



UNIVERSITY OF
WASHINGTON
ATHLETICS
IDENTITY STANDARDS MANUAL

GO PURPLE. BE GOLD.

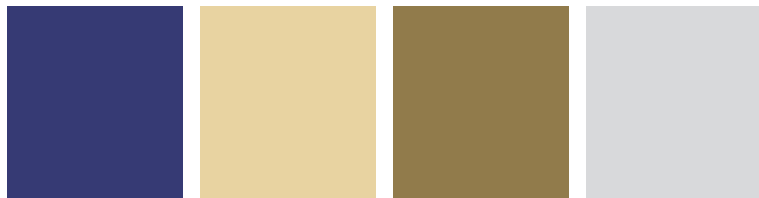


The University of Washington is steeped in athletic tradition. In 1892, the Purple and Gold were adopted as the school colors. Those colors have since been worn with pride by every Husky who has donned a helmet, put on a jersey or tied up their laces.

The Purple and Gold, along with other significant marks and logos, stand for the heritage and excellence of UW Athletics. The following pages detail how each piece of the UW Athletic Brand should be treated.

COLOR PALETTE

Consistent color usage is key to the UW Athletic program identity. Below are color specifications for print and electronic applications.



HUSKY PURPLE HUSKY GOLD HUSKY GOLD METALLIC* HUSKY GRAY

PANTONE	5265	7502	871	Cool Gray 3
CMYK	c 77 m 70 y 0 k 40	c 0 m 8 y 35 k 10	c 40 m 44 y 78 k 14	c 0 m 0 y 0 k 17
RGB	r 54 g 60 b 116	r 232 g 211 b 162	r 145 g 123 b 76	r 216 g 217 b 218
HEX	# 363c74	# e8d3a2	# 927b4c	# d8d9da

*Husky Gold Metallic is only to be used under the following circumstances:

1. As an accent color in print or electronic designs or to be used in combination with Husky Gold when emulating a metallic gold effect, such as creating a gradient fill in Photoshop.
2. When fabrics or materials such as canvas, vinyl or mesh for banners look too “flesh” or “peach” colored, and a color match cannot be obtained, this may be considered as a substitute.
3. This swatch may be referenced when trying to select a “metallic” gold on paper, foil, or paint for signage to emulate the Husky football helmet.

Please consult the Husky Marketing Department for any other questions regarding the usage of Husky Gold Metallic.

COLOR USAGE

The chart below specifies which color system to use for print and electronic applications. See the color palette page for a breakdown of specific RGB, HEX, PANTONE, and CMYK values for each of the 3 colors in the Husky color palette.

	PANTONE	CMYK	RGB/HEX
4/C PRINTING		●	
2/C PRINTING	●		
1/C PRINTING	●	●	
WEB/ELECTRONIC MEDIA			●
WORD PROCESSING (MS WORD)		●	●
TELEVISION			●
BILLBOARDS/POSTERS	●	●	
EMBROIDERED APPAREL	HAVE VENDOR MATCH SPECIFIED PANTONE SWATCH		
SILK SCREENED APPAREL	HAVE VENDOR MATCH SPECIFIED PANTONE SWATCH		
LCD DISPLAY			●
ETCHING/ENGRAVING	HAVE VENDOR MATCH SPECIFIED PANTONE SWATCH		
PAINT	HAVE VENDOR MATCH SPECIFIED PANTONE SWATCH		
MONOCHROME	HAVE VENDOR MATCH SPECIFIED PANTONE SWATCH		

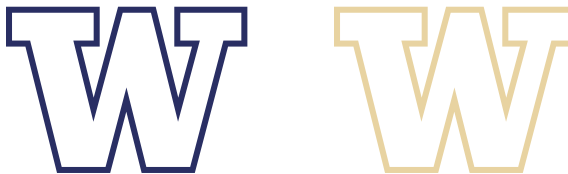
PRIMARY LOGO

The Athletic Department logo differs from the upper campus primary logo by the fact that the mark has an outline border. Only the primary mark with border should be used by the Athletic Department. Conversely, upper campus shall not use the primary mark with border.

Always use the W first in any print or electronic application. If only one logo is used, it should be the W.



PRIMARY LOGO



PRIMARY LOGO OUTLINE VERSION



APPAREL-ONLY VERSIONS

PRIMARY LOGO COLOR OPTIONS

Below are examples of color options for the primary logo. Please note, the outline-only version is recommended for one color applications. If in doubt as to which version is acceptable for your application, please refer to the usage chart on page 8.



OPTIONS ON LIGHT BACKGROUND



OPTIONS ON GOLD BACKGROUND



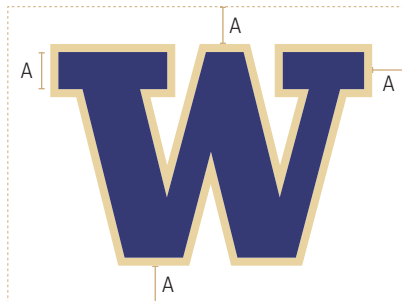
OPTIONS ON PURPLE BACKGROUND



OPTIONS ON BLACK BACKGROUND

PROPORTIONS




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.

USAGE

The versions on the primary logo are not approved for every application. The chart below provides recommended use of various UW Athletics logos on specific applications.

	 2 COLOR PRIMARY	 1 COLOR OUTLINE	 REGISTRATION MARK
4/C PRINTING	●	●	
2/C PRINTING	●	●	
1/C PRINTING		●	
WEB/ELECTRONIC MEDIA	●	●	
WORD PROCESSING (MS WORD)		●	
TELEVISION	●		
BILLBOARDS/POSTERS	●	●	
EMBROIDERED APPAREL			●
SILK SCREENED APPAREL			●
LCD DISPLAY		●	
ETCHING/ENGRAVING		●	
PAINT	●	●	
MONOCHROME		●	

WORDMARKS

To create a consistent look across all sports at UW, a system of wordmark graphics has been developed. Each sport in the UW Athletics Department will have its own wordmark to be used as a sub-brand logotype. **THE HUSKY FONT DEVELOPED IN 2000 BY NIKE WILL NO LONGER BE IN USE.** These wordmarks are in graphic file form and should always be placed as a graphic. Never change the font of a wordmark.

BASEBALL

CROSS COUNTRY

FOOTBALL

GYMNASTICS

MEN'S BASKETBALL

MEN'S CREW

MEN'S GOLF

MEN'S SOCCER

MEN'S TENNIS

ROWING

SOFTBALL

TRACK AND FIELD

VOLLEYBALL

WOMEN'S BASKETBALL

WOMEN'S CREW

WOMEN'S GOLF

WOMEN'S SOCCER

WOMEN'S TENNIS

WORDMARKS continued

Below are additional wordmark graphics that can be used as stand alone logos in certain applications.

ATHLETICS

BOW DOWN!

DAWGS

DUBS

GO DAWGS!

GO HUSKIES!

GOLD

HUSKY

HUSKIES

PURPLE

U-DUB

UW

WASHINGTON

UNIVERSITY OF WASHINGTON

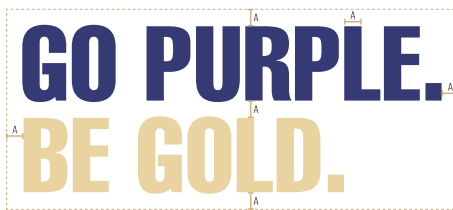
PRIMARY LOGO WITH WORDMARK

When coupling the primary logo with a wordmark, follow the dimensions outlined below.



'GO PURPLE. BE GOLD.' WORDMARK

The UW Athletic Department's marketing tagline is 'Go Purple. Be Gold.'. The tagline should only appear as shown here: always all caps, with periods for punctuation. If broken into two lines, the tagline should be displayed left justified. Clear zone specs are outlined below.



CLEAR ZONE AROUND VERTICAL WORDMARK EQUALS THE WIDTH OF THE 'L' STROKE.



CLEAR ZONE AROUND HORIZONTAL WORDMARK EQUALS THE WIDTH OF THE 'L' STROKE.

'GO PURPLE. BE GOLD.' WORDMARK

Below are examples of color options for applying the 'Go Purple. Be Gold.' tagline.

GO PURPLE.
BE GOLD.

VERTICAL OPTION ON WHITE BACKGROUND

GO PURPLE. BE GOLD.

HORIZONTAL OPTION ON WHITE BACKGROUND

GO PURPLE.
BE GOLD.

VERTICAL OPTION ON GOLD BACKGROUND

GO PURPLE. BE GOLD.

HORIZONTAL OPTION ON GOLD BACKGROUND

GO PURPLE.
BE GOLD.

VERTICAL OPTION ON PURPLE BACKGROUND

GO PURPLE. BE GOLD.

HORIZONTAL OPTION ON PURPLE BACKGROUND

GO PURPLE.
BE GOLD.

VERTICAL OPTION ON BLACK BACKGROUND

GO PURPLE. BE GOLD.

HORIZONTAL OPTION ON BLACK BACKGROUND

'GO PURPLE. BE GOLD.' WORDMARK continued

Below are examples of one-color options for applying the 'Go Purple. Be Gold.' tagline. The alternate outline version of the tagline is also shown here.

GO PURPLE.
BE GOLD.

VERTICAL OPTION ON LIGHT BACKGROUND

GO PURPLE. BE GOLD.

HORIZONTAL OPTION ON LIGHT BACKGROUND

**GO PURPLE.
BE GOLD.**

VERTICAL OPTION ON BLACK BACKGROUND

GO PURPLE. BE GOLD.

HORIZONTAL OPTION ON BLACK BACKGROUND

GO PURPLE.
BE GOLD.

VERTICAL OPTION ON PURPLE BACKGROUND

GO PURPLE. BE GOLD.

HORIZONTAL OPTION ON PURPLE BACKGROUND

'GO PURPLE. BE GOLD.' WORDMARK WITH PRIMARY MARK

When coupling the primary logo with the 'Go Purple. Be Gold.' tagline, follow the dimensions outlined below. The tagline should be placed as a graphic, not typeset.



TYPOGRAPHY

These three font families comprise the foundation of the UW Athletic Department's design identity. Use only the weights specified here, in their recommended applications. Please refer to page 17 for examples and usage.

- HEADLINES OR SUBHEADER
- BODY COPY

-
- SERIFA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- ● SERIFA LIGHT ITALICIZED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- ● SERIFA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- UNIVERS 57 CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- UNIVERS 57 CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- ● UNIVERS 47 LIGHT CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- ● UNIVERS 47 LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- BANK GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPOGRAPHY EXAMPLES AND USAGE

This is Serifa Black.

This can be used as a Headline font with a combination of upper and lower case. It can also be used in ALL CAPS.

This is Serifa Light Italic.

It can be used as a sub-header.

It is also meant to be used as text font in combination with Serifa Light and Serifa Black.

This is Serifa Light.

It is meant to be used as text font in combination with Serifa Black.

THIS IS UNIVERS CONDENSED.

Univers Condensed should be used primarily as a Headline font in ALL CAPS so as to provide enough visual contrast when using Univers Light Condensed as its complimentary text font.

THIS IS UNIVERS CONDENSED OBLIQUE.

Univers Condensed should be used primarily as a Headline or Subheader in ALL CAPS so as to provide enough visual contrast when using Univers Light Condensed as its complimentary text font.

This is Univers Light Condensed Oblique.

This is meant to be used as a text font in combination with Univers Condensed Light. Usage should be limited to a combination of upper and lower case and seldom used in ALL CAPS especially next to Univers Condensed or Condensed Oblique.

This is Univers Light Condensed.

This is meant to be used as a text font in combination with Univers Condensed. Usage should be limited to a combination of upper and lower case and seldom used in ALL CAPS especially next to Univers Condensed.

THIS IS BANK GOTHIC

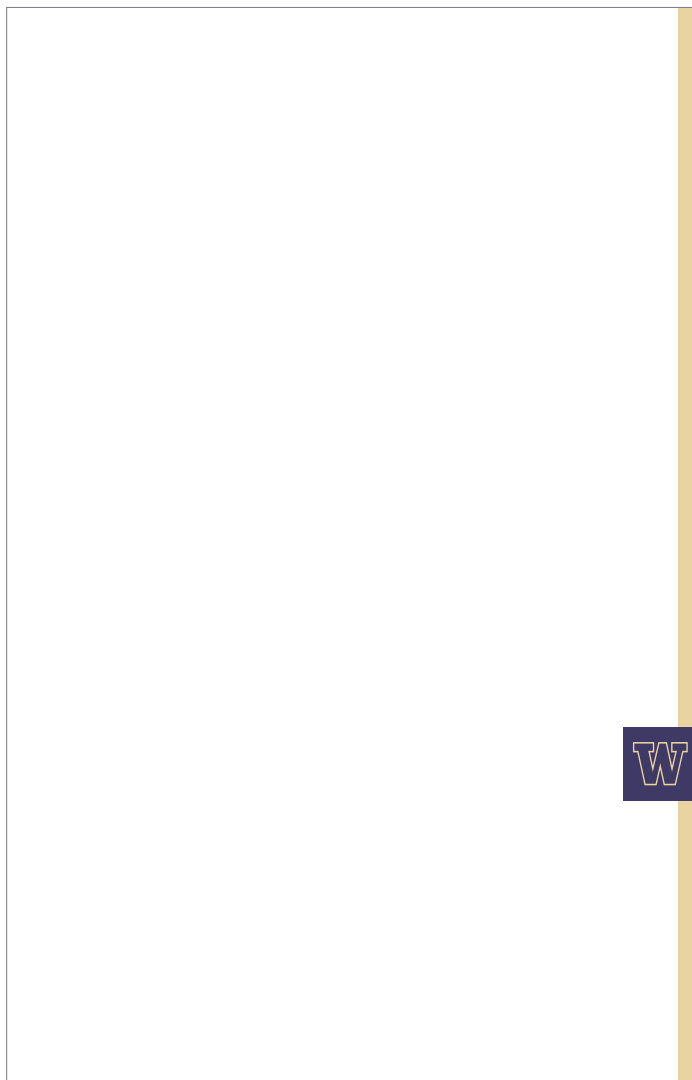
Bank Gothic should only be used as a Headline or Subheader font. It is not meant to be used as a text font, and SHOULD NOT be used in a combination of lower and upper case.

**BANK GOTHIC SHOULDN'T BE USED LIKE THIS.
IT SHOULD BE USED LIKE THIS.**

PATCH & BAND

An integral part of the graphics system for the University of Washington is the logo 'patch' and 'band'. The 'patch' refers to a square field in which the W is placed. The 'band' refers to a long, thin accent element that bleeds off one edge of the page. Together these two elements will help tie all UW Athletics printed materials to main campus communications.

SAMPLE LAYOUT WITH PATCH & BAND

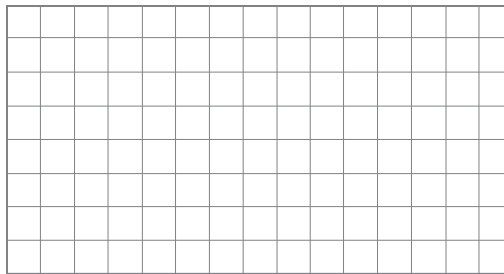


PATCH & BAND

The UW Athletics Department will utilize the patch and band in a slightly different manner than upper campus. The guidelines that follow demonstrate how the Athletic Department can achieve brand consistency with upper campus, while maintaining its separate colors and logo treatment.

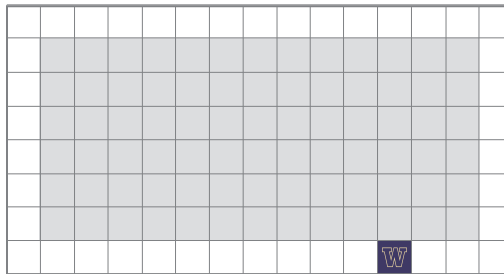
STEP ONE

Divide the longest dimension of the layout by 15. Create a grid of squares based on this dimension.



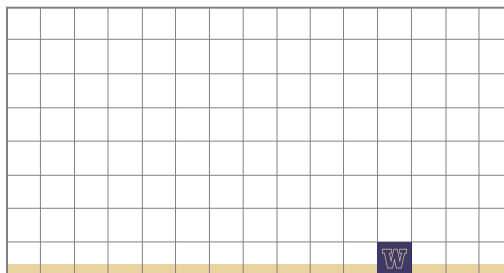
STEP TWO

Fill one perimeter square with the patch color and outline logo. Patch may be placed anywhere along perimeter of layout. Bleed the patch color.



STEP THREE

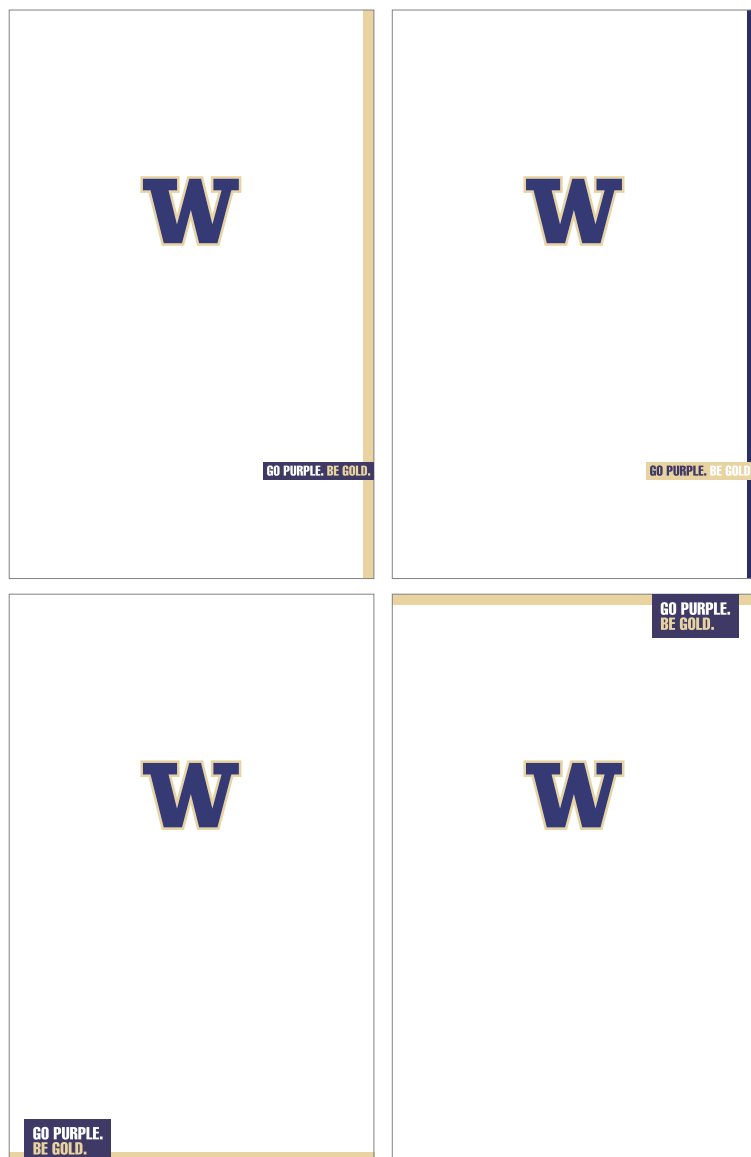
Place the band along the edge the patch bleeds off. The depth of the band is one third the width of the patch. Band bleeds off three sides.



PATCH & BAND WITH 'GO PURPLE. BE GOLD.'

In situations where the primary logo is displayed outside of the patch, the 'Go Purple. Be Gold.' tagline can be substituted. Below are examples of that patch application.

SAMPLE LAYOUTS WITH 'GO PURPLE. BE GOLD.' PATCH & BAND



INCORRECT USAGES

Below are a few examples of common mistakes in implementing the UW Athletic Department identity.

If questions arise in applying the identity standards, please contact the Husky Marketing Department at 206.221.7191.



USE CORRECT COLORS



USE COLORS CORRECTLY



USE CORRECT TYPOGRAPHY



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

INCORRECT USAGES continued

Below are a few examples of common mistakes in implementing the UW Athletic Department identity.

If questions arise in applying the identity standards, please contact the Husky Marketing Department at 206.221.7191.



GO PURPLE.
BE GOLD.

A dark blue rectangular background with the text "GO PURPLE." in white and "BE GOLD." in gold, centered horizontally. A red diagonal line is drawn over the logo.

DO NOT CENTER



GO PURPLE.
BE GOLD.

A dark blue rectangular background with the text "GO PURPLE." in white and "BE GOLD." in gold, aligned to the right. A red diagonal line is drawn over the logo.

DO NOT ALIGN RIGHT



GO PURPLE.
BE GOLD.

A semi-transparent dark blue rectangular background with the text "GO PURPLE." in white and "BE GOLD." in gold. A red diagonal line is drawn over the logo.

USE 100% OPACITY



GO PURPLE.
BE GOLD.

The text "GO PURPLE." in blue and "BE GOLD." in gold, with two football icons to the right. A red diagonal line is drawn over the logo.

DO NOT ADD ELEMENTS



Go Purple.
Be Gold.

The text "Go Purple." in blue and "Be Gold." in gold, using a script font. A red diagonal line is drawn over the logo.

USE CORRECT TYPOGRAPHY



GO PURPLE.
BE GOLD.

The text "GO PURPLE." in blue and "BE GOLD." in gold, rotated diagonally. A red diagonal line is drawn over the logo.

DO NOT ROTATE



DO NOT USE OLD 'DAWG'
LOGOS



DO NOT USE OLD 'W' LOGOS



DO NOT USE OLD
'COMBINATION' LOGOS



CHEER ON
THE **DAWGS**
THIS SATURDAY

The text "CHEER ON THE **DAWGS** THIS SATURDAY" with "DAWGS" in a bold, italicized font. A red diagonal line is drawn over the text.

DO NOT USE WORDMARK IN
A SENTENCE

PHOTOSHOP EFFECTS ON THE PRIMARY LOGO

The chart below deliniates acceptable Photoshop effects that may be applied to the primary logo in electronic or print design.

If questions arise in applying effects (including conditional effects) to the primary logo, please consult the Husky Marketing Department at 206.221.7191.

	ACCEPTABLE LAYER EFFECT	UNACCEPTABLE EFFECT	CONDITIONAL EFFECT
DROP SHADOW	●		
INNER SHADOW		●	
OUTER GLOW	●		
INNER GLOW		●	
BEVEL & EMBOSS			●
SATIN		●	
COLOR OVERLAY		●	
GRADIENT OVERLAY		●	
PATTERN OVERLAY		●	
STROKE		●	
LIGHTING EFFECTS			●
GRADIENT EFFECTS			●
3-D EFFECTS			●

PHOTOSHOP EFFECTS ON THE PRIMARY LOGO continued

Below are a few examples of acceptable Photoshop Effects on the primary logo. These effects do not alter the two-dimensional standard of the primary logo and are therefore acceptable.



DROP SHADOW



OUTER GLOW



OUTER BEVEL

Below are a few examples of unacceptable Photoshop Effects on the primary logo. These effects attempt to represent a three-dimensional look which are inconsistently executed and are therefore unacceptable.



INNER BEVEL



INNER SHADOW



FILTER GALLERY/PLASTIC WRAP

Below are a few examples of conditional Photoshop Effects on the primary logo. These effects (if properly executed) can give an added dimension of cast light or metallic effects to the primary logo. Please consult with the Husky Marketing Department for specific instances of these applications.



RENDER/LIGHTING EFFECTS/
CROSSING DOWN



RENDER/LIGHTING EFFECTS/
SPOTLIGHT

CONTACT INFO

This document has been prepared by the Husky Marketing Department for everyone requesting use of these registered marks.

COMMERCIAL USAGE

For information on commercial use of these marks, please contact the University of Washington Trademarks and Licensing Office at 206.685.8600.

PROMOTIONAL RETRO COLOR PALETTE

For information on special promotional retro color palette, or the nautical palette, please contact the Husky Marketing Department at 206.221.7191.

QUESTIONS AND CLARIFICATIONS

Please contact the Husky Marketing Department at 206.221.7191.
