What's in your logo package

This is your PRIMARY unit logo.
Your first choice for all communication.

College of
**Agricultural, Human,
& Natural Resource Sciences**
WASHINGTON STATE UNIVERSITY

• SPOT: For 2-color printing

College of
**Agricultural,
Human, & Natural
Resource Sciences**
WASHINGTON STATE UNIVERSITY

College of
**Agricultural, Human,
& Natural Resource Sciences**
WASHINGTON STATE UNIVERSITY

• CMYK: For 4-color printing

College of
**Agricultural,
Human, & Natural
Resource Sciences**
WASHINGTON STATE UNIVERSITY

College of
**Agricultural, Human,
& Natural Resource Sciences**
WASHINGTON STATE UNIVERSITY

• RGB: For websites and PowerPoint presentations

College of
**Agricultural,
Human, & Natural
Resource Sciences**
WASHINGTON STATE UNIVERSITY

College of
**Agricultural, Human,
& Natural Resource Sciences**
WASHINGTON STATE UNIVERSITY

• BLK: For 1-color printing

College of
**Agricultural,
Human, & Natural
Resource Sciences**
WASHINGTON STATE UNIVERSITY

College of
**Agricultural, Human,
& Natural Resource Sciences**
WASHINGTON STATE UNIVERSITY

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

College of
**Agricultural,
Human, & Natural
Resource Sciences**
WASHINGTON STATE UNIVERSITY

College of
**Agricultural, Human,
& Natural Resource Sciences**
WASHINGTON STATE UNIVERSITY

• WHITE: To put on a dark background

College of
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Human, & Natural
Resource Sciences**
WASHINGTON STATE UNIVERSITY

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

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.

2015-WSU CAHNRS_Hrz Abbv-2_

College of Agricultural, Human, & Natural Resource Sciences

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

College of Agricultural, Human, & Natural Resource Sciences

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

College of Agricultural, Human, & Natural Resource Sciences

• RGB: For websites and PowerPoint presentations

College of Agricultural, Human, & Natural Resource Sciences

• BLK: For 1-color printing

College of Agricultural, Human, & Natural Resource Sciences

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

College of Agricultural, Human, & Natural Resource Sciences

• WHITE: To put on a dark background

Extras

WSU-Shield_201-431-CMYK

WSU-Shield_201-431-SPOT

WSU-Shield_201-431-RGB

WSU-Shield_201-SPOT

WSU-Shield_431-SPOT

WSU-Shield_BLK

WSU-Shield_BLK-B65

WSU-Shield_WHITE

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

Clear Space

Per the Brand guidelines please make sure you 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 should be the height of a lower case letter n.