

What's in your logo package

Your PRIMARY logo, is your first choice for all communication.
Also in the package are: horizontal and vertical versions that may be used if space is an issue.

Each logo is provided in 6 different color versions which are explained on the next page.
See final page for maintaining correct space around logos.

WSU-EVERETT-Logo_Primary_



WSU-EVERETT-Logo_Horizontal



WSU-EVERETT-Logo_Vertical



- **Social media badge** for Facebook, Twitter and other social media sites.

Secondary-Abbreviated logos

Abbreviated logos are for limited use only, primarily when these conditions are present:

- Space or reproduction considerations make it difficult to incorporate the Primary version of the logo; such as when creating branded merchandise (pens, key chains, lapel pin, etc.)
- The Communication will be directed to **audiences already familiar with WSU** (local/regional), who will recognize the university's academic mark.

WSU-EVERETT-Logo_Abrv-Hrzn_



EVERETT

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- SPOT: For 2-color printing—business cards, letterhead, etc.



EVERETT

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- CMYK: For 4-color printing—brochures, etc.



EVERETT

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- RGB: For websites and PowerPoint presentations



EVERETT

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- BLK: For 1-color printing



EVERETT

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- BLK-B65: For 1-color printing with a shade of gray



EVERETT

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- WHITE: To put on a dark background



- **Social media badge** for Facebook, Twitter and other social media sites.



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Clear Space Example

Per the Brand guidelines please make sure you and your vendors allow for clear space around the logo.

- The logo must be surrounded by clear space to separate it distinctly from any other graphic elements, preserving its integrity and impact.
- Clear space is measured by using a CAP letter (from the logo) at the top and bottom of the vertical line, and at the left and right sides of the logo, the blue dotted line indicates the minimum amount of clear space.

Yes



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No

(not enough
clear space
between the
logo and the URL)



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