

# Icon Resource

Icons allow you to clearly and quickly convey information to a busy audience, adding some visual flair to your communications in the process. To that end, we have created a WashU icon library for you to access that is both brand-aligned and available across different platforms.

**General use:** We hope you find these icons useful in grabbing viewers' attention, communicating ideas effectively, and highlighting certain sections of a piece. We encourage you to use these icons intentionally in conveying information rather than simply adding them as design elements to your work. See the "Using Icons" section in the following pages for more info.

**Altering icons:** Recognizing that the original colors of our icons may not suit the design of every piece, we have provided a color palette that allows you to alter the colors of each icon while remaining consistent with WashU's branding. Learn more on the "Altering Icon Color" page.

**Creating icons:** We are also providing guidelines on how to create an icon that will fit seamlessly into our current library. If you have an idea for a new general-use icon that suits your messaging, you can find guidance on creating it on the "Key Attributes" page.

For more information visit:

[publicaffairs.wustl.edu](http://publicaffairs.wustl.edu)

# Icon Library



For the full icon library visit:  
[publicaffairs.wustl.edu](http://publicaffairs.wustl.edu)

# Using Icons

We hope you find these icons useful in your print and digital work. The following guidelines are intended to establish consistency in how these icons are used across WashU communications.

**When to use:** These icons can assist you in bringing attention to specific information or in distinguishing different sections or ideas in your messaging. We hope they provide you the flexibility you need in a style that aligns with the university's overall branding.

**How to use:** The WashU icons folder system includes a print and web folder so you have the right file types for each use. You can easily take the icons and drop them into your designs.

# Examples

From digital to print, WashU icons are designed for you to use across multiple platforms.



Come to a place where you are treated as an individual, and as someone capable of far more than you ever thought before.

Join a community of individuals pursuing their intellectual passions and working together to discover solutions to the world's greatest challenges. Ours is a collaborative, inclusive, engaged and vibrant campus community.



67% OF UNDERGRADUATE STUDENTS PARTICIPATE IN COMMUNITY SERVICE



31 LEED-CERTIFIED BUILDINGS



75% OF UNDERGRADUATES PARTICIPATE IN INTRAMURAL SPORTS

2,300

OUR CAMPUSES COVER ABOUT 2,300 TOTAL ACRES



## WHO WE ARE

Washington University in St. Louis is a place where people matter and serious work is done.

Our mission is to discover and disseminate knowledge, and to protect the freedom of inquiry through research, teaching and learning.

### MISSION STATEMENT



11,800 FULL-TIME STUDENTS



3,645 INSTRUCTIONAL FACULTY



300 ACADEMIC PROGRAMS



STUDENTS AND FACULTY FROM MORE THAN 100 COUNTRIES



## RESEARCH

Our faculty, students and staff collaborate across disciplines and schools, creating new knowledge to address some of the world's most challenging problems.

Student research projects are supported by faculty mentors and other university resources. Faculty successfully win backing for their research from many sources, including the federal government, state governments, corporations, foundations, nonprofit agencies, individuals and the university itself.



49 FACULTY IN NATIONAL ACADEMY OF SCIENCES

\$613 Million

\$613 MILLION TOTAL RESEARCH SUPPORT IN 2015



31 INTERNATIONAL RESEARCH PARTNERSHIPS



MORE THAN 3,000 RESEARCH PROJECTS UNDERWAY EACH YEAR

**We are driven to meet the world's challenge**  
Washington University is a place where you can push the boundaries of what is learned. We are enriched by wide-ranging exploration and inspired by big ideas as we learn new knowledge for an ever-changing world.

**Timeless advice for parents of new college students**  
"Letting Go: A Parents' Guide to Understanding the College Years" by Karen Levin Collins helps parents navigate the complex emotions both they and their child will encounter during the transition to college.  
[READ THE STORY](#)

**77**  
77 DIVERSITY-RELATED STUDENT GROUPS ON CAMPUS

**18**  
18 OF OUR 24 HONOR LAUREATES AFFILIATED WITH SCHOOL OF MEDICINE

**346,000**  
346,000 PLASTIC BOTTLES ELIMINATED ANNUALLY

**118**  
118 INVENTION DISCOVERIES IN 2015

**ABOUT 60%**  
ABOUT 60% OF MAJOR STUDENTS STUDY ABROAD

**31**  
31 INTERNATIONAL RESEARCH PARTNERSHIPS

**49**  
49 FACULTY IN NATIONAL ACADEMY OF SCIENCES

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300 ACADEMIC PROGRAMS

**STUDENTS AND FACULTY FROM MORE THAN 100 COUNTRIES**



## ACADEMICS

Exploration, critical thinking and discovery are at the core of the academic experience.

We challenge you to push the boundaries of learning, creating new knowledge and understanding for an ever-changing world.



8:3 STUDENT TO TEACHER RATIO



3 OF 4 STUDENTS PURSUE MULTIPLE MAJORS AND/OR DEGREES

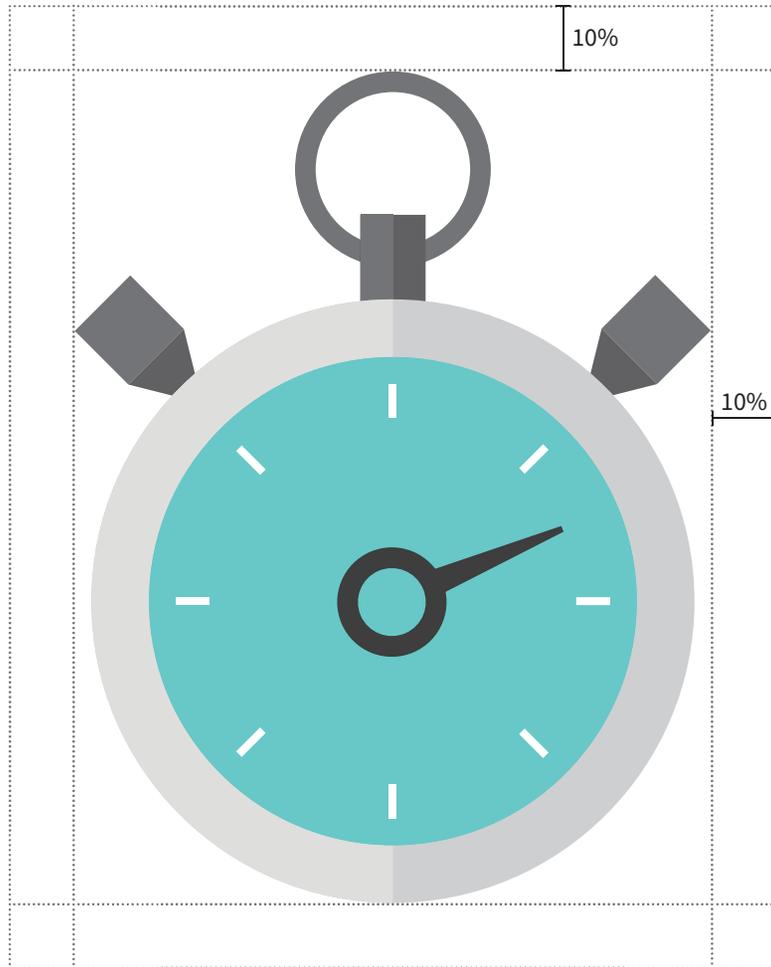


STUDENTS CAN STUDY ABROAD IN MORE THAN 50 COUNTRIES



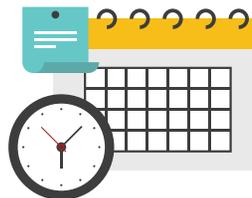
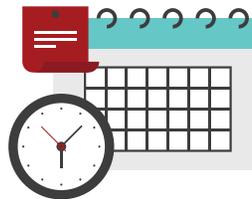
77% OF CLASSES HAVE FEWER THAN 24 STUDENTS

# Clear Space



**Using clear space:** It's important to keep the area around the icons free of type or imagery so other elements aren't competing with your icons. To ensure this, we recommend that each icon never appear closer than ten percent of the icon's total height or width to any other typography or artwork (see example at left). This clear space may be adjusted in certain circumstances, but designers should still take care to separate the icon from other page elements.

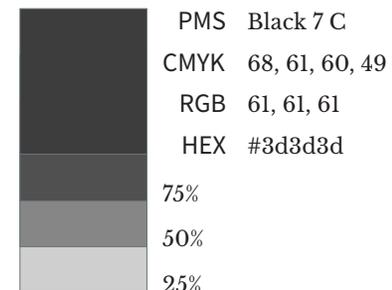
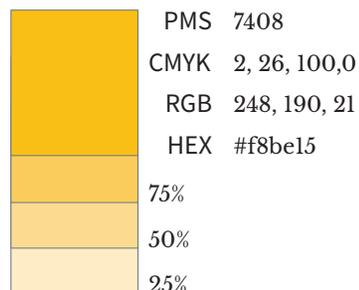
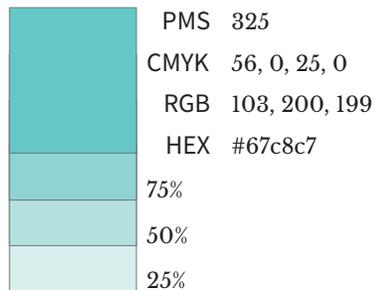
# Altering Icon Color



**Altering colors:** You can alter the colors of these WashU icons to fit within your design. We have provided a color palette to use when changing the colors within each icon. The editable files (or EPS files) can be manipulated in this way so that the icons will work with whatever WashU branded materials you are creating. If you're designing for print, please make sure you're using CMYK colors; for web design please use RGB or Hex values.

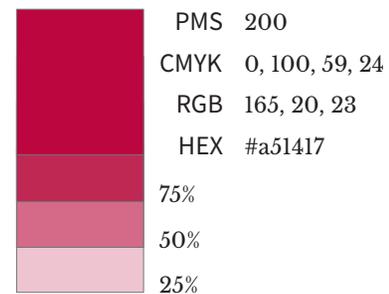
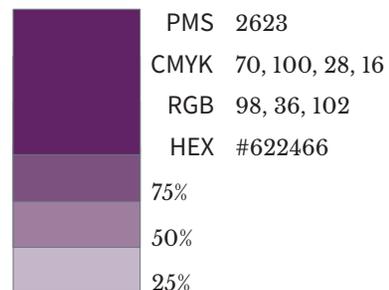
## Primary icon colors and tints

This set of colors is used through most of the icon library. These colors are also used within the secondary palette of the overall WashU branding, so they should fit in well with any branded materials you are producing.



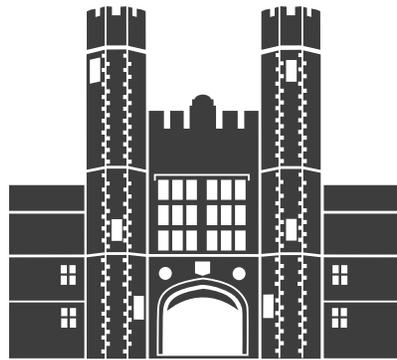
## Secondary icon colors and tints

This secondary color pallet uses the WashU red alongside the pruple from the secondary WashU pallet. These colors, used in tadem with the primary icon colors above, can offer depth to your design.



# 1-3 Color Icons

We have created one-, two-, and three-color options that allow the icon library to remain consistent with the WashU brand.



**One color:** Using a one-color icon allows you to add a simple graphic to an already complex design. Not all of the icons may work as a simple one-color graphic, but the ones that do can really stand out. One color graphic should only use the primary icon color palette.



**Two or three color:** Two- and three-color options add brighter elements to your design and can be used when a mixture of WashU's colors have been implemented, helping to pull it all together.

# Key Attributes

WashU icons all share certain attributes that make them consistent with the WashU brand and with one another.

**Flat Design:** The flat design of many icons, achieved through minimal shading and use of shapes instead of gradients, brings simplicity and movement to the icons.

**Geometric Shapes:** Many icons consist of simple shapes that come together to form an icon. Intended to be easy for you to reproduce and work with, simple elements such as squares and circles also contribute to the icon library's overall cohesion.

**Interchangeable Elements:** You will notice a number of elements reappearing in different icons, such as hands and the heart. These reoccurring elements also bring consistency across the WashU icon library. Use the example below to guide you in combining elements to create icons.



# Typography

Most of our icons do not use typography, but occasionally will include a numeric statistic. The following guidelines will help you include type alongside one of our icons, as well as creating a type-only icon as needed.

**Using Type Within an Icon:** Using type with an icon easily adds a statistic with a design. The font we use is Libre Baskerville Bold, and it can be found on the Public Affairs website ([publicaffairs.wustl.edu](http://publicaffairs.wustl.edu)).



**Using Type as an Icon:** Numbers, percentages, and statistics, even when used on their own, can grab attention within your design. If you would like to have a type-only icon, please use Libre Baskerville Bold (italics optional), and you may want to adjust kerning (spaces between letters) and leading (spaces between each line) to ensure that your text-only icon is balanced and not too tightly squeezed between lines or letters.

*300,000  
Pounds*

To download the font visit:

[publicaffairs.wustl.edu](http://publicaffairs.wustl.edu)