



## The University of Washington Graphic Identity System

The University of Washington has undergone a graphic identity restructuring initiated by President Emmert. This restructuring grew out of concerns that multiple logos were in use to represent the University. In creating a stronger identity, the University chose to invest in a mark that has been a symbol of the institution since 1902 — the block W. This logo has been updated to include a wordmark lock up that is flexible for a wide range of uses.

A distinct, consistent and well-managed visual identity system stemming from this core logo will help the University of Washington build its reputation as well as increase recognition in all manners of communication. This Art Pack provides the basic tools to strengthen the University's graphic identity.

### LOGO ART PACK University Version

Included in this Art Pack are the **University Logo**, **Signature** and **Wordmark**.

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

Two sizes of each are provided: standard and smallest size permitted. To preserve legibility and the integrity of the marks, do not reduce the scale of the small versions.

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 University Logo Block W color is PMS 273, RGB 59/24/90, CMYK 100/100/0/15

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#### UNIVERSITY LOGO

Color: Primary Purple

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#### UNIVERSITY SIGNATURE

Colors: Primary Purple & Black



#### Stacked

Minimum width: 1 "

#### Centered

Minimum width: 1.5 "



#### Left Align

Minimum width: 1 "

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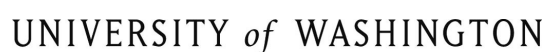


#### UNIVERSITY WORDMARK

Color: Black

#### Stacked

Minimum width: 1 "



#### Centered

Minimum width: 1.5 "

# LOGO ART PACK University Version

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## GLOSSARY AND INFORMATION

### File Types

#### FOR PRINT GRAPHICS

**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

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

#### 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.

**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.

**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 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.

**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.

**cmk:** 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.

**Primary Purple:** The University Logo Block W color is PMS 273, RGB 59/24/90, CMYK 100/100/0/15

®: 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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UNIVERSITY *of* WASHINGTON