Graphic Identity Program
ext.wsu.edu/identity
Dean’s Message

Identity Program Crucial to Clear and Consistent Communications

Washington State University Extension has an important and compelling story to tell. As the outreach enterprise of Washington State’s land-grant university, we work to better the lives of Washington residents in communities — urban and rural.

The most powerful way to tell that story is with a unified voice and look. Following up on WSU’s university wide marketing initiative, WSU Extension has confirmed its position as a closely held sub-brand of Washington State University. That means that all of our communication – stationery, signage, web sites, news letters, brochures, business cards, banners – looks like it belongs to the same institution. That means that the visual cues we give our clients are logical, up-to-date, and consistent.

This manual provides concise guidelines to ensure that consistency. It is a reference point that should be strictly followed in the development of all forms of communications in terms of color, layout, and type face.

Our commitment to diversity should be reflected in all of our WSU Extension communications. By federal law, all material distributed by Extension must include a statement of non-discrimination that notifies the reader that programs are available to all. In addition, we are one of 14 states engaged in a national effort supported by USDA to increase the capacity of the land-grant university system to function inclusively and effectively in a multicultural world. In order to succeed, businesses, universities, and institutions must have talented individuals who can excel in diverse settings. Additionally, a diverse environment tests, shapes, and educates us to more fully realize our potential. Those messages must be clear in how we communicate about our organization.

As a member of the WSU Extension family, you share the responsibility to ensure compliance with the new graphic standards. We must collectively embrace these standards with pride and enthusiasm to tell the WSU Extension story consistently and effectively to the many constituencies we serve.

Linda Kirk Fox
Dean and Director
Washington State University Extension
University Academic Signature

The Washington State University signature consists of two elements: the logotype, which features the words Washington State University custom set in the official ITC Stone Serif typeface, and the symbol, which consists of the letters W, S, and U arranged to form a Cougar head, framed by a crest. The signature serves to identify the University in all forms of communications and preserves the integrity of its reputation for academic quality, innovation, and leadership in higher education.

The signature is designed to be used as ONE UNIT, as shown (at right). The logotype and symbol should NEVER be used separately.

Signature Extensions

Washington State University Extension has been designated as a closely held sub-brand of the WSU brand. In addition, Extension has a unique signature that recognizes its important partnership with federal and county governments.

All materials, print or electronic, published by Extension will prominently and correctly display the appropriate Washington State University Extension signature.

The signature is designed to be used as one unit, as shown. The logotype and symbol should never be used separately.

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SIGNATURE USAGE GUIDELINES

General
The Extension signature represents all departments and offices. NO individual unit logos should be developed or used with University communications. The names of individual units should be presented typographically to avoid developing competing logos.

Alterations
Never alter or redraw the signature elements. They should not be rearranged, rotated, animated, shadowed, or rendered in three-dimensional form. 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 units should always reproduce the signature or symbol from authorized digital files or authorized reproduction-quality originals. Digital files are available at http://ext.wsu.edu/identity.

Clear Space
The diagram (above left) indicates the staging specifications for the Washington State University signature. The signature must be surrounded on all sides by the specified clear space to distinctively separate it from any other graphic elements. This clear space and separation from other elements provides graphic impact and preserves equity in the signature.

Signature Color Options
A. Crimson and gray, using the appropriate specified colors listed below, are strongly preferred for reproducing the Washington State University signature. A two-color signature of crimson and a 65 percent black tint also is acceptable.

B. When crimson and gray ink are not used, the signature can appear in one color. The preferred single colors, in descending order of preference, are crimson, gray, black, or any other single color. For correct application of four-color process options, see the color chart for process color builds that match the University’s official colors.

C. The signature also can be reversed out of another ink color, such as black, creating a white signature. Single-color publications often make use of this technique.

D-E. The signature in crimson and gray can be overprinted on a third color if that color is light enough to provide sufficient contrast. A single-color signature also can appear on a sufficiently contrasting colored background.

Choose backgrounds that contrast with the signature to give it impact. Pale or garish colors inhibit readability, as do busy or heavily textured backgrounds.

TYPEFACES AND COLORS

Typefaces
The Stone serif and sans serif family of type fonts is recommended for use in Washington State University print and electronic communications. Its consistent use by the campus community will strengthen the continuity of appearance necessary to create a strong University brand and graphic identity program.

Getting Recommended Typefaces
Independent graphic designers and commercial printers working for the University must purchase the Stone fonts for their computers. Font licensing agreements prevent the university from providing the fonts to vendors.

Official Colors
Use of Washington State University’s official crimson and gray colors are critical when reproducing the University signature. (The WSU gray or black are the preferred alternatives when budget or context prevent use of the official color scheme.)

WASHINGTON STATE UNIVERSITY CRIMSON
- Pantone® 201
- CMYK: Four-color process formula: 0/100/65/34
- Web or other screen media: Hexadecimal: 990033
- RGB: 153/0/51

WASHINGTON STATE UNIVERSITY GRAY
- Pantone® 431 (or 65 percent black)
- CMYK: Four-color process formula: 11/0/0/65
- Web or other screen media: Hexadecimal: 666666
- RGB: 102/102/102

Hexidecimal values are chosen from the Web-safe color palette. Using the formulas specified will ensure the best color match on all computers.

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A coordinated stationery system is important to presenting Washington State University's brand identity clearly and consistently. Letterhead, envelopes, and business cards often serve as the first graphic presentation of the University to a variety of audiences.

The stationery package has been developed for use by all units that are part of Washington State University. By using the standardized formats shown here, every campus, college, school, department, and unit demonstrates its proper affiliation to the University. There are no exceptions to this policy.

To maintain a consistent graphic identity, the Extension Publications and Printing Department will produce all Extension stationery. Forms for ordering Extension stationery are located at: http://caheinfo.wsu.edu/print.

Letterhead

The signature appears in two colors on white stock in the upper left corner. The college, school, department, and/or unit name appears in the upper right corner. The mailing address, phone, fax, e-mail, and Web information appears in the bottom left corner. A single-color (gray ink) letterhead also is available, particularly for internal University use.

Envelopes

The appropriate Extension signature appears in two colors, with the department and/or unit name, and the address below it.

Business Cards

The appropriate Extension signature appears in two colors at the top followed by the individual’s name in bold type and his or her title and department and/or unit name in a lighter font.

All Washington State University business cards, letterhead, and envelopes are printed on a paper called Cougar Opaque, a name selected by the paper’s manufacturer, the Weyerhaeuser Company, to honor the University.
Graphic Identity Standards

Identity Program Overview
Washington State University’s Graphic Identity Program provides a foundation for communicating and presenting the University’s identity clearly, consistently, and with distinction. Adhering to the Graphic Identity guidelines presented here will establish a strong brand identity for Washington State University among its multiple audiences.

The Graphic Identity Program consists of a system of coordinated graphic elements, including a signature, a symbol, a logotype, the University Seal, and the freestanding Cougar head, plus official colors and recommended typefaces. Consistent application of the elements on stationery, Web pages, publications, electronic media, and signage is integral to the success of the identity program.

Quality and Coordination
Downloadable digital files are available at http://ext.wsu.edu/identity in four formats: TIFF, EPS, JPEG, and GIF. Contact the CAHNRS Information Department with questions or concerns.

Design Guidelines
The University has specific design guidelines to follow when creating communication materials directed to external audiences. The guidelines are available at http://ext.wsu.edu/identity.

Public Notification of Nondiscrimination
All material distributed by Washington State University Extension must include a statement of nondiscrimination which notifies the reader that programs are available to all. Details of required statements can be found at http://bfo.cahe.wsu.edu/personnel/civilrights/pub_notification.htm

Graphic Identity Checklist

- All Washington State University communication materials, whether printed or digital, must display an approved version of the signature.
- The signature should be displayed in a reasonably prominent, but not necessarily dominant, location. It should not be used as a headline.
- Use only authorized digital files or camera-ready art of the signature.
- When the signature is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately. Do not reduce the signature below 1/4” in scale.
- The use of competing logos is heavily discouraged. In exceptional cases when use of an additional logo may be merited, the Dean of Extension must grant approval.
- Check color for accuracy and ensure that the signature is legible in the chosen print context.
- The signature should never be incorporated into illustrations, cartoons, or other symbols, logos, or shapes.
- The signature does not have to be large to be effective—but it should have ample space around it for legibility and integrity.
- The signature should appear in crimson and gray. When crimson and gray are not used, the signature can appear in one color. The preferred single colors, in descending order of preference, are crimson, gray, black, or any other single color.
- A two-color signature of crimson and a 65 percent black tint also is acceptable.
- The signature can be reversed out of any single color.
- The ITC Stone Serif and Sans Serif font family is the preferred typeface for use in Washington State University Extension communication materials. For WSU Extension, acceptable public domain fonts are Garamond, Arial and Times New Roman.
Trademarks and Licensing

The Washington State University trademark licensing program serves to protect and enhance the University’s name, reputation, and image through the administration and controlled use of the University’s trademarks, service marks, and logos. The Trademark Licensing Office and its management company, the Collegiate Licensing Company (CLC), negotiate and administer licenses with manufacturers that wish to trade upon the University name and ensure that all uses of the University’s name are professional, tasteful, and of a quality which reflects positively on the institution.

Next Steps

The Trademark Licensing Office must grant approval to all outside vendors using the trademarks of the University even if they are producing items for a University-affiliated group. If a department or organization is involved in any of the activities deemed to be commercial, the vendor from which it purchases merchandise must be licensed. Please use these licensed vendors to avoid any possibility of infringement. If a project is in the exempt category, then only variations of the artwork require approval.

For additional information, please contact the Trademark Licensing Office.

Phone: 509-335-2202 • Fax: 509-335-7237 • E-mail: logolicensing@wsu.edu

More details about licensing issues are available at www.clc.com.