Introduction

All SPH publications should contain University of Washington branding elements, including the “Block W.” Please familiarize yourself with the UW branding guidelines: http://www.washington.edu/brand/.
THANK YOU

SCHOOL OF PUBLIC HEALTH
UNIVERSITY OF WASHINGTON

“Health Care in the Third World 40 years after the Declaration of Alma Ata - a view from the South”

2018 Stephen Stewart Gloyd
Endowed Lecturer

PAULO IVO GARRIDO
Former Minister of Health, Mozambique
Former President, World Health Assembly

Thursday, November 8, 2018
4:00-5:30 p.m.
William H. Foege Building
Foege Auditorium (S-060)
Reception to follow in Vista Café

UW Campus

Please join us for this special event.

The Stephen Stewart Gloyd Endowed Lecture was established in 1982 to recognize Dr. Park Willis Gloyd. The lectureship was renamed by the family to recognize Park’s son, Stephen Gloyd, who is a Professor in Global Health and Health Services at the UW School of Public Health.

This event is free and open to the public. Seating is first-come, first-served. For more information, contact Basia Otto at 206.685.732 or email basiao@uw.edu.

To request disability accommodations contact the Disability Services Office at least 10 days in advance of the event at 206.543.6450 (voice), 206.543.6452 (TTY), or email dso@u.washington.edu.
Our legacy logo, the Soul Catcher, (two words not one) a Northwest Indian symbol for physical and spiritual well-being, was designed in 1981 by Marvin Oliver, professor of American Indian Studies at the UW. It depicts two bears, one at each end, has become widely identified with the School and symbolizes our mission to educate innovative and diverse public health leaders and scientists, research to advance public health science and policies, and service to promote the well-being of communities locally, nationally, and globally.

Marvin says the emblem is a variation on amulets worn by health shamans. It does not have any religious significance. He also likened it to a crest or a proud coat of arms, that clans wear to identify themselves (the bear clan, the raven clan, etc.) and carve or paint anything they could.

Grayscale: The Soul Catcher may be black and white. No other color changes can be made. The minimum opacity is 10%.

Visibility Percentage: The Soul Catcher should be no less than 75% visible. The curved bottom of the Soul Catcher must be preserved on request of the artist.
Take and use boundless images in your materials.


Our SPH image gallery: [uwsph.smugmug.com](http://uwsph.smugmug.com)

The brand will follow the UW color palette. No other colors will be used.

**UW Color Palette**

**Primary Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>UW Purple</td>
<td>0, 0, 111</td>
<td>93, 100, 18</td>
<td>#4b2e83</td>
</tr>
<tr>
<td>Metalic Gold</td>
<td>30, 35, 35</td>
<td>43, 35, 35</td>
<td>#444444</td>
</tr>
<tr>
<td>Gold</td>
<td>232, 21, 92</td>
<td>0, 0, 0</td>
<td>#e8e3d3 (web only)</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>153, 153, 153</td>
<td>43, 43, 43</td>
<td>#d9d9d9</td>
</tr>
<tr>
<td>Light Gray</td>
<td>255, 255, 255</td>
<td>0, 0, 0</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>

**Secondary Palette**

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metallic Gold</td>
<td>0, 0, 0</td>
<td>0, 0, 0</td>
<td>#000000</td>
</tr>
</tbody>
</table>

**COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIOS):**

<table>
<thead>
<tr>
<th>PRIMARY COLORS</th>
<th>SECONDARY PALETTE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>40%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Our vision is a world of healthy people in sustainable communities—locally, nationally, and globally. We are dedicated to education to prepare innovative and diverse public health leaders and scientists, research to advance public health science and policies, and service to promote the health and well-being of all communities.

"Dundisltatios quo quas ducipid eriorum rem fugit ut aut eumquial!"
Mastheads

Emails are an important extension of the brand, and Marketo has made it easier to adhere to the UW brand. The header and footer of your emails must include the following:

**HEADER:** The University of Washington wordmark module is standard across Marketo. School/Department/Program name will follow on a headline module.

**FOOTER:** The footer must contain the SoulCatcher.
Department/Program/Center Signature Structure

3 - 4 Elements

- University Signature
- SPH Signature
- Center/Program Name
- Department Name

Fonts:
- Encode Sans Bold: Tracking at 50
- Encode Sans Medium: Used for secondary elements (1/2 size of main font)

Follow current UW brand typeface. Learn more about fonts and headline styles at: http://www.washington.edu/brand/graphic-elements/font-download/

SAMPLE STRUCTURES

1/2 X UNIVERSITY SIGNATURE

1/2 X DEPARTMENT SIGNATURE

1/2 X CENTER NAME

1/2 X PROGRAM NAME

UNIVERSITY OF WASHINGTON

THE SCHOOL OF PUBLIC HEALTH

SPH SIGNATURE

BIOSTATISTICS

SPH SIGNATURE

UNIVERSITY SIGNATURE

Epidemiology

SPH SIGNATURE

THE SCHOOL OF PUBLIC HEALTH

SPH SIGNATURE

UNIVERSITY SIGNATURE

NUTRITIONAL SCIENCES PROGRAM

SPH SIGNATURE

THE SCHOOL OF PUBLIC HEALTH

SPH SIGNATURE

UNIVERSITY SIGNATURE

UNIVERSITY OF WASHINGTON

Epidemiology

SPH SIGNATURE

THE SCHOOL OF PUBLIC HEALTH

SPH SIGNATURE

UNIVERSITY SIGNATURE

Northwest Center for Public Health Practice

SPH SIGNATURE

THE SCHOOL OF PUBLIC HEALTH

SPH SIGNATURE

UNIVERSITY SIGNATURE

UNIVERSITY OF WASHINGTON

Public Health Services

SPH SIGNATURE

GLOBAL HEALTH

SPH SIGNATURE

THE SCHOOL OF PUBLIC HEALTH

SPH SIGNATURE

UNIVERSITY SIGNATURE

UNIVERSITY OF WASHINGTON

Environmental & Occupational Health Sciences

SPH SIGNATURE

THE SCHOOL OF PUBLIC HEALTH

SPH SIGNATURE

UNIVERSITY SIGNATURE

UNIVERSITY OF WASHINGTON

School of Public Health - Brand style guide
W-Lock-Ups

W 3 Signature
- Elements include: Block W, SPH Signature, Main Signature and the UW Signature.
- Can stand alone without the W.
- W can be used as a left lock up or right aligned to the page - See examples.

W 2 Signature
- Elements include: SPH Signature and Main Signature.
- Cannot stand alone. The W must be Locked to the left.
- Consider your audience (Globally, Nationally, Regionally, Locally) without the University Signature the W may not be recognized as "University of Washington" in some areas.

W Center aligned Signatures
- Elements include: Block W, Main Signature, SPH Signature and UW Signature.
- Follow current UW brand signature. Learn more about fonts and headline styles at: http://www.washington.edu/brand/graphic-elements/font-download/
Stationery

Letterhead
- Soul Catcher Original colorway
- Soul Catcher Gray

Notepad

Envelope

Postcard

Order through Creative Communications:
https://finance.uw.edu/c2/online-ordering/online-ordering

SPH Logo/Department Logo
- CUSTOM FIELD
- Soul Catcher/ CUSTOM FIELDS

SPH Logo
- SPH Single Line Lockup
- SPH Single Line Stack
- SPH Stacked
- W Centered
- W Left Aligned
- Soul Catcher

Department Signatures
- Department Schemes

Stationery
- Letterheads
- Notepad
- Envelope
- Postcard
- Business Cards

Posters
- 3 Basic 11x17
- 3 Basic 8.5x11
- Horizontal Research Poster
- Vertical Research Poster

Powerpoint
- Basic SPH Branded

UW Assets
- Logos
- Boundless Elements

SPH 2019 Artpack

CONTENT BREAKDOWN

SPH Logo
- SPH Single Line Lockup
- Soul Catcher Single Line Stack
- Soul Catcher Stacked
- W Centered
- W Left Aligned
- Soul Catcher

Department Signatures
- Department Schemes

Stationery
- Letterheads
- Notepad
- Envelope
- Postcard
- Business Cards

Posters
- 3 Basic 11x17
- 3 Basic 8.5x11
- Horizontal Research Poster
- Vertical Research Poster

Powerpoint
- Basic SPH Branded

UW Assets
- Logos
- Boundless Elements
Assets can be found at http://depts.washington.edu/sphnet/graphics/

Branding Questions? Contact Elizar Mercado emercado@uw.edu

2018 School of Public Health Brand style guide