

# Guide to Visual Standards

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## Overview

As the University of Washington takes an increasingly prominent role not just in the state but also in the nation and the world, it is important that its graphic identity use the University's full name, to avoid confusion with other UWs. (Locally, and as part of existing identities such as UW Physicians, "UW" will continue to have an important use.) The column for the new identity recalls the original campus in downtown Seattle and symbolizes the University's history and its traditional missions of teaching, research and service.

University of Washington's Signature is a symbol of who we are and what we do. If used properly, it can powerfully communicate our message, reinforce our position in the marketplace and distinguish us from the competition. Improper use can diminish its value and dilute our message and brand.

Like any company asset, our Signature needs to be protected. By adhering to these guidelines, we can clearly project the image of the University of Washington, preserve our Signature's integrity and ensure its consistent representation.

Adaptable to internal and external communication materials, the Signature provides visual foundation and focus for all University communications. The Signature projects strongly in both large and small sizes, and also in color or black and white.

The graphic specifications are designed to ensure consistent visual representation. Strict adherence to these guidelines is strongly recommended. There may be exceptional circumstances that justify slight departures from these guidelines. For these inquiries and any other questions regarding the guidelines, contact the Director of Strategic Communications, who is responsible for identity standards compliance.

Please familiarize yourself with these standards and faithfully apply them. Your cooperation will allow the University of Washington to maintain consistency and integrity throughout all our communications initiatives.

### **University of Washington**

Director of Strategic Communications  
Gerberding Hall  
December, 2002

## The Signature

### Symbol and Logotype Configuration

The University of Washington Signature consists of two components: the symbol and the logotype. The symbol and logotype are a single unit created by an established relationship. This relationship remains consistent throughout all applications. The Signature represents the entire University, and can also be used to imply the Seattle Campus alone.

In all cases, the symbol and logotype will appear together. The symbol **may not** be used by itself as a graphic element. The symbol is an original creation for this Signature. The logotype is set in a combination of Gill Sans and Goudy.

The Signature should not be altered in any way. Strict adherence to its correct usage will preserve its visual impact, ensure immediate recognition, enforce consistency and keep the identity strong. The Signature should always be reproduced from an approved Signature sheet or electronic file. These files are available through the Publications Department.

*Signature*



I GRAPHIC ELEMENTS

**The Signature**

Use with Bothell and Tacoma

A campus designation can be used with the Signature. The Signature with campus is a single unit created by an established relationship with the campus centered under the primary signature, and separated by a thin rule. This relationship remains consistent throughout all the applications, unless approved by the University Relations department. The Signature with campus should always be reproduced from an approved Signature sheet or electronic file, and is represented below.

*University of Washington, Bothell*



- *x is the symbol height*
- *"Bothell" is 25% of x*
- *"Bothell" with rule is 48% of x*

*University of Washington, Tacoma*



- *x is the symbol height*
- *"Tacoma" is 25% of x*
- *"Tacoma" with rule is 48% of x*

**The Signature**

**Use for All Three Campuses**

In some cases the Signature may be used with all three campus locations. The Signature with all campuses is a single unit created by an established relationship that shows all three campuses under the primary signature, and separated by a thin rule. This relationship remains consistent throughout all the applications, unless approved by the University Relations department. The Signature with campuses should always be reproduced from an approved Signature sheet or electronic file, and is represented below.

*University of Washington – All Three Campuses*



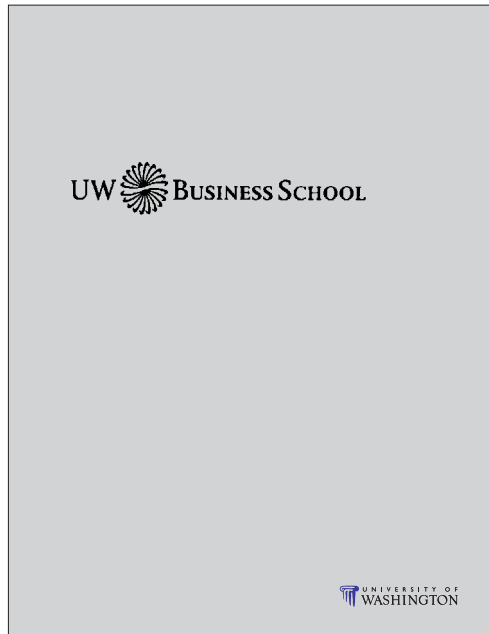
- *x is the height of the symbol*
- *Campuses are 21% of x*
- *Campuses with rule are .46% of x*

### The Signature

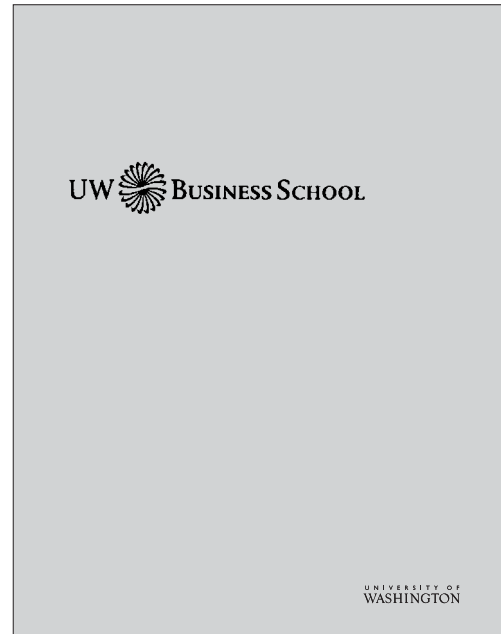
#### Special Application for Use with Established Unit Identities

The University of Washington Signature may be used as an endorser of a college, school or program unit that has an established separate identity. In these cases, it is recommended that the University of Washington signature appear a reasonable distance from the primary identity. The University of Washington identity may be used with or without the icon in these cases.

*The following illustrates the relationship between identities as described above.*



*University of Washington Signature with symbol*



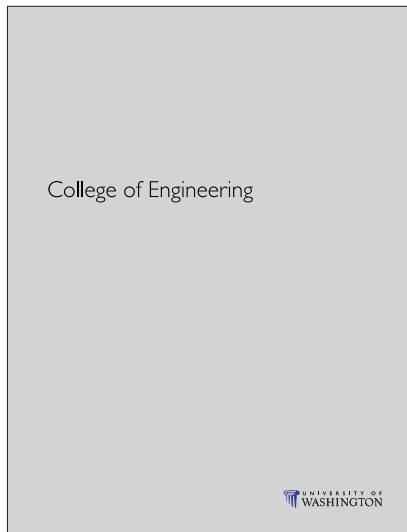
*University of Washington Signature without symbol*

### The Signature

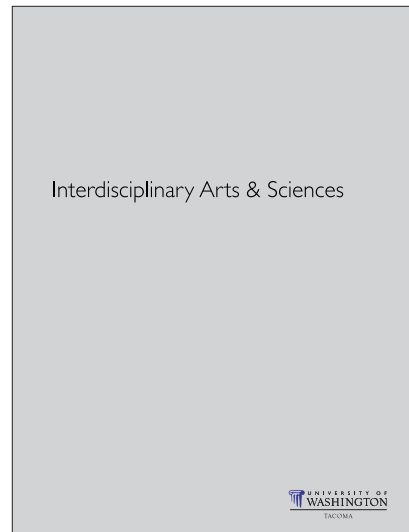
#### Special Application for Use with Unit Identities

The University of Washington Signature may be used as an endorser of a college, school or program unit that does not have an established separate identity. In these cases, the college, school or program should be set in a approved typeface. Examples of the approved University of Washington family of typefaces can be found on page 18. It is recommended that the University of Washington Signature appear a reasonable distance from the primary identity. The University of Washington identity may be used with or without the icon in these cases.

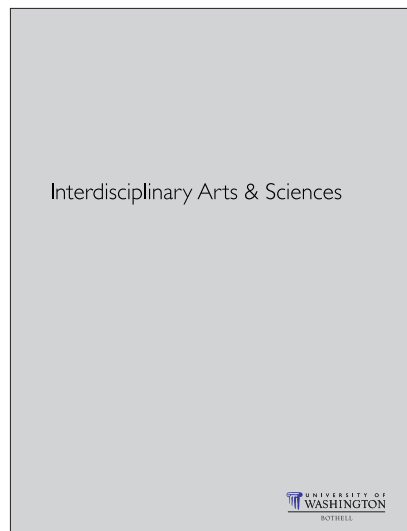
*The following illustrates the relationship between identities as described above.*



*University of Washington Signature*



*University of Washington, Tacoma Signature*



*University of Washington, Bothell Signature*

### The Signature

Use with Colleges, Schools and Programs

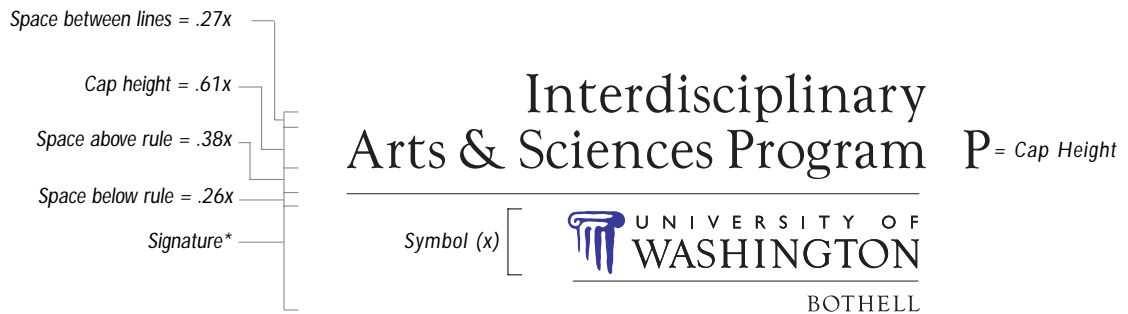
When confined space or other special circumstance does not allow separation of the Signature and colleges, schools and programs, please use the following recommendations for creating a lockup.

*University of Washington Signature lockup with Colleges, Schools and Programs*



- Rule above the Signature is  $.25\text{pt}$
- $x$  is the height of the symbol
- Space between top of symbol and rule is 26% of  $x$
- Space between rule and baseline of text is 38% of  $x$
- Cap height of text is 61% of  $x$ . The cap height can be measured as the height of any capital character

*University of Washington, Bothell Signature lockup with Colleges, Schools and Programs*



- Rule above the signature is  $.25\text{pt}$
- $x$  is the height of the symbol
- Space between top of symbol and rule is 26% of  $x$
- Space between rule and baseline of text is 38% of  $x$
- Cap height of text is 61% of  $x$ . The cap height can be measured as the height of any capital character
- Should the name of the School and/or College be broken into more than one line, space between the lines is 27% of  $x$

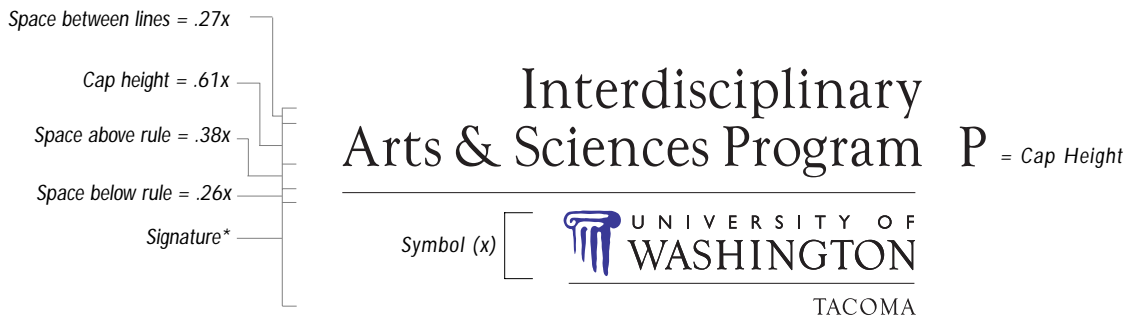
\* University of Washington, Bothell shown in this configuration (Bothell flush right) **should be used in this lockup only**. All other applications use the University of Washington, Bothell Signature shown on page 2, (Bothell centered)

### The Signature

Use with Colleges, Schools and Programs

When confined space or other special circumstance does not allow separation of the Signature and colleges, schools and programs, please use the following recommendations for creating a lockup.

*University of Washington, Tacoma Signature lockup with Colleges, Schools and Programs*



- Rule above the Signature is .25pt
- $x$  is the height of the symbol
- Space between top of symbol and rule is 26% of  $x$
- Space between rule and baseline of text is 38% of  $x$
- Cap height of text is 61% of  $x$ . The cap height can be measured as the height of any capital character
- Should the name of the School and/or College be broken into more than one line, space between the lines is 27% of  $x$

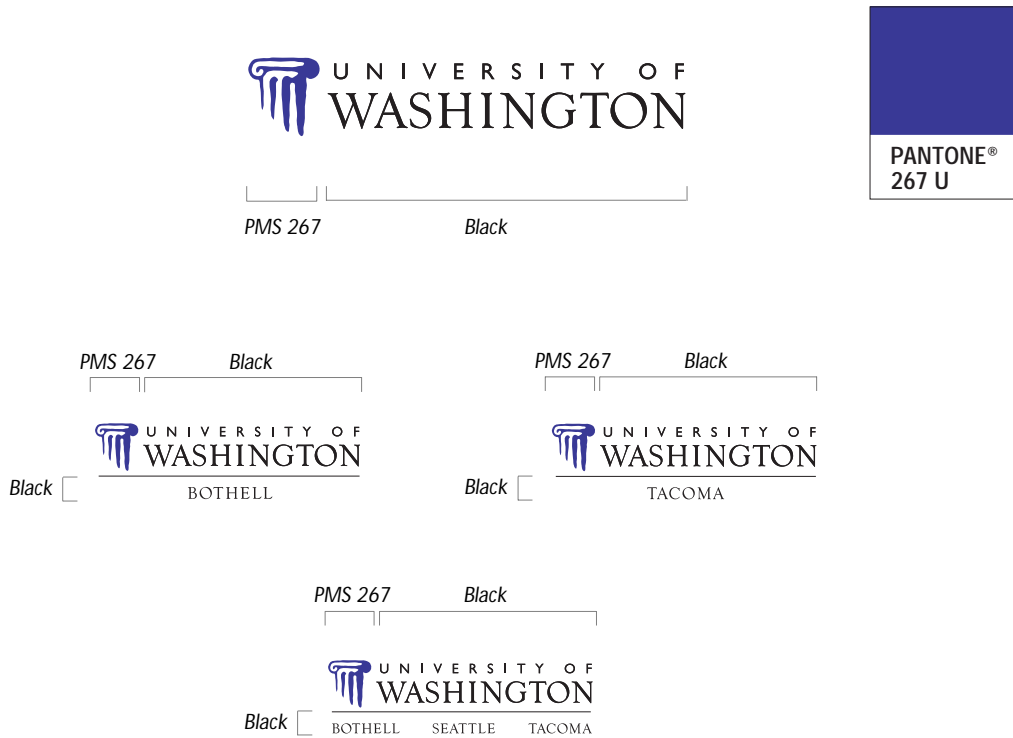
\* University of Washington, Tacoma shown in this configuration (Tacoma flush right) **should be used in this lockup only**. All other applications use the University of Washington, Tacoma Signature shown on page 2, (Tacoma centered)

I GRAPHIC ELEMENTS

**Signature Color Scheme**  
Spot and Four-Color Process

Two-Color Versions

- The symbol prints PMS 267 and the logotype prints black. In cases where the campuses are used, the campuses print black.



Four-Color Process Versions

- The Signature may be reproduced in four-color process when needed.

Purple: 94% magenta and 94% cyan  
Black: 100% black

I GRAPHIC ELEMENTS

**Signature Color Scheme**

**Black and White**

Single-Color Versions

- The entire Signature is reproduced in a solid black when reproduction considerations restrict the use of color.



- When a reversed usage is desirable, or when a solid black or screened background interferes with readability, the entire Signature knocks out to white.



## I GRAPHIC ELEMENTS

### Signature Color Scheme

#### Single-Color Versions

- When using a background color or placing the logo on an image, the logo should appear at least 70% darker on a light background color, or 70% lighter on a dark background.

#### *Signature on a dark background*

*Minimum  
background  
density = 70%*



#### *Signature on a light background*

*Maximum  
background  
density = 30%*



### Signature Usage and Staging

The area of isolation is a visual buffer between the Signature and any other elements on a page. The area of isolation should remain free of other elements and be maintained on all sides of the Signature. This area (x) is equal to the symbol height and is indicated by the gray lines. When the Signature is placed in a corner, the area of isolation still applies to all four sides. This ensures that the Signature is not placed too close to the edge of the page.

#### *University of Washington Signature*



*Area of isolation indicated by the dotted lines*

#### *University of Washington, Bothell*



*Area of isolation indicated by the dotted lines*

I GRAPHIC ELEMENTS

**Signature Usage and Staging**

*University of Washington, Tacoma*



*Area of isolation indicated by the dotted lines*

*University of Washington – Bothell, Seattle, Tacoma*



*Area of isolation indicated by the dotted lines*

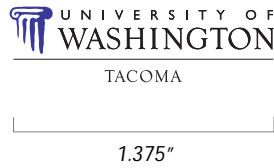
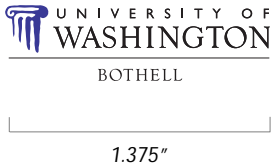
I GRAPHIC ELEMENTS

**Signature Usage and Staging**

**Smallest Size**

The smallest reproducible size for the Signature is 1.375". To use any smaller requires approval from the University Relations Department.

*University of Washington Signature Size*



I GRAPHIC ELEMENTS

**Incorrect Signature Usage**

Primary Signature

The examples below are samples of incorrect usage of the Signature.

<p><i>Do not change the position of the symbol</i></p> 	<p><i>Do not screen the Signature</i></p> 
<p><i>Do not change the position of the symbol</i></p> 	<p><i>Do not alter the logotype</i></p> 
<p><i>Do not change the position of the symbol</i></p> 	<p><i>Do not use the symbol alone</i></p> 
<p><i>Do not alter the color of the symbol</i></p> 	<p><i>Do not place the Signature on any complicated backgrounds</i></p> 
<p><i>Do not rotate the Signature</i></p> 	<p><i>Do not add drop shadows or other visual effects</i></p> 

I GRAPHIC ELEMENTS

**Incorrect Signature Usage**

Primary Signature

The examples below are samples of incorrect usage of the Signature.

<p><i>Do not distort the Signature</i></p>  The University of Washington logo is shown distorted, with the text 'UNIVERSITY OF WASHINGTON' appearing compressed and the blue columnar icon to the left.	<p><i>Do not reproduce at a resolution that is too low</i></p>  The University of Washington logo is shown at a low resolution, appearing pixelated and blurry.
<p><i>Do not frame the Signature</i></p>  The University of Washington logo is enclosed within a thin black rectangular border.	

**Incorrect Signature Usage**  
Campus Signatures

In addition to the guidelines on the previous page, the following restrictions apply to the Signature with campus designations.

<p><i>Do not set the campus flush left</i></p> 	<p><i>Do not change the size of the campus</i></p> 
<p><i>Do not change the campus typeface</i></p> 	<p><i>Do not create a campus designation for Seattle</i></p> 
<p><i>Do not change the color of the campus designation</i></p> 	<p><i>Do not stack the campuses</i></p> 
<p><i>Do not change the order of the campuses</i></p> 	

## The University Seal

The University seal is a form of the University of Washington graphic identity. It is used for formal academic and university business, such as diplomas and commencement materials, and as a traditional presentation of the identity. It should not be used in conjunction with the Signature style.

Electronic files of the seal can be obtained from the Trademarks and Licensing office.

**Contact:**

Trademarks and Licensing  
[uwlogos@u.washington.edu](mailto:uwlogos@u.washington.edu)  
206-685.8600

*The University Seal*



## Typography

The University of Washington recommends the use of two typefaces in all communications materials and signage. These typefaces support the Signature and create a cohesive look and feel across all marketing materials. To obtain the approved typefaces contact Adobe at 800-833-6687 or go to [www.adobe.com](http://www.adobe.com).

The Primary typeface is Gill Sans, and is recommended for most uses including headlines, body copy and callouts. The Signature uses a logotype that is a customized combination of Gill Sans and Goudy, however there is no typeface substitution for the official logotype.

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

*Gill Sans Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

*Gill Sans Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Gill Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

*Gill Sans Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

## Typography

The Secondary typeface is Goudy and can be used to complement the Gill Sans typeface.

Goudy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

*Goudy Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Goudy Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

*Goudy Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

## **Trademarks and Licensing**

The University of Washington Trademarks and Licensing office is responsible for the licensing and proper use of UW logos and licensed marks.

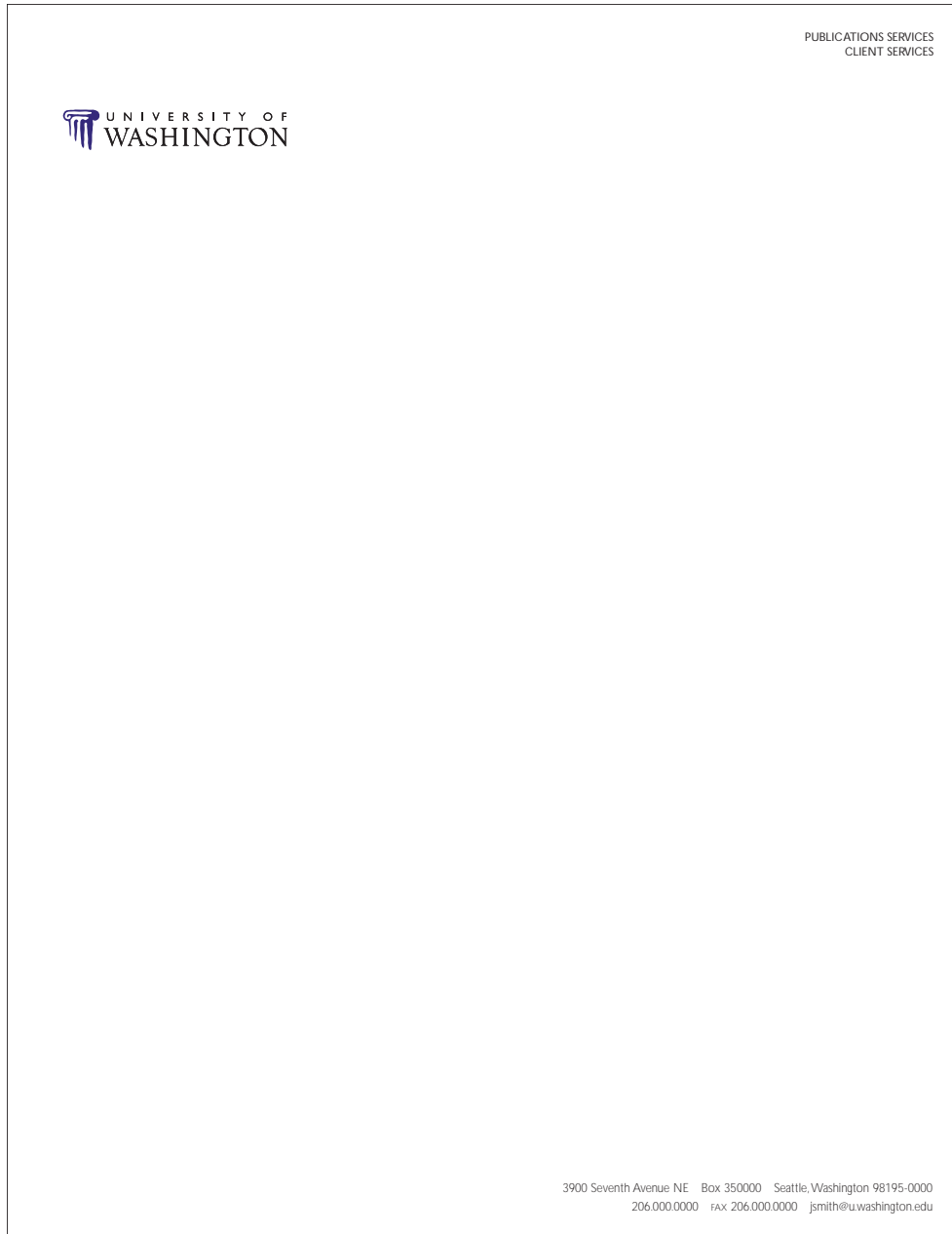
Departments wishing to use the UW marks and/or logos must submit a written request to Trademarks and Licensing explaining the intended use and period of the event. Trademarks and Licensing must approve all artwork before production commences. For more information about using UW marks and logos on products or obtaining UW products from vendors, visit the Trademarks and Licensing Web site at <http://depts.washington.edu/uwlogos/>, or contact the department.

### **Contact:**

Trademarks and Licensing  
[uwlogos@u.washington.edu](mailto:uwlogos@u.washington.edu)  
206-685.8600

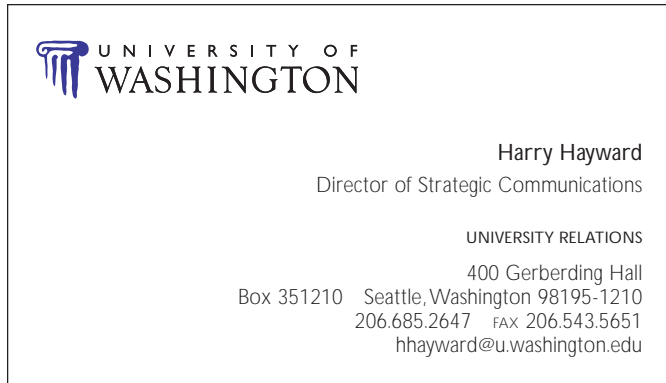
## II STATIONERY & BUSINESS PAPERS

### Letterhead



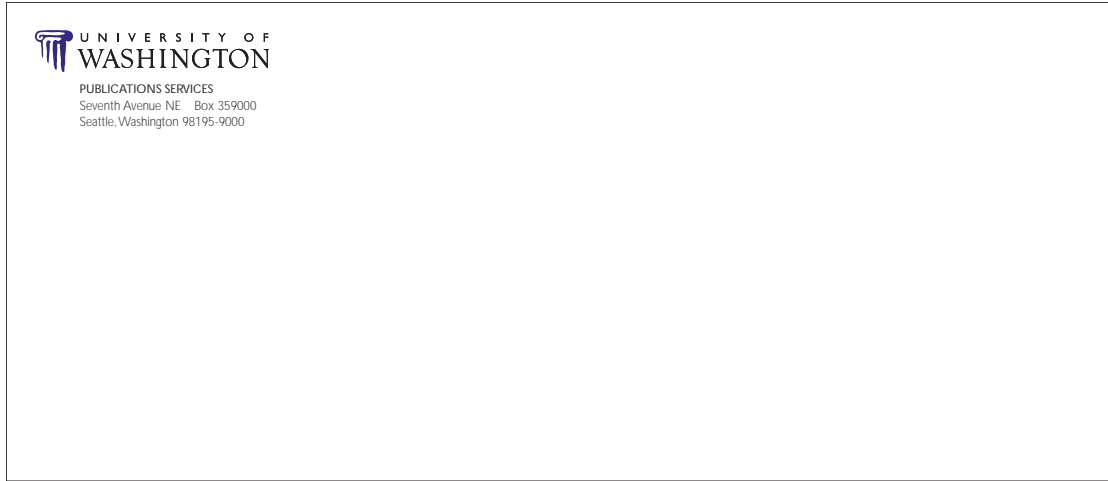
## II STATIONERY & BUSINESS PAPERS

### Business Cards



II STATIONERY & BUSINESS PAPERS

**Envelopes and Mailing Labels**





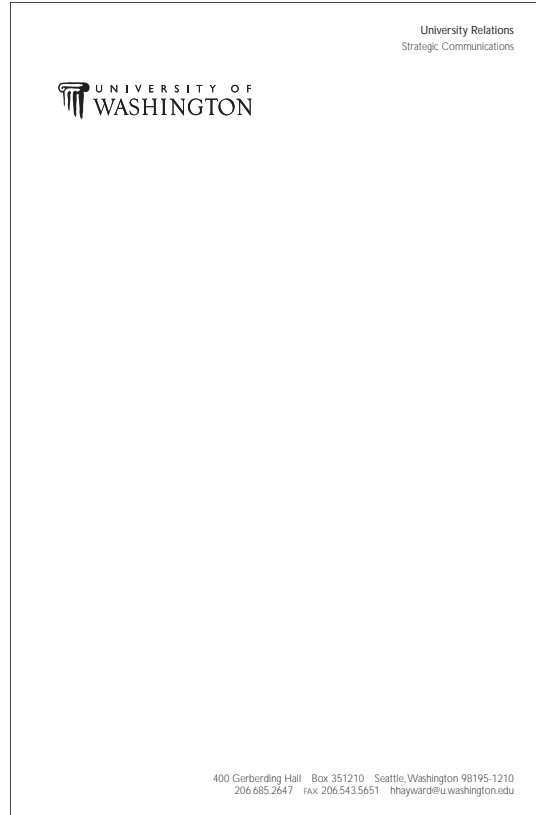
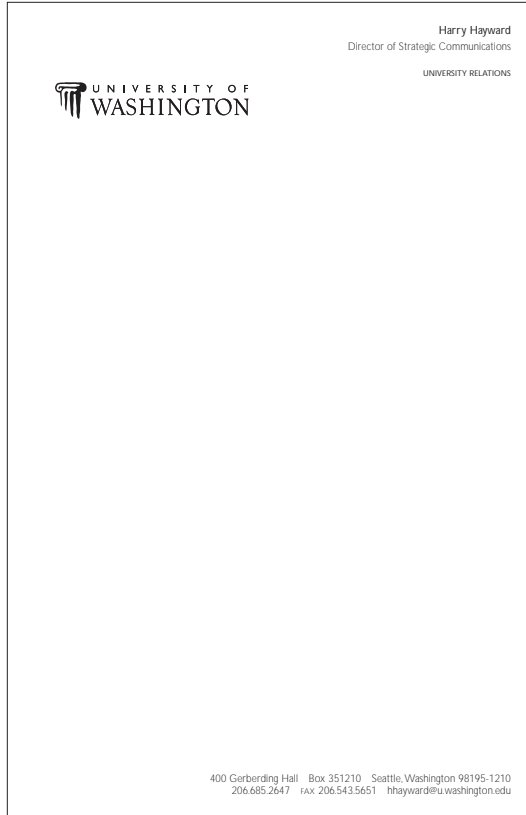
II STATIONERY & BUSINESS PAPERS

**Fax Cover Sheets**

**Coming Soon**

## II STATIONERY & BUSINESS PAPERS

### Notepads and Note Cards





II STATIONERY & BUSINESS PAPERS

**Name Tags**

**Coming Soon**



II STATIONERY & BUSINESS PAPERS

**Special Cases**

**Coming Soon**

III ON-LINE STANDARDS



PURPLE  
hex 330099  
red 51, green 0, blue 153  
web safe (will not dither even at 256 colors)

BLACK  
hex 000000  
red 0, green 0, blue 0  
always web safe



PURPLE  
hex 35278C  
red 53, green 39, blue 140  
web safe (will not dither at thousands of colors)

BLACK  
hex 000000  
red 0, green 0, blue 0  
always web safe



PURPLE  
hex 200D81  
red 32, green 13, blue 129  
web safe (will not dither even at 256 colors)

BLACK  
hex 000000  
red 0, green 0, blue 0  
always web safe

