








# 125th ANNIVERSARY MARK USAGE GUIDELINES

Clear Space	Variations / Preferred	Variations / Alternate
<div></div> <div></div>	<div></div> <div></div> <div>(1)</div>	<div></div> <div></div> <div></div>
<div>Color</div> <div><div>PMS 201</div><div>HEX #981E32</div><div>CMYK 0 100 65 34</div><div>RGB 152 30 50</div></div> <div><div>PMS 431</div><div>85% BLACK</div><div>HEX #58585b</div><div>CMYK 0 0 0 80</div><div>RGB 88 88 91</div></div>	<div>The 125th anniversary mark should not be altered in any way.</div> <div>A stroke or border should not be added to the 125th mark.</div> <div>Colors should be Crimson and Gray.</div> <div>The mark should not be reproduced in any color other than Crimson and Gray or reversed out to white.</div> <div>When using the revered 125th anniversary mark, the “125” remains in Crimson as long as it is contrastive and legible upon the background color. (1)</div> <div>Do not reduce the size of the 125th anniversary mark smaller than 1” in width.</div>	

## When combining the 125th mark with the WSU Signature:

- The 125th anniversary mark should always be used in conjunction with another WSU logo and never be used by itself. (2)
- The 125th anniversary mark and WSU Signature can be similar in size or the WSU Signature can be larger. The 125th mark should never be larger than the WSU Signature. (3)
- When using both the WSU Signature and the 125th mark together--side by side, or stacked--use the same color arrangement for both. (4)
- When vertically stacking marks, the WSU Signature should be placed above the 125th anniversary mark. (5)
- Keep required white space between the 125th mark and the WSU Signature. Treat them as distinct elements.
- The mark and signature should not be used in a way that feels as though the two marks are combining to make a single mark. (6)
- A line, or pipe, should not be used to separate the two marks; use white space to provide proper separation and distinctness between the 125th anniversary mark and a Signature. (7)

## Appropriate Combinations





(2)





(3)





(4)





(5)

## Inappropriate Combinations





(5)





(6)





(4)





(7)