

Logo

Our mark reflects the sense of discovery one encounters at Whitworth. The third vertical element creates a “U” within the “W” through its unexpected shift in direction. Bold in its simplicity and confident in its stature, the logo also represents the Trinity and the towering pines of our campus. It even provides a modern nod to the torch that symbolizes Whitworth’s unwavering spirit.

The logo should not be altered in any way and should always be reproduced from an approved electronic file (see page 10). These files are available through our university marketing & communications office.

Structure and Clearspace



Minimum Size



There may be special circumstances where the logo must be reproduced at smaller than 1" width. In general, however, one shouldn't go smaller than this.



There may be special circumstances where the logo must be reproduced at smaller than 1.25" width. In general, however, one shouldn't go smaller than this.

Logo Versions

Vertical Logo



This is our primary logo.
Use whenever possible.

Horizontal Logo



Use this version when
space dictates a
horizontal treatment.

Vertical Black Logo



Horizontal Black Logo



Color Backgrounds

Assess the gray value of the background (approximately how dark it is in terms of shades of gray) upon which the logo needs to appear, and choose the color that best solves the problem. If the gray value of the background is light (white to 30% gray), use a full-color logo or black logo. For backgrounds that are darker than 30% gray, use the reversed-out logo. Whenever possible, and when the red is clearly visible, use the full color logo with the reversed-out logo type.

Logo Color

The logo will undoubtedly need to appear on a variety of backgrounds—on products, in environments, and against materials. Choose the color that best solves the problem.

In special circumstances, it's possible to use the full-color logo on a dark background. In this case, the logo type would be white.



Inappropriate Usage

In order to maintain strong recognition, some specific uses of the logo are not permitted. To the right are examples of inappropriate logo treatments.

Always use final logo files to ensure consistency across all media.

Don't Pick New Colors or Reverse the Colors



Don't Make New Lock-ups or Change the Type



Don't Rotate, Distort or Add Drop Shadows



Brand Architecture

School and college names are typeset below the logo in Gotham Narrow Medium and are the same cap height as UNIVERSITY.

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