Adhering to the graphic standards presented here helps to maintain a consistent visual representation of UW College of Education.

In most cases, the UW College of Education logo is published in purple with the UW Identifier (see page 3).
Logo Misuse / Graphic Standards

Misusing the UW College of Education logo weakens the brand.

LOGO MISUSES

Do not allow the logo to become distorted due to improper scaling.

Do not change the relationship of the logo text to the logo square.

Do not use poor reproductions of the logo.

Do not alter the color relationship of the logo.

Do not change the color of the logo square.

Do not tile the logo.

Do not change the color of the logo text.

Do not eliminate the logo square.

Do not change the typeface of the logo text.

Do not add a drop shadow to the logo.

Do not outline the logo.
The UW Identifier needs to be horizontal and in relationship with the logo. Align the Identifier with the type in the logo square.
The UW Identifier can be the same color as the logo, or in a different color.

Standard color for UW Identifier is Red or White except in special cases.

UW Identifier in white.

UW Identifier in warm grey.

UW Identifier in warm grey.
Using the color palette strengthens the College of Education brand.

Use RGB color values for online projects, and CMYK values for printed materials.
Fonts / Graphic Standards

Primary / Web fonts are available on all computers and can be used on any COE materials.

Specialty Fonts have to be purchased separately. They are primarily for use on professionally printed COE materials.

Additional fonts may be used on a selective basis. For example, a childish font may be used as a headline for a story about early learning.

**PRIMARY / WEB FONTS**
- Trebuchet MS
- Arial
- Helvetica

**SPECIALTY FONTS**
- Helvetica LT Std Condensed
- Helvetica LT Std Bold Condensed
- Helvetica Black
- Clarendon LT Std Roman