LOGO & GRAPHIC GUIDELINES

Terms

“Signature” refers to the text portion of your logo with the UW wordmark.

“Lockup” refers to the combination of your signature with a W - either in left align or center align versions.

“Boundless W” refers to the graphic treatment of the block W. “Wordmark” is the University of Washington text graphic.

Department / College Signature & W Lockups

CENTER ALIGN LOCKUP is best for decorative uses and on projects with maximum open space, such as the back of a newsletter, the front of a notecard or on swag items.

LEFT ALIGN LOCKUP can usually be used interchangeably from the boundless W with signature combinations, depending on your space available, the design and layout of the project (see also: Boundless Band).

• Left align is also used for letterhead, invitations, envelopes, etc.
• You should never use a lockup with a boundless W - never place multiple W’s on a page.

BOUNDLESS BAND allows more flexibility for smaller-scale projects than the boundless W.

• W must not be smaller than .25”. The band is used to house the W along with your signature.
• Can also be used for headlines and other prominent text, or as a graphic element.
• The band has a 15-degree slant at one end that echoes the angles of the Block W logo.
BOUNDLESS W (WITH LOCKUP) is the graphic treatment of the UW’s block W. It’s “boundless” because it aligns to one side of the page.

- The W can touch the bottom or sides of a page, never the top.
- The W should never touch two sides of a page, such as in a corner.
- The wordmark or signature can be used next to or somewhere else on the page.
- Never place multiple W’s on a page (such as your lockup and a boundless W).

Other Graphic Elements

BOUNDLESS BAR is used in conjunction with headlines.

- It should never be used as a standalone graphic element.
- Use brand fonts ENCODE SANS in BLACK or UNI SANS LIGHT or REGULAR for head and sub-heads.
- It should extend 40-60% of the length of your text.
- It must be angled at 15 degrees to echo the angle of the block W.
- It can be used at the start of text or bleeding off the side of the page.

Additional Resources

- UW guidelines for logos and graphic elements: uw.edu/brand
- Download logos, color palettes and fonts at engr.uw.edu/mycoe/marcom/toolkit
- For questions or more information, contact Ramona Hickey at kirida@uw.edu