

WE ARE BOUNDLESS

STYLE GUIDE | OCTOBER 2014

UNIVERSITY *of* WASHINGTON

W

TOGETHER, BE BOUNDLESS

The University of Washington brand — our reputation — is one of our greatest assets. It enables us to create connections with the wider world: representing our beliefs, our perspectives and our goals. It inspires people to support our work; it binds us as a university and as a community.

While there are countless incredible stories to tell about the UW, these stories are even more compelling to our audiences when they are aligned with a broader message about who we are and what we value. To that end, we have worked collaboratively across the University to refresh our brand strategy.

The following guidelines provide a strategic compass on how the updated UW brand can best be deployed. They also provide the tools to help you construct your own bold stories. Consider these resources both as an external expression of who we are and as an internal standard for our actions and behaviors.

You are the brand's chief ambassadors. By sharing the UW's transformative impact on the community, you will continue to positively shape perceptions and inspire loyalty across our key audiences.

Your passion for the brand is powerful and your enthusiasm for the work ahead is extraordinary. Thank you for your commitment to this University and to our boundless future.

A handwritten signature in blue ink, reading "Michael K. Young". The signature is fluid and cursive, with the first name "Michael" and last name "Young" clearly legible.

MICHAEL K. YOUNG
PRESIDENT, UNIVERSITY OF WASHINGTON

WHAT DOES IT MEAN TO BE BOUNDLESS?

AT ITS CORE, BEING BOUNDLESS IS ABOUT BELIEVING IN POSSIBILITY. IT'S OUR UNSHAKABLE OPTIMISM AND DETERMINATION. IT'S A CONNECTION TO THOSE AROUND US. IT'S THE DRIVE TO BREAK DOWN THE BARRIERS THAT SEPARATE US FROM WHAT IS AND WHAT CAN BE. IT'S A SPIRIT. IT'S A HUNGER. AND IT'S THE ACTIONS WE TAKE TO CREATE A BETTER WORLD.

HOW DO WE BRING BOUNDLESS TO LIFE?

IN THE STORIES WE TELL, AND HOW WE TELL THEM. IN OUR TENETS AND THE WAY THEY SHAPE OUR VISION FOR THE FUTURE. IN THE WAYS WE LINK BELIEF AND IMPACT. IN OUR BRAND ELEMENTS – FROM DESIGN SYSTEM, TO TYPE, TO IDENTITY.

IT'S A WORLDVIEW.

WE KNOW WE ARE GREATER TOGETHER, WHEN WE PUSH EACH OTHER BEYOND WHAT IS POSSIBLE TO WHAT WE KNOW CAN BE.

THIS THINKING, THIS POSITION AND THE PATH WE'VE TAKEN TO GET HERE HAVE A PROFOUND EFFECT ON THE WAYS WE MOVE FORWARD AS AN INSTITUTION. IT WILL SERVE AS BOTH AN EXTERNAL EXPRESSION OF WHO WE ARE AND AS AN INTERNAL STANDARD FOR OUR ACTIONS AND BEHAVIORS.

SO WHAT ARE YOU WAITING FOR?

STRATEGY

OUR STRATEGY SETS THE GROUNDWORK FOR OUR BRAND. IT'S ROOTED IN AN UNDERSTANDING OF OUR COMMUNITY, OUR IDENTITY AND OUR BOUNDLESS FUTURE. OUR STRATEGY UNIFIES OUR BRAND WHILE POSITIONING US UNIQUELY IN THE HEARTS AND MINDS OF OUR TARGET AUDIENCE.

SUCCESS IN OUR FUTURE
MEANS SETTING NEW
GOALS. THE INSIGHTS ON
THIS PAGE SHAPED
EVERYTHING IN THIS
DOCUMENT FROM OUR
PROMISE TO OUR TAGLINE.

WE NEED TO:

UNIFY THE BRAND, NOW

BRAND INSIDE-OUT

GO BIG, BE BOLD

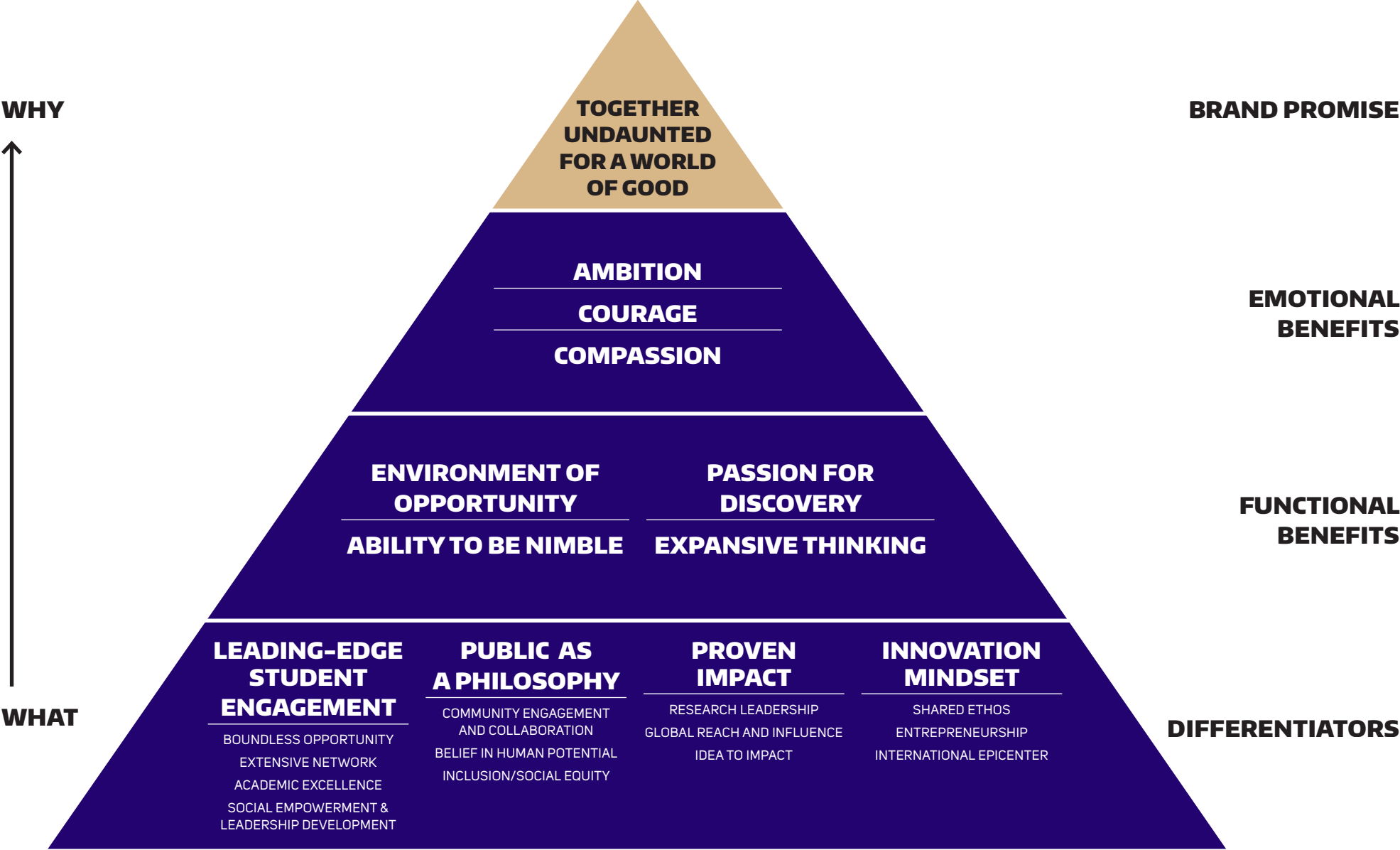
BE A MAGNET FOR PNW

ACT AS LEADER FOR THE STATE

OUR KEY INSIGHT:

DREAMING IS NOT ENOUGH

STRATEGY | PYRAMID



TOGETHER UNDAUNTED FOR A WORLD OF GOOD

INHERENT IN ALL OF OUR BRAND COMMUNICATIONS SHOULD BE THE SPIRIT, INTENTION AND RESOLVE THAT IS BORN FROM OUR PURPOSE, OUR PRINCIPLES AND WHAT WE STAND FOR AS A UNIVERSITY. PLEASE USE THESE ADJECTIVES TO INFORM PERSONALITY, TONE AND MESSAGING, BUT REFRAIN FROM COPY AND PASTE.

BOLD

TENACIOUS

CONFIDENT

BOUNDLESS

COMPASSIONATE

VISIONARY

STRATEGY | TENETS

WHAT IS A TENET?

ROOTED IN OUR PERSONALITY TRAITS, OUR TENETS CELEBRATE THE BELIEFS AND PERSPECTIVES THAT UNITE US. THEY ARE A SET OF PRINCIPLES OR VALUES THAT DEFINE THE UW JUST AS MUCH AS THE PEOPLE WHO CHOOSE TO COME HERE. THE TENETS ARE ALSO A TOOL FOR BRINGING A BOLD, CONSISTENT MESSAGE TO THE UW BRAND STORY.

HOW SHOULD A TENET BE USED?

THE TENETS WE'VE CHOSEN MIRROR OUR INCREDIBLE ACCOMPLISHMENTS BUT, MOST IMPORTANTLY, THEY REFLECT OUR COLLECTIVE MINDSET: TOGETHER, WE ARE BOUNDLESS. USING THEM SHOULD BE ADDITIVE TO THE STORY RATHER THAN A DISTRACTION.

WAYS TO USE OUR TENETS

A HEADLINE OR SUBHEAD IN COPY.

A BIG, BOLD, FRONT-AND-CENTER HEADLINE THAT IS THE DRIVING FORCE BEHIND A STORY OR MESSAGE, SUCH AS A POSTER, T-SHIRT OR IMAGE SHARED ON SOCIAL MEDIA.

INFUSED IN COPY THEMATICALLY RATHER THAN USING THE TENET PHRASING DIRECTLY.

UNDAUNTED

DARE TO DO

PASSION NEVER RESTS

TOGETHER WE WILL

BE A WORLD OF GOOD

WE > ME

BE THE FIRST

DRIVEN TO DISCOVER

QUESTION THE ANSWER



BRINGING IT ALL TOGETHER.

WE'VE CREATED THE BUILDING BLOCKS FOR COMMUNICATING UNIVERSITY OF WASHINGTON'S BRAND IDENTITY IN A UNIFIED, CONSISTENT WAY. COMPRISED OF CORE ELEMENTS INCLUDING LOGO, TONE OF VOICE AND TYPOGRAPHY; THIS WIDE RANGE OF TOOLS IS DESIGNED TO GIVE US THE FREEDOM OF A TIGHTLY DEFINED SYSTEM—MEANING HAVE FUN WITH IT! BUT DON'T FORGET THE POWER OF CONSISTENCY ACROSS EVERYTHING WE BUILD AND EVERYTHING WE SAY.

TONE OF VOICE

THE WAY WE TALK ABOUT OURSELVES MATTERS. IT ALLOWS US TO BE CONSISTENTLY PRESENT AND CAPTIVATING AS OUR BRAND GROWS WITH OUR UNIVERSITY. IT DEMONSTRATES OUR PASSIONATE, SPIRITED LEADERSHIP. MOST IMPORTANTLY, IT DELIVERS ON OUR COMMITMENT TO SHOW UP TOGETHER AS ONE BRAND WITH ONE VOICE.

WHEN WE SHOW UP TOGETHER, WE WIN TOGETHER.

TONE OF VOICE | BRAND

THESE ARE GUARDRAILS
FOR CREATING CONTENT.
USE THEM AS A
GUT CHECK.

DOES OUR STORY TRACK
WITH THIS?

ARE WE BEHAVING IN
THESE WAYS?

HOW CAN WE
TELL OUR STORY
THROUGH THESE LENSES?

WE ARE BOLD

Confidence is key. We
choose to be bravely
forthright in our messaging.

WE ARE IMAGINATIVE

We believe curiosity and
open-mindedness are the
keys to successfully tackling
new challenges and thinking
in new ways.

WE ARE BOUNDLESS

We break from the status
quo to speak to our audience
in a way that's resonant
and authentic.

WE ARE OPTIMISTS

Genuine, positive energy is
always on the menu. We
think a little bit of a wink
never hurt anyone either.

WE ARE EMPOWERED

Achieving greatness
doesn't happen alone. We
harness the energy of our
entire university to speak
in a way that does justice
to the amazing things we
accomplish, together.

WANT TO CHANGE THE CONVERSATION?

QUESTION THE ANSWER.

EXISTING SCIENCE SAID 6-YEAR-OLD BRAIN CANCER PATIENT, HAYDEN STRUM COULDN'T BE SAVED. PROFESSOR JIM OLSON AND HIS TEAM OF STUDENT RESEARCHERS REFUSED TO LISTEN. INSTEAD, THEY DEVELOPED A WAY TO USE SCORPION VENOM TO ILLUMINATE TUMOR CELLS—MAKING IT EASIER TO IDENTIFY AND REMOVE TUMORS FOR PATIENTS LIKE HAYDEN. TO FIND OUT MORE ABOUT HOW WE'RE UNCOVERING NEW ANSWERS, GO TO UW.EDU.

YOU DON'T HAVE TO KNOW WHAT THE DESTINATION LOOKS LIKE.

YOU JUST HAVE TO HAVE THE COURAGE TO TAKE THE FIRST STEP.

DARE TO DO

PASSION NEVER RESTS

LOGO

OUR LOGO IS A PRIDEFUL CALL-TO-ACTION MEANT TO BE FRONT AND CENTER IN OUR COMMUNICATIONS. AND, JUST LIKE OUR VISION FOR THE WORLD AROUND US, OUR LOGO EMBODIES BOUNDLESSNESS.

SO WE'VE LET IT FREE – MAKING IT BIGGER AND BOLDER; AND ALLOWING IT TO BLEED OFF OF THE PAGE WHEN APPROPRIATE.



LOGO | PREFERRED LOCKUPS

BOUNDLESS W

OUR LOGO IS BOUNDLESS. THE WAY WE USE IT IN THE THINGS WE CREATE REPRESENTS THIS. BY LETTING THE LOGO TOUCH THE EDGE WE SIGNIFY THAT THERE IS MORE BEYOND THE PAGE.



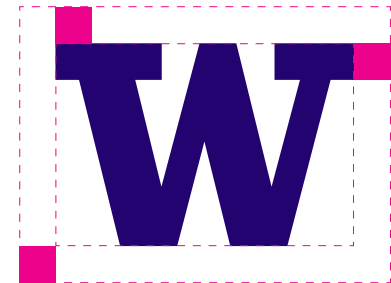
The Boundless W can scale from its minimum size 0.875" to 30% of the longest edge.



0.875" MINIMUM SIZE

A CLEAR AREA EQUIVALENT TO THE HEIGHT OF THE SERIF ON THE BOUNDLESS 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



LOGO | USING OUR BOUNDLESS

OUR BOUNDLESS W CAN BLEED OFF THE BOTTOM OR ONE SIDE. OUR SIGNATURE SHOULD BE ON THE OPPOSITE SIDE FROM THE BOUNDLESS W.



LOGO | PREFERRED LOCKUPS

BOUNDLESS BAND

USE OF OUR BOUNDLESS W BELOW ITS MINIMUM SIZE REQUIRES THAT IT BE HOUSED WITHIN OUR BOUNDLESS BAND.

THE BAND HAS A SLANT AT EITHER END THAT MATCHES THE 15 DEGREE SLANT OF THE W.



A CLEAR AREA EQUIVALENT TO THE HEIGHT OF THE BOUNDLESS W LOGO MUST BE PRESERVED AROUND THE COMPLETE SIGNATURE.

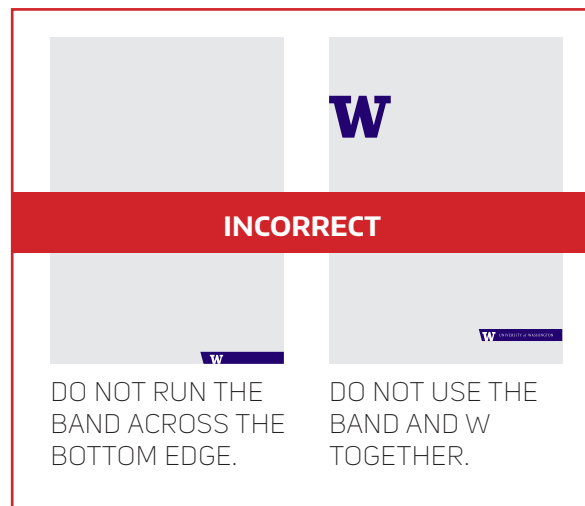
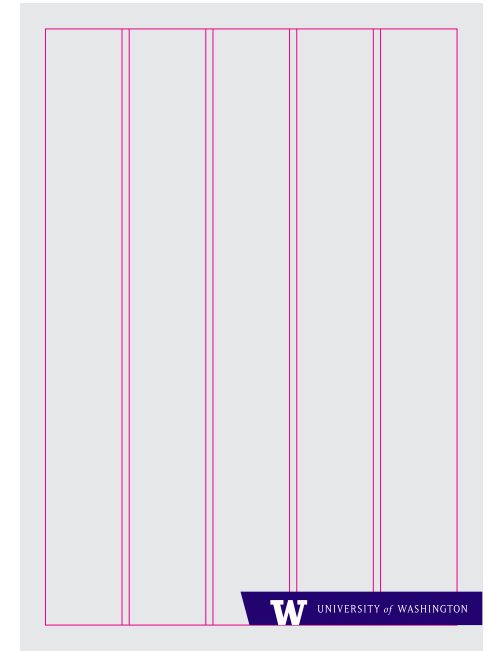
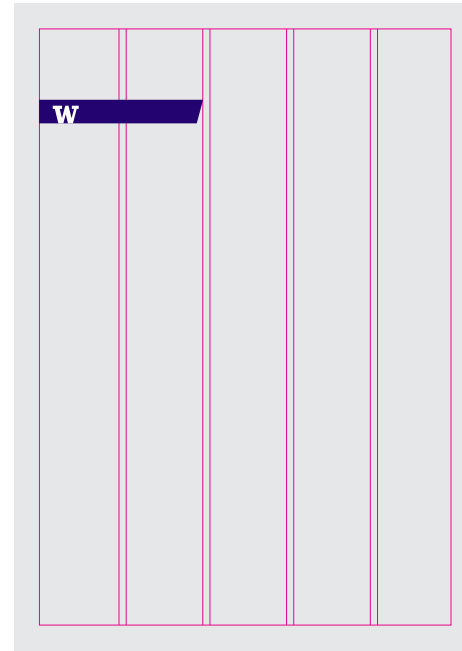
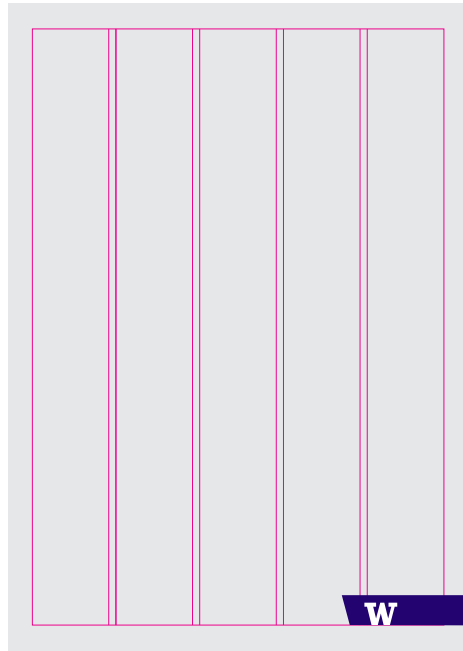
NON-SIGNATURE ELEMENTS SUCH AS TYPE OR IMAGES (EXCLUDING A BACKGROUND TREATMENT) MAY NOT ENCROACH ON THE CLEAR AREA.



LOGO | USING OUR BOUNDLESS BAND

OUR BOUNDLESS BAND CAN BLEED OFF THE SIDES ONLY. IT CAN BE USED WITH OR WITHOUT THE SIGNATURE. IF YOU ARE USING IT WITHOUT, MAKE SURE THE SIGNATURE IS USED SOMEWHERE IN THE EXECUTION.

AT ITS CORE, BEING BOUNDLESS IS ABOUT BELIEVING IN POSSIBILITY. IT'S OUR UNSHAKABLE OPTIMISM AND DETERMINATION. IT'S A CONNECTION TO THOSE AROUND US. IT'S THE DRIVE TO BREAK DOWN THE BARRIERS THAT SEPARATE US FROM WHAT IS AND WHAT CAN BE. IT'S A SPIRIT. IT'S A HUNGER. AND IT'S THE ACTIONS WE TAKE TO CREATE A BETTER WORLD.



TAGLINE

AT ITS SIMPLEST, IT IS A BELIEF IN POSSIBILITY. A DEEP AND UNSHAKABLE FAITH IN WHO YOU ARE, WHERE YOU WANT TO GO, AND YOUR ABILITY TO GET THERE REGARDLESS OF THE CHALLENGES THAT STAND IN YOUR WAY. IT'S A SPIRIT. IT'S A HUNGER. IT'S A FEELING. AND MOST OF ALL, IT'S THE ACTIONS WE TAKE. WE ARE BOUNDLESS. JUST LIKE THE WORLD AROUND US.

TAGLINE | PREFERRED LOCKUPS

OUR STYLED TAGLINE IS MOVING FORWARD — VISUALLY REPRESENTED AS ANGLED TYPOGRAPHY. THE BOUNDLESS TAGLINE WORKS WELL WITH THE BOUNDLESS W OR THE BOUNDLESS BAND.

BE BOUNDLESS

THE STYLED TAGLINE CAN STAND ALONE OR BE USED IN PARTNERSHIP WITH A 15-DEGREE ANGLED LINE THAT BLEEDS OFF THE PAGE. THE LINE ECHOS THE FORWARD MOVEMENT AND IS A SIMPLISTIC REPRESENTATION OF THE EDGE OF THE BLOCK W LOGO.

BE BOUNDLESS /

TAGLINE | URL LOCKUP

THE STYLED TAGLINE + ANGLED LINE MAY ALSO INCLUDE A URL. THE URL CAN CONNECT TO THE UNIVERSITY HOME PAGE, OR YOUR COLLEGE HOME PAGE.

BE BOUNDLESS / UW.EDU

BE BOUNDLESS /
UW.EDU



GRAPHIC ELEMENTS

PART OF BEING BOUNDLESS MEANS BREAKING THROUGH CONSTRAINTS AND WE'VE TAKEN THAT APPROACH IN THE USE OF OUR GRAPHIC ELEMENTS. WE'VE UNLEASHED OUR BAND, ALLOWING IT TO BE AN ACTIVE PLATFORM FOR HEADLINES AND HAVE A GREATER PRESENCE IN LAYOUTS.

USE IT WISELY.

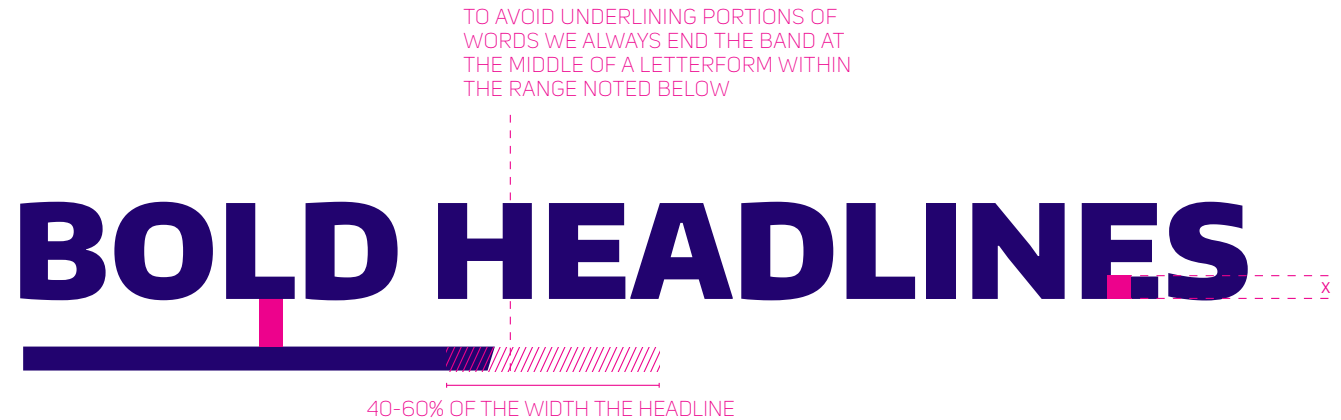
GRAPHIC ELEMENTS | CREATING OUR HEADLINES

WE'VE CREATED A RELATIONSHIP BETWEEN OUR HEADLINES AND OUR BAND THAT ALLOWS TYPE TO FEEL BOUNDLESS AND GIVES OUR BAND A MORE ACTIVE ROLE IN LAYOUTS. CONSISTENT USE OF THIS ELEMENT WILL GIVE IT THE POWER IT DESERVES.

TO AVOID APPEARING LIKE IT IS UNDERLINING PORTIONS OF WORDS ALWAYS END THE BAR AT THE MIDDLE OF A LETTERFORM AND HAVE A TWO BAR WIDTH BETWEEN THE HEADLINE AND THE BAR.

THE BAR ALSO HAS A SLANT AT THE RIGHT END THAT MATCHES THE SLANT OF THE W AT 15 DEGREES.

THE BAR MAY BE USED WITH OR WITHOUT A BLEED ON THE LEFT SIDE.



COLOR

OUR COLORS TELL A STORY. OF TRADITION, DISTINCTION AND UNMATCHED SPIRIT.

PURPLE EVOKES PASSIONATE PRIDE. IT'S THE COLOR THAT STANDS OUT AS MOST QUINTESSENTIALLY OUR UNIVERSITY AND IS THEREFORE THE DOMINANT COLOR IN OUR COMMUNICATIONS.

GOLD SYMBOLIZES EXCELLENCE. IT'S A SOPHISTICATED HUE THAT SPEAKS TO OUR EXTRAORDINARY STANDARDS AND IMMENSE QUALITY.

AND WHEN YOU COMBINE THE TWO? THAT'S UW.

COLOR | SPECIFICATIONS

COLOR PALETTE

PMS: 2685
CMYK 93/100/18/21
RGB 51/0/111
HEX 4B2E84

PMS 7502
CMYK 0/13/43/13
RGB 232/211/162
HEX B7A57A + E8E3D3

PMS 871
CMYK 30/35/60/0
RGB 145/123/76
HEX 85754D

PMS COOL GRAY 3
CMYK 20/17/17/0
RGB 216/217/218

(NOT RECOMMENDED FOR WEB USE)

PMS COOL GRAY 7
CMYK 43/35/35/1
RGB 153/153/153
HEX 444444

WHITE
HEX: FFFFFFFF

BLACK
HEX: 000000

TYPOGRAPHY

HARDWORKING TYPOGRAPHY IS A CRITICAL COMPONENT TO OUR IDENTITY. WE'VE CHOSEN A TYPEFACE FAMILY THAT FUSES UNIVERSAL FUNCTIONALITY WITH AN UNMISTAKABLY BOLD PRESENCE—ENHANCING THE STRENGTH OF OUR BRAND MORE AND MORE WITH CONSISTENT USE.

HEADLINE FONT:
ENCODE SANS NORMAL 900 BLACK
ABCDEFGH 1234567890 ?&>

OUR PRIMARY HEADLINE FONT: **ENCODE SANS NORMAL 900 BLACK**

BOLD HEADLINES

HEADLINE ALTERNATE & SUBHEAD FONT:
UNI SANS LIGHT
ABCDEFGH 1234567890 ?&>

OUR SUB HEADLINE FONT: **UNI SANS LIGHT**

INTRODUCTION CUMQUE QUAESTIUM
HARIONSECUS QUAERAESCIT AUTE MAG NITA

BODY FONT:
OPEN SANS LIGHT or **BOLD**
ABCDEFGH abcdefg 1234567890 ?&>
ABCDEFGH abcdefg 1234567890 ?&>

OUR BODY COPY FONT: **OPEN SANS**

Ullique ea nullat etur autecuptatem
que est, seditatquae eossinctet ut
aspicianimus paritate laborerit
fugiaspedit acimporro vel il ilia cus
quasper ionsequ idessed eatem
rereped itaquo ipid mintias volest
pa comnihil mincto ventem
experum sum apitatem qui rae
apernat exeruptatium earum volent
remo doluptis et eum undit la

**Ullique ea nullat etur
autecuptatem que est,
seditatquae eossinctet ut
aspicianimus paritate laborerit
fugiaspedit acimporro vel il ilia
cus quasper ionsequ idessed
eatem rereped itaquo ipid
mintias volest pa comnihil
mincto ventem experum sum
apitatem qui rae apernat
exeruptatium earum volent**

PHOTOGRAPHY

A hand is shown holding a glowing blue sphere, which appears to be a planet or a celestial body. The background is a vibrant red, with a cloud of white and blue particles or dust surrounding the sphere, creating a sense of motion and depth. The overall composition is dramatic and visually striking.

WE KNOW THE WORLD IS BIGGER THAN JUST US. SO WE SEEK TO PORTRAY THE PLACES JUST AS MUCH AS THE PEOPLE THAT HELP OUR UNIVERSITY BE BOUNDLESS.

OUR PEOPLE ARE ACTIVELY OUT IN THE UNIVERSE, IGNITING IMPACTFUL CHANGE FOR A WORLD OF GOOD. PHOTOGRAPHY SHOULD CAPTURE THE RESULTS OF OUR IMPACT, PORTRAYING MOMENTS OF UNEXPECTED BRILLIANCE IN DRAMATIC, BUT AUTHENTIC, WAYS.

PHOTOGRAPHY | BRAND

A MIX OF GROUP PHOTOGRAPHY AND SOLO SHOTS—SWEEPING PANORAMIC LANDSCAPES AND COMPELLING DETAILS. WE SHOULD FEEL A SENSE OF CONNECTION WITH THE CAMERA, WHETHER THAT BE THROUGH EYE CONTACT OR THE PERSPECTIVE OF THE CAMERA. THE ATMOSPHERE ISN'T FORCED OR FAKE, BUT IT SHOULD HAVE A SENSE OF GRANDEUR THAT CONVEYS THE SCOPE AND SCALE OF OUR ACCOMPLISHMENTS AS A UNIVERSITY.



THANK YOU

THE BEST WAY TO TEST A NEW BRAND LOOK IS TO DO JUST THAT—ITERATE UNTIL IT'S FULLY BAKED. SO WE'VE APPLIED OUR NEW LOOK AND FEEL ACROSS MANY DELIVERABLES. THE HOPE IS THAT WE WILL TEST OUT THE WATERS AND GET COMFORTABLE AS WE GO ALONG, USING THESE EXAMPLES AS A NORTH STAR TO GUIDE US TO OUR DESTINATION. THE MORE WE SHOW UP AS A CONSISTENT, COHESIVE COLLECTIVE; THE STRONGER OUR BRAND BECOMES.

CHECK BACK OFTEN AT UW.EDU/BRAND OVER THE COMING WEEKS AS NEW ELEMENTS WILL BE ADDED FREQUENTLY.