UNIVERSITY of WASHINGTON



2019 Brand style guide



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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/. School of Public Health Logo

W SINGLE LINE Our primary logo.



UW-SPH STACKED

This can stand on it's own or be styled with a Boundless W

UNIVERSITY of WASHINGTON SCHOOL OF PUBLIC HEALTH

INDIVIDUAL ELEMENTS

SCHOOL OF PUBLIC HEALTH

UNIVERSITY of WASHINGTON



School of Public Health – Brand style guide

Logo Usage

UW-SPH STACKED

Most used as left aligned footer but can also live at the top of a page for letterheads, address boxes, events, ect.

As I step into my new role as dean, I am continuously amazed by the generosity of our supporters. Thanks to you, we're helping to create safer workplaces, combat infectious disease, innovate new approaches to improve our health systems, and enrich our diverse communities both locally and abroad. Because of your support, we are able to provide a world-class education to the next generation of public health leaders. You are investing in a better, healthier tomorrow.

Our thoughts turn to you with appreciation. To all of our donors: thank you for supporting the School of Public Health.

In this season of giving, we send you best wishes for a joyous and healthy holidays.

With gratitude,



Dean Hilary Godwin, UW School of Public Health

he 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.

o request disability accomodations 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

UNIVERSITY of WASHINGTON SCHOOL OF PUBLIC HEALTH

NIVERSITY of WASHINGTON SCHOOL OF PUBLIC HEALTH BOX 357230

> W UNIVERSITY of WASHINGTON SCHOOL OF PUBLIC HEALTH **TOWN HALL**

> > October 9, 2018 3:30pm - 4:30pm

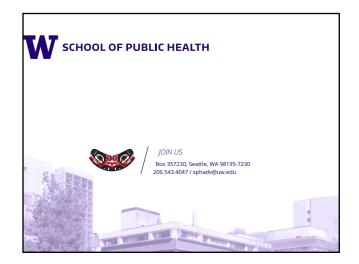
Turner Auditorium: Magnuson Health Sciences Center D-209

Reception in F-Wing immediately after



SPH Lock up

Our primary logo that can be used throughout our materials. Ex) Boundless Treatments, Powerpoint Presentations, Documents, ect.



Soul Catcher legacy logo

(01)



(02)



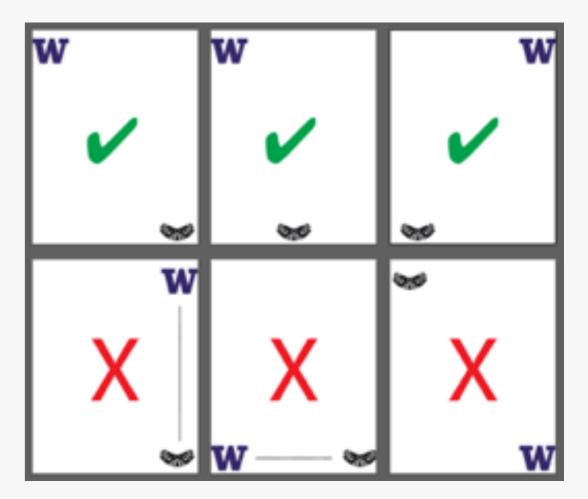
(03)

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: education to prepare 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 would wear to intenditfy themselves (the bear clan, the raven clan, ect.) 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%. Visiblity Percentage: The Soul Catcher should be no less than 75% visible. The curved bottom of the Soul Catcher must be preserved oer request of the artist.

Soul Catcher Guidelines

The SPH Soul Catcher can: a. Be used in the footer b. Bleed off the page i. Must retain bottom curve ii. Must follow required visibility percentage c. Be used as a watermark i. grayscale only

The SPH Soul Catcher cannot: a. Be used as a main logo b. Share space with the Block W (see example)



Boundless Imagery



(01)	(02)	(03)	(04)

Take and use boundless images in your materials.

What makes a boundless image: <u>https://www.washington.edu/brand/files/2015/08/Boundless-Photography-Slideshow.pdf</u> Our SPH image gallery: uwsph.smugmug.com

UW Color Palette

ARY C	COLORS						
Purpl	le	Metalic G	Gold	Gold		Light Gra	IJ
3	51, 0, 111	RGB	145, 123, 76	RGB	232, 211, 162	RGB	216, 217, 218
ΥK	93, 100, 18, 21	СМҮК	30, 35, 60, 0	CMYK	0, 13, 43, 13	CMYK	20, 17, 17, 0
<	#4b2e83	HEX	#85754d	HEX	#e8e3d3 (web only)	HEX	#d9d9d9
NDA	RY PALETTE	_					
						1	
k Gray	J	White		Black			
3	153, 153, 153	RGB	255, 255, 255	RGB	0, 0, 0		
ΥK	43, 35, 35, 1	CMYK	00, 00, 00, 00	CMYK	00, 00, 00, 00		
<	#44444	HEX	#ffffff	HEX	#000000		
	Purp 3 'K : C Graų	 YK 93, 100, 18, 21 #4b2e83 NDARY PALETTE Gray 153, 153, 153 YK 43, 35, 35, 1 	Purple Metalic G 51, 0, 111 RGB 1/K 93, 100, 18, 21 CMYK 3/K 93, 100, 18, 21 HEX HEX HEX A #4b2e83 HEX NDARY PALETTE VINCE S Gray White 3 153, 153, 153 RGB 1/K 43, 35, 35, 1 CMYK	Purple Metalic Gold Purple RGB 145, 123, 76 145, 123, 76 CMYK 30, 35, 60, 0 145, 123, 76 CMYK 30, 35, 60, 0 144b2e83 HEX #85754d NARTY PALETTE Vinite Vinite 153, 153, 153 RGB 255, 255, 255 143, 35, 35, 1 CMYK 00, 00, 00, 00	Purple Metalic Gold Gold A 51, 0, 111 RGB 145, 123, 76 RGB YK 93, 100, 18, 21 CMYK 30, 35, 60, 0 CMYK K #4b2e83 HEX #85754d HEX NDARTY PALETTE Yunte Yunte Image: Second Secon	Purple Metalic Gold Gold Purple RGB 145, 123, 76 RGB 232, 211, 162 YK 93, 100, 18, 21 CMYK 30, 35, 60, 0 CMYK 0, 13, 43, 13 YK 93, 100, 18, 21 CMYK 30, 35, 60, 0 CMYK 0, 13, 43, 13 YK 93, 100, 18, 21 CMYK 30, 35, 60, 0 CMYK 0, 13, 43, 13 YK H4b2e83 HEX #85754d HEX #e8e3d3 (web only) NDARKY PALETTE YK #85754d HEX #company YK Vhite YK YK YK YK 153, 153, 153 RGB 255, 255, 255 RGB 0, 0, 0 YK 43, 35, 35, 1 CMYK 00, 00, 00, 00 CMYK 00, 00, 00, 00	Purple Metalic Gold Gold Light Grave in 51, 0, 111 RGB 145, 123, 76 RGB 232, 211, 162 RGB in 93, 100, 18, 21 CMYK 30, 35, 60, 0 CMYK 0, 13, 43, 13 CMYK in #4b2e83 HEX #85754d HEX #e8e3d3 (web only) HEX NDARY PALETTE Interview Interview Interview Interview Interview Interview is 153, 153, 153 RGB 255, 255, 255 RGB 0, 0, 0 Interview Interview is 153, 153, 153 CMYK 00, 00, 00, 00 CMYK 00, 00, 00, 00 Interview Interview Interview

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

COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIO):



Brand Typeface

UNI SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*!?

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*!?

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

ENCODE SANS

ABCDEFGHIJKL**MNOPQRSTUVWXYZ** abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*!?

Typeface sample

HEADLINE HERE

Cium labo et ariassuntia vellaccus rem eium venestium

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. "DundisItatios quo quas ducipid eriorum rem fugit ut aut eumquia!"

Marketo

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.

SoulCatcher placement: The footer must contain the Soul Catcher.

	UNIVERSITY of WASHINGTON
EADER)	SCHOOL OF PUBLIC HEALTH
DOTER)	f V D in Contact us privacy terms
	© 2018 UW School of Public Health This email was sent to {{lead.Email Address}} Unsubscribe or change your email preferences

Mastheads

UNIVERSITY of WASHINGTON
SCHOOL OF PUBLIC HEALTH

UNIVERSITY of WASHINGTON
SCHOOL OF PUBLIC HEALTH

UNIVERSITY of WASHINGTON
SCHOOL OF PUBLIC HEALTH



UNIVERSITY of WASHINGTON
SCHOOL OF PUBLIC HEALTH

the second second

Department/Program/Center Signature Structure

3 - 4 Elements

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

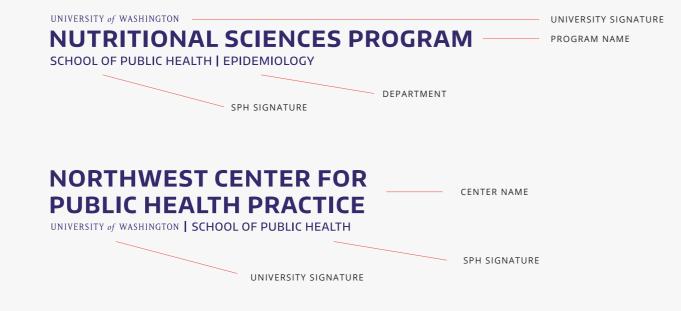
Fonts:

- Encode Sans Bold: Tracking at 50
- Enode 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: <u>http://www.</u> washington.edu/brand/graphic-elements/fontdownload/

SAMPLE STRUCTURES





Departments

SCHOOL OF PUBLIC HEALTH BIOSTATISTICS UNIVERSITY of WASHINGTON

SCHOOL OF PUBLIC HEALTH **EPIDEMIOLOGY** UNIVERSITY of WASHINGTON

SCHOOL OF PUBLIC HEALTH HEALTH SERVICES UNIVERSITY of WASHINGTON UNIVERSITY of WASHINGTON GLOBAL HEALTH PUBLIC HEALTH & MEDICINE

ENVIRONMENTAL & OCCUPATIONAL HEALTH SCIENCES

UNIVERSITY of WASHINGTON | SCHOOL OF PUBLIC HEALTH

W-Lock-Ups

W 3 Signature

- 2 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.
- <u>Consider your audience (Globally, Nationally,</u> Regioally, 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 typeface. Learn more about fonts and headline styles at: http://www. washington.edu/brand/graphic-elements/fontdownload/



CENTER ALIGNED

3 SIGNATURE



UW SIGNATURE



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Webpage Guidelines

WEBPAGE GUIDELINES

Header

- Elements include: W bottom aligned, entity signature and SPH signature stacked
- Purple Background



Footer

- Elements include: SPH Signature and UW signature center aligned, Soul Catcher in orignal colorway.
- Purple Background with Population health Facilty or location that relates to entity.



Stationery

	SCHOOL OF PUBLIC HEALTH	SPH LOGO/DEPARTMENT LOGO
	Hilary Godwin, PhD Dean Professor, Environmental & Occupational Health Sciences	CUSTOM FIELD
 Letterhead Soul Catcher Original colorway Soul Catcher Gray 	[Date]	
Notepad	[Name] [Address]	
Envelope	[Designee]	
Postcard	[Body}	
Order through Creative Communications https://finance.uw.edu/c2/online-ordering/online- ordering	CUSTOM FIELD CUSTOM FIELD CUSTOM FIELD	OPTIONAL
	CUSTOM HELD CUSTOM HELD CUSTOM FIELD	SOUL CATCHER/ CUSTOM FIELDS

TAT SCHOOL OF PUBLIC HEALTH

SPH 2019 Artpack

CONTENT BREAKDOWN

SPH Logo

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

Department Signatures

Department Schemes

Stationary

- 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

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