

What's in your logo package

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

WSU2_Vet Med_Unit-1_



- SPOT: For 2-color printing

College of

Veterinary Medicine

WASHINGTON STATE UNIVERSITY



- CMYK: For 4-color printing

College of

Veterinary Medicine

WASHINGTON STATE UNIVERSITY



- RGB: For websites and PowerPoint presentations

College of

Veterinary Medicine

WASHINGTON STATE UNIVERSITY



- BLK: For 1-color printing

College of

Veterinary Medicine

WASHINGTON STATE UNIVERSITY



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

College of

Veterinary Medicine

WASHINGTON STATE UNIVERSITY



- WHITE: To put on a dark background

College of

Veterinary Medicine

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.

WSU2_Vet Med_Hrz Abbv-1



College of Veterinary Medicine

- SPOT: For 2-color printing—business cards, letterhead, etc.
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College of Veterinary Medicine

- CMYK: For 4-color printing—brochures, etc.
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College of Veterinary Medicine

- RGB: For websites and PowerPoint presentations
-



College of Veterinary Medicine

- BLK: For 1-color printing
-



College of Veterinary Medicine

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



College of Veterinary Medicine

- 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.