

UNIVERSITY *of* WASHINGTON

# sustainability brand guidelines

UPDATED 2013



# Sustainability Brand elements

TEXTURED BAND



BLOCK W



WORDMARK TAGLINE / LOWERCASE

Sustainability: It's in our nature.

FRUTIGER 45 LIGHT / -25 KERN

PALETTE



PMS 273



PMS 117



PMS 370



50% Black

UNIVERSITY *of* WASHINGTON

SUSTAINABILITY BRAND BOOK

# When our image is more consistent, our brand is more compelling.

How will the UW community come to know and recognize the sustainability brand?

A critical way is through the consistent presentation and expression of the brand at every communications touch point. That is something we can control.

We have the responsibility and the opportunity to ensure that our brand rings true to who we are and to what we do, in all of the communications that convey our message.

These guidelines have been created to help bring the sustainability brand to life. It takes great care and discipline to present a cohesive image and we thank you for helping deliver on that aspiration.

# Bringing the brand to life

## COLORS

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Color is a universal, nonverbal language that speaks to emotion and intuition. Even before someone reads or hears a word about our organization, the color used in our communications begins to subconsciously shape one's perception. It causes an emotional response. It affects behavior.

That makes color an essential component of the sustainability brand. Color calls attention and informs. It brings instant comprehension and delivers information, creating an identity and personifying our sustainability efforts in a unified way.

These colors were selected to build on our institutional values while crafting a recognizable sub-brand to surround our dedication to sustainable practices across the University.

### PALETTE



PMS 273



PMS 117



PMS 370



50% Black

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SUSTAINABILITY BRAND BOOK

# Bringing the brand to life

## TEXTURED BAND

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This element is one of the most unique attributes of the sustainability brand. In most traditional uses of the patch and band, the band is a solid or screened color that frames an edge of the page and intersects with the block W.

In the sustainability arena, that solid band is replaced with a photographic element that is an abstraction of a leaf. This is an immediate visual cue to the audience that when this element is used it is to communicate a sustainability initiative.

## TEXTURED BAND

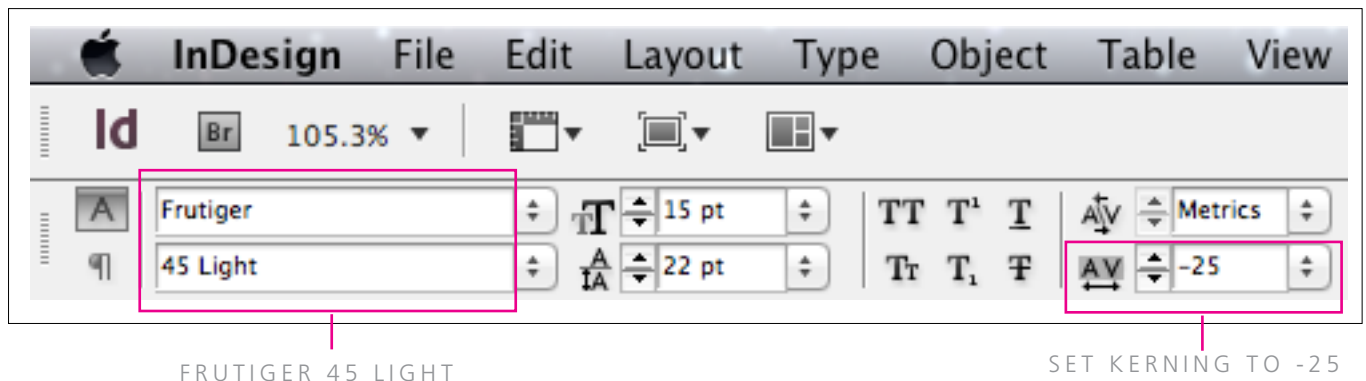


# Bringing the brand to life

## TYPOGRAPHY

The consistent application of typography defines our look and personality, creates a distinct and memorable impression, and acts as the voice for the brand – all the while avoiding visual confusion.

For the sustainability brand, we have used a version of the institutional brand font, Frutiger, and prefer the use of the 45 Light version, kerned.



# Bringing the brand to life

## PHOTOGRAPHY

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The images in our communications must be chosen with care since they make such an emotional impact on the person who sees them. The correct photograph can make a piece of collateral look engaging and “on brand.”

The wrong photo can make it look amateurish and also send the wrong message.

Our photographs should depict real people in the real world. We should strive to stand apart by capturing the unique University personality through our choice of images.

The emphasis is on people and positive emotions that convey the warm feelings that the University has for employing sustainable practices and the people and faces behind those efforts.

# Design system

## CONSISTENT & ADAPTABLE

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This design system encompasses all of our communications, from collateral to presentations to online marketing and beyond. This has been developed to reinforce our brand positioning, streamline the creation of materials and bring consistency to our University image and voice.



# One sheets

BLOCK W  
and WORDMARK

W

UNIVERSITY of WASHINGTON

ENGAGING  
PHOTO



## Sustainability: It's in our nature.

TAGLINE

The University of Washington has established a commitment to environmental stewardship, setting the bar well above merely complying with laws and standards. The University is committed to being a positive force for enhancement of the environment, not just in research and education but in how it manages facilities and resources.

We invite you to take a pledge towards this goal while on campus by saving energy, promoting sustainable food, conserving water, protecting green space, increasing recycling, and reducing reliance on polluting modes of transportation.

STAY CONNECTED: [green.uw.edu](http://green.uw.edu)

TEXTURED BAND

ARTPACK FILE PATH:  
ONESHEETS / Sustainability\_onesheet.indd

# ADS

# MAKING CHANGE HAPPEN

The UW Sustainability Summit celebrates the University's leadership and accomplishments in environmental stewardship and sustainability. It provides the opportunity for students, faculty, and staff to find ways to get involved with sustainability on campus.

UNIVERSITY *of* WASHINGTON

## SUSTAINABILITY SUMMIT

**OCTOBER 22-25**

Sustainability: It's in our nature.



ENGAGING  
PHOTO

W

TAGLINE

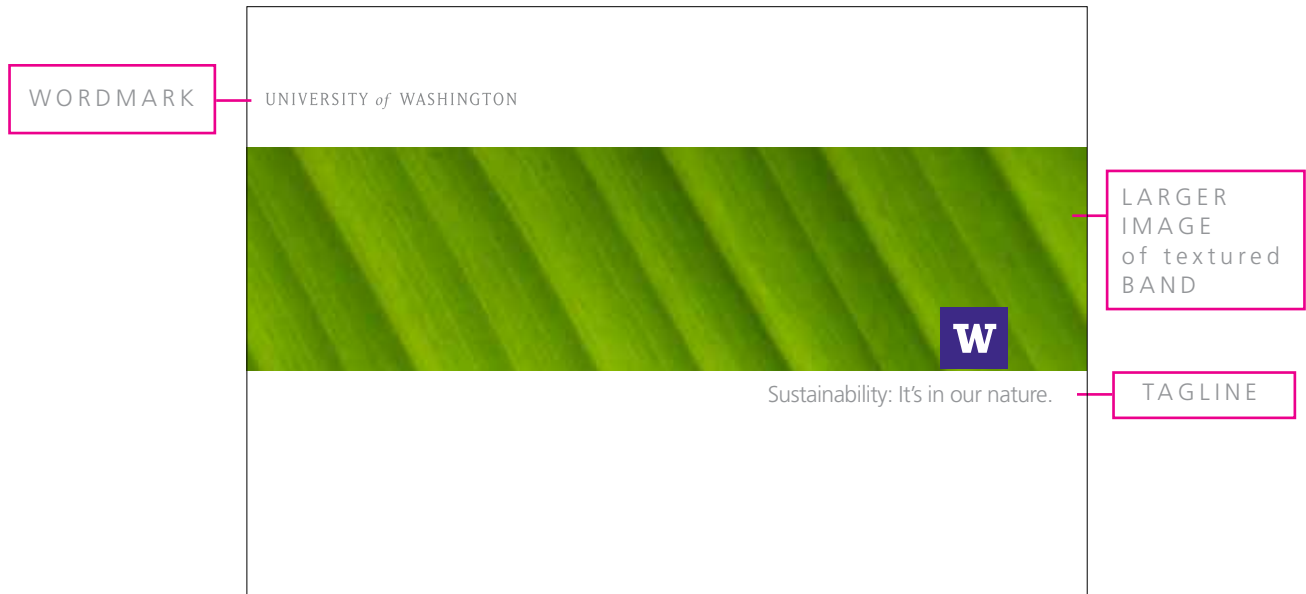
TEXTURED BAND

BLOCK W

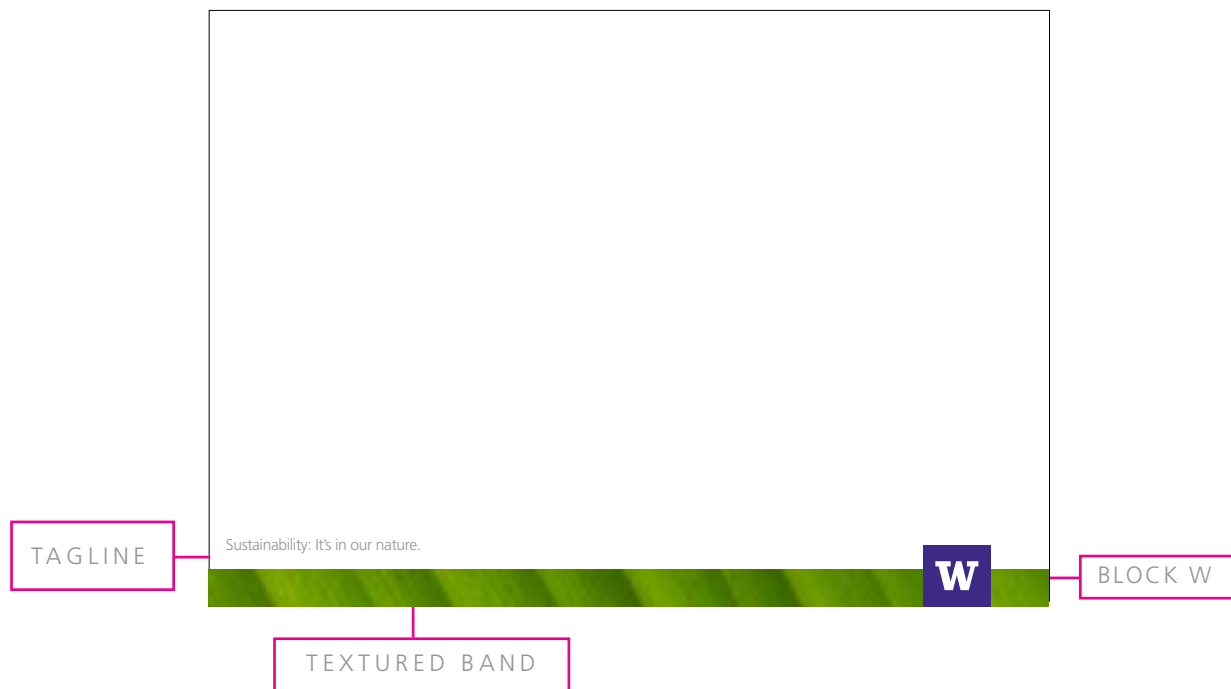
ARTPACK FILE PATH:

ADS / Sustainability\_halfpageAD.indd

# Powerpoint



POWERPOINT TEMPLATE / INTERIOR SLIDE



# Banners

## ONLINE



ARTPACK FILE PATH:  
BANNERS / Sustainability\_online.pdf

## OUTDOOR



ARTPACK FILE PATH: (Illustrator PDF)  
BANNERS / Sustainability\_online.pdf

# Email headers

## GRAPHIC OPTION

WORDMARK



UNIVERSITY of WASHINGTON

JANUARY 2013

## PURPLE GOING GREEN

TEXTURED  
BAND

► UWHome ► UWToday ► Faculty & Staff Insider

The latest headlines from UW Today:

- Arts Roundup: Burke Museum activities, organ music and poetics
- Low income linked to poorer health in both U.S. and England, despite different health systems
- Native health researcher bikes for Hopi Cancer Assistance Fund
- The original Twitter? Tiny electronic tags monitor birds' social networks

### Arts Roundup: Burke Museum activities, organ music and poetics

Weekend activities at the Burke Museum, Renaissance organ music in Kane Hall and a UW Bothell conference on poetics lead the last quiet week in UW arts before the new school year starts.

SHARE THIS STORY:



### Low income linked to poorer health in both U.S. and England, despite different health systems

Although the English are generally healthier than Americans, both countries grapple with large health inequalities. A new study suggests that in both countries, health and wealth are tightly linked. The study, published online Sept. 20 in the American Journal of Public Health, links income level with obesity, diabetes, cardiovascular disease, asthma and other health conditions....

SHARE THIS STORY:



### Native health researcher bikes for Hopi Cancer Assistance Fund

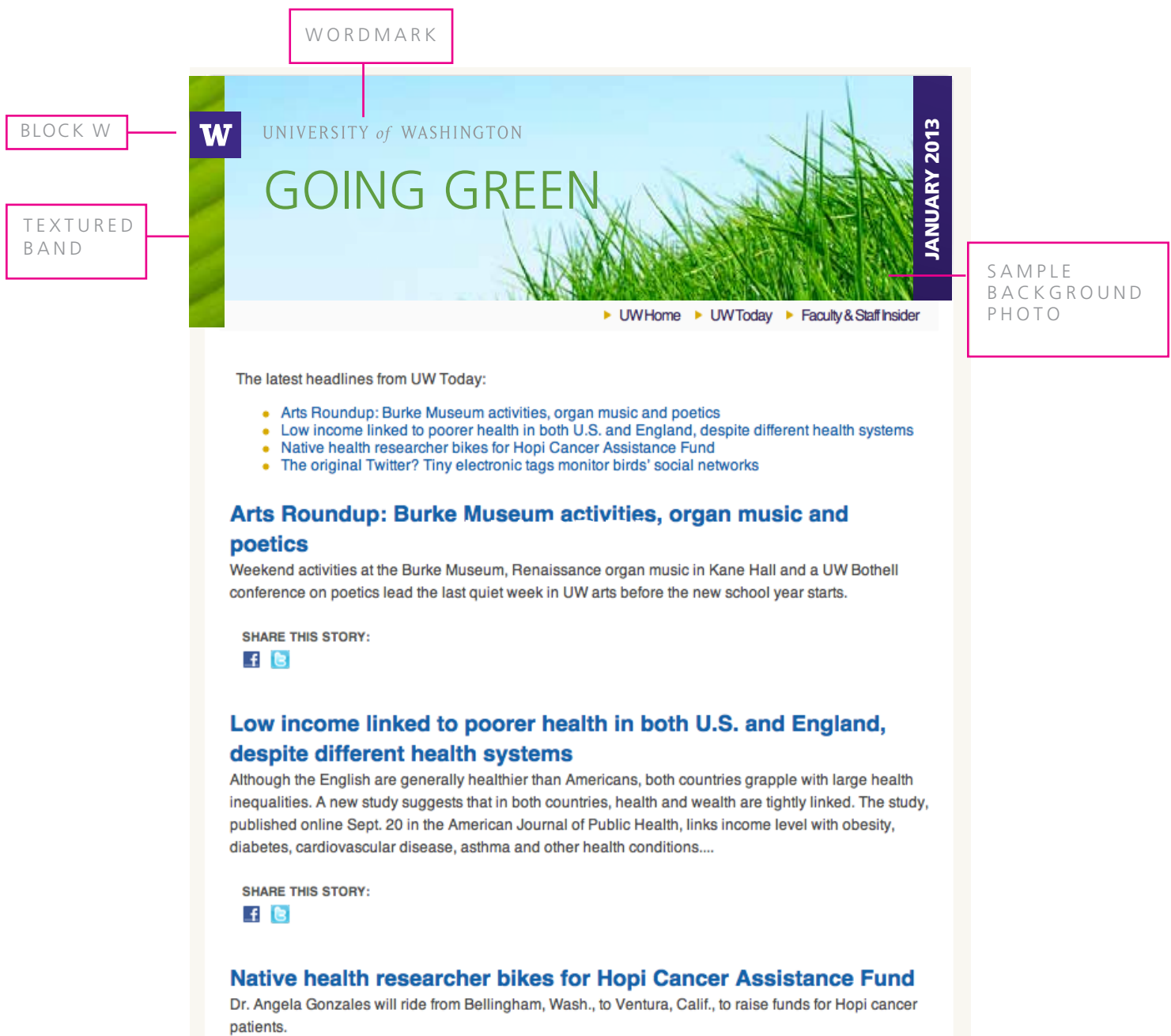
Dr. Angela Gonzales will ride from Bellingham, Wash., to Ventura, Calif., to raise funds for Hopi cancer patients.

SHARE THIS STORY:



# Email headers

## PHOTO OPTION



ARTPACK FILE PATH:

EMAIL / Sustainability\_header\_2.pdf

# Incorporating other logos

## CURRENT "GREEN" LOGOS IN USE



### EVENT SIGNAGE

**W** UNIVERSITY of WASHINGTON

# SUSTAINABILITY SUMMIT

## OCTOBER 22-25

### MAIN EVENT SCHEDULE

**MONDAY OCTOBER 22**

**Exhibitors on Red Square**  
11:30 am to 2:30 pm  
Red Square  
See exhibitors

**Speakers Series & Panel Discussion**  
4:30 PM - 6:30 PM  
Johnson Hall, Room 102  
See speakers

**Reception & Campus Sustainability Fund Poster Session**  
6:30 PM - 7:30 PM  
Johnson Hall Lobby

**Projects Presenting Posters:**  
Capital Projects Office (LEED Performance Analysis Intern)  
Owl Boxes  
Commuter Profile  
Green Futures Lab (Living Systems and Biodiversity Green Wall)  
UW Farm  
Do It Yourself Bicycle Repair Stations  
Urban Forest Management Plan  
The Carlson Center (Sustainability Service-Learning Liaison)  
Identifying Effective Communication to Promote Composting  
Real Food Challenge  
The Nest Cafe - UW Student Food Co-op

 Sustainability: It's in our nature.

STANDARD POSITION (lower left)

ADJACENT TO TAGLINE

### EVENT SIGNAGE

**W** UNIVERSITY of WASHINGTON

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MULTIPLE PARTNERS

ADJACENT TO TAGLINE

# Questions?

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