



UNIVERSITY OF WASHINGTON ATHLETICS  
BRAND IDENTITY GUIDELINES

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# UNIVERSITY OF WASHINGTON ATHLETICS

## BRAND IDENTITY GUIDELINES

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## INTRODUCTION

UW Athletics has a rich history with a compelling story to tell.

This guide will help you tell that story. It will help you understand the UW brand, see the connections between the brand and UW Athletics, and master how to consistently and successfully tell our story.

The Goal:

- Create consistency across projects, mediums, and sports
- Assist with marketing materials, uniforms, and other aspects of our work
- Leverage the UW brand to benefit Athletics, and vice versa
- Give you access to a variety of tools and make it easier for you use them
- Simplify the decisions you have to make so you can use your talents for greatest impact

For pages containing marks or logos there is a link in the bottom right that gives you direct access to corresponding native files for that page.

If you are accessing files in a different manner they are not up to current UW Athletics Brand standards.

This guide is current as of July 1, 2019. Questions involving UW athletics branding should be directed to (ICABrand@UW.edu)

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## BRAND ARCHITECTURE

### Primary - The Statement

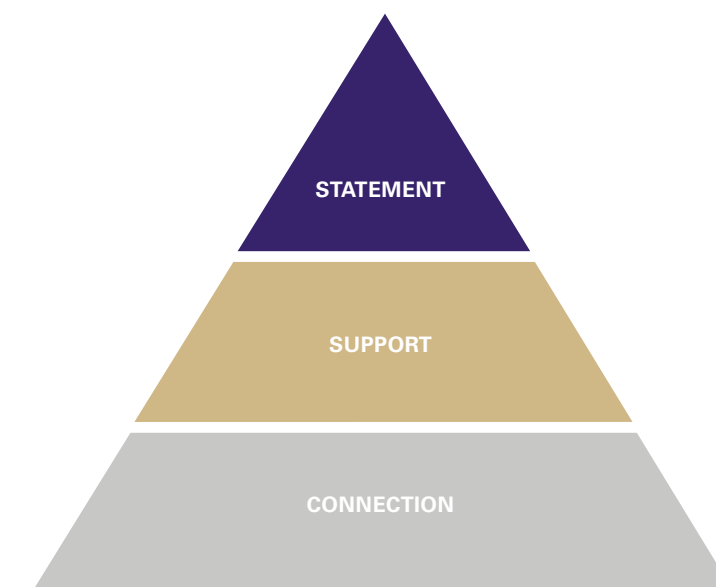
A consistent primary identity is crucial to accurately represent the university and confidently position it for the future. The identity is both timeless and strong. Reinforcement of the primary mark will continue to build worldwide brand equity.

### Secondary - The support

The secondary identity works closely in support of the primary identity to represent the school. It gives the identity flexibility while staying consistent with the primary look and feel.

### Tertiary - The Connection

The tertiary identity connects with specific programs. These marks can supply freshness to products when needed as well as representing specific aspects of the department.



## COLOR PALETTE

A fundamental element to any brand is color.

Color provides a strong visual link to our brand identity across a wide range of applications. Purple and Gold serve as the brand's primary colors for print, electronic and environmental applications. Our color palette is the bedrock of who we are as a brand. The importance of consistency of color cannot be overstated.

A palette of colors has been chosen as the University of Washington Athletic color scheme. UW Athletics now aligns with the University of Washington purple and gold.

Purple evokes passionate pride. It is the color that stands out as most quintessentially to our University and is therefore the dominant color in our communications. Gold symbolizes excellence. It is a sophisticated hue that speaks to our extraordinary standards and immense quality.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Washington brand identity across all relevant media.

### PURPLE PANTONE 2685



#### CMYK

C: 93  
M: 100  
Y: 18  
K: 21

#### RGB

R: 51  
G: 0  
B: 111

#### HEX

4b2e83

### GOLD PANTONE 7502



#### CMYK

C: 0  
M: 13  
Y: 43  
K: 13

#### RGB

R: 232  
G: 211  
B: 162

#### HEX

b7a57a  
e8e3d3 (Web)

### METALLIC GOLD PANTONE 871



#### CMYK

C: 30  
M: 35  
Y: 60  
K: 0

#### RGB

R: 145  
G: 123  
B: 76

#### HEX

b7a57a  
e8e3d3 (Web)

### GRAY PANTONE Cool Gray 3



#### CMYK

C: 0  
M: 13  
Y: 43  
K: 13

#### RGB

R: 216  
G: 217  
B: 218

#### HEX

b7a57a  
e8e3d3 (Web)

[CLICK HERE TO ACCESS THIS COLOR PALETTE](#)

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## PRIMARY IDENTITY

### LOGO

The Block W is the primary representation of the brand and is used as the main identifying symbol for athletics. The Block W is strong, bold and iconic. It is an instantly recognizable symbol of Washington Athletics. This stroked mark differs from the more slender one color “upper campus” block W.

## SECONDARY

### LOGO

UW Athletics does not currently have a secondary logo. While there are heritage marks available to retailers there are no internal uses for these logos.



[\*CLICK HERE TO ACCESS THIS MARK\*](#)

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## PRIMARY IDENTITY

### COLOR VARIATIONS

The Block W can be used in the following color variations. Retaining the contrast between the stroke of the W and background color is extremely important.

### PROTECTED AREA

Equally important to the color and shape of the primary logo is the space given around the mark in order to minimize interference. The clear zone for the primary logo is equal to the height of the W's serif. No other element is to violate the clear zone around the primary logo.

Clear zone around the primary logo equals the height of the 'W' serif.



4/c



1/c



[CLICK HERE TO ACCESS THESE MARKS](#)

## PRIMARY IDENTITY

### INCORRECT USAGE

Illustrated to the right are just a few ways the Block W can be used incorrectly.



USE CORRECT COLORS



USE COLORS CORRECTLY



DO NOT USE A PATTERN OR FILL



USE CORRECT BORDER



USE CORRECT CLEAR ZONE



USE CORRECT PROPORTIONS



DO NOT OVERLAY LOGO



DO NOT STRETCH OR DISTORT



DO NOT SUBSTITUTE LOGO FOR 'W'



DO NOT ROTATE TO MAKE 'M'



DO NOT USE UPPER CAMPUS 'W'



NOTE: Registration marks are only necessary with apparel



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## WORDMARKS

### WASHINGTON

Our marks are strong, classic, and timeless. The inspiration for these marks dates back to the 1950s in Husky Athletics.

“Husky Bold” as a font is no longer to be used, but these marks live on. If you are using “Husky Bold” as a font, you are using it incorrectly.

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ON LIGHT BACKGROUNDS

***WASHINGTON***

***WASHINGTON***

ON DARK BACKGROUNDS

***WASHINGTON***

***WASHINGTON***

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[CLICK HERE TO ACCESS THESE MARKS](#)

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## WORDMARKS

### HUSKIES

Our marks are strong, classic, and timeless. The inspiration for these marks date back to the 1950s in Husky Athletics.

“Husky Bold” as a font is no longer to be used, but these marks live on. Please note that these marks are different than Adidas versions reserved for uniforms only.

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ON LIGHT BACKGROUNDS

***HUSKIES***

***HUSKIES***

ON DARK BACKGROUNDS

***HUSKIES***

***HUSKIES***

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[CLICK HERE TO ACCESS THESE MARKS](#)

## WORDMARKS

### SPORT MARKS - HUSKY BOLD

Individual sports lockup with the Block W.

ON LIGHT BACKGROUNDS



ON DARK BACKGROUNDS



[CLICK HERE TO ACCESS THESE MARKS FOR ALL SPORTS](#)

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## TYPOGRAPHY

### OFFICIAL TYPEFACE FAMILY - UNIVERS

The official typeface family for the University of Washington Athletics is Univers. It is a highly legible and versatile typeface, with many different weights. This should be used for body copy, email marketing campaigns, facilities.

### CAMPAIGN TYPOGRAPHY

Different typefaces may be selected for year to year campaigns. For these please contact UW creative team.

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## UNIVERS

UNIVERS      A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
Univers      a b c d e f g h i j l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

UNIVERS      A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
Univers      a b c d e f g h i j l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

UNIVERS      A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
Univers      a b c d e f g h i j l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

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[CLICK HERE TO ACCESS THIS TYPEFACE](#)

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## WORDMARKS

### TERTIARY MARKS

These marks using the WASHINGTON mark, paired with our official font Univers.

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### WORDMARK W/UNIVERS

**WASHINGTON**  
VOLLEYBALL

### WORDMARK W/UNIVERS

**WASHINGTON**  
TENNIS

[CLICK HERE TO ACCESS THESE MARKS FOR ALL SPORTS](#)

## BLOCK W | ADIDAS LOGO LOCKUP

ON LIGHT BACKGROUNDS

PRIMARY LOCK UP



ON DARK BACKGROUNDS



[CLICK HERE TO ACCESS THESE MARKS](#)

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## PAC-12 LOGO

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LOW DEF - ONLY FOR PATCHES, EMBROIDERY



HIGH DEF - FOR SUBLIMATION, PRINT AND DIGITAL



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[CLICK HERE TO ACCESS THESE MARKS](#)

