

# BE A WSU BRAND CHAMPION

**We want to connect your student organization 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 **registered student organization (RSO)**, 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://trademarks.wsu.edu/university-marks/> Note: WSU logos and marks must stand alone and may NOT be altered, added to, copied, mimicked or otherwise changed. The only exception is Butch, which may have an altered appearance with the written consent from Washington State University Trademark Licensing.

## PERMITTED UNIVERSITY MARKS- Registered Student Organizations



The Cougar head is primarily used by WSU Athletics, student organizations, clubs and as part of our overall brand. This mark should not be used by academic or administrative units as the sole identifier, please visit <https://www.brand.wsu.edu> for academic guidelines. The mark must stand alone and may NOT be incorporated into a logo design.



Butch may be used by student organizations, but they may not alter his appearance without written consent from WSU Trademark Licensing.



The script Cougars mark can be used by student organizations. The mark must stand alone and cannot be incorporated into a logo design.

WASHINGTON STATE  
UNIVERSITY®

The words Washington State University®, GO COUGS™, Cougs™, WSU Cougars®, Washington State Cougars®, may be incorporated into promotional and apparel items.

WSU's iconic landmarks may be used by student organizations as part of their brand identity. Examples of campus icons include Bryan Tower, Martin Stadium, signage, statues and fountains. WAZZU® can be used as a secondary mark on apparel - no larger than 1" height - and secondary to a prominent design. WAZZU® cannot appear next to any other WSU verbiage or logo.

## NOT-PERMITTED

Athletics reserves the use of the custom Nike® font. Do not use the same (or similar) primary font as the WSU Athletic team sports. The version of Butch (wearing a football jersey) is also reserved for WSU Athletics.

Academic signatures are reserved for department/college use. Retro or College Vault marks and logos are not permitted for use with student merchandise.

## APPROVED VENDORS

**WSU licenses companies to produce items featuring our logos and word marks.** All campus entities, including student groups, 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 organizations 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:

[www.brand.wsu.edu](http://www.brand.wsu.edu) or [www.trademarks.wsu.edu](http://www.trademarks.wsu.edu)

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