WSU Brand Quick Guide

The University's goal in communicating with external audiences is to clearly deliver a message in an appealing manner while conveying a consistent identity. This is a quick brand guide. To view the comprehensive WSU brand guide, visit [brand.wsu.edu](http://brand.wsu.edu).

Colors

**Primary Colors:**

- CRIMSON
  - HEX: #981e32
- GRAY
  - HEX: #5e6a71

**Secondary Colors:**

- GREEN
  - HEX: #8f7e35
- ORANGE
  - HEX: #f67233
- BLUE
  - HEX: #4f868e
- YELLOW
  - HEX: #c69214

*Other approved color codes & shades are available at [brand.wsu.edu](http://brand.wsu.edu).*

*Crimson is the only accent color that is allowed on the WSUTC website.*

*Secondary colors can be used as accent and to supplement the primary palette.*

*Other approved color codes & shades are available at [brand.wsu.edu](http://brand.wsu.edu).*

Typography

The official WSU corporate typeface families are:

**ITC Stone Sans II**

- Light | *Italic*
- Book | *Italic*
- Medium | *Italic*
- Semibold | *Italic*
- Bold | *Italic*
- Extrabold | *Italic*

**ITC Stone Serif**

- Medium | *Italic*
- Semibold | *Italic*
- Bold | *Italic*

*May use bolds and different weights for each of the fonts.*

*To request to download the WSU corporate typeface, visit [ucomm.wsu.edu/font-request/](http://ucomm.wsu.edu/font-request/).*

Campus Logos

- TRI-CITIES
- [Washington State University Tri-Cities](https://www.wsu.edu/tri-cities/)

*Each campus and unit logo comes in colors RGB (digital), CMYK (print), SPOT, black and white

*The logo must be surrounded by clear space, that is at least the height of the largest capital letter, on all sides

*All logo requests must come through the WSU Tri-Cities marketing & communication office

*All external and/or internal communication must have the WSU Tri-Cities Campus logo OR department unit logo placed in the document

*Logos should not be modified in any way

**Shield mark**

Academics
- Represents prestige, academic quality, innovation

Individual university units
- Campus, colleges, departments

**Cougar head**

Communicates school spirit
- Casual, informal
- Used primarily by WSU athletics, alumni organizations, university-affiliated groups, student groups, fans

All WSU Brand Guidelines: [brand.wsu.edu](http://brand.wsu.edu)

Questions? [tricities.wsu.edu/marketing](http://tricities.wsu.edu/marketing) | [marketing@tricity.wsu.edu](mailto:marketing@tricity.wsu.edu) | 509-372-7319

All external marketing materials must be approved through the WSU Tri-Cities marketing department.