CAMPUS LICENSEE DIRECTORY
The UW has a powerful brand and licensed marks that are highly recognized. These marks are for use in promoting the many programs and initiatives that contribute to the UW's reputation for excellence.

What is considered a UW licensed mark? As unique identifiers, the UW owns and controls its name(s) and other marks, logos, insignias, seal, designs and symbols that are associated with the institution. These include the words Washington, Huskies, Dawgs, University of Washington; UW, UDub, and logos such as the block "W," the Husky mascot marks, the Husky football helmet and the official UW seal. It also includes University images, University fight song and other music performed by the Husky Marching Band. Any person, business or organization desiring to use University of Washington trademarks in any manner and for any purpose must be licensed to do so.

Why use a UW Licensee? The requirement to use a UW licensee protects the UW in many ways. Each UW licensee has completed an application and met stringent requirements to ensure that UW marks are:

- used properly and within the UW brand guidelines
- used on products that align with the integrity and reputation of the university
- not misleading or inaccurate in representing the UW's relationship to other entities
- used on products that are produced in a socially responsible and ethical manner that is consistent with the UW's Code of Conduct

We value our campus licensees. Each provides a high level of service to the campus community. They have been asked to meet tight timelines and find solutions for restricted budgets. They make it happen.

When is royalty applied to products purchased by a campus department or organization? All uses of trademarks on products are subject to royalties including sales for fundraising projects, sales to individual members of an organization, or if the price of an item is built into a fee (i.e. event registration). The only items exempt from royalties are those items produced for use as staff uniforms or for giveaways used to promote university programs or events.

Review the enclosed list of UW Campus Licensees, visit their website and give them a call. They provide numerous products that can be produced with your department's marks and the UW licensed marks. If you cannot source the product you desire from the existing pool of UW campus licensees, please contact UW Trademarks & Licensing, we will be happy to assist you.

CAMPUS LICENSEE LIST

4imprint Inc.
PO Box 320
Oshkosh, WI 54903-0320
Mr. John Lord
PHONE 920-236-7272 x 8205
john.lord@4imprint.com
www.4imprint.com

BIG Athletics (adidas Team Dealer)
2410 Galpin Court
Chanhassen, MN 55317
Mr. Brandon Haugen
PHONE 952-230-6588
bhaugen@impactgroup.us
www.impactgroup.us

Brand|Pride*
6523 California Ave. SW #329
Seattle, WA 98136
PHONE 206 938-8828 x112
glittertheunicorn@brand-pride.com
www.brand-pride.com

Catalyst Marketing Inc.
701 Dexter Avenue N., Suite 100
Seattle, WA 98109
Ms. Rachel Martin
DIRECT 206-452-5571
RachelM@catalystteam.com
www.catalystteam.com

Complete Office LLC
11521 E. Marginal Way South
Suite 100
Seattle, WA 98168
Mr. Dan Marcus
Senior Account Manager
MOBILE 425-422-6800
dmarcus@complete-office.com
www.complete-office.com

Creative House Branding
1201 1st Ave. South
Suite 304
Seattle, WA 98134
Mr. Brent Volle
DIRECT 206-452-5571
Brent@chbranding.com
www.chbranding.com

ID ME College
18401 Burbank Blvd.
Suite 116
Tarzana, CA 91356
Ms. Heidi Levitt
Ms. Lisa Gutterman
Ms. Kathy Ballesteros
PHONE 888-788-0101
info@idmecollege.com
uw.idmecollege.com

Image Source
12015 115th Ave NE
Suite 200
Kirkland, WA 98034
Mr. Jacob Fletcher
DIRECT 425.898.2991
MAIL 425.747.7080
jacob@imagessourceteam.com
www.imagessourceteam.com

Kotis Design LLC
2101 N 34TH St. Suite 200
Seattle, WA 98001
PHONE 206-465-6847
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Brand|Pride founders are 1999 and 2013 UW Grads. Go Dawgs!
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Rachel Martin  |  Director of Strategic Accounts
Direct: 206.568.2280  |  Main Line: 206.329.3602
RachelM@catalystteam.com  |  www.catalystteam.com
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**Apparel**
At CHB, we know apparel! We are partners with all the brand names or can design something custom, the options are endless.

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**Creative Services**
From product design and brand identity, to marketing collateral and events, our design team wants to be your in-house design department for all your company’s branding needs.

**eCommerce Solutions**
We build and manage both B2B and B2C web-stores and mobile apps. Let our team set-up the perfect site for your next ad campaign or company-store needs.

**Awards/Recognition**
Creative House Branding knows that recognition is key to any successful organization. Let us show you award ideas that are sure to impress.

**Printing**
We can handle just about any type of print project you pass our way. We match the right equipment to fit your project, so you end up with the best quality print at the best price.

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UW Account Managers:
Heidi Levitt: Heidi@idmepromotions.com
Lisa Gutterman: Lisa@idmepromotions.com
Kathy Ballesteros: Kathy@idmepromotions.com
Hi, I’m Jacob.
I’m a Husky alum, and a Dawg for life. I’m also your go-to guy for all things UW branded - T-shirts, footballs, coffee mugs, you name it!

I’ve got a fantastic team here at Image Source and we care a great deal about the University of Washington and its brand. We’re here to provide you with extraordinary responsiveness and service. Let us prove it on your next project.

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Jacob Fletcher
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## DESIGN GUIDELINES
- All university logos, wordmarks and verbiage require the appropriate trademark symbols.
- Logos need to be seen in their entirety and should not be covered, layered or used as background images.
- All university logos, wordmarks and verbiage should appear in approved UW colors.
- Unique logos are not allowed for any academic, administrative or research units, without exception. Use of unique typographic or pictorial logos undermines efforts to build a unified University of Washington brand.
- Use of the wordmark logo is encouraged when using “University of Washington”.
- Stylized, cartoon or hand drawn images of a husky are not permitted.
- Verbiage should be used in an approved university font.
- Logos and wordmarks cannot be used as part of a sentence and should stand on their own.
- Old versions of the block W and former spirit marks are not approved for use.
- Infringing on others protected marks/images is prohibited (this includes the Space Needle and other regional iconic images).
- The Trademark Licensing Program reserves the right to deny any designs that do not represent the university positively.
- Official University Seal: the University of Washington seal is reserved for Trustee, Presidential, ceremonial, or commemorative use and is not designed for use on promotional products.
- Co-branding: the University of Washington benefits from institution wide sponsorships. The opportunity to co-brand with commercial entities is limited to relationships at the highest level. Any attempt to add the marks of a departmental business partner to a promotional product that features a UW mark (including a lock-up with a department identity) should be approved by UW Trademarks & Licensing.

UW Medicine brand guidelines can be found online: https://depts.washington.edu/uwmmktg/