



## The University of Washington Signature Logo System

The University of Washington has undergone a brand refresh initiated under former President Young. At its core, our brand is our reputation. It represents who we are as a university and stands for our aspirational goals and ideals. It embodies our values as perceived by the general public, our students, our faculty and staff, our alumni and our friends. This refresh will help us present our brand consistently to positively influence how people think and feel about the UW and amplify our potential impact.

The UW Signature logo components are the University Block W logo and the University Wordmark. The University Wordmark typography will remain the same, but the logo color palette has been refreshed. The UW Signature appears in various combinations provided in this Art Pack; these basic tools should be used to strengthen the University's graphic identity.

## LOGO ART PACK Department Signature

Included in this Art Pack is your Department Signature.

Each mark is provided in .eps, .jpg and .png format.

The eps version is provided in black (k) only. All other versions color (rgb and indexed), black (k) and reversed white (wt).

**Primary Purple:** The Block W Logo color is PMS 2685, RGB 51/0/111, CMYK 93/100/18/21, HEX #4b2e83



DEPARTMENT OF BREVITY

UNIVERSITY *of* WASHINGTON

College of Exploration

Two-color: Primary Purple & Black Minimum width: 2.5"



DEPARTMENT OF BREVITY

UNIVERSITY *of* WASHINGTON

College of Exploration

One-color: Black Minimum width: 2.5"



UNIVERSITY *of* WASHINGTON

## LOGO ART PACK: Department Signature

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**Please remember that all files within this Art Pack are meant to be placed into documents and cannot be opened without a professional graphics software (InDesign, Photoshop, Illustrator, Dreamweaver, etc).**

### FOR PRINT GRAPHICS USE

**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.

### FOR MICROSOFT OFFICE PRODUCTS USE

**jpg:** Joint Photographic Experts Group. Commonly used method of compression for photographic images. Good, all-around format for Word or PowerPoint.

**print png:** Portable Network Graphics. Transparent backgrounds will remain transparent, instead of appearing white in your document or presentation.

### FOR WEB USE

**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.

**NOTE:** Use a graphics editing program to re-size images for Web, do NOT rely on the HTML code.

### COLOR

**pms:** Pantone Matching System. A standardized color reproduction system used by graphic designers and printers. Each color has a number, such as PMS 2685, 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.

**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.

**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.

**cmymk:** 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.

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**®:** 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.

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For more information about the University of Washington Signature Logo System, contact:

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