

## What's in your logo package

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

WSU2\_Honors\_Unit-1\_



# Honors College

WASHINGTON STATE UNIVERSITY

- SPOT: For 2-color printing



# Honors College

WASHINGTON STATE UNIVERSITY

- CMYK: For 4-color printing



# Honors College

WASHINGTON STATE UNIVERSITY

- RGB: For websites and PowerPoint presentations



# Honors College

WASHINGTON STATE UNIVERSITY

- BLK: For 1-color printing



# Honors College

WASHINGTON STATE UNIVERSITY

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



# Honors College

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\_Honors\_Hrz Abbv-1\_

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Honors College

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

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

- RGB: For websites and PowerPoint presentations
- 



Honors College

- BLK: For 1-color printing
- 



Honors College

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



Honors College

- 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.