

WHEN BRANDING YOUR PRODUCT:

When ordering for your department/college/group, remember that in most circumstances the use of the academic signature is required.




- When a signature is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately. **Do not reduce the signature below 1 ¼" or smaller than is clearly legible.**

- A signature should never be incorporated into illustrations, cartoons, or other symbols or logos.

- The signature must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This clear space and separation from other elements provides graphic impact and preserves equity in the signature.

- Never alter or redraw the signature elements. They should not be rearranged, rotated, animated, shadowed, or rendered in three-dimensional form without prior authorization. Do not place the signature elements inside any other shape or combine them with any other symbol or graphic. The logotype has been customized for the University; therefore, licensees should always reproduce the signature or symbol from authorized digital files or authorized reproduction-quality originals. The use of the shield alone is only permitted with prior authorization from WSU's Marketing Communication Team.



- The cougar head logo  is reserved for student and alumni groups, athletic and spirit oriented groups.

- The ITC Stone Serif and Sans Serif font family is the preferred typeface for use when other wording such as a department name is used in the design. To obtain the typeface contact Adobe.com or call 1-800-682-3623 or any other Adobe retailer.

For more information regarding logo usage, visit www.wsu.edu/identity
To distinguish your product, feel free to use your website address, phone number, etc.
Following are a few examples of how to brand your product:

 The Edward R. Murrow School of Communication	<hr/>  www.wsu.edu/trademarks
<hr/> College of Engineering and Architecture	<hr/>  University Recreation www.urec.wsu.edu
 DEPARTMENT OF ENTOMOLOGY	
 <i>World Class. Face to Face.</i>	
 Environmental Science Club	
<hr/> WASHINGTON STATE UNIVERSITY HEALTH & WELLNESS SERVICES www.hws.wsu.edu	
<hr/> WASHINGTON STATE UNIVERSITY DEPARTMENT OF FINE ARTS	