



DEPARTMENT OF EPIDEMIOLOGY

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UNIVERSITY *of* WASHINGTON  
School of Public Health

# EPI BRAND GUIDELINES

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**EPI COMMUNICATIONS**

FOR QUESTIONS, CONTACT

[ERMEPI@UW.EDU](mailto:ERMEPI@UW.EDU)



## Logo

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In an effort to retain the individual identity of the Epi brand, while also fitting within the larger SPH and UW brands, the Epi logo joins elements of the SPH Soul Catcher emblem with the words “Department of Epidemiology,” “School of Public Health,” and “University of Washington.” This structure supports the mission of the department while integrating it into a cohesive whole with the school and university.

### **Primary Logo**

The primary Epi logo should appear in its entirety as shown on the next page. It should always be placed within Epi communications as a graphic element; do not try to re-create with text. The logo should always have good contrast with the background to ensure maximum readability.

Depending on the space requirements of the communications, there are horizontally- and vertically-oriented logo versions.

### **Logo - white lettering**

The Epi logo will need to appear on a colored background at times. For maximum readability, it may be best to use the logo variation with white lettering. White lettered logos are available in both horizontal and vertical orientations.

### **Soul Catcher**

The Soul Catcher may only be used in its original colors and as part of the logo; it cannot stand alone. Do not alter the Soul Catcher.

Digital logo files in a variety of file formats can be found online in the Epi Intranet — MyEpi. Use your UW NetID to login.



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## Logo

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Logo - horizontal



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Logo - vertical



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Logo - white lettering



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# Logo

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### **Do I have to use the Epi logo in ALL of my external communications?**

Yes. Consistency of the Epi brand will ensure brand recognition over time and will help unify Epi within the larger school and university community.

### **Can I use the Soul Catcher alone as a graphic element in my design (for example, as a background)?**

No. The Soul Catcher is an element of the Epi logo and cannot be used alone.

### **There are Epi brand guidelines, SPH brand guidelines, and UW brand guidelines. How do I make sense of all three?**

Always reference the Epi brand guide first as it has incorporated both SPH and UW guidelines into its foundation. If you have a question that is not addressed in the Epi guidelines, default to UW brand rules, available at <https://www.washington.edu/brand/>.

### **Who may use the logo?**

The Soul Catcher is a registered trademark of the University of Washington School of Public Health. Only students, faculty, and staff of the School of Public Health or institutions affiliated with the School may use the logo for academic or business-related purposes; they do not need to ask for permission. This includes all forms of publication (electronic and print), uses related to research (e.g., poster presentations), or any purpose related to the business of the School and University. Anyone else must seek permission.

### **Can I resize the logo?**

Yes, but always do so proportionally. Most software programs allow you to resize proportionally by holding down the shift key while sizing from the graphic's corner.

### **Examples of inappropriate skewing**



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## Colors

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All Epi communications should follow the UW color palette of purple and gold. Secondary colors of white, gray, and black can be used as well.

Other colors may be considered depending on the application, such as Epi merchandise.

The red of the soul catcher has been infused in Epi's physical spaces, though it is no longer used as a dominant color for Epi communications.

### Purple

PMS: 2685  
CMYK: 93/100/18/21  
RGB: 51/0/111  
HEX: 4b2e83

### Gold

PMS: 7502  
CMYK: 1/13/43/13  
RGB: 232/211/162  
HEX: b7a57a  
HEX: e8e3d3 (web only)

### Metallic Gold

PMS: 871  
CMYK: 30/35/60/0  
RGB: 145/123/76  
HEX: 85754d

### Light Gray

PMS: Cool Gray 3  
CMYK: 20/17/17/0  
RGB: 216/217/218  
HEX: d9d9d9

### Dark Gray

PMS: Cool Gray 7  
CMYK: 43/35/35/1  
RGB: 153/153/153  
HEX: 444444

### White

HEX: ffffff

### Black

HEX: 000000



# Typography

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## Logo Fonts

The UW and Epi logos should be displayed in their original fonts; do not alter in any way. The files in a variety of file formats can be found in the Epi Intranet — MyEpi. Use your UW NetID to login.

## Typefaces

All Epi typography should follow the UW guidelines. All of the typefaces below can be found in the Epi Intranet — MyEpi. Use your UW NetID to login. You may need to ask Epi IT (epihelp@uw.edu) for installation on your device.

## Headlines - Encode Sans Normal 900 Black

### Subheads - Uni Sans Light and Regular

Body Text - Open Sans Normal



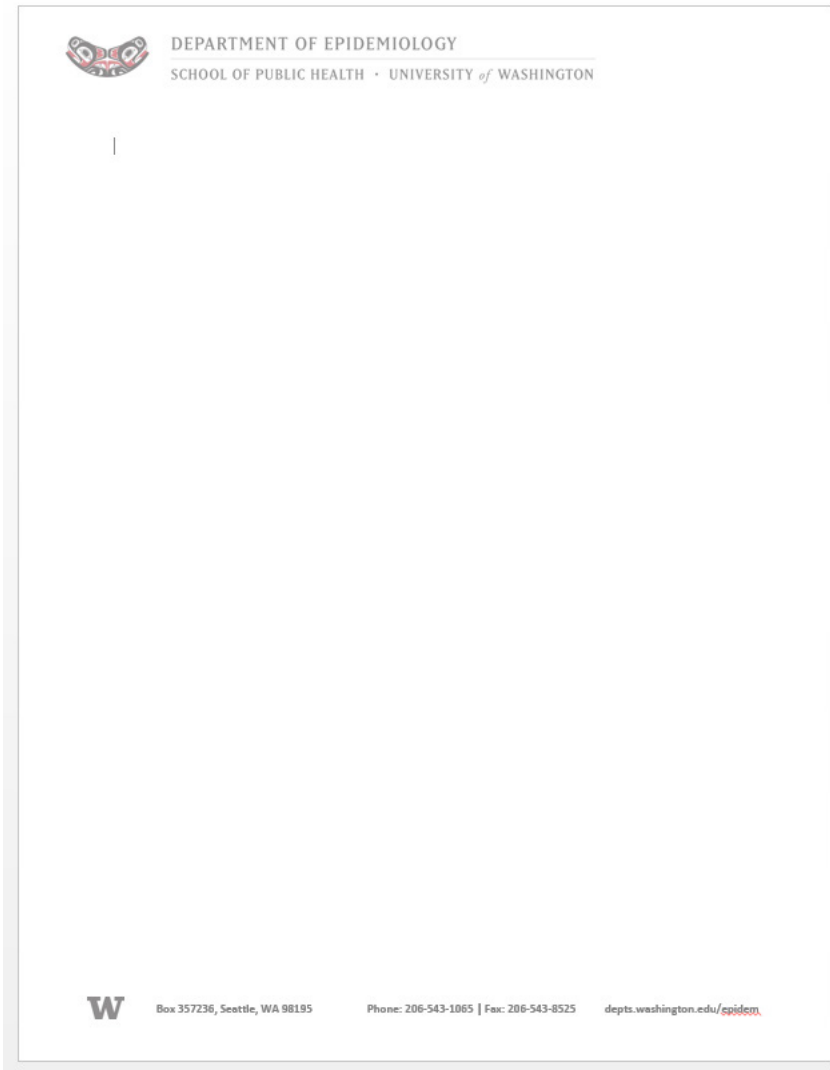
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## Stationery

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Stationery, envelopes, business cards, and SPH brochures should be ordered online from the School of Public Health storefront at [UW Creative Communications](#). You will register with the site in order to place an order; it does not use UW NetID. Digital versions of the letterhead, including a Word version, can be found in the Epi Intranet — MyEpi. Use your UW NetID to login.





## Email Signature

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In order to achieve consistent branding, the Department recommends using the standard email signature template below.

### Content Guidelines

Your email signature must contain:

Your Name (with degrees if necessary)  
Your Title  
Department of Epidemiology  
University of Washington School of Public Health  
Box 357236 Seattle, WA 98195-7230  
Phone number | Email | Website  
SPH logo

You may include the following, but keep simplicity and legibility in mind:

Office location  
Office hours  
Fax number, cell number  
Program or unit designation

Things NOT to include:

Quotes  
Extra images  
Advertisements for events, etc.  
Disclaimers or privacy statements

Department of Epidemiology email signature example:

### Erica MacArthur

Communications Manager  
Department of Epidemiology  
University of Washington School of Public Health  
Box 357236 Seattle, WA 98195-7230  
206.616.0382 | [ermepi@uw.edu](mailto:ermepi@uw.edu) | [depts.washington.edu/epidem](https://depts.washington.edu/epidem)



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The email signature logo and setup instructions can be found in the Epi Intranet — MyEpi. Use your UW NetID to login.



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## Power Point

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The Department of Epidemiology power point templated is located in the Epi Intranet — MyEpi. Use your UW NetID to login. You can find instructions there for applying the new template to an old presentation.

