



Right as Rain by UW Medicine  
**Brand Guidelines**

**RIGHT** *as* **RAIN**  
by UW Medicine



## Contents

- 3 About
- 4 Logo
- 8 Logo Usage
- 12 Marks
- 14 Marks Usage
- 16 Color
- 19 Typography
- 21 Photography & Illustration

# About

Right as Rain can mean many great things: Things are going very well. You're OK. You're healthy. The 100,000 percent honest truth. That Adele song.

To us, it means **living your best, healthiest life — the Pacific Northwest way.**

Right as Rain by UW Medicine is a digital and print publication dedicated to helping you feel healthy and well. We connect you with accurate, relevant and useful information from UW Medicine.

Right as Rain focuses on content that applies to these four categories:

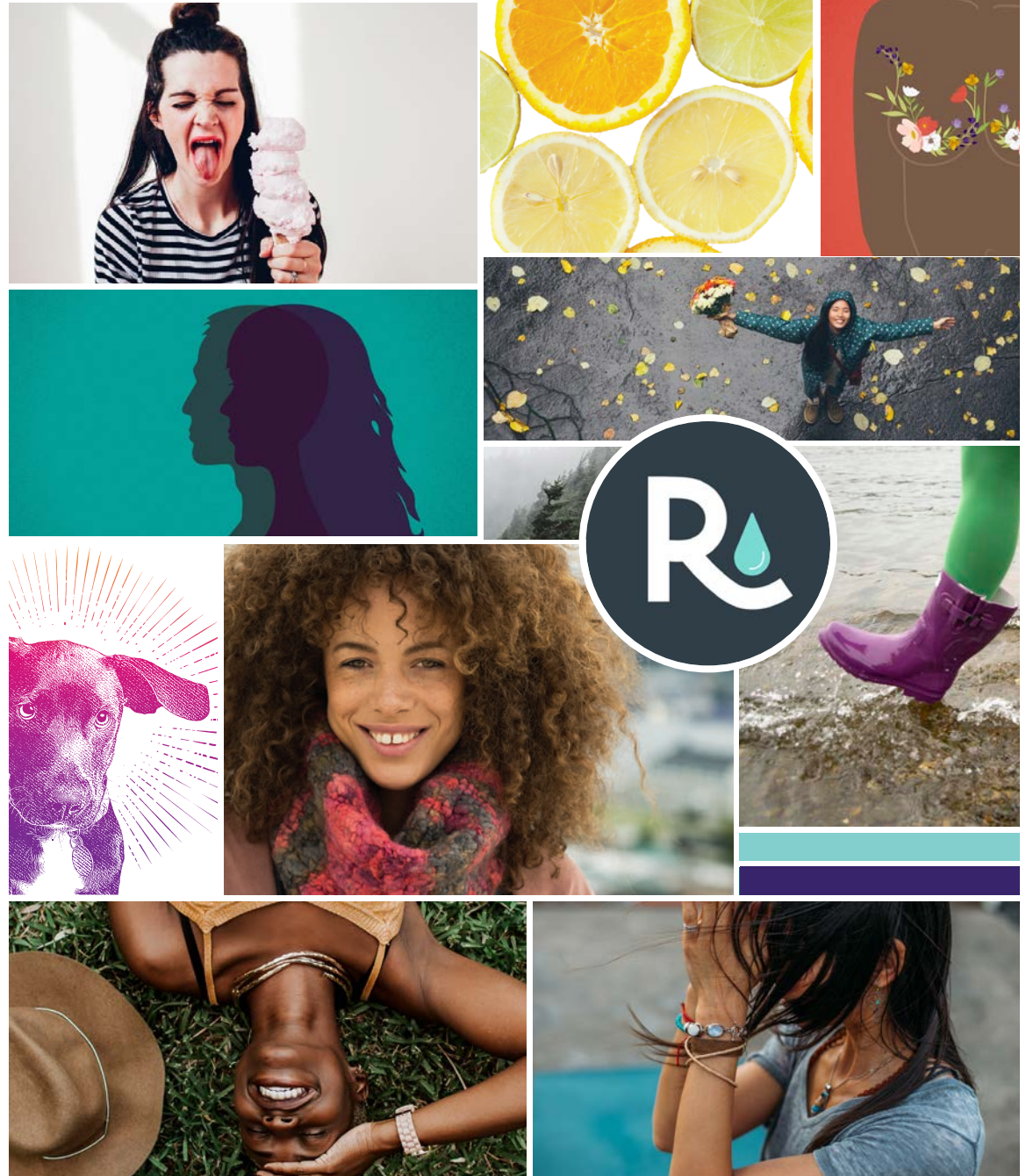
**BODY** | Feel it, move it, love it

**MIND** | It all starts here

**LIFE** | Find your balance

**WELL** | Health in your hands

We are devoted to providing truthful and down-to-earth health and wellness information you can use every day. We share personal stories you can relate to. We debunk myths and question the status quo. We want our readers to Be Right as Rain.





**LOGO**

## Primary Logo

The Right as Rain by UW Medicine logo was created to provide a consistent identity for print and web materials. The purple and gray represent the connection to UW Medicine. “By UW Medicine” is an essential component of the logo and must remain in all uses.

To ensure legibility, the primary logo is intended to be used on lighter backgrounds and images.



## Primary Logo Reverse

The full-color logo option (above) is preferred in all instances, but for less formal usage such as merchandise, the logo may be used in all gray (shown here) or all black. To ensure legibility, the black or gray logo is intended to be used on lighter backgrounds and images.

The reverse logo (white) can be used on darker backgrounds and images and for merchandise.



## Stacked Logo

The primary color logo is always preferred, but for less formal usage such as merchandise and in circumstances where a horizontal orientation is not ideal, the stacked logo may be used. To ensure legibility, the stacked logo is intended to be used on lighter backgrounds and images.



## Stacked Logo Reverse

The full-color logo option (above) is preferred in instances where the stacked logo is more appropriate than the horizontal, but for less formal usage such as merchandise, the logo may be used in all gray or black. To ensure legibility, the gray or black logo is intended to be used on lighter backgrounds and images. The reverse logo can be used on darker backgrounds and images.



## Secondary Logo

The primary color logo is always preferred, but for the website and usage such as merchandise and in circumstances where a horizontal orientation is more ideal, the secondary logo may be used. To ensure legibility, the secondary logo is intended to be used on lighter backgrounds and images.



RIGHT *as* RAIN by UW Medicine

## Secondary Logo Reverse

The full-color logo option (above) is preferred in instances where the secondary logo is more appropriate than the primary or stacked logo, but for less formal usage such as merchandise, the logo may be used in all gray or black. To ensure legibility, the gray or black logo is intended to be used on lighter backgrounds and images. The reverse logo can be used on darker backgrounds and images.



RIGHT *as* RAIN by UW Medicine



RIGHT *as* RAIN by UW Medicine

## Improper Logo Usage

Don't compromise the integrity of the logo by rotating, skewing or distorting it in any way.

Here are a few examples of design modifications to avoid. The guidelines shown also apply to the stacked logo, and the watermark and drop.



**Don't stretch, condense or change** the dimensions.



**Don't crop** any part of the logo.



**Don't rotate** the logo or any part of the logo.



**Don't place** elements in the logo clear space.



**Don't alter or rearrange** the placement or scale of the elements or type.



**Don't add colors or tones** to individual elements or type.  
**Don't use colors** other than the those specified in this guide.



**Don't add design elements** like drop shadows or other text styles or word elements.



**Don't contain** the logo in a box when used on a background.

## Photo Background

The logo can be used on photograph backgrounds, but exercise care with each option to ensure the logo is not obstructed by the image.

On lighter images, use the full-color logo.  
On darker images, use the solid white logo.

Avoid placing the logo on busy images with too much in the background. Apply a darker or light transparent overlay when needed to aid the legibility of the logo.



# Minimum Size and Responsive Logo

## Primary and Stacked Logo

Minimum size refers to the smallest size at which each format of the Right as Rain by UW Medicine logo may be reproduced and still maintain legibility. Never reproduce the primary logo at widths smaller than **2 inches** (applies to all print and clothing) or **300 pixels** (for screens).

Never reproduce the stacked logo at widths smaller than **1 inch** (applies to all print and clothing) or **200 pixels** (for screens). There is no maximum size limit, but use discretion when sizing the logo.

A responsive logo takes the elements of the main logo and adapts them for different sizes. As much as anything, it's to ensure the text is always legible and easily recognizable. The secondary horizontal logo must always be used for the website to ensure maximum legibility of "by UW Medicine."

The logo should never be the most dominant element on the page, but should live comfortably and clearly as an identifying mark.



**RIGHT** *as* **RAIN**  
by UW Medicine

2 inches (for  
print) 300 pixels  
(for screens)



**RIGHT** *as* **RAIN**  
by UW Medicine

1 inch (for print)  
200 pixels (for  
screens)



**RIGHT** *as* **RAIN** by UW Medicine

300 pixels (for screens)

## Clear Space

To ensure legibility, always keep a minimum clear space around the logo to isolate it from any competing graphic elements that might conflict with, overcrowd or lessen the impact of the mark.

The minimum clear space is defined as the height of the “A” in “Rain” for both the primary and stacked logo. This space must be maintained as the logo is proportionally resized.



## Watermark and Drop

The watermark and drop symbol can be used in lieu of the primary and stacked logo for less formal usage such as merchandise, social media or as secondary brand marks on print or web pieces. They should never be used directly next to the primary or stacked logo.

**Please refer to the guidelines outlined for the primary and stacked logo for design modifications to avoid.**



**R with drop watermark:**  
use on light backgrounds or images.



**Reverse R with drop watermark:**  
can be used with gray box behind or without the box over dark backgrounds.



**Full color drop:** use on light backgrounds or images.



**Full color drop with tagline:**  
limit use to swag when more branding is needed but space is limited.



**Drop outline:** use only in white and over dark backgrounds or images.



**Drop one color:** limit use to swag when other options aren't feasible (i.e. tattoo).

## Content Category Bugs

Use the content category bugs as a key for print and digital articles. The color set should be used on lighter backgrounds and images. The white outline set should be used on darker backgrounds and images.

**Please refer to the guidelines outlined for the primary and stacked logo for design modifications to avoid.**



**B = Body**  
Use only this green for the Body bug.



**M = Mind**  
Use only this blue for the Mind bug.



**L = Life**  
Use only this purple for the Life bug.



**W = Well**  
Use only this coral for the Well bug.



**B = Body**



**M = Mind**



**L = Life**



**W = Well**

# Minimum Size

## Watermark, Drop and Bugs

Minimum size refers to the smallest size at which each format of the watermark, drop and bugs may be reproduced and still maintain legibility.

There is no maximum size limit, but use discretion when sizing the watermark, drop and bugs.

The watermark, drop and bug should never be the most dominant element on the page, but should live comfortably and clearly as an identifying mark.



*.25 inches (for print) 50 pixels (for screens)*

Never reproduce the watermark at widths smaller than **.25 inches** (applies to all print and clothing) or **50 pixels** (for screens).



*.2 inches (for print) 35 pixels (for screens)*

Never reproduce the drop at widths smaller than **.2 inches** (applies to all print and clothing) or **35 pixels** (for screens).



*.5 inches (for print) 100 pixels (for screens)*

Never reproduce the drop at widths smaller than **.5 inches** (applies to all print and clothing) or **100 pixels**.

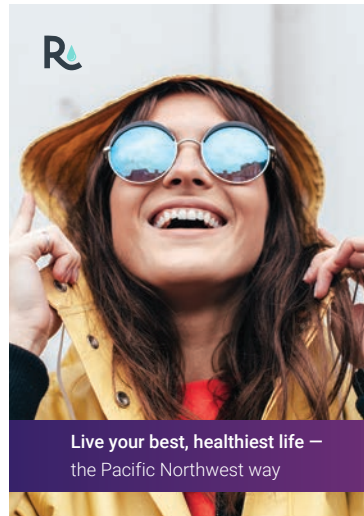
# Usage Examples

## Watermark, Drop and Bugs

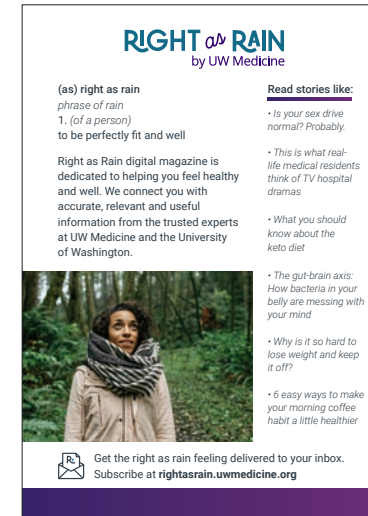
The watermark, drop and bugs are secondary brand marks and may be used in place of the primary logo for less formal usage such as merchandise or social media. On more formal pieces like print and the website, they must be used in conjunction with the primary logo.

Please refer to the examples outlined here for proper use of the watermark, drop and bugs.

Print: Postcard Front



Print: Postcard Back



Postcard print example: watermark is used on the front with the logo as the main brand mark on the back.

Social Media Advert



In this instance it is appropriate to use the drop as the only branding symbol

Print: Magazine Cover



Magazine print example: logo and drop used together, with the primary logo as the most dominant brand mark. In this instance the drop is full-color, but it would also be appropriate if the drop was outlined.

Magazine article print example: Content category bug is used at the end of an article to mark the end and category.

Print: Magazine Article With Bug



The background features abstract, layered shapes in teal, dark blue, and green, set against a white background with a dark grey curved element in the top left. The text 'COLOR PALETTE' is centered in white on the dark blue shape.

**COLOR  
PALETTE**

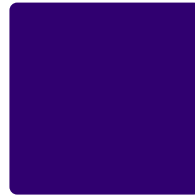
# Color Palette

Using the brand colors is important as color creates context and sets the mood.

## Primary

Our primary colors are UW Medicine Purple and UW Medicine Gray. These primary colors should be used in all applications. The colors were chosen to enhance the brand family of UW Medicine.

### Primary



**UW Medicine Purple**  
 C93 M100 Y18 K21  
 R55 G36 B106  
 HEX#37236A



**UW Medicine Gray**  
 C79 M64 Y52 K44  
 R52 G62 B72  
 HEX#313E48  
 PMS#432C

## Secondary

The secondary palette is used to accent and expand on the primary color palette.

It is important to maintain a sense of hierarchy and balance when using the Right as Rain by UW Medicine palette. Secondary colors should not make up more than 5% of any complete design and the UW Medicine Purple and UW Medicine Gray should always be in marketing materials.

### Secondary



**Dark Rain**  
 C91 M49 Y32 K9  
 R0 G108 B138  
 HEX#006C8A  
 PMS#7706



**Light Rain**  
 C47 M0 Y27 K0  
 R130 G207 B205  
 HEX#82CFCD  
 PMS#7471



**Mountain Green**  
 C86 M25 Y72 K9  
 R0 G133 B102  
 HEX#008566  
 PMS#3288



**Well Coral**  
 C0 M71 Y73 K16  
 R208 G95 B66  
 HEX#D05F42  
 PMS#6028C

## Gradient

The gradient is used to accent and expand on the primary and secondary color palettes. On the web, it is used primarily for buttons and social media icons.

## ADA Web Color Compliance

The ADA standards must be followed, which will dictate color contrast choices. When paired together, not every color in the primary/secondary/tertiary palettes will meet the Web Content Accessibility Guidelines. Check your color combinations with the links below:

**Color contrast needs to meet WCAG 2.0 compliance, with Level AA**

**Full guidelines can be found at:**  
[washington.edu/accessibility](http://washington.edu/accessibility)

### Gradient



#### Light Purple

C68 M96 Y22 K7  
R108 G49 B117  
HEX#6C3175  
PMS#7663

#### UW Medicine

**Purple** C93 M100  
Y18 K21 R55 G36  
B106  
HEX#37236A  
PMS#2685

# TYPOGRAPHY

AaBbCcDdEeFf

HhIiJjKkLlMmNn

NO°PPQQRRRSST

# Typography

Using consistent typography reinforces the brand in all materials related to the project for Right as Rain by UW Medicine. The Roboto font family can be used for headlines, titles and pull quotes on the Right as Rain website. The Roboto font family can be used for headlines, titles, sub-headers and body copy in print materials. The Lora font family is best used for sub-headers and body copy on the website and in print materials.

The logo type and category bugs use the Quirk font family. The Quirk font family is meant to be used for the logo and the category bugs. The numbers can be used for infographics or pictographics.

## Main Fonts

**Aa**  
Roboto

Thin  
*Thin Italic*  
Light  
*Light Italic*  
Regular  
*Italic*  
**Medium**  
***Medium Italic***  
**Bold**  
***Bold Italic***  
**Black**  
***Black Italic***

**ROBOTO FAMILY**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Aa**  
Lora

Regular  
*Italic*  
**Bold**  
***Bold Italic***

LORA FAMILY  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Logo Font

**AA**  
QUIRK

REGULAR

QUIRK FAMILY  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
^BCD=FGH^JKL MN^PQ^R^ST^UVWXYZ  
0123456789



**PHOTOGRAPHY &  
ILLUSTRATION**

# Photography and Illustration

## Photography

Photography reflects the Right as Rain brand: Warm and approachable. Spontaneous. Real. Genuine and memorable. Authentic and transparent. True to the Pacific Northwest.

Images should accurately reflect diversity in age, weight, sexual orientation, gender identity and race/ethnicity among our audience. Do not include images of objects on a white background.

Photos should be high resolution (72 ppi or higher) and sized to 2400x1360 or 3600x1200 (banner headlines).



## Illustration

Our illustration style has a warm, human, approachable feel. With lighter, brighter colors in a Pacific Northwest style, we are quickly differentiated from our competitors. This style has been selected in part for its ability to help communicate difficult or challenging subjects where a photo might be too stark, or when creating materials for children. It's a style that helps to soften a message.

