



# Brand Guidelines

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# ■ Overview

The Department of Communication at the University of Washington is committed to rigorous, relevant scholarship that speaks to public challenges and promotes social progress. We foster and teach equitable and ethical communicative practices in an intellectually diverse, innovative, and interdisciplinary environment.

Building on this foundation, our branding visuals and department messaging reflect our dedication to ethical, inclusive, and community-centered communication.

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01

# Brand

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# ■ Brand Values

## Engaged, Public Scholarship

Engaged, public scholarship is a centerpiece of our department’s scholarly identity. Our faculty’s research and teaching are often in collaboration with members of the community, and we are committed to making the fruits of our academic inquiry broadly accessible and applicable to venues beyond the halls of the university or the pages of scholarly journals. *At UW Communication, we believe that scholarship, at its best, is academically rigorous, socially relevant, and publicly accessible*

## An Integrated Perspective

Since its formation in 2002, our department has brought together scholars from diverse traditions, including humanistic, critical, and social sciences, to offer a wide array of approaches to communication research and pedagogy. This interdisciplinary, multifaceted community integrates perspectives often housed separately at other institutions, allowing us to generate innovative insights and advance the field. *At UW Communication, we believe our intellectual diversity is our strength.*

## Ethics and Equity

Communication plays a central role in shaping justice and social opportunity, but it can also reinforce bias, stereotypes, and inequitable structures. Our research and teaching examine these dynamics, emphasizing ethical practice, inclusion, and mutual respect while preparing students to critically engage with the systems, institutions, and messages that shape our world. *At UW Communication, we believe that ethical, equitable communication is fundamental to a just society.*

# ■ Brand Personality

**Intellectually Driven:**

The department fosters rigorous inquiry and interdisciplinary thinking, grounded in a pursuit of meaningful knowledge.

**Community-Oriented:**

It values connection, collaboration, and public engagement, making scholarship relevant and accessible.

**Inclusive:**

With a deep commitment to equity and difference, it cultivates a welcoming and socially conscious environment.

# ■ The Scholar Brand Persona

## Academic Level

Graduate Student

## Focus Area

Journalism, Media and Democracy

## Goals

Investigate how journalism practices and media platforms shape democracy and public opinion.

## Communication Style

Analytical, evidence-based, policy-aware

## Values and Motivation

Journalism, Media and Democracy

## Affiliation & Interests

Center for Journalism, Media and Democracy, The Daily, SPJ



**Rachel Johnson**

# ■ The Advocate Brand Persona

## Academic Level

Undergraduate Student

## Focus Area

Difference, equity, identity and inclusive storytelling

## Goals

Build inclusive communities, amplify marginalized voices, and lead in cultural change

## Communication Style

Empathetic, expressive, socially conscious

## Values and Motivation

Belonging, respect, justice, and personal growth

## Affiliation & Interests

Center for Communication, Difference and Equity, AWC, video and audio storytelling projects, volunteer work



**Inez Williams**

02

# Logo

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## ■ Primary Logo

- A.** Public-facing version of the UW Communication logo, designed for use in professional contexts. This is one of two longhand variations within our modernized visual brand identity.
- B.** This logo embodies the foundation of our brand while highlighting the distinctive identity we have cultivated. It represents the second of two longhand versions in our modern visual brand system.

**A.** DEPARTMENT OF  
**COMMUNICATION**  
—  
**W** UNIVERSITY *of* WASHINGTON

**B.** **UW** **COMMUNICATION**

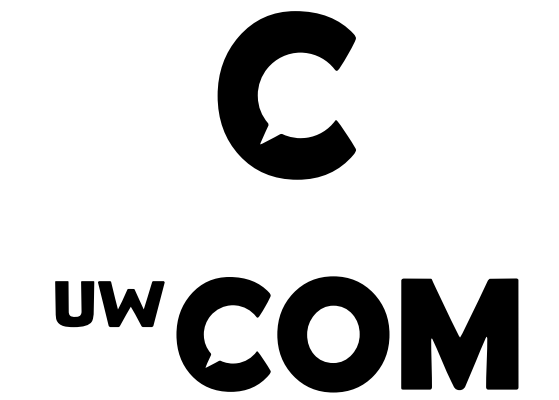
## ■ Secondary Logo

- C.** The C mark represents the Department of Communication's brand. It can stand alone as a symbol of the values we uphold. At UW Communication, we aim to be an active part of the conversation.
- D.** The UWCOM logotype is a shorthand version of the full UW Communication logotype. It serves as an internal abbreviation for our public-facing identity and is commonly used in conversation by students, faculty, staff, and alumni.



# ■ Logo Variations

The UW Communication logo has four versatile versions, each available in full color or black and white. This ensures consistent, recognizable branding across digital, print, and promotional materials, while giving flexibility for different design contexts.



# ■ Sizing

In order to maintain legibility, there is a minimum requirement for these logos to be displayed at. If the logo becomes too small and applied incorrectly, you will have issues with readability.



UWCOM mark should never be smaller than 45px in digital or 15mm in print

# ■ Spacing

In order to ensure the logo has enough breathing room and the brand maintains its professionalism, make sure the minimum required exclusion zone or margin is applied.

## Color



## White



The white logo should be used on dark colored backgrounds.

## Black



The black logo should be used on light colored backgrounds.

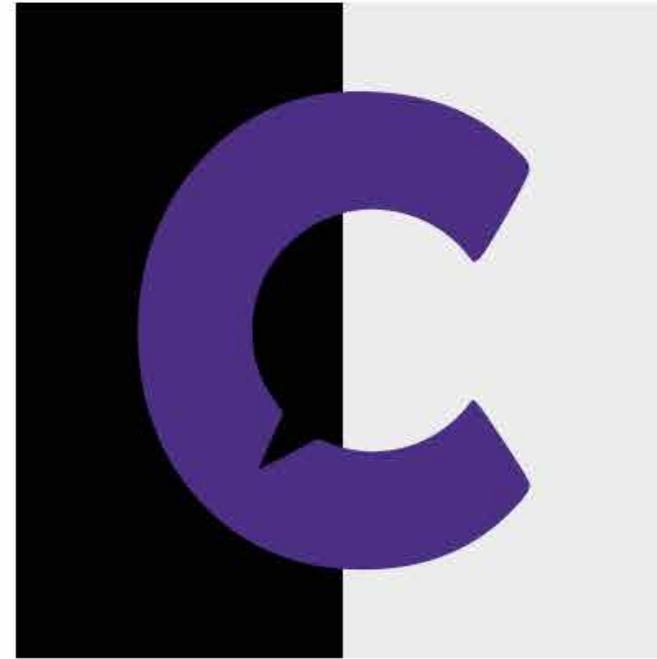
## Exclusion Zone



The logo and the icon's exclusion zone is equal to half the height of the icon (marked as x in the diagram).

# ■ Logo Usage

To ensure brand integrity, applying the logo in appropriate conditions is crucial to maintain consistency. Avoiding busy backgrounds and low contrast environments will allow the logo to be seen across all applications. Using a light texture, high contrast backgrounds will accomplish this visibility goal.



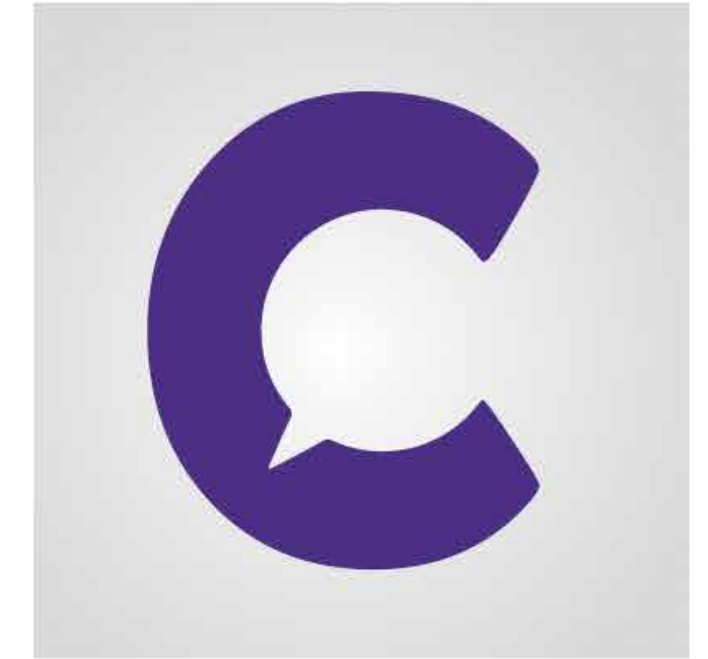
**YES**

UWCOM Purple can be on solid contrasting backgrounds.



**YES**

UWCOM Purple can be on textured backgrounds and Images with high contrast.



**YES**

UWCOM Purple can be on contrasting gradient backgrounds.



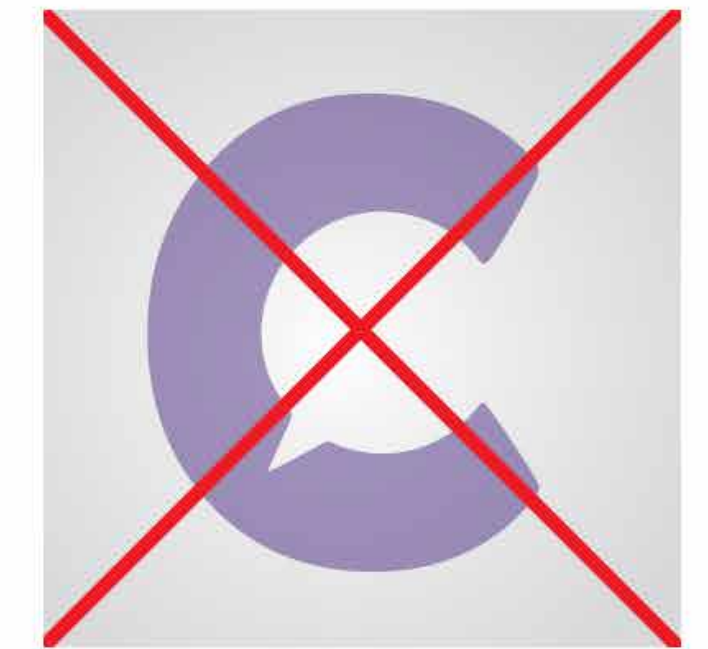
**NO**

UWCOM Purple cannot be on complicated imagery or patterns.



**NO**

UWCOM Purple cannot be on low resolution imagery.



**NO**

UWCOM Purple must maintain 100% opacity at all times.

# ■ Logo Don'ts

To maintain brand integrity, avoid altering the logo in any way that could be considered harmful to the brand identity. Warping, stretching, color alteration, font replacement, cropping, outlining or tilting are not permitted in the UW Communication brand guidelines.



**NO**  
DO NOT DISTORT OR WARP LOGO IN ANY WAY.



**NO**  
DO NOT CHANGE THE COLOR OR TONE OF THE LOGO OUTSIDE GUIDELINES.



**NO**  
DO NOT ROTATE LOGO.



**NO**  
DO NOT CHANGE LOGO COMPOSITION TO FIT A DIFFERENT SPACE.



**NO**  
DO NOT USE COM LETTERING WITHOUT UW UNLESS SPECIFIED OTHERWISE.



**NO**  
DO NOT USE OUTLINE OF LOGO.



**NO**  
DO NOT USE FADE OR GRADIENT IN THE LOGO.



**NO**  
DO NOT CHANGE CUSTOM TYPEFACE OF LOGO.



**NO**  
DO NOT MAKE LOGO ONE COLOR UNLESS BLACK OR WHITE VERSION.


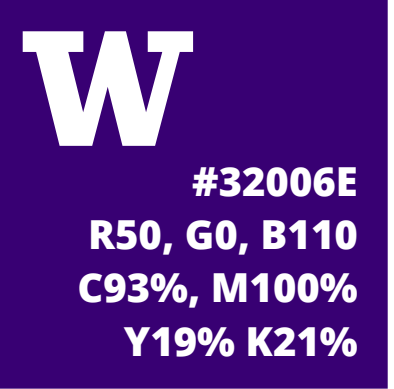
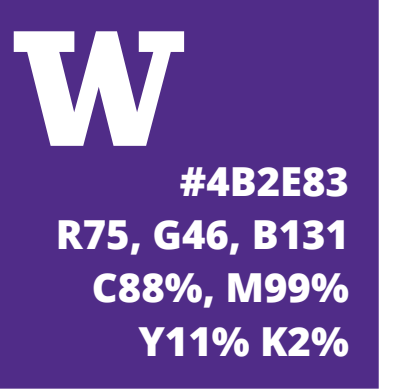
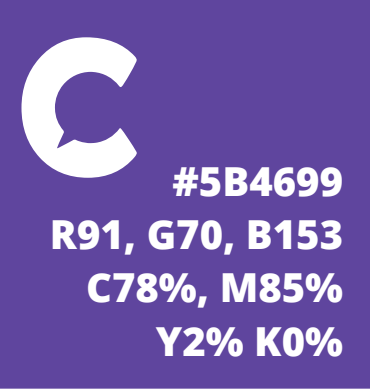
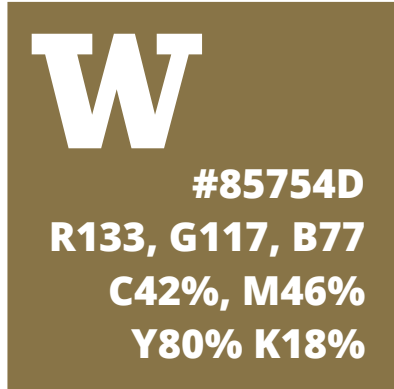
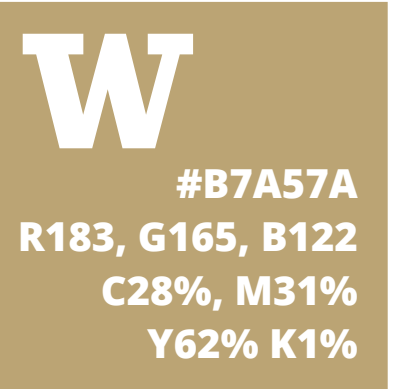
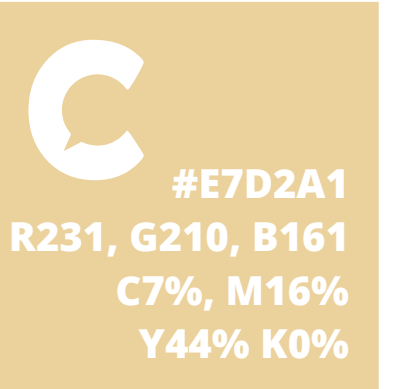






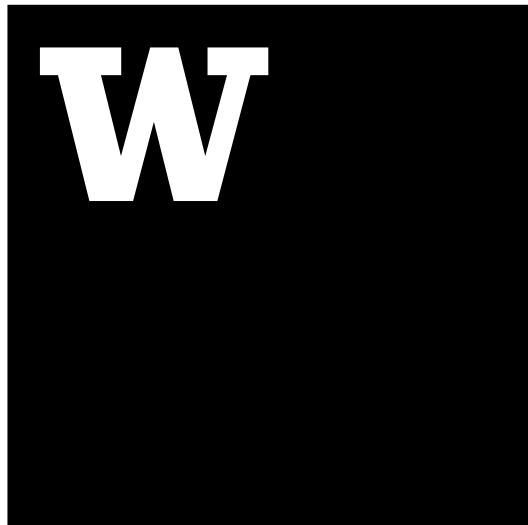
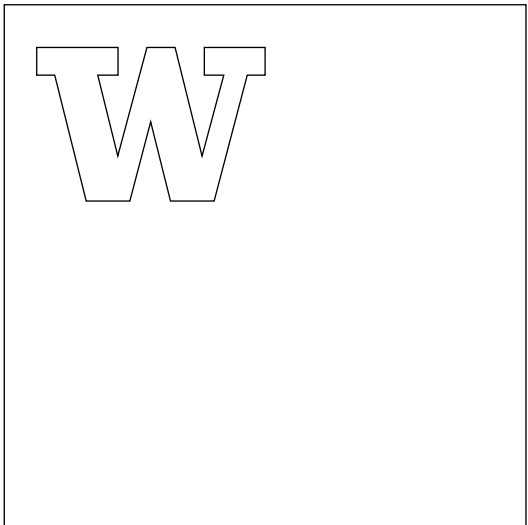
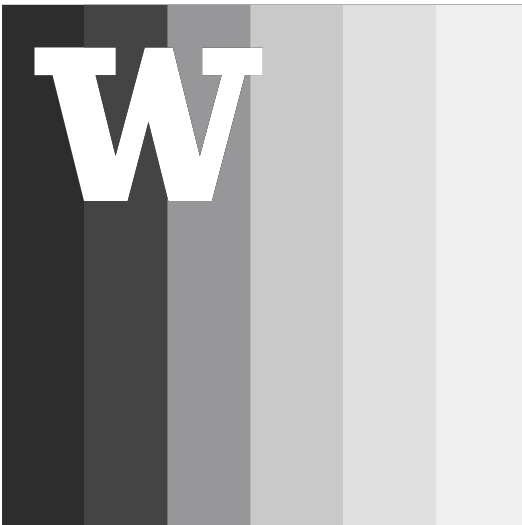
03

# Color

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# Color Palette

Our colors, inspired by the beauty of Washington state, comprise our foundational palette. Purple is the dominant brand color and evokes our passion, power, and strength. Gold speaks to the UW being the gold standard for excellence and positive impact. Expanded color options now featuring an additional gold and purple plus complementary pink, teal, lavender and green accents. The UWCOM Color palette utilizes UW brand standards while applying 3 UWCOM specific accent colors to provide the brand more contrast for differentiation as well as accessibility purposes.

PRIMARY PALETTE					
					
					
	NEUTRAL				

- DARK PURPLE**
- HUSKY PURPLE**
- SPIRIT PURPLE**
- ROYAL PURPLE**
- HERITAGE GOLD**
- HUSKY GOLD**
- TUSCAN GOLD**
- PARCHMENT GOLD**
- ACCENT GREEN**
- ACCENT TEAL**
- ACCENT PINK**
- ACCENT LAVENDER**
- SPIRIT GOLD**
- BLACK**
- WHITE**
- GRAY**

# ■ Color Ratios

This palette reflects the University of Washington's brand, with purple as the dominant color at 50% for tradition and gold at 25% for excellence. Black and white make up 15% for clarity, while 10% accent colors like accent green, teal, lavender and pink add a modern edge. The ratios create a bold, balanced, and forward-looking style true to UW's identity.

**50% Purples**

**25% Golds**

**15% B&W**

**10% Accent**



# Common Color Combinations

Frequently used color combinations that are compliant with ADA requirements and UW brand guides. In addition to this, the UWCOM specific accent colors add additional options to ensure high contrast content is applied throughout our applied brand.

✓	White (#ffffff) on Heritage Gold (#85754d) background
✓	Husky Purple (#32006e) on Parchment Gold (#e8e3d3) background
✓	White (#ffffff) on Spirit Purple (#85754d) background
✓	Husky Gold (#e8e3d3) on Husky Purple (#32006e) background
✓	Spirit Purple (#85754d) on White (#ffffff) background
✓	Husky Purple (#32006e) on Tuscan Gold (#85754d) background
✓	Accent Lavender (#c5b4e3) on Dark Purple (#251d3e) background
✓	Spirit Gold (#ffc700) on Husky Purple (32006e) background
✓	White (#ffffff) on Royal Purple (#5b4699) background
✓	Herritage Gold (#85754d) on White (#ffffff) background

# ■ Non-Compliant Combinations

Examples of color combinations that are not compliant and should not be used. This provides examples but non-ADA-compliant color combinations are not limited to what is shown on this page.

✗ Spirit Gold (#ffc700) on White (#ffffff) background

Do not use

✗ White (#ffffff) on Spirit Gold (#ffc700) background

Do not use

✗ Accent Pink (#e93cac) on Spirit Purple (#4b2e83) background

Do not use

✗ Accent Teal (#2ad2c9) on ANY gold background

Do not use

✗ Accent Teal (#2ad2c9) on White (#ffffff) background

Do not use

04

# Typography

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## ■ Typeface

The **UWCOMMUNICATION** logo was designed using a custom typeface, **UW Common Sans**, featuring a bold sans-serif style with clean lines and rounded corners. The font conveys approachability and friendliness while maintaining a scholarly, practical, and strong presence.

**UW COMMON SANS**  
(CUSTOM FONT)

**UW COMMUNICATION**

# ■ Font Families

**Encode Sans** is a bold yet versatile typeface and is our preferred font for headlines and body copy, particularly for print materials.

A light, modern font that contrasts well with Encode Sans, **Uni Sans** is a great for subheads, but generally not for ideal for body copy.

**Open Sans** is a very friendly and accessible font and is recommended for body copy on the web, due to its readability.

**W**

**Encode Sans Normal Black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(){}[]:;'"<, > . ? /

**W**

UNI SANS REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(){}[]:;'"<, > . ? /

**W**

Opens Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(){}[]:;'"<, > . ? /

**C**

**UW COMMON SANS**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*(){}[]:;'"<, > . ? /

**W**

**Opens Sans Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(){}[]:;'"<, > . ? /

# Other Brand Fonts

The UW brand includes three alternative fonts meant to add additional elements and variety to our materials. These fonts should be used to complement our primary fonts, rather than replace them. They can be used as headlines or as graphical text elements, as in the examples below. Similar to how our accent colors are used, alternative fonts should make up no more than 15% of any material.

## W

Bookmania Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(){}[]:;'"<,>.?/

## W

ROBOTO SLAB REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(){}[]:;'"<,>.?/

## W

Rozha One Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(){}[]:;'"<,>.?/

## W

Bookmania Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(){}[]:;'"<,>.?/

## W

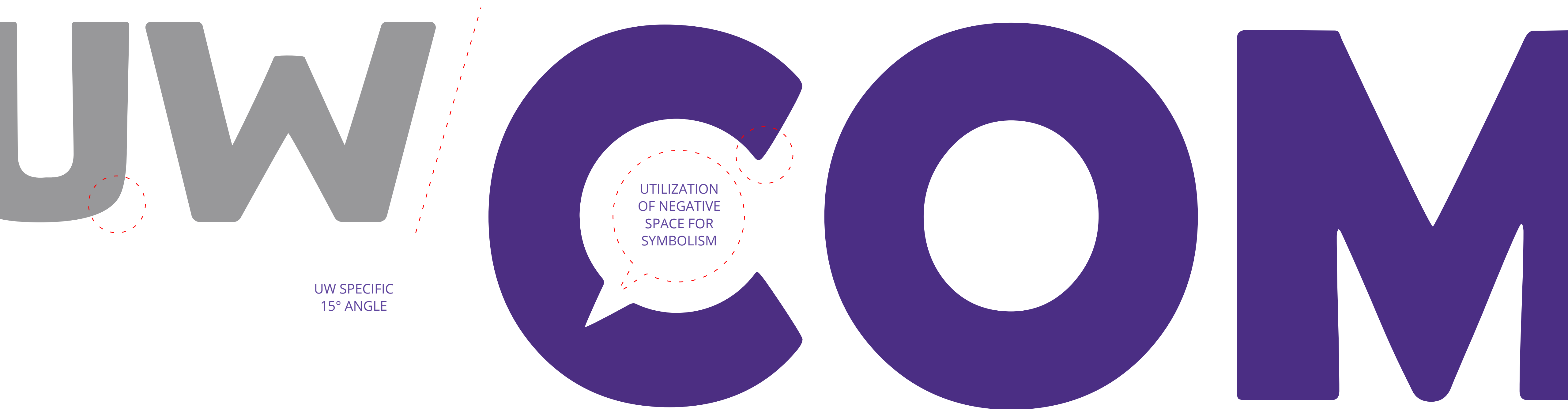
ROBOTO SLAB BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(){}[]:;'"<,>.?/

## C

*Yesteryear*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*  
*!@#\$%^&\*(){}[]:;'"<,>.?/*

# ■ Type Specimen

This custom UWCOM font titled “UW Common Sans” has rounded corners for each edge which brings a light hearted transparency to the brand which speaks to the welcoming and inclusive nature of the department and position of it’s messaging.



UW SPECIFIC  
15° ANGLE

UTILIZATION  
OF NEGATIVE  
SPACE FOR  
SYMBOLISM

# ■ Digital Accessibility

When designing the color scheme of a website, web page, or document, be sure to consider whether there is sufficient contrast between foreground and background colors for text and non-text components, such as icons. Some users have difficulty perceiving text if there is too little contrast between foreground and background.

**Headlines** are considered to be 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

**Text** is considered any body copy that is smaller than a headline.

**Components** refers to non-text content such as icons, charts or other graphics that convey information but would not be read aloud by a screen-reader.

05

# Content

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# ■ General Terminology

Always use “University of Washington Department of Communication” on first reference. “UW Communication” or “the Department” may be used thereafter.

Abbreviations or casual shorthand should be avoided in formal contexts. “UWCOM” or “Comm Department” are for internal stakeholders only.

## Official Department Name:

University of Washington Department of Communication

## Abbreviated names

Long-form UWCommunication | Short-form: UWCom

- **Department & University References** – how to refer to “University of Washington” (always spell out on first reference, then “UW”).
- **Degree Names** – spell out “Bachelor of Arts in Communication” or “M.A. in Communication,” not abbreviations like “BA Comm.”
- **Programs & Centers** – use full names on first mention (e.g., “Center for Journalism, Media and Democracy (CJMD)”), abbreviations only after.
- **Titles & Roles** – capitalize formal titles when used with names (e.g., “Professor Valerie Manusov,” but lowercase when general: “the professors in our department”).
- **Digital References** – social media handles always styled as @uwcomm (Instagram) or “UW Communication (LinkedIn),” not variations.

06

# Messaging

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## ■ Voice

Our brand voice is friendly, thoughtful, and inclusive. We celebrate student voices and achievements, share interesting research and ideas, and speak in a way that welcomes everyone. Depending on the platform, our tone can be playful and approachable or more polished and professional; but always clear, engaging, and authentic.

**Empowering & Student-Centered:** Celebrate student voices, growth, and leadership. Highlights the accomplishments of certain students (when applicable)

**Thoughtful & Informed:** Showcase academic excellence and intellectual curiosity. Share research highlights from faculty, ask students questions for engagement.

**Inclusive & Welcoming:** Speak to and with a diverse audience; avoid jargon. Use welcoming, clear language that includes everyone. Keep a lighthearted attitude on Instagram, Facebook, and YouTube. Display a more formal tone on LinkedIn and web posts.

# ■ Writing Samples

“This discussion was organized by faculty members Andrea Otáñez and Timeka Tounsel, and Josh Griffin, Assistant Director of the CCDE.”

This example notes the parties involved (Otáñez, Tounsel, and Griffin) and their affiliations (Otáñez and Tounsel as faculty members, Griffin as Assistant Director of the CCDE).

**Specific:** Mention all parties involved and their affiliation in the story.

“This was a fantastic conversation that really showcased the deeply important and engaged work on how digital technologies are developed and used [that] UW researchers are doing across campuses and disciplines,’ Russell said.”

Describing salons as important in “creating a space for cross-disciplinary connection” adds context to Russell’s quote on how UW researchers are involved in digital technology work, and that it is important.

**Thorough and fair:** Select and choose quotes carefully to ensure a fair and balanced narrative is presented, ensuring attribution to the speaker.

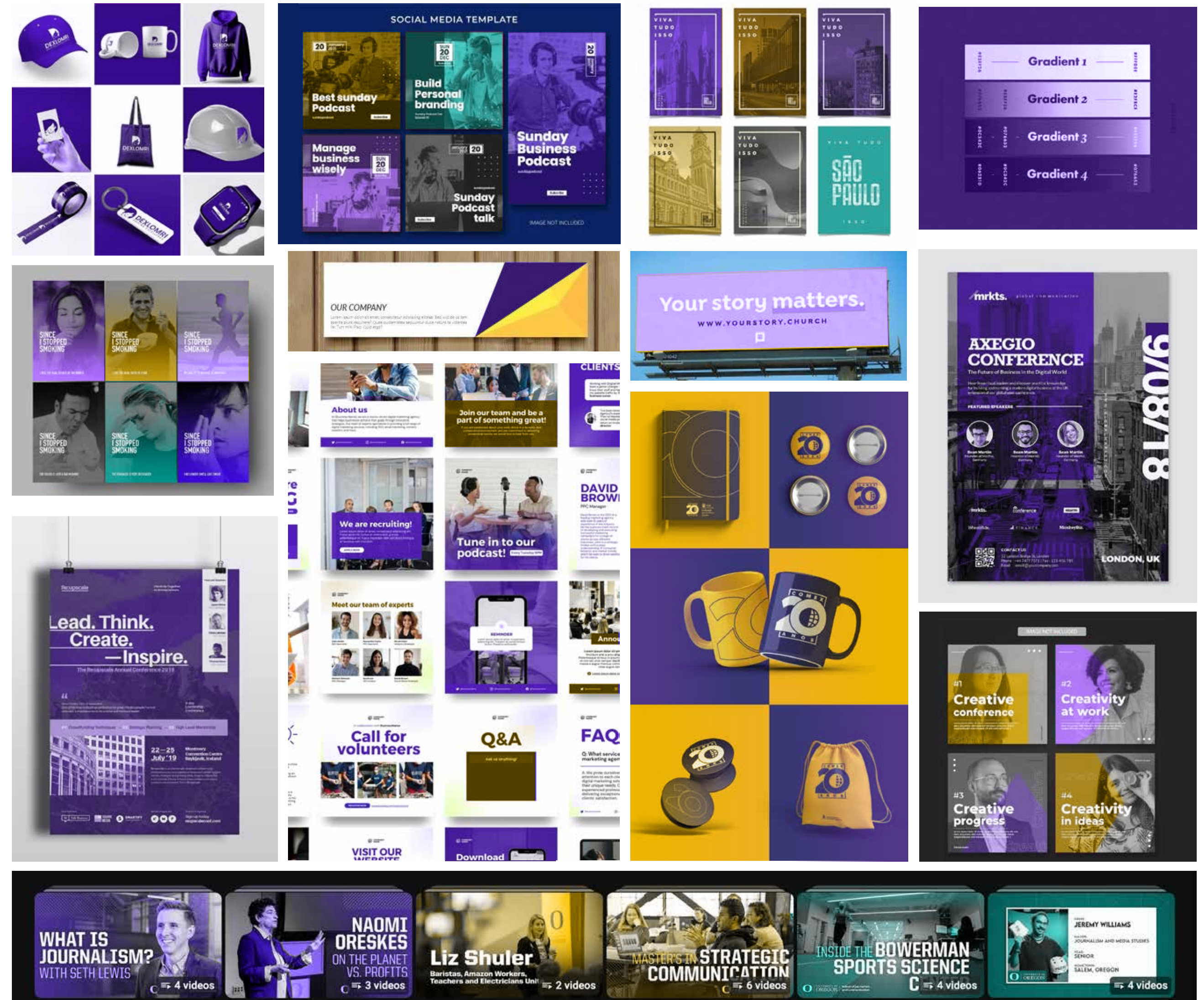
07

# Design

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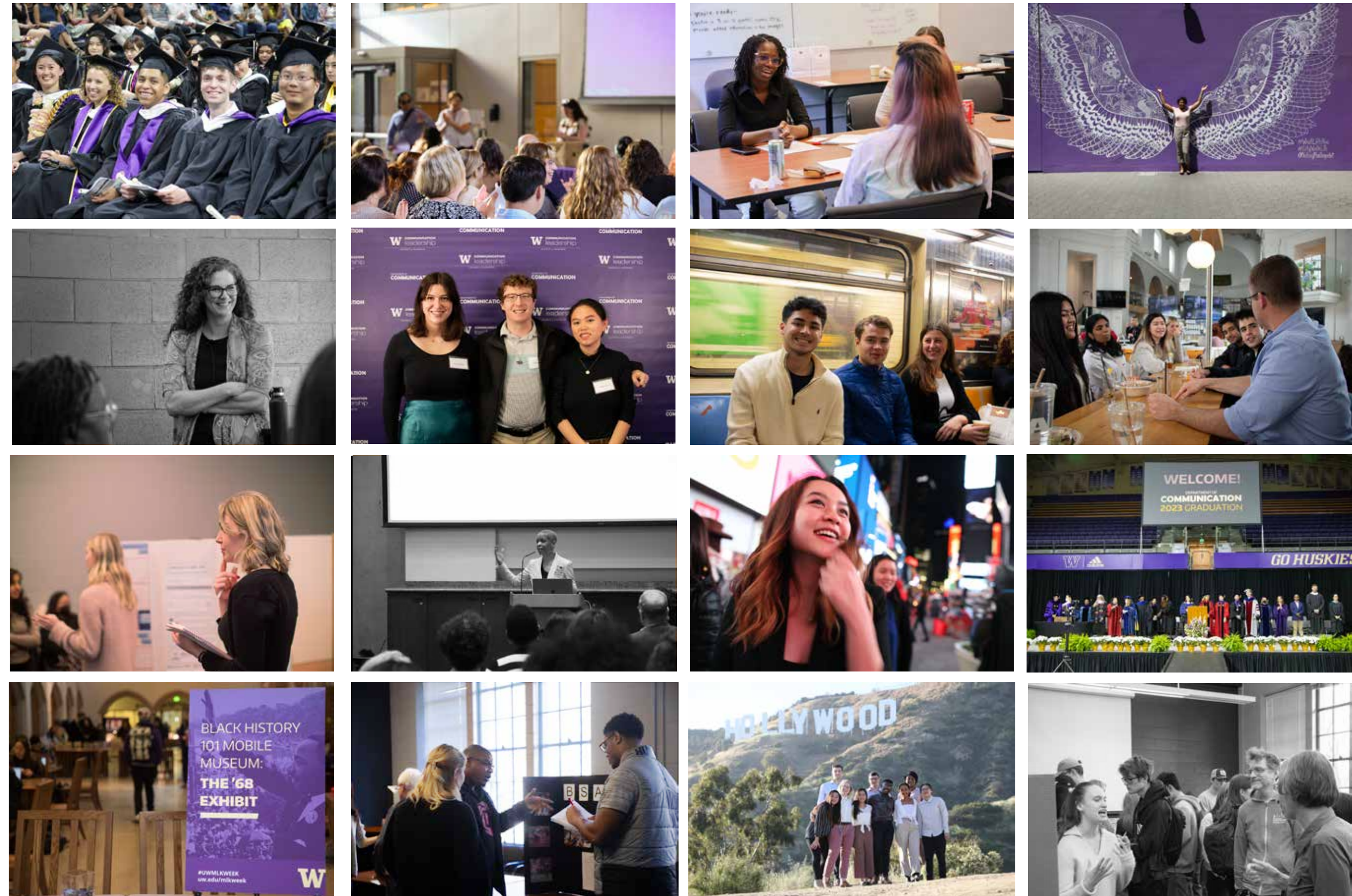
# ■ Art Style

The art style is bold and modern, using a consistent purple and gold palette with clean sans-serif typography, gradients, overlays, patterns, and a mix of black-and-white and color imagery. Duotone treatments, strong visual hierarchy, and modular grids keep layouts sleek and professional, while added textures and layering increase visual interest across digital, print, and merchandise.



# ■ Photography Applied

This photo grid example balances vibrant, full-color imagery from our celebratory events and student-focused opportunities (such as career exploration trips) contrasted with timeless black-and-white photography which lends itself visually to our scholarly and academic character.



# ■ Design Applied

The UW Department of Communication's visual style is sleek and professional, using signature purple with white, gold, and black-and-white imagery enhanced by gradients, overlays, and subtle patterns. Clean sans-serif typography, modular layouts, and duotone treatments establish a modern yet scholarly aesthetic, ensuring event, program, and departmental materials are cohesive, visually engaging, and aligned with the department's mission.

