Be a Brand Ambassador

For more than 130 years, Washington State University has unlocked possibilities by empowering students, faculty, and the rest of the WSU family to create a world where all people can thrive.

We're proud to promote a brand that speaks to the power of WSU's mission and the possibility the future holds. By applying our new brand standards, you'll help communicate the distinctive look, feel, and voice that will help you stay true to the WSU story.

General Branding Guidelines

All WSU Extension employees and volunteers who use branded materials are expected to comply with the guidance outlined for the entire WSU system:

https://brand.wsu.edu

Important logo considerations include:

1. **Using WSU's logos and marks exactly as provided.** They may not be altered in any way.

2. **Always adhering to the clear space rules** when attempting to incorporate or combine WSU logos with other marks, symbols, or graphics.

3. **Understanding and implementing the WSU identity system.** Developing or creating new program or other identity marks that are not part of the system will be discouraged.

4. **Displaying secondary or spirit marks properly.** They should only be used to complement the core logo and should never be used without a Cougar head present.

Questions about branding may be directed to Gerald Steffen, CAHNRS Communications Creative Manager:

gsteffen@wsu.edu

WSU Central Marketing and Communications has final authority over any logo issues.

County Extension Logo Lockup

The primary horizontal lockup has three components that are always together, united to clearly and consistently register the brand:

1. The Cougar head

2. WSU Extension wordmark, and

3. A single line dividing the two.

The relationship of these items and their proportions are fixed (locked up) and cannot be independently changed or altered.

1.

WSU EXTENSION
Snohomish County **2.**

3.

When using the logo, allow proper **clear space** around the logo and other objects or text. Clear space is about the size of the "U" in the Cougar head.

Minimum logo size is **1.5" or 150 pixels wide**.
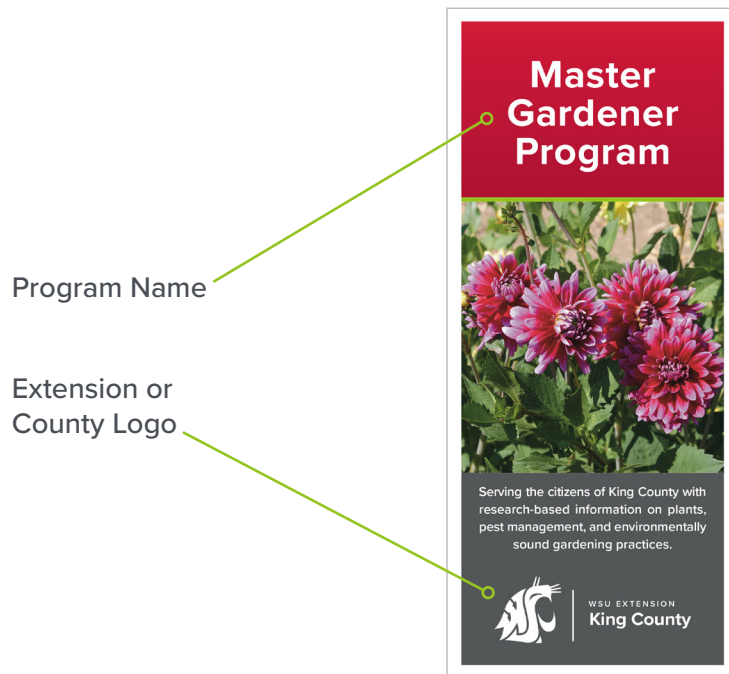
clear space

WSU EXTENSION
Snohomish County

Generally, all brand users are encouraged to 'brand up' whenever possible. That means considering the Washington State University logo first. It is **never wrong** to use this approach.

WASHINGTON STATE
U N I V E R S I T Y

WASHINGTON STATE UNIVERSITY
EXTENSION

WSU EXTENSION
Snohomish County

When in doubt, brand up!

WSU Extension Programs

WSU Extension program names should be displayed using **typography only.** A WSU Extension logo or a county specific logo will accompany the text.

For branding clothing or other promotional items, a program name may be added provided the logo clear space rule is honored.

Program Name

Extension or
County Logo

**Master
Gardener
Program**

Serving the citizens of King County with research-based information on plants, pest management, and environmentally sound gardening practices.

WSU EXTENSION
King County

County locations and program names will no longer be available in the same lockup.

WSU EXTENSION
**Snohomish County
Master Gardener Program**

**Master Gardener
Program**

clearspace

WSU EXTENSION
Snohomish County

✔

clear space

WASHINGTON STATE UNIVERSITY
EXTENSION

**Master Gardener
Program**

✔

clear space

WASHINGTON STATE UNIVERSITY
EXTENSION

**Master
Gardener
Program**

✔

Getting the New Logos

WSU Extension and Extension county logos are available for download from the following websites:

WASHINGTON STATE UNIVERSITY
EXTENSION

EPS files of Extension logos:

https://brand.wsu.edu/downloads/

JPG and GIF files of Extension logos:

https://cahnrs.wsu.edu/communications/logos-templates/

WSU EXTENSION
Adams County

WASHINGTON STATE UNIVERSITY
Prosser Irrigated Agriculture Research and Extension Center

EPS, PDF, and PNG files of county Extension logos and R&E Centers:

https://cahnrs.wsu.edu/communications/logos-templates/

COMING SOON!

For business cards, letterhead, envelopes or other printed materials:

https://wsu.presswise.com/catalog/?g=11&y=1001