

BE A WSU BRAND CHAMPION

Connect your WSU Program, Department or College 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 and **USE A LICENSED VENDOR** to 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. When in doubt, “Brand Up”, meaning, share the larger WSU story through your own channels by promoting Washington State University, over your smaller unit. If you are a WSU academic or administrative unit, 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://brand.wsu.edu>
WSU logos and marks must stand alone and may NOT be altered, added to, copied, mimicked or otherwise changed.

PERMITTED UNIVERSITY MARKS - ACADEMIC PROGRAM, DEPARTMENT & COLLEGE UNITS



WASHINGTON STATE UNIVERSITY
EXTENSION



WASHINGTON STATE UNIVERSITY
Carson College of Business

All official WSU units are required to follow the identity standards. This ensures the clarity of WSU's identity and voice in communicating with our audiences. Variations of campus/college/unit signatures are available. Check with your college or unit communications manager.



The secondary mark should only be used to complement the core WSU logos. It should never be used without the Cougar head appearing elsewhere on the promotional item.



WASHINGTON STATE
UNIVERSITY

The Washington State University signature mark (including its approved variations) may be used by academic and administrative units. The mark must stand alone and cannot be incorporated into a logo design.

NOT-PERMITTED

The script Cougars logo, Butch, and retro or College Vault marks and logos are not permitted for use with college, academic department and program merchandise.

Athletics reserves the use of the custom Nike® font. Use of the same (or similar) primary font as the WSU Athletic team sports is prohibited.

APPROVED VENDORS

WSU licenses companies to produce items featuring our logos and word marks. All campus entities, including departments and colleges, 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 departments 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:

<https://brand.wsu.edu> or <https://trademarks.wsu.edu> or email logolicensing@wsu.edu

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