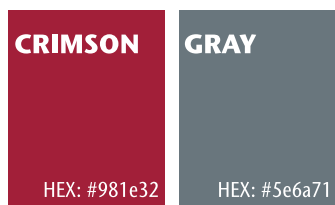


WSU Brand Quick Guide

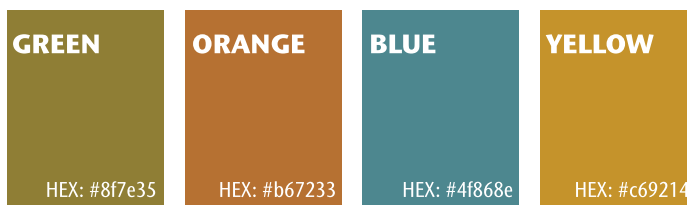
The University's goal in communicating with external audiences is to clearly deliver a message in an appealing manner while conveying a consistent identity. This is a quick brand guide. To view the comprehensive WSU brand guide, visit brand.wsu.edu.

Colors

Primary Colors:



Secondary Colors:



*Other approved color codes & shades are available at 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

Typography

The official WSU corporate typeface families are:

ITC Stone Sans II

Light | *Italic*

Book | *Italic*

Medium | *Italic*

Semibold | *Italic*

Bold | *Italic*

Extrabold | *Italic*

Light Condensed | *Italic*

Book Condensed | *Italic*

Medium Condensed | *Italic*

Semibold Condensed | *Italic*

Bold Condensed | *Italic*

Extrabold Condensed | *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/

Campus Logos



- *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

Questions? tricity.wsu.edu/marketing | marketing@tricity.wsu.edu | 509-372-7319

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