W SCHOOL OF PUBLIC HEALTH

2019 Brand style guide

Contents

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.

W SCHOOL OF PUBLIC HEALTH

UW-SPH STACKED

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

UNIVERSITY *of* WASHINGTON
SCHOOL OF PUBLIC HEALTH
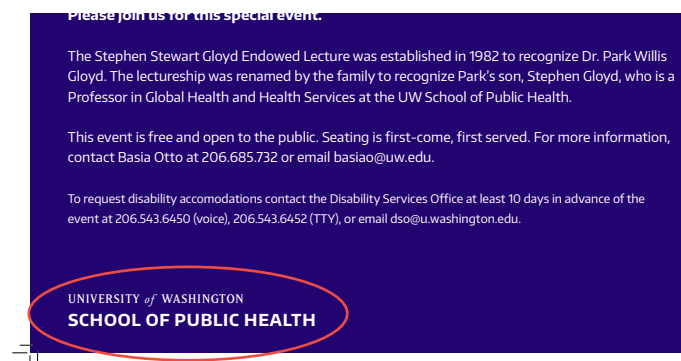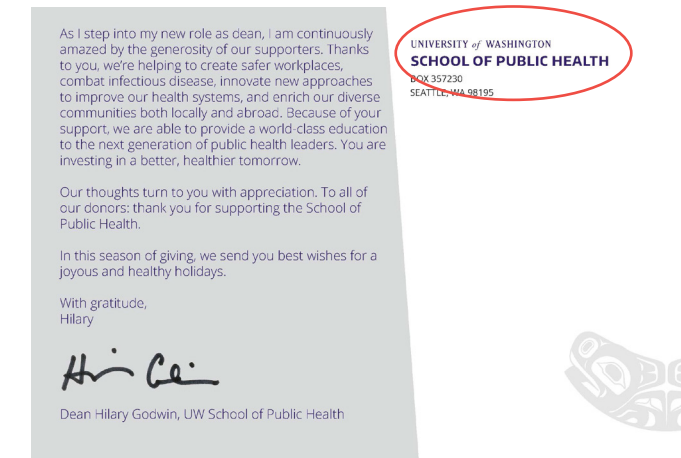
INDIVIDUAL ELEMENTS

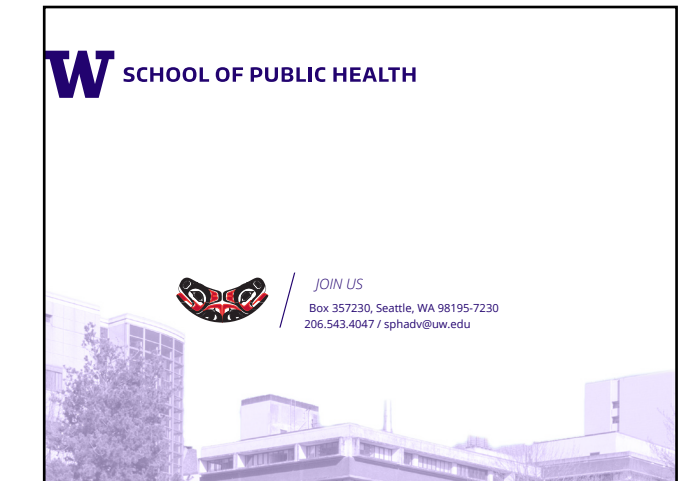**SCHOOL OF PUBLIC HEALTH**   UNIVERSITY *of* WASHINGTON   **W**

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.

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.

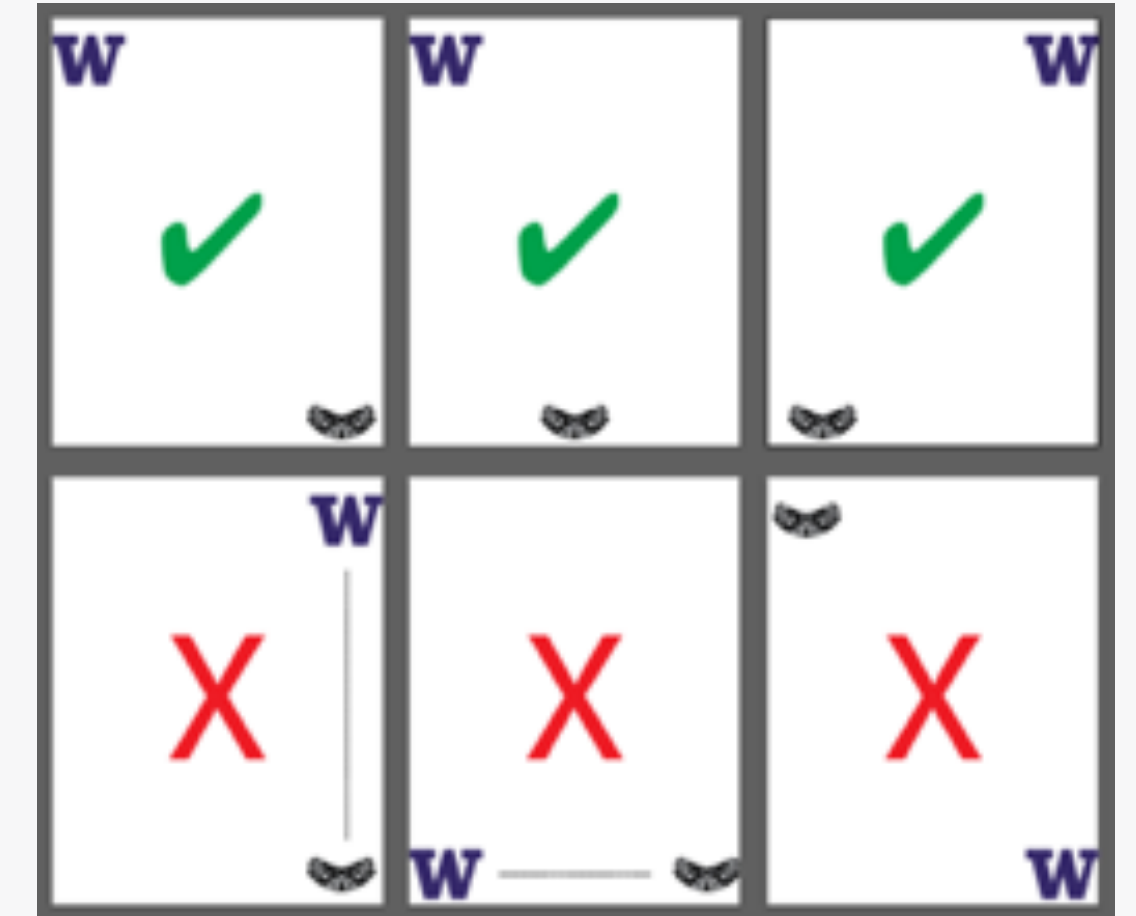# Soul Catcher Guidelines

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

Take and use boundless images in your materials.

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

UW Color Palette

PRIMARY COLORS

UW Purple		Metalic Gold		Gold		Light Gray	
RGB	51, 0, 111	RGB	145, 123, 76	RGB	232, 211, 162	RGB	216, 217, 218
CMYK	93, 100, 18, 21	CMYK	30, 35, 60, 0	CMYK	0, 13, 43, 13	CMYK	20, 17, 17, 0
HEX	#4b2e83	HEX	#85754d	HEX	#e8e3d3 (web only)	HEX	#d9d9d9

SECONDARY PALETTE

Dark Gray		White		Black	
RGB	153, 153, 153	RGB	255, 255, 255	RGB	0, 0, 0
CMYK	43, 35, 35, 1	CMYK	00, 00, 00, 00	CMYK	00, 00, 00, 00
HEX	#444444	HEX	#ffffff	HEX	#000000

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

COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIO):

40%   40%   10% 10%

Brand Typeface

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

OPEN SANS

ABCDEFGHIJKL**MNOPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890!@#$%&*!?

ENCODE SANS

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

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

Typeface sample

HEADLINE HERE

Cium labo et ari-assuntia 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

USING SPH UW BRANDING

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.

(HEADER)

(FOOTER)
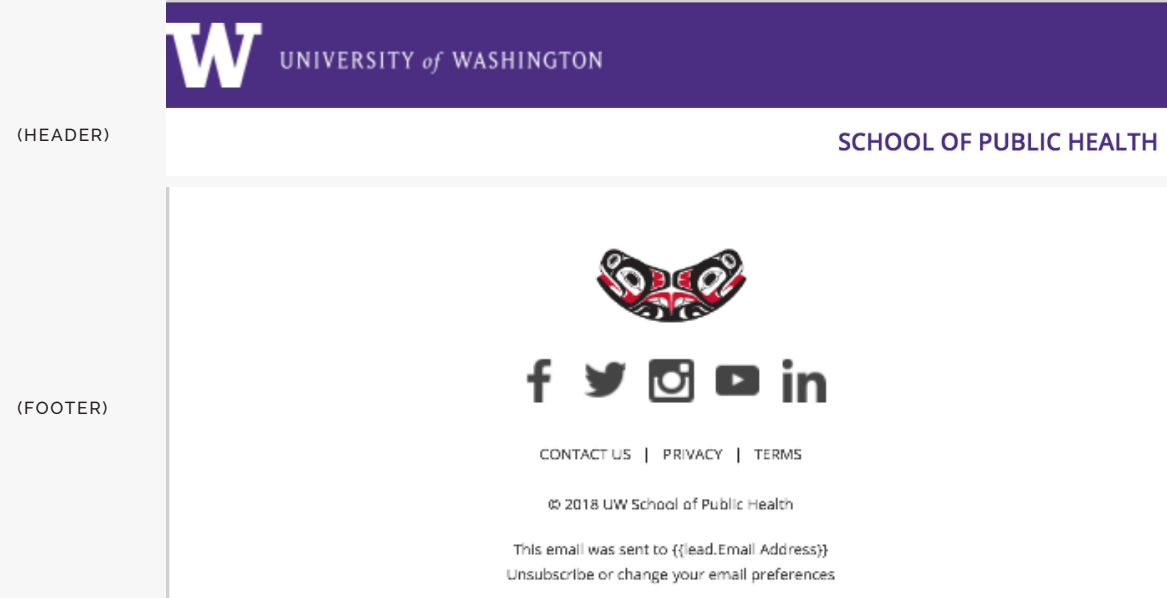
Mastheads

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: http://www.washington.edu/brand/graphic-elements/font-download/

SAMPLE STRUCTURES

1/2 X — SCHOOL OF PUBLIC HEALTH — SPH SIGNATURE

X — **BIOSTATISTICS** — DEPARTMENT

1/2 X — UNIVERSITY *of* WASHINGTON — UNIVERSITY SIGNATURE

(Height corresponds to the "f" in signature)

UNIVERSITY *of* WASHINGTON — UNIVERSITY SIGNATURE
NUTRITIONAL SCIENCES PROGRAM — PROGRAM NAME
SCHOOL OF PUBLIC HEALTH | EPIDEMIOLOGY — DEPARTMENT
— SPH SIGNATURE

NORTHWEST CENTER FOR PUBLIC HEALTH PRACTICE — CENTER NAME
UNIVERSITY *of* WASHINGTON | SCHOOL OF PUBLIC HEALTH
— UNIVERSITY SIGNATURE
— SPH SIGNATURE

Departments

SIGNATURE EXAMPLES

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
- 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, 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/font-download/

2 SIGNATURE

BIOSTATISTICS — DEPARTMENT
SCHOOL OF PUBLIC HEALTH — SPH SIGNATURE

CENTER ALIGNED

W
BIOSTATISTICS
SCHOOL OF PUBLIC HEALTH
UNIVERSITY *of* WASHINGTON — UW SIGNATURE

3 SIGNATURE

SCHOOL OF PUBLIC HEALTH
BIOSTATISTICS
UNIVERSITY *of* WASHINGTON
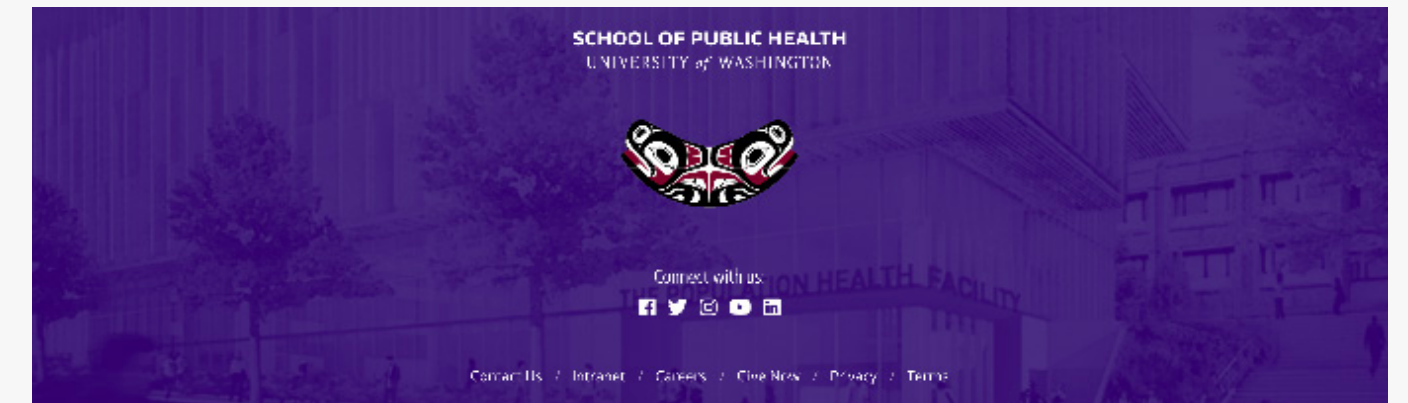
Webpage Guidelines

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

Letterhead
- Soul Catcher Original colorway
- Soul Catcher Gray

Notepad

Envelope

Postcard

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

W SCHOOL OF PUBLIC HEALTH
UNIVERSITY *of* WASHINGTON

Hilary Godwin, PhD ———————————————————— SPH LOGO/DEPARTMENT LOGO
Dean
Professor, Environmental & Occupational Health Sciences ————— CUSTOM FIELD

[Date]

[Name]
[Address]

[Designee]

[Body]

CUSTOM FIELD | CUSTOM FIELD | CUSTOM FIELD ———————— OPTIONAL
SOUL CATCHER/ CUSTOM FIELDS

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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