

GRAPHIC STANDARDS

UW College of Education
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PURPLE LOGO



BLACK LOGO



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

The College logo can be downloaded at education.uw.edu/my-coe/facstaff/graphics.

The logo is available in multiple file formats optimized for web and print usage.

EXAMPLES OF IMPROPER MODIFICATIONS OF THE LOGO:

Misusing the UW
College of Education
logo weakens the brand.



Do not add a drop shadow to the logo.



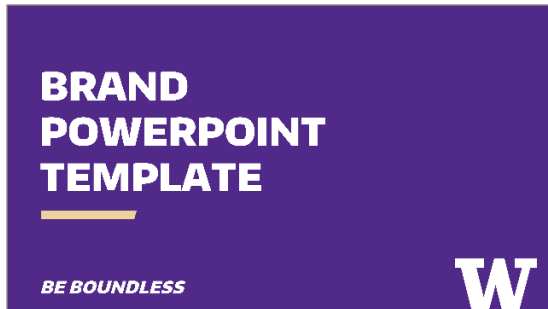
Do not tile the logo.



Do not outline the logo.



Do not change the color of the W.



FONTS


YOU WILL NEED TO INSTALL THESE FONTS TO USE THIS TEMPLATE

- > Go to uw.edu/brand/fonts
- > Download three fonts: Encode Sans, Uni Sans, Open Sans
- > You may need to close PowerPoint and re-open in order to access the fonts.
- > All templates themes include these brand fonts

UNIVERSITY of WASHINGTON COLLEGE OF EDUCATION

THIS POWERPOINT THEME

- > A UW color palette is built into this theme.
- > There are five layout styles and three designs in this theme: Purple, Gold and White
- > The graphic elements, like the bar and the logos are in the Master Sheets. To edit them go to view > master > slide master.



W COLLEGE OF EDUCATION
UNIVERSITY of WASHINGTON

Name
Company
Address Line 1
Address Line 2

Dear NAME,

OVERVIEW: These instructions will show you how to update the template footer text (below) with your department/office information.

1. Make sure this Word document is in Print Layout View (under the View tab).
2. Double (left) click on the footer below.
3. Replace the text with your department information. Delete or add any information to suit your needs while keeping the same order of information, font, size and layout style.
(NOTE: the preferred footer font is Open Sans. If that font is not on your computer, you can use 9 pt. Calibri Regular. You can download Open Sans for free at <http://www.washington.edu/brand/files/2014/09/Open-Sans.zip> or to download all of the preferred UW fonts for free go to <http://www.washington.edu/brand/graphic-elements/font-download/>.)
4. Exit from the footer by double (left) clicking outside the footer area.
5. Delete this text and "Save As" a Template (.dot) for your department to use.

This document is currently set up with a Section Break at the bottom that specifies that the next page will not have a header or footer. Refer to Word's Help menu for more information about headers and footers and other layout topics.

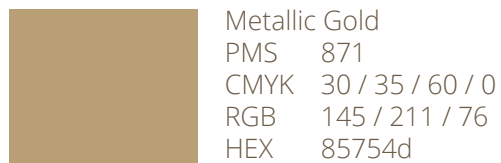
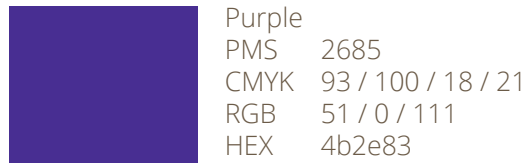
Box 353600 2012 Skagit Lane, Miller Hall Seattle, WA 98125-3600
206.543.7834 fax 206.543.9569 edinfo@uw.edu education.uw.edu

The College provides several branded templates for PowerPoint and flyers, available for download at: education.uw.edu/communications.

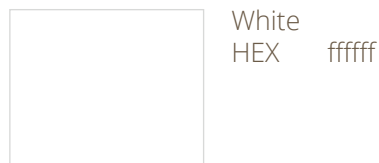
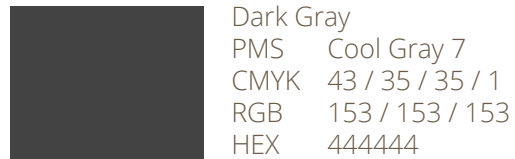
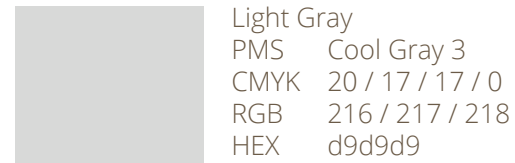
Please install UW brand fonts to ensure these templates display correctly.

Color Palette / **GRAPHIC STANDARDS**

PRIMARY PALETTE



SECONDARY PALETTE



Using the color palette strengthens the College of Education brand.

Use RGB color values for online projects, and CMYK values for printed materials.

PRIMARY / WEB FONTS

ENCODE SANS NORMAL 900 BLACK

UNI SANS LIGHT AND REGULAR

Open Sans Normal

SECONDARY FONTS

Trebuchet

Arial

Helvetica

Primary fonts are available at uw.edu/brand for free. They should be used on all College of Education materials.

Secondary fonts are available on most computers and can be used when primary fonts are unavailable.

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.