

A UNIVERSITY OF WASHINGTON PROGRAM

UW BUSINESS SCHOOL

[BRAND GUIDELINES]

UW Business School

A brand is a promise to deliver a consistent, satisfying experience to an audience. When that promise is fulfilled, the brand becomes a valuable asset that builds familiarity and creates a relationship with the customer.

These Brand Guidelines provide direction to help you create work that builds the power of the UW Business School brand.

Refer to these guidelines whenever you create or evaluate any UW Business School communications—from advertising to brochures to Web sites.

Brand Values

Brand Values go beyond descriptive features or characteristics. They represent the unique attributes or features that distinguish a brand. The interrelationships of these values define the character of the brand, determine how it will address the needs of its audience, and provide the context for future growth. The UW Business School brand should communicate these five values:

Active Collaboration

- Engaging with key constituencies
- Making the whole greater than the sum of the parts
- Developing bridges across UW and other universities

Harnessing Individuality

- Encouraging diversity of thought and culture
- Meeting varied needs with multiple learning pathways
- Fostering leadership capability
- Providing a more personalized student experience

Community Service

- Instilling ethics and social responsibility in future business leaders
- Pursuing better global understanding
- Providing lifetime learning opportunities
- Promoting skills to build stronger communities

Relevant Knowledge

- Redefining business fundamentals for the knowledge-driven economy
- Supporting leading-edge research that enables “real-time” learning
- Creating “hands-on” experiences

Pushing Boundaries

- Challenging traditional business education approach
- Embracing change and striving for continuous improvement
- Working across traditional “lines”
- Creating new program models (PEI, TEI)

Technology Understanding

- Addressing the implications of technology on business
- Infusing technology into the curricula
- Being competent in technology business language
- Providing access to business technology tools

Brand Personality

The UW Business School personality can be summed up by a list of key personality attributes. These attributes reflect what we want the UW Business School to mean to the people who work every day—staff, faculty, and students.

The UW Business School personality can be described as

team player
DRIVEN
focused enterprising
emphasis savvy
progressive

When developing a creative piece, ask yourself if it supports the brand values and personality attributes. If you keep them in mind as you develop your materials, we believe they will add richness and dimension to your work while strengthening the UW Business School brand. When we all think and work from a unified set of beliefs, we build a stronger brand.

Our Logo

An identity is a system of visual and verbal standards that, when applied consistently, distinguishes a company or family of products from the competition—making it stand out in the marketplace. A strong identity contributes to building a strong brand.

The UW Business School identity is represented by an elegant logo, color palette, and typography. The logo consists of a symbol and a serif typeface. The symbol is representative of teamwork and the relationships that are forged between faculty, staff, students, and the business community itself. It is this “synergy” symbol coupled with the elegant typeface that illustrates the quality and professionalism behind the UW Business School. The colors are a strong link to the heritage of the University of Washington itself, leveraging the heritage of the school’s traditional purple and a new cool gray. The “synergy” symbol is always locked up with the name “UW Business School.” Together, the typography and logo are the core representation of the UW Business School brand.



Our Logo's Color REFER TO PMS CHIPS FOR COLOR MATCHING

The identity is made up of three colors, listed below. For print applications, use PMS or CMYK colors. For on-screen applications, use RGB or hex colors. For information on appropriate file formats for print and on-screen applications, see Deliverable_Standards.pdf.



UW Biz Purple
 PMS 5275 (coated)
 PMS 5265 (uncoated)
 C72 M56 Y00 K38
 R051 G051 B102
 Hex# 333366



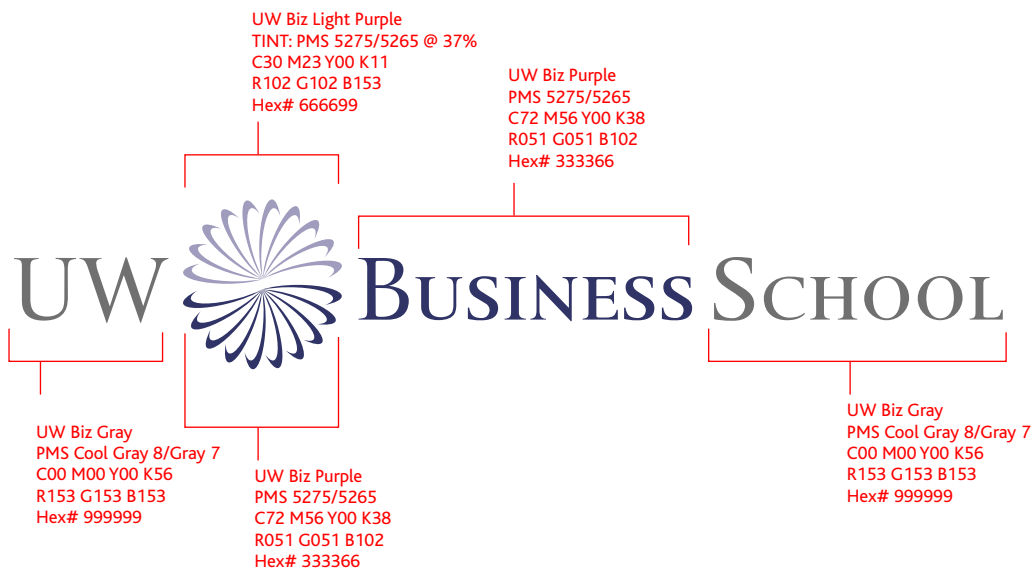
UW Biz Light Purple
 TINT: PMS 5275 @ 37% (coated)
 TINT: PMS 5265 @ 37% (uncoated)
 C30 M23 Y00 K11
 R102 G102 B153
 Hex# 666699



UW Biz Gray
 PMS Cool Gray 8 (coated)
 PMS Cool Gray 7 (uncoated)
 C00 M00 Y00 K56
 R153 G153 B153
 Hex# 999999

COLOR VERSIONS

The logo is available in four color variations: full color (4-color process), 2-color, 1-color (gray and black), and 1-color reversed. All versions have an equivalent RGB version used for on-screen applications.



Using Our Logo in Print

PRINT COLOR VERSIONS

The following are rules for proper implementation of our logo.

4-COLOR PROCESS



This version will be used in 4-color process printing. The colors are builds to represent the Pantone spot colors.
Use: Magazine ads, brochures, and other collateral

PANTONE SPOT COLORS



This version will be used where a limited number of colors are printed.
Use: Business papers, silkscreening, merchandise

PMS 5275/Cool Gray 8 (coated papers)
PMS 5265/Cool Gray 7 (uncoated papers)

1-COLOR OPTIONS



This version will be used when only one color is available.
Use: Business card, soft letterhead, fax cover, merchandise



Black, PMS Cool Gray 8, or reversed out of a dark color/background.



Using Our Logo Digitally

PRINT COLOR VERSIONS

The following are rules for proper implementation of our logo.

FULL-COLOR



This version will be used primarily in instances where full RGB color or indexed color palettes are used.
Use: Web, PowerPoint, multimedia applications

1-COLOR OPTIONS



This version will be used in instances where only one color is available.
Use: Web, multimedia applications



Black	Gray
Hex: 000000	Hex: 999999
R0 G0 B0	R153 G153 B153



Logo Guidelines

CLEAR SPACE

To ensure optimal presentation, it is necessary to maintain an amount of clear area around the logo. This area should be kept free of all other logos, graphic elements, and text. Doing so communicates importance and aids in legibility. The minimum clear space is defined by the “U” height.



MINIMUM SIZE

The minimum size guideline protects the integrity and legibility of the logo. The identity should measure no less than 1.65 inches wide in printed applications, and no less than 120 pixels wide in on-screen applications.



Logo Guidelines—continued

LOGO COLOR



Use:

Full-color version (Process and 2-color)

OR

Black only, white only (reversed), or

PMS Cool Gray 8

Full-color versions are to be placed on white or light colored backgrounds only.



DO NOT:

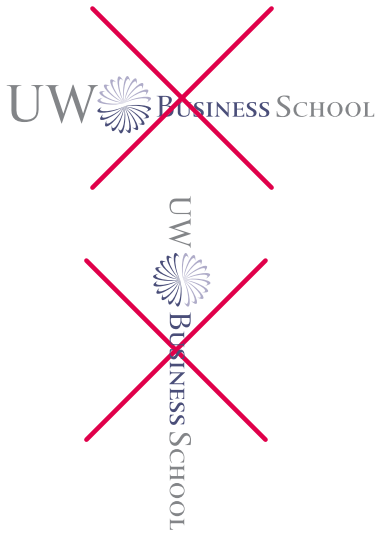
Change the colors of the logo.

Use a full-color version of the logo on a dark background.

Place the logo in a containing shape.

Logo Guidelines—continued

PROPORTIONS AND ORIENTATION



Use:
Logo as it is provided.

DO NOT:
Alter the logo elements.

Use logo in any position other than the provided horizontal version.

TYPOGRAPHY



Use:
Logo as it is provided.

DO NOT:
Change the typeface of the logo.

Add text to the logo that does not follow the guidelines.

Separate the type from the graphic.

Our Look

The UW Business School brand is supported by the logo and a complete system of colors, imagery, and typography. This system embodies the personality, culture, and offerings of the UW Business School brand. Through the use of this system, the UW Business School brand will maintain a consistent look, tone, and manner across all communications. Use these guides as your creative drivers when executing all forms of communication. They can be used to inspire, create, and expand the UW Business School brand.

WHITE SPACE

solid colors
make a
statement



THE BUSINESS OF BUILDING A SYSTEM

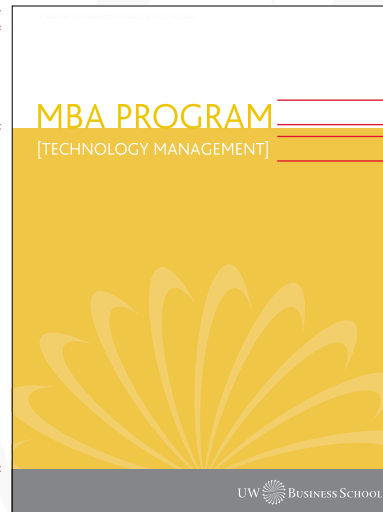


UW endorsement

White Space:
Allows for clean
readable titles.

Flood of Color:
Choose from
color palette
for a bold and
clean call out
for differentiation.

Common Thread:
Gray from the
primary palette
is the main common
thread throughout
the programs.



Bliss Light Typeface:
All Caps. Calls out the
program type.

Bliss Light Typeface:
All Caps, Bracketed.
Calls out the program title.

Watermark of the
"synergy symbol"

UW Business School
signature



Typography

PRIMARY TYPEFACE

Bliss Family

Light

Aa Bb Cc Dd Gg Nn Rr Ss Uu Ww Yy
1 2 3 4 5 6 7 8 9 0

Regular

Aa Bb Cc Dd Gg Nn Rr Ss Uu Ww Yy
1 2 3 4 5 6 7 8 9 0

Bold

Aa Bb Cc Dd Gg Nn Rr Ss Uu Ww Yy
1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE

Adobe Garamond Family

Regular

Aa Bb Cc Dd Gg Nn Rr Ss Uu Ww Yy
1 2 3 4 5 6 7 8 9 0

Italic

Aa Bb Cc Dd Gg Nn Rr Ss Uu Ww Yy
1 2 3 4 5 6 7 8 9 0

Bold

Aa Bb Cc Dd Gg Nn Rr Ss Uu Ww Yy
1 2 3 4 5 6 7 8 9 0

technology.
Enterpri
University of W
MBA and Unde
innovation
UW
STUDENTS
FACULTY
ALUMNI
STAFF

Brand Colors

LOGO COLORS



UW Biz Purple

*PMS 5275 (coated)
PMS 5265 (uncoated)
C72 M56 Y00 K38
R51 G51 B102
Hex# 333366*



UW Biz Light Purple

*TINT: PMS 5275 @ 37%
C30 M23 Y00 K11
R102 G102 B153
Hex# 666699*



UW Biz Gray

*PMS Cool Gray 8 (coated)
PMS Cool Gray 7 (uncoated)
C00 M00 Y00 K56
R153 G153 B153
Hex# 999999*

UW BUSINESS SCHOOL PALETTE



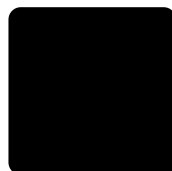
*PMS 5275 (coated)
PMS 5265 (uncoated)*



*PMS 5295 (coated
and uncoated)*



*PMS Cool Gray 8 (coated)
PMS Cool Gray 7 (uncoated)*



Black



*PMS 291 (coated
and uncoated)*



*PMS 5503 (coated
and uncoated)*



*PMS 136 (coated)
PMS 129 (uncoated)*



*PMS 4515 (coated
and uncoated)*



*PMS 1525 (coated
and uncoated)*

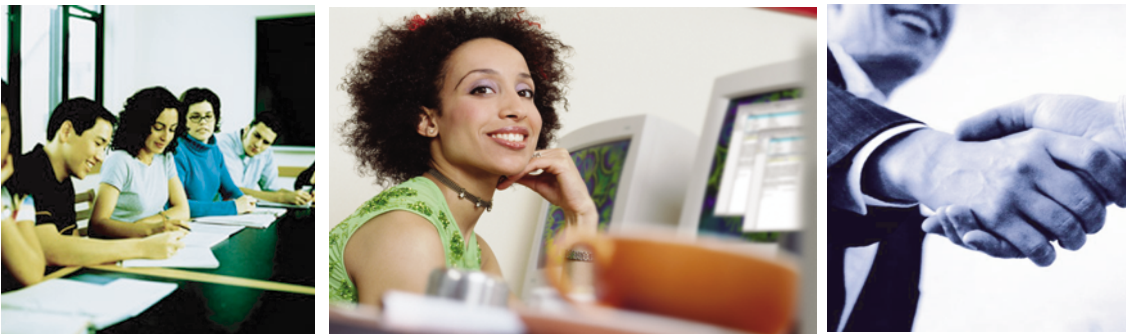


*PMS 491 (coated
and uncoated)*

Supporting Elements

PHOTOGRAPHY

Photo content is for style purposes only. The photos should focus on people: students, faculty, staff, and business community members. The style of this photography reflects a contemporary, progressive, and confident tone. Please reference the Photo Style guide beginning on page 31 for a collection of suggested photography samples from various stock photo vendors.



GRAPHIC ELEMENTS

Color bars and solid floods of color provide a bold and emotional impact. Use color as a method for accenting layouts and drawing attention to special callouts.



synergy watermark

Business Papers



DEPARTMENT NAME
UNIVERSITY OF WASHINGTON BUSINESS SCHOOL
MACKENZIE HALL 114, BOX 353200
SEATTLE, WA 98195-3200 USA



DEPARTMENT NAME
UNIVERSITY OF WASHINGTON BUSINESS SCHOOL
MACKENZIE HALL 114, BOX 353200
SEATTLE, WA 98195-3200 USA

TEL: 206.000.0000 FAX: 206.000.0000 EMAIL: johndoe@u.washington.edu

<http://depts.washington.edu/bschool/>

Business Papers—continued

The business cards are available in two options. There is a two-color, two-sided business card, and a one-color, one-sided card.

TWO-COLOR, TWO-SIDED CARD (prints in PMS 5265 purple and PMS Cool Gray 7)

Back



Front



ONE-COLOR, ONE-SIDED CARD (prints in PMS Cool Gray 7)

Front

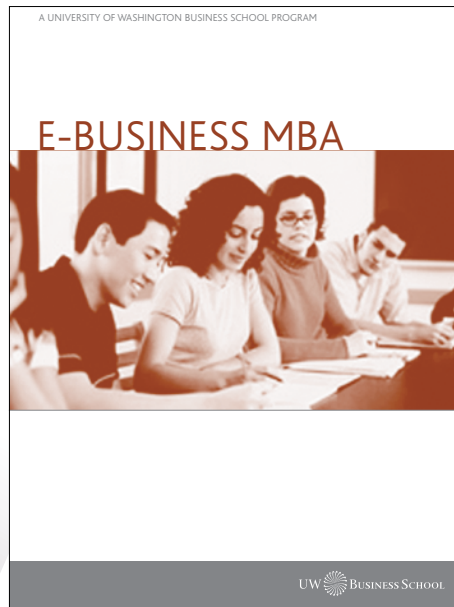


Brochure System Overview

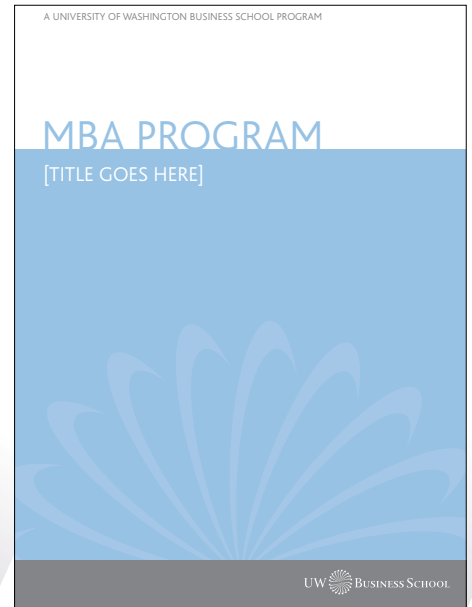
The brochure system is a flexible and scalable architecture that reinforces and supports the UW Business School brand and its programs. This is done through the use of the logo, color, photography, and tone. There are several options for creating the cover artwork: full-color photography, duotone photography, and the watermark graphic. Each of these options provides a bold visual statement.



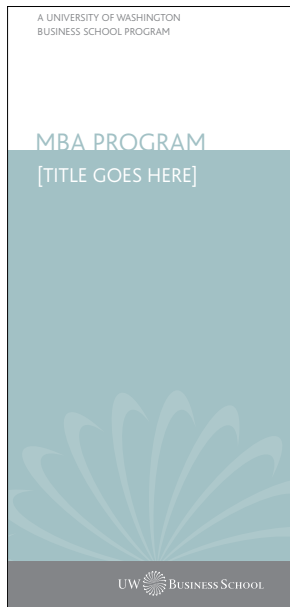
8.5" x 11" 4-color process



8.5" x 11" 2-color duotone photograph



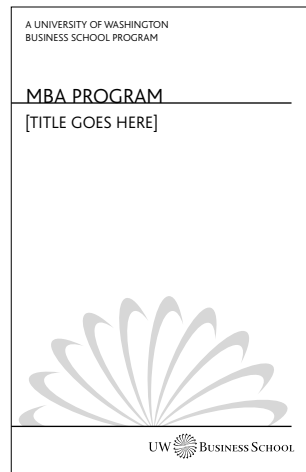
8.5" x 11" 2-color watermark



4.75" x 11" 2-color watermark



4.25" x 11" 2-color watermark



5.5" x 4.25" 2-color photocopy/laser printer compatible

Bound Brochure Cover

The higher end brochures should utilize full-color photography and the 2/3s layout illustrated below.



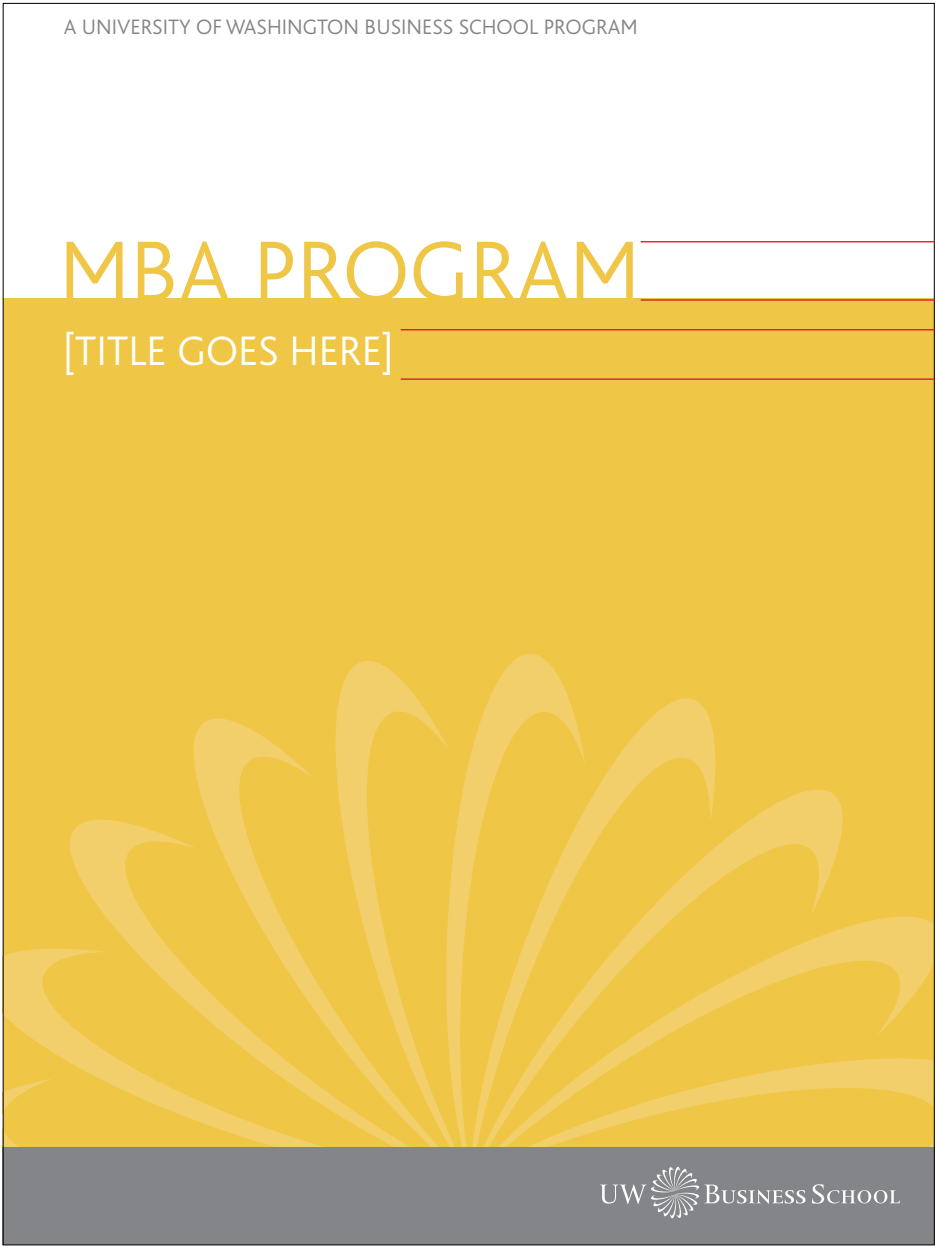
3-Panel Brochure Cover (2 color)

UW endorsement

White Space:
Allows for clean
readable titles.

Flood of Color:
Choose from
color palette
for a bold and
clean call out
for differentiation.

Common Thread:
Gray from the
primary palette
is the main common
thread throughout
the programs.



A UNIVERSITY OF WASHINGTON BUSINESS SCHOOL PROGRAM

MBA PROGRAM

[TITLE GOES HERE]

Bliss Light Typeface:
All Caps. Calls out
program type.

Bliss Light Typeface:
All Caps. Bracketed.
Calls out the
program title.

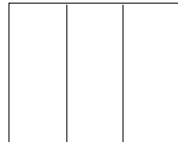
Watermark of the
"synergy symbol"

UW BUSINESS SCHOOL

UW Business School
signature

Alternative Brochures

There are several alternative styles that can be developed using the new graphic elements. Collateral pieces that range from custom page sizes to one-color laser printable brochures can easily leverage these elements. A few examples are illustrated below.



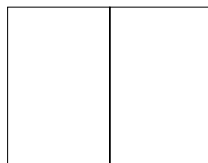
Size can vary, dependent on number of panels desired.

4.75" x 11" 2-color watermark



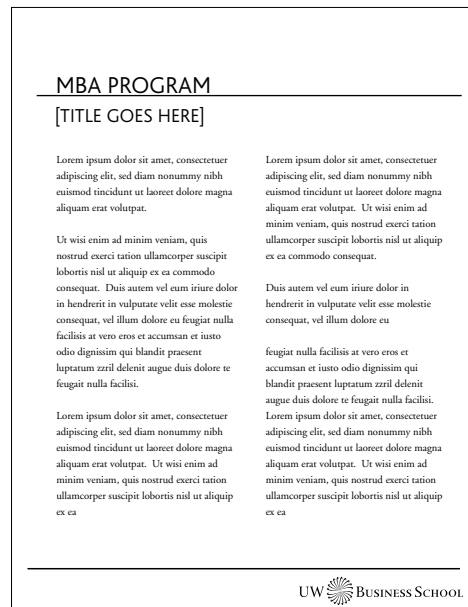
8.5" x 11" folded

4.25" x 11" 2-color watermark



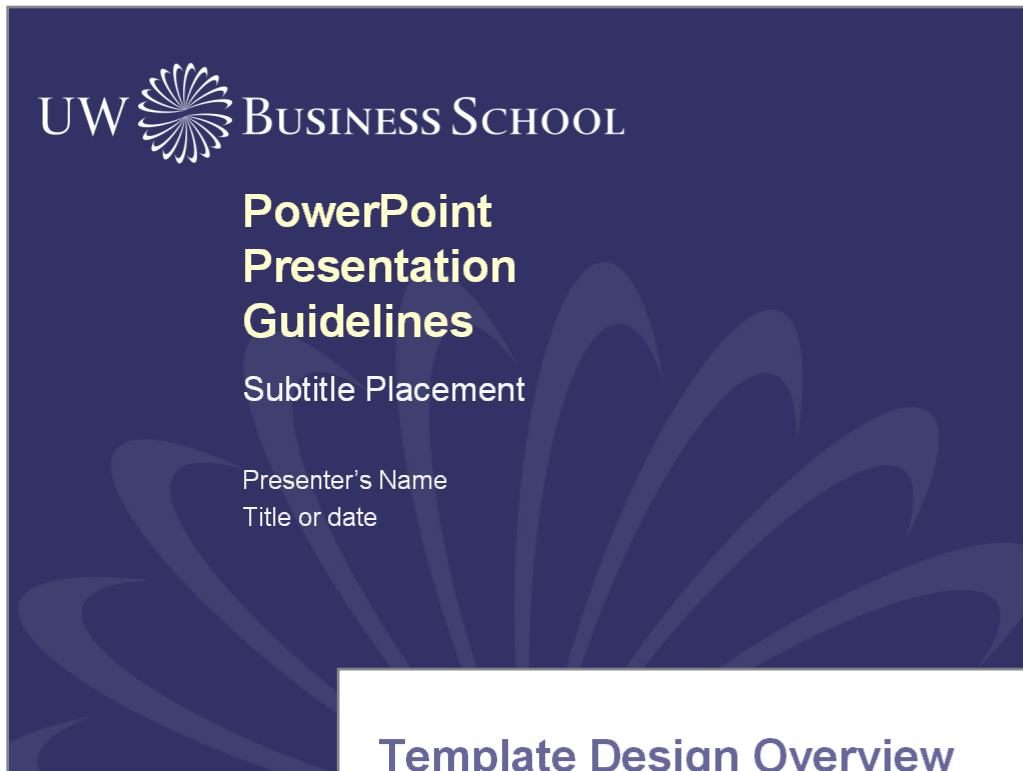
11" x 8.5" folded

5.5" x 4.25" 2-color photocopier/laser printer compatible



8.5" x 11"

PowerPoint Templates (Preferred)



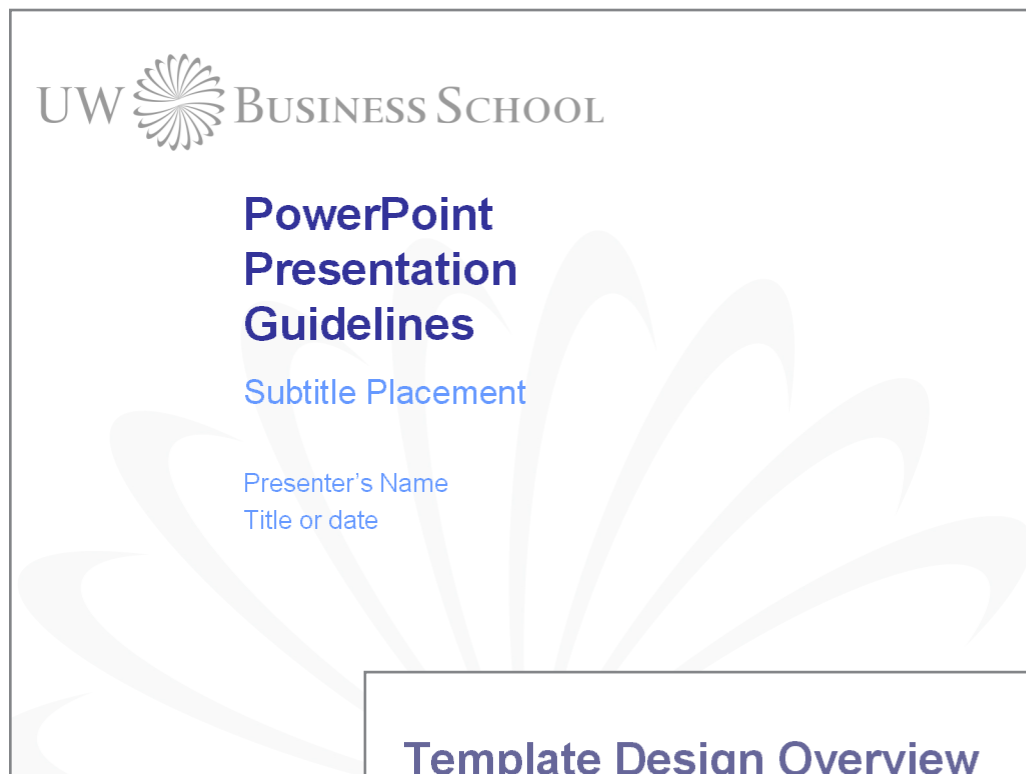
2

Template Design Overview

There are two template designs to choose from:

- Preferred
- Simplified
- The Preferred design contains imagery, which would increase the file size and printing time
- The Simplified design contains limited imagery, which creates the smallest file size and printing time

PowerPoint Templates (Simplified)



2

Template Design Overview

There are two template designs to choose from:

- Preferred
- Simplified
- The Preferred design contain imagery, which would increase the file size and printing time
- The Simplified design contains limited imagery, which creates the smallest file size and printing time

Web Site

OBJECTIVES

The UW Business School Web site is a primary touch point for the brand. It serves as both a marketing tool and a student/faculty service area. The fundamental purpose of the Web site is to offer information and garner support for UW Business School offerings and programs. Both goals are accomplished through the use of a branded interface, content tone, and organization.

