

What's in your logo package

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

WSU-2 Education Unit-1_



College of

Education

WASHINGTON STATE UNIVERSITY

- SPOT: For 2-color printing



College of

Education

WASHINGTON STATE UNIVERSITY

- CMYK: For 4-color printing



College of

Education

WASHINGTON STATE UNIVERSITY

- RGB: For websites and PowerPoint presentations



College of

Education

WASHINGTON STATE UNIVERSITY

- BLK: For 1-color printing



College of

Education

WASHINGTON STATE UNIVERSITY

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



College of

Education

WASHINGTON STATE UNIVERSITY

- WHITE: To put on a dark background



- **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.

WSU2_Education_Hrz Abbv-1_



Education

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



Education

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



Education

- RGB: For websites and PowerPoint presentations
-



Education

- BLK: For 1-color printing
-



Education

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



Education

- 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.