

## PEARLS® Logo Use Guidelines

These are guidelines for the use of logos for the University of Washington PROGRAM TO ENCOURAGE ACTIVE, REWARDING LIVES (PEARLS), a program within the UW Health Promotion Research Center (HPRC). PEARLS expects any individual, group of individuals, and private and public organizations to comply with these guidelines.

The official PEARLS logo is below and available in high resolution formats and in three versions: black, white, and UW Spirit purple (RGB: 51/0/111; HEX: 4b2e3; CMYK: 84/100/0/0; PMS: 266). The fonts are Encode Sans and Uni Sans. The logos on our website are not downloadable. Use of the logo for the UW Health Promotion Research Center (HPRC) in which the PEARLS program resides is not available without a special request/review.



- 1) Prospective users of logos must complete online our [Use of Logo Request Form](#). After reviewing, PEARLS will send the three digital versions.
- 2) Our approval for use, once requested, need not be re-requested, unless you plan to significantly alter the use of these items, i.e., beyond the uses you have identified in our online request form
- 3) The University of Washington owns the logos. UW, HPRC and the PEARLS program reserve all rights to all licensed logos and program name.
- 4) When using this logo and the PEARLS program name, keep any copyright trademark on sites/pages on which you use them.
- 5) Do not obscure or change the logos in such a way that would dilute their integrity or their brand recognition. Users must retain the color and fonts: UW Spirit purple (RGB: 51/0/111; HEX: 4b2e3; CMYK: 84/100/0/0; PMS: 266), White and Black and fonts (Font: Encode Sans and Uni Sans).
- 6) You may change the size of the fonts and the image.
- 7) Do not use the logos in any manner which would demean or disparage them, UW, HPRC or the PEARLS program.
- 8) Do not claim or create any impression that you own the rights to these logos.
- 9) Do not issue approval to any other parties. Direct other parties who wish to use logos to complete the [Use of Logo Request form](#) (or refer them to [uwpearls@uw.edu](mailto:uwpearls@uw.edu)). We will review requests and approve them as appropriate.

After you have generated materials for your unique uses, please send digital copies and/or links to digital sites on which you are using the PEARLS logos to [uwpearls@uw.edu](mailto:uwpearls@uw.edu). This is appreciated, not required.

Direct questions regarding these guidelines and use of our logos to PEARLS at [uwpearls@uw.edu](mailto:uwpearls@uw.edu) or call 206-543-2163.