: Review/approval by a subset of the Marketing Executive Advisory Group.

- UW Marketing to submit to new tagline proposals on behalf of the requestor
- Review dates for the FY09-10 academic year are currently set: 09/23/2009, 11/18/2009, 01/27/2010, 03/02/2010, 05/26/2010
- To be included in one of the pre-set meetings, submissions must be received two weeks prior to the meeting date

Step 5: Notification of approval or rejection

- UW Marketing will notify requestors of proposed tagline's approval or rejection within three
 working days of the applicable meeting date
- The approved tagline will be incorporated within the Menu featured within the online University Brand Guidelines tagline section within 10 working days

If you have questions about this process, please contact Cheryl Nations at cnations@uw.edu, 206.221.7041.



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

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.)







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.







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

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

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.





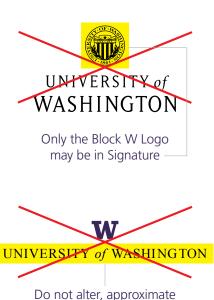












or recreate Wordmark



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

f 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

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

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.



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 alter, approximate or recreate any part of the Wordmark



Only the Block W Logo may be in Signature –

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



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.)

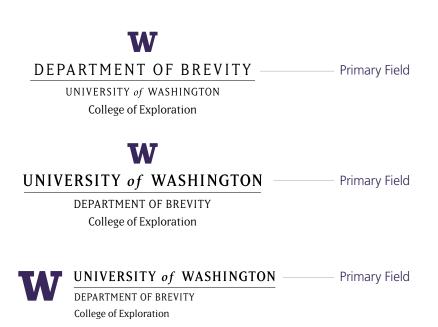
Primary Fields can include such information as:

- 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.





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.

M

DEPARTMENT OF BREVITY

UNIVERSITY of WASHINGTON
College of Exploration

Secondary Field

W

UNIVERSITY of WASHINGTON

DEPARTMENT OF BREVITY
College of Exploration

Secondary Field



UNIVERSITY of WASHINGTON

DEPARTMENT OF BREVITY
College of Exploration

Secondary Field

W

DEPARTMENT OF BREVITY

UNIVERSITY of WASHINGTON College of Exploration

Secondary Field

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.





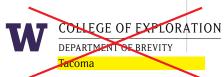
Department Signature: Unacceptable

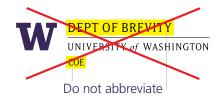
Consistency is key to maintaining strong brand integrity. Never attempt to recreate the logo and signature lockup. Examples below illustrate a wide range of incorrect uses, but are not intended to be a complete list.



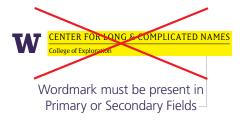


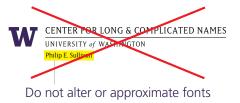












Endorsement System

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

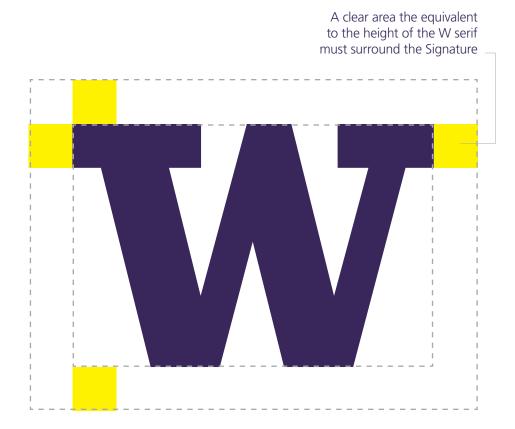
Primary Purple



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.

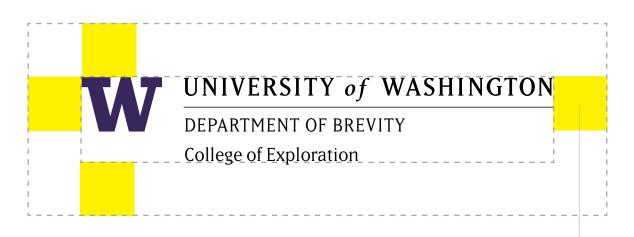


NOTE: the dotted line box in the example represents the non-signature elements such as type or images only.

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.





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.



.25"

UNIVERSITY of WASHINGTON

1'

UNIVERSITY of WASHINGTON

1.5"

W UNIVERSITY of WASHINGTON

1.5"



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



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

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.

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





Secondary Palette — Gold, Black, Gray, White





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.



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.

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 O I 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

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	_ Frutiger Bold		
	personalized Program	_ Goudy Old Style Italic		
		Frutiger Light		
	Sustainability of the Earth	_ Goudy Old Style Italic		
Large Body Copy				
	Henisit voluptat, voloreetue faccumsan 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 halfpage 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.

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.

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.

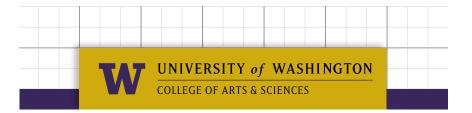
The Band is a simple border of color that appears along any **outside edge** of a piece. The patch is a simple **square or rectangle** that contains either a **logo**, a **signature or a tagline**. For pieces that don't bleed, the patch and band elements should align to the live area of your document.

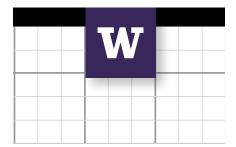
There are many options available when using this simple system — but remember the Patch and Band elements must be seen and never hidden. When given visibility within your design, they will help draw attention to your logo (without simply increasing size) and unify all UW communications into a more cohesive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

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.





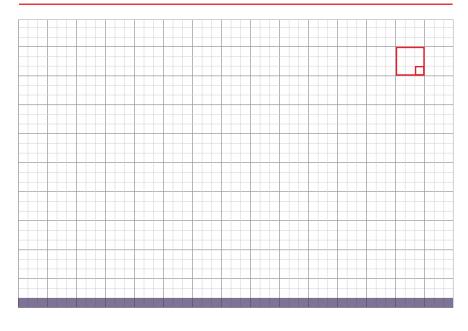
Mandatory Elements

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

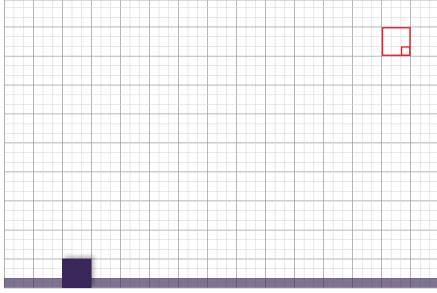
Mandatory Elements

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.

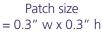
If you set up your grid system to create the Band, you can use the grid square to determine the thickness of your Patch.

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



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

subdivided grid square = 0.1" w x 0.1" h

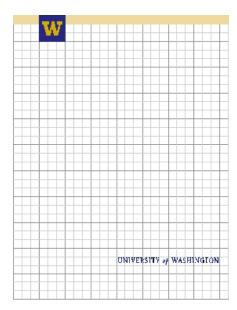




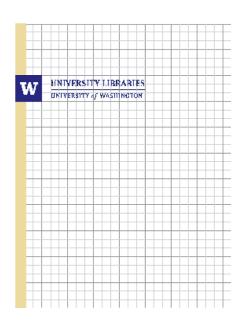
A clear area the equivalent to the width of the W serif must surround the W within the box

Mandatory Elements

Putting it together: Patch and Band

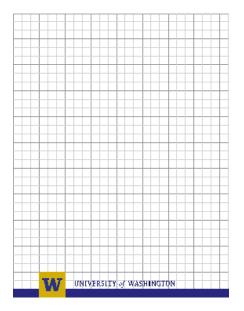


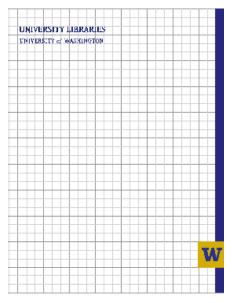
When using the W Patch, avoid using the W anywhere else on your page as an additional graphic element.



The W Patch

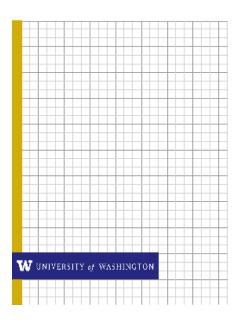
For marketing and endorsement uses. The university Wordmark or additional logo should appear elsewhere on the page.



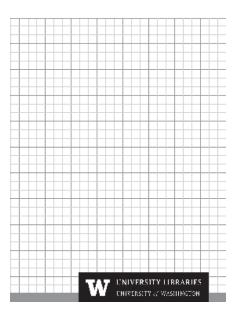


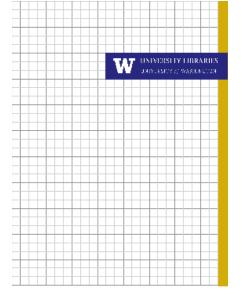
Mandatory Elements

Putting it together: Patch and Band



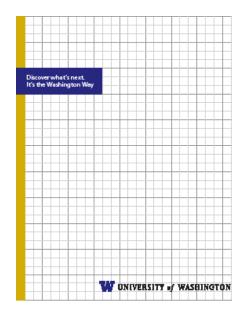
The Signature Patch
For all logotype adopters, campus
and department signatures.





Mandatory Elements

Putting it together: Patch and Band

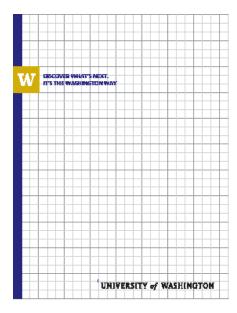


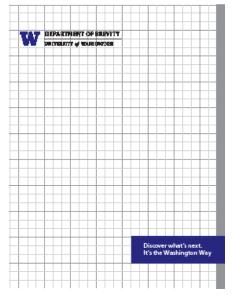
Dissect polarity of WASHINGTON

Dissect polarity part of the Westington Was

The Tagline Patch

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





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.

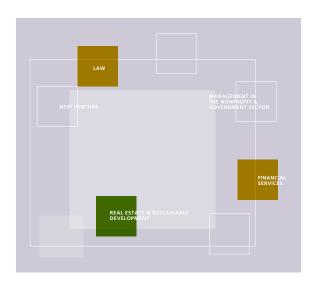
Finishing the Look

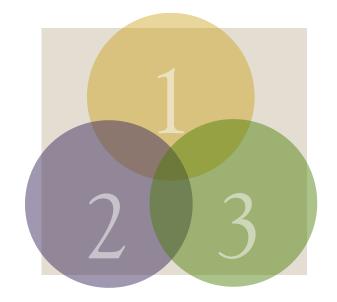
Below are a few design elements that — along with logos, typography, color and photography — will help you pull the overall University look together.

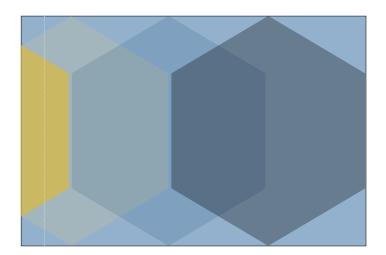
It is recommended that each communications piece contains at least two of the following elements. Design Elements should utilize colors from the primary, secondary or supplementary palettes as outlined on pages 35-36. Samples are provided to show how all these elements come together.

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.







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.

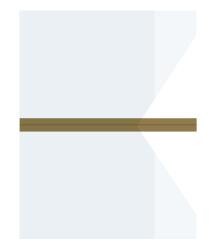
An empowering MBA culture

The **Experience Music**

Projection

Henisit voluptat, voloreetue faccumsan ullaore tat nulla faci ex eumsan endreraestin heniam, corem quis am alit, si bla feugait adit ipsusci blan hendreet, ver iure feugiet er ametuero odoloreetuer.





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.



MBA HOMETOWN CONCENTRATION

2005 New Jersey, NY Corporate Finance

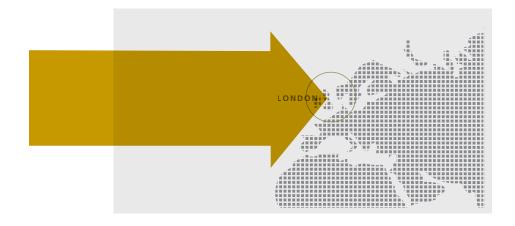
Senim augue conse tio eugait, conse et iusto do el ut velenis aliquissed min etum num dolutat alisl dolobore ea

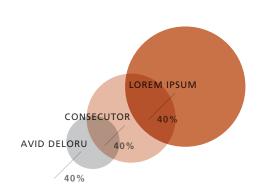
	UNDERGRADUATE	GRADUATE	PROFESSIONAL	
Women	57.8%	59.3%	56.0%	
Men	42.2%	40.7%	44.0%	
Underrepresented				
Minorities	13,0%	8.3%	7.7%	
Asian American	18.3%	8.6%	17.4%	
International				
Students	1.7%	8.7%	1.9%	

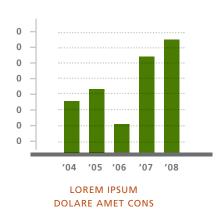
Optional Design Elements

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 then telling it in words.



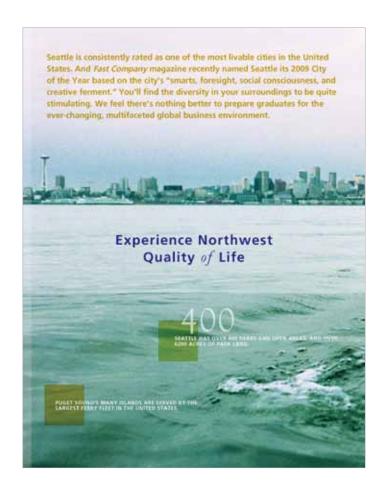


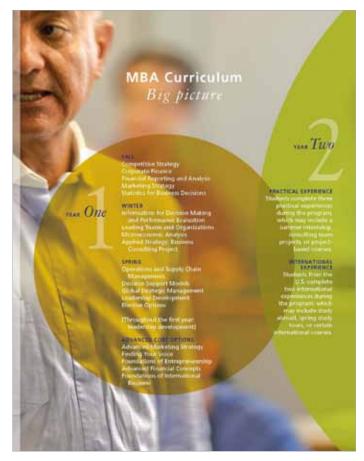


Putting It Together

Typography

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





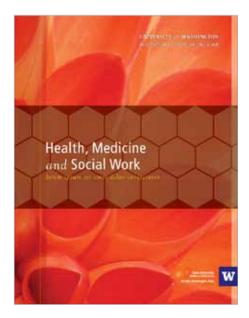
Putting It Together

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.









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.

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



Glossary

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.

W UNIVERSITY of WASHINGTON

Glossary

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?

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