

BE A WSU BRAND CHAMPION

We want to connect your WSU Academic Department or College with the power of the WSU brand. As a university, our brand defines who we are. It represents our attributes, personality and our values. It's important to make sure you follow some simple guidelines – so we can maintain the integrity of the WSU brand.

RECOMMENDED USES

We know it can sometimes be challenging to decide when to use the WSU logo and how to use it. If you are a **WSU Academic or Administrative Unit** below are some of the approved WSU logos and marks you may use for promotional and apparel items. You can find additional information at <https://brand.wsu.edu>. WSU logos and marks must stand alone and may NOT be altered, added to, copied, mimicked or otherwise changed.

PERMITTED UNIVERSITY MARKS - ACADEMIC/ADMINISTRATIVE UNITS



College of Arts and Sciences



Contracts & Real Estate Office

WASHINGTON STATE UNIVERSITY

All official WSU units are required to follow the identity standards. This ensures the clarity of WSU's identity and voice in communicating with our audiences. Academic signatures are reserved for department/college/unit use.

Variations of college/unit signatures are available. Check with your college or unit communications manager.



TRI-CITIES
Student Affairs



The shield mark is the official identity mark representing all university units. Apply sparingly and tastefully to products and apparel. Other graphics should not compete or be combined with the mark. Follow established clear space standards.

WASHINGTON STATE
UNIVERSITY

The Washington State University signature mark (and approved unit variations) is for use by academic and administrative units. The mark must stand alone and cannot be incorporated into another logo design.

NOT-PERMITTED

The freestanding cougar head, or spirit mark, should only be used by academic units for illustrative purposes. It is reserved for Intercollegiate Athletics, alumni organizations, student groups and fans. The script Cougars logo, Butch, and retro or College Vault marks and logos are not permitted for use with department/unit merchandise.

Athletics reserves the use of the custom Nike® font. Use the same (or similar) primary font as the WSU Athletic team sports is prohibited.

APPROVED VENDORS

WSU licenses companies to produce items featuring our logos and word marks. All campus entities, including departments and colleges, must use a licensed vendor to produce any merchandise with the Washington State University trademarks and or logos. This applies to items intended for your departments own use. (e.g. team shirts), or items to be sold for fundraising. Find the list of our approved licensed vendors at: <https://trademarks.wsu.edu/licensed-vendors/>

FOR FURTHER INFORMATION VISIT:

<https://brand.wsu.edu> or <https://trademarks.wsu.edu>

<https://policies.wsu.edu/prf/index/manuals/35-00-contents/35-10-use-washington-state-university-name-trademarks/>