

W

**CAMPAIGN
TAGLINE
GUIDELINES**

Campaign Tagline

The campaign tagline should appear on all campaign-related communications.

The campaign tagline should always be used in conjunction with the Block W logo and University wordmark (or your departmental signature logo).

The tagline may appear in UW brand colors only. It must not be altered in any way. Do not fill the tagline with graphics or photos, cover it with text or graphics, change or approximate the fonts, or make transparent.

The tagline cannot be replicated through typesetting.

The graphic shows the campaign tagline 'BE BOUNDLESS' in a bold, dark blue, sans-serif font. Below it, 'FOR WASHINGTON' is written in a smaller, dark blue, sans-serif font. A thin, dark blue diagonal line separates 'FOR WASHINGTON' from 'FOR THE WORLD', which is also in a smaller, dark blue, sans-serif font.

BE BOUNDLESS
FOR WASHINGTON / FOR THE WORLD

Campaign tagline elements

1. Be Boundless
2. For Washington, For the World
3. Slash



Configurations

There are two approved configurations for the campaign tagline. The horizontal format is preferred.

The vertical stacked tagline should only be used in cases where space is an issue. This format should be treated as a secondary option and only used if absolutely necessary.

Preferred: horizontal



Permitted: stacked



Clear space

Preserve a minimum clear area equivalent to the height of the “B” in Be Boundless around the complete tagline.

Do not cover the campaign tagline with type or other graphics. Do not fill the tagline with graphics or photos, change or approximate the fonts, or make transparent.



Minimum size for web

For web, the minimum width of the tagline is 275 pixels.

Minimal size: 275 px wide



Minimum sizes for print

The width of Be Boundless may not be less than 1 inch wide.

Optimal size for print is 1.25 inches when using the horizontal format, and 1 inch for the vertical stacked format.

Minimum: 1 inch



Maximum: 1.5 inches



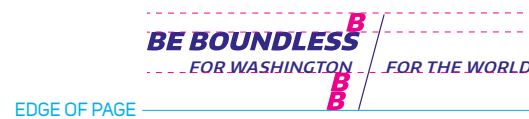
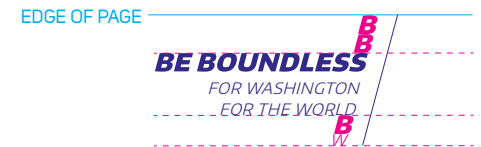
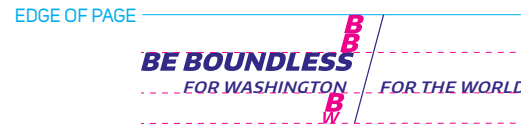
Preferred stacked size: 1 inch



The slash

The slash should remain a consistent height equal to the “B” in Be Boundless above and “B” plus the height of the “W” in Washington below. These heights are the same if you are using the preferred logo or the stacked logo.

If the slash needs to bleed off the top or bottom of a page or frame edge, please make sure there is a minimum distance of two “Bs” between the tagline and the bleed edge.



Color

The campaign tagline may only appear in the UW brand color palette.

The campaign tagline should not appear in gray when used online as the integrity of the mark degrades and creates readability issues.

The tagline may only appear in one color. The elements may not be in various UW colors. In addition, when using the campaign tagline with the Block W and University wordmark, all three graphic elements should be the same color.

(See “Placement” for examples.)

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FOR WASHINGTON / FOR THE WORLD

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FOR WASHINGTON / FOR THE WORLD

Use all three brand elements

The campaign tagline should always be used in conjunction with the Block W logo and University wordmark (or your departmental signature logo).

All three brand graphic elements should appear in the same color.

Preferred placement of the tagline is at the bottom or top of the page edge.



Incorrect use of the campaign tagline

Examples of incorrect use.



BE BOUNDLESS
FOR WASHINGTON | FOR THE WORLD

The tagline is crossed out with a large red 'X'. The text 'BE BOUNDLESS' is in blue, 'FOR WASHINGTON' is in grey, and 'FOR THE WORLD' is in pink. A thin vertical line separates 'FOR WASHINGTON' and 'FOR THE WORLD'.

Do not use multiple colors.
Use only one color
for the entire tagline.



BE BOUNDLESS
FOR WASHINGTON | FOR THE WORLD

The tagline is crossed out with a large red 'X'. The text 'BE BOUNDLESS' is in blue, 'FOR WASHINGTON' is in grey, and 'FOR THE WORLD' is in pink. A thin vertical line separates 'FOR WASHINGTON' and 'FOR THE WORLD'. The elements are not grouped together.

Do not change or move the
different elements of the tagline.
All elements should stay grouped.



BE BOUNDLESS
FOR WASHINGTON | FOR THE WORLD

The tagline is crossed out with a large red 'X'. The text 'BE BOUNDLESS' is in blue, 'FOR WASHINGTON' is in grey, and 'FOR THE WORLD' is in pink. A thin vertical line separates 'FOR WASHINGTON' and 'FOR THE WORLD'. The elements are not grouped together.

Do not alter, approximate or
recreate the tagline.



BE BOUNDLESS
FOR WASHINGTON | FOR THE WORLD

The tagline is crossed out with a large red 'X'. The text 'BE BOUNDLESS' is in blue, 'FOR WASHINGTON' is in grey, and 'FOR THE WORLD' is in pink. A thin vertical line separates 'FOR WASHINGTON' and 'FOR THE WORLD'. The tagline is very small.

Do not use the tagline smaller than
the minimum size recommended



BE BOUNDLESS
FOR WASHINGTON | FOR THE WORLD

The tagline is crossed out with a large red 'X'. The text 'BE BOUNDLESS' is in blue, 'FOR WASHINGTON' is in grey, and 'FOR THE WORLD' is in pink. A thin vertical line separates 'FOR WASHINGTON' and 'FOR THE WORLD'. The tagline is set against a solid brown background.

Do not combine illegible brand colors



BE BOUNDLESS
FOR WASHINGTON | FOR THE WORLD

The tagline is crossed out with a large red 'X'. The text 'BE BOUNDLESS' is in blue, 'FOR WASHINGTON' is in grey, and 'FOR THE WORLD' is in pink. A thin vertical line separates 'FOR WASHINGTON' and 'FOR THE WORLD'.

Do not use percentages or tints
of the UW brand colors.