WASHINGTON STATE UNIVERSITY ATHLETICS DEPARTMENT

Brand Identity Guidelines

INTRODUCTION

IDENTITY

Color

Typography

Primary Identity

Secondary Identity

Tertiary Identity

RESOURCES

ABOUT OUR IDENTITY

The Washington State Athletics brand is distinguished by a simple philosophy: To cultivate a championship athletics program that promotes excellence, quality and accountability. This new concept creates a cohesive identity program that not only respects the traditions of the university but also looks ahead to the promise of a great future.

The qualities and values of Washington State Athletics are expressed in the design of its brand identity. These guidelines allow strategic partners to work with the elements of the design so that their application and presentation achieves a powerfully consistent effect. This manual provides simple ground rules. By following these guidelines in our communications, we contribute to the rising reputation for excellence across the country and around the globe.

Presenting the Washington State Athletics visual identity with consistency and quality is crucial in maintaining our competitive edge as a leader. It is imperative that we always use these guidelines when designing any materials for athletics. These guidelines will not constrain creativity but will ensure the full and beneficial impact of the athletics brand image.

GOAL

To promote consistency across Washington State Athletics by developing a strong, timeless and innovative athletic identity system that reflects the unique characteristics of Washington State University.

CONCEPT

With the publication of these brand guidelines, we introduce the new Washington State Athletics identity. Comprised of new wordmarks as well as refined colors and typefaces, this new brand identity is being introduced to underscore the Athletics Department's commitment to a strategic direction that is anchored to athletic and academic excellence.

The identity has been enhanced to reinforce the core values of Washington State Athletics. Its essence includes strength of character and exceptional performance both in the classroom and on the field of play.

Washington State Athletics embodies the following attributes:

Unification

Toughness

Passion

Loyalty

**Pride**

BRAND ARCHITECTURE

Primary—The Statement

A consistent primary identity has been developed to accurately represent the university and confidently position it for the future. The identity is both timeless and strong. Reinforcement of the primary mark will build worldwide brand equity.

Secondary—The Support

The secondary identity works closely in support of the primary identity to represent the university. It gives the identity flexibility while staying consistent with the primary look and feel.

Tertiary—The Connection

The tertiary identity connects with specific programs and traditional mascots. These marks can supply freshness to products when needed as well as representing specific aspects of the university.

STATEMENT

SUPPORT

CONNECTION
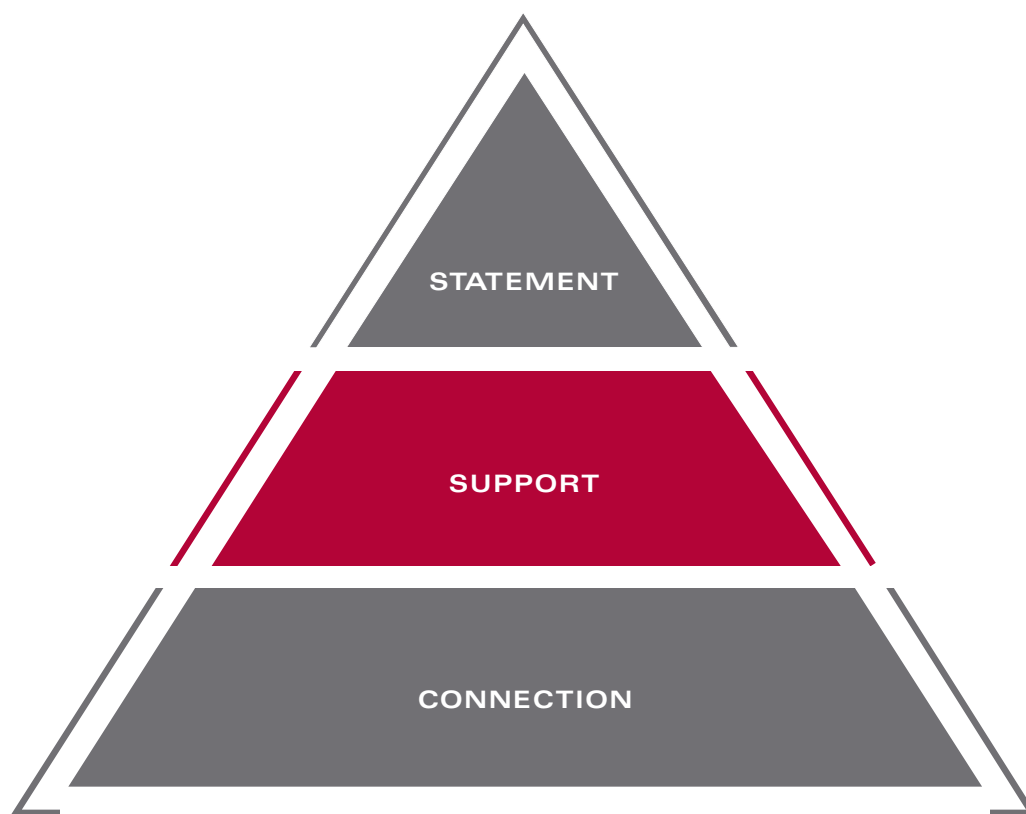
COLOR PALETTE

The colors we choose—as well as how those colors are combined with other design elements—work together to create a unique and compelling brand expression. The more consistently we use color, the more powerful our brand will become.

A consistent color palette allows for instant team identification. Refinement of the existing color palette includes Dark Steel Grey as well as clearly defining Cougar Crimson.

Correct use of color will enhance the impact of the identity and differentiate the brand from competitors.

Color provides a strong visual link to our brand identity across a wide range of applications. Crimson, White and Dark Steel Grey serve as the brand's primary colors for print, electronic and environmental applications.

A palette of colors has been chosen as the Washington State Athletics color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Washington State brand identity across all relevant media.

NOTE

Embroidery specification at right is Madeira.

Whenever possible, use PANTONE colors for print materials. CMYK values can be used when digital printing is necessary.

Pantone 877 is Metallic Silver and should only be used as an accent and/or highlight color.

PANTONE 201C

CMYK		RGB		TEXTILE	EMBROIDERY
C:	0	R:	152	19—1543 TC	1181
M:	100	G:	30		
Y:	65	B:	50		
K:	34				

WHITE

CMYK		RGB		TEXTILE	EMBROIDERY
C:	0	R:	255	11—0601 TC	1005
M:	0	G:	255		
Y:	0	B:	255		
K:	0				

PANTONE CG11

CMYK		RGB		TEXTILE	EMBROIDERY
C:	44	R:	83	14—1159 TC	2396
M:	34	G:	86		
Y:	22	B:	90		
K:	77				

BLACK

CMYK		RGB		TEXTILE	EMBROIDERY
C:	0	R:	44	18—4005 TC	1041
M:	0	G:	42		
Y:	0	B:	41		
K:	100				

PANTONE 877C

CMYK		RGB		TEXTILE	EMBROIDERY
C:	0	R:	214	14—5002 TC	1087
M:	0	G:	214		
Y:	0	B:	209		
K:	40				

PANTONE 440

CMYK		RGB		TEXTILE	EMBROIDERY
C:	63	R:	56	19—4205 TC	1241
M:	62	G:	46		
Y:	59	B:	44		
K:	88				

TYPOGRAPHY
Primary

Typography is a powerful tool within our identity system that unites athletics. It plays an important role in communicating an overall tone. Careful use of typography reinforces our personality and ensures clarity and harmony in all athletics communications. To aid in creating a consistent look for a wide variety of athletics-related communications, two typefaces are included in the identity manual.

A custom typeface Cougar Bold has been designed with unique letter parts that are carried throughout the alphabet. These unique characteristics form a distinctive, readily identifiable typeface. Consistent use will enhance the overall identity, promote consistency across athletics and build equity in the brand.

Numerals

Custom numerals have been designed to complement the wordmarks as well as unite athletics across multiple sports. The numeral system, consisting of left and right numerals, has been developed to further distinguish Washington State University from the competition.

NOTE

There is no lowercase version. Do not use this font for large bodies of copy and never more than one sentence.

The exclusive typography is a custom hand-designed font. There is no lowercase version. Do not try to create a lowercase version.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
C S U W

0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

Color Variation

The font can be used in the following color variations:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY
Secondary

The secondary sans-serif typeface Univers was selected to complement the primary typeface and directly tie back to the university identity. Univers is part of a family that offers a range of weights, providing great versatility and legibility in print and electronic applications. It may be used as headline and body copy for athletics department marketing materials and support verbiage. (i.e., specific sport marks, event tickets, brochures, etc.)

Univers is a neo-grotesque sans-serif typeface designed by Adrian Frutiger in 1957.

Different weights and variations within the type family are designated by the use of numbers rather than names. Frutiger envisioned a large family with multiple widths and weights that maintained a unified design idiom. Currently, the Univers type family consists of 44 faces, with 16 uniquely numbered weight, width and position combinations.

NOTE

Only variations of the font shown here may be used. Do not use outline, shadow versions, etc.

The supporting typeface is not to be used as the primary display font.

Univers 55—Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Univers 65—Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Univers 75—Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Univers 73—Black Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PRIMARY IDENTITY
Logotype

The Cougar head logotype is the primary representation of the brand and is used as the main identifying device for athletics. The Cougar head is a unique and recognizable symbol. Reinforcement of the primary identity will build equity in the brand.

The logo was created by Randall Johnson in July 1936 while a student at then named Washington State College. Employed as a college sign painter that summer, Johnson, a fine arts major, was working for Fred Rounds, the college architect and head of the Department of Buildings and Grounds.

In 1958, when the university's name was changed to Washington State University, Johnson tweaked the logo to reflect the revised name. The logo has been in feature films, placed on World War II fighter jets and has even been in outer space when astronaut John Fabian wore a logo pin aboard the space shuttle.

Protected Area

The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.
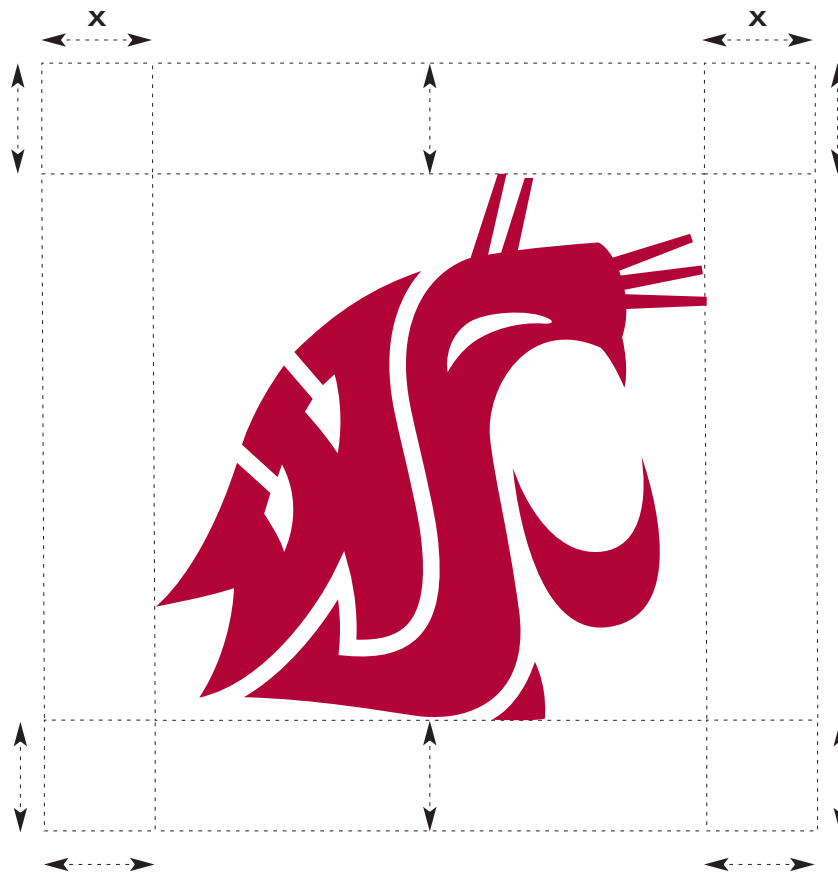
Color Variation

The logotype can be used in the following color variations:

NOTE

Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function.

A "clear area" around the logo equivalent to "X" should be incorporated into any design using the logo.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

Use Restrictions

The logotype can only appear as specified in these guidelines. This is important in ensuring the desired consistency in the way the logotype is used, which promotes effective recognition in the market.

The chart on the opposite page provides recommended use of the various marks on specific applications.

APPLICATION	TWO–COLOR SOLID	ONE–COLOR SOLID	ONE–COLOR REVERSE SOLID
4/c printing	⊗		
2/c printing	⊗	⊗	
1/c printing		⊗	
Electronic Media (Web, PowerPoint)	⊗		
Word Processing (Word)	⊗	⊗	
TV	⊗		
Billboards, signs, posters	⊗	⊗	⊗
Embroidery	⊗	⊗	
Silk screen	⊗	⊗	⊗
Embossing/Debossing		⊗	
Etching/Engraving		⊗	
Thermography	⊗	⊗	⊗
Painting	⊗	⊗	
Monochrome		⊗	
LCD display	⊗	⊗	

SECONDARY IDENTITY
Wordmarks

The wordmarks are bold graphic treatments creating a clear, consistent and visually memorable identity. The representation of the words Washington State, Cougars and WSU become visual symbols of the Washington State Athletics organization.

They incorporate unique structural elements to create a powerful look that distinguishes the university's wordmarks from other universities. The wordmarks have been specially designed and cannot be created by typesetting the wording.

NOTE

Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function.

Wordmarks (Washington State, Cougars and WSU) can be used on their own without the primary mark.

WASHINGTON STATE COUGARS WSU

SECONDARY IDENTITY
Washington State Wordmark—Protected Area

The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.

NOTE

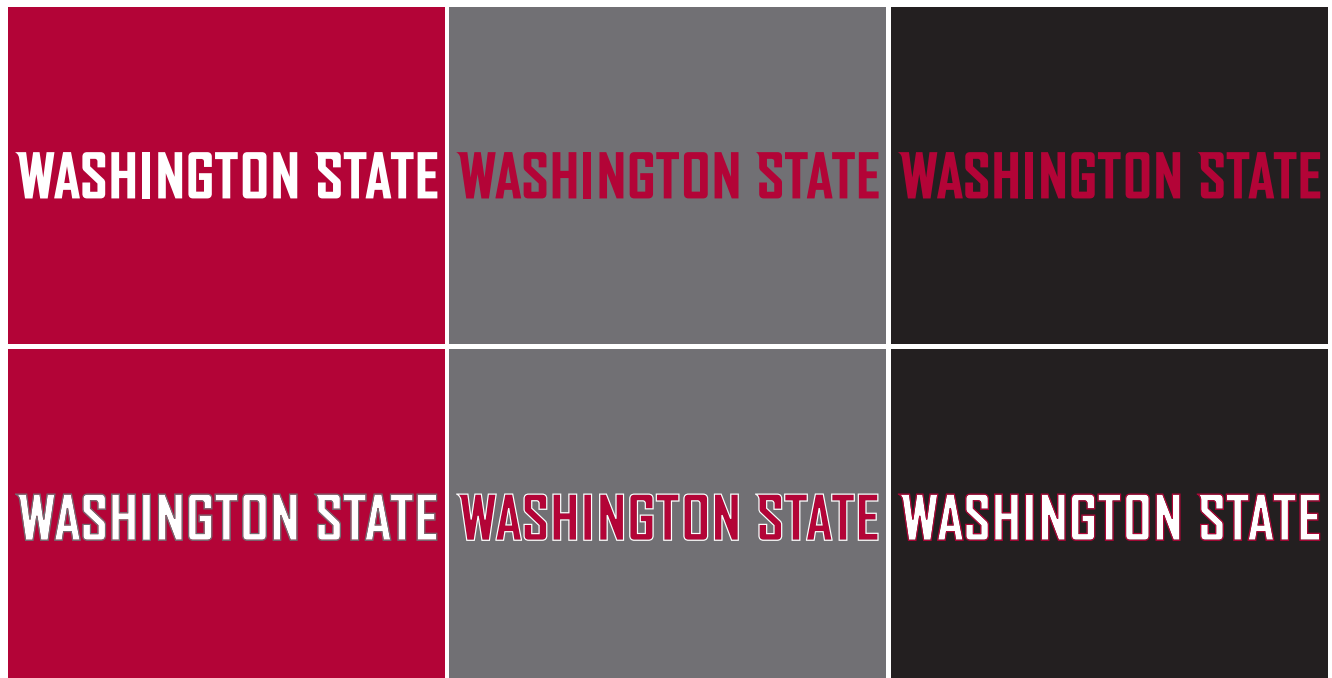Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function.

A "clear area" around the logo equivalent to "X" should be incorporated into any design using the wordmark.

It is very important that designers or desktop publishers do not attempt to construct the wordmark themselves. Do not reproduce by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

WASHINGTON STATE

Color Variation

The wordmark can be used in the following color variations:

WASHINGTON STATE   WASHINGTON STATE   WASHINGTON STATE

WASHINGTON STATE   WASHINGTON STATE   WASHINGTON STATE

SECONDARY IDENTITY
Cougars Wordmark—Protected Area

The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.

NOTE

Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function.

A "clear area" around the logo equivalent to "X" should be incorporated into any design using the wordmark.

It is very important that designers or desktop publishers do not attempt to construct the wordmark themselves. Do not reproduce by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

Color Variation

The wordmark can be used in the following color variations:

SECONDARY IDENTITY
WSU Wordmark—Protected Area

The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.

NOTE

Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function.

A "clear area" around the logo equivalent to "X" should be incorporated into any design using the wordmark.

It is very important that designers or desktop publishers do not attempt to construct the wordmark themselves. Do not reproduce by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

Color Variation

The wordmark can be used in the following color variations:

PRIMARY MARK/WORDMARK

The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.

NOTE

Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function.

A "clear area" around the logo equivalent to "X" should be incorporated into any design using the wordmark.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

x   x

x   x

WASHINGTON STATE

A T H L E T I C S

TERTIARY IDENTITY
Sport-Specific Wordmarks

Sport-specific marks supply freshness and uniqueness to products when needed, as well as represent specific athletics programs. Sport-specific wordmarks unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy.

Each sport benefits from identification as part of Washington State Athletics. Furthermore, the system communicates the diversity of the athletics program while building the core brand.

NOTE

Font is Univers 75, Black. Keep tracking consistent. The "sport" can extend beyond the boundaries of the wordmark.

WASHINGTON STATE
F O O T B A L L

Color Variation

The wordmark can be used in the following color variations:

TERTIARY IDENTITY
Sport-Specific Wordmarks

The first decade of the new century featured a multitude of athletic and academic accomplishments by Washington State student-athletes and athletics programs.

Varsity athletics includes men's baseball, basketball, cross country, football, golf and track and field as well as women's basketball, cross country, golf, rowing, soccer, swimming, tennis, track and field and volleyball.

In the past, WSU had varsity programs in boxing, wrestling and gymnastics. In 1937, Roy Petragallo and Ed McKinnon won the NCAA boxing championship, WSU's first national championship. The men's track and field team won the 1977 NCAA Men's Indoor Track and Field Championship.

NOTE

Font is Univers 75, Black. Keep tracking consistent. The "sport" can extend beyond the boundaries of the wordmark.

WASHINGTON STATE
BASEBALL

WASHINGTON STATE
WOMEN'S SOCCER

WASHINGTON STATE
TRACK & FIELD

WASHINGTON STATE
CROSS COUNTRY

WASHINGTON STATE
BASKETBALL

IDENTITY STANDARDS

Specific usage standards have been established for application of the identity, providing a quality control system to ensure that each individual component is used correctly. Visual parameters have been established with examples of logo proportions and "correct" and "incorrect" usage.

These standards should be adhered to whenever possible in order to maintain the integrity of the identity program. By following these guidelines in all our communications, we each contribute to Washington State University's reputation for excellence across the country and around the globe.

USE PROPER ARTWORK

For reproduction, use only the digital artwork on the disc supplied.
The examples to the right and on the following pages illustrate some of the most
common application errors. Adhering to these guidelines will ensure proper
reproduction and application of the identity.

🚫

At no time should anything (other logos, type, etc.) be placed over the Primary Mark.
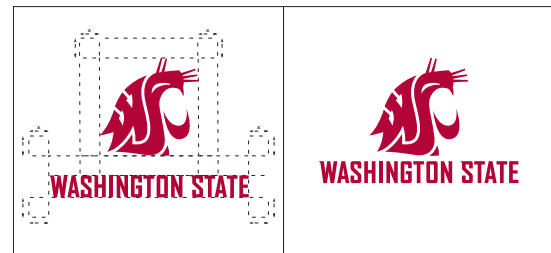
CORRECT   INCORRECT

🚫

All elements surrounding the Primary Mark must adhere to the prescribed distance requirements.
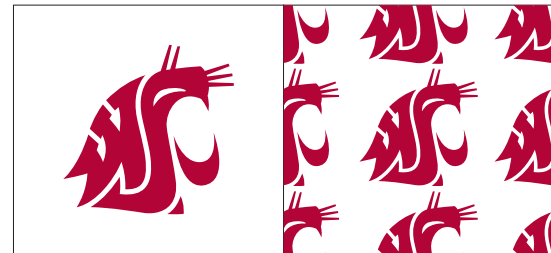
CORRECT   INCORRECT

🚫

The Primary Mark should not be used as a repeated element in closed patterns.

CORRECT   INCORRECT

🚫

All wordmarks or support type must be positioned below the Primary Mark and should adhere to the outlined proportions.

CORRECT   INCORRECT

🚫

The Primary Mark should not be modified, stretched or distorted in any way.

CORRECT   INCORRECT

🚫

The Primary Mark should not be used in any other color combinations other than those specifically called out in this identity manual. Some color variations are acceptable for consumer products, contact licensing for approval.

CORRECT   INCORRECT

🚫

The Primary Mark should not appear against any distracting textures or repeated patterns.

INCORRECT

🚫

The Primary Mark should not be outlined in any other way other than those specifically called out in this identity manual.

CORRECT   INCORRECT

🚫

Wordmark Usage: The recommended minimum size for printing wordmarks on all materials is .25" in cap-height.

.25" **WASHINGTON STATE**
.25" **COUGARS**
.25" **WSU**

CORRECT

🚫

The Primary Mark should not be used as an outline.
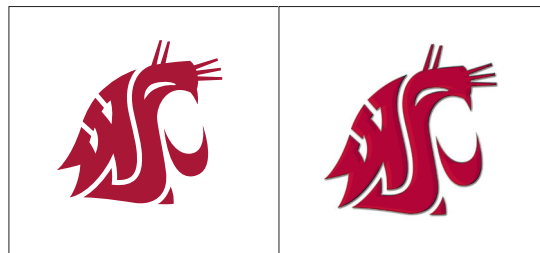

CORRECT   INCORRECT

🚫

At no time should effects
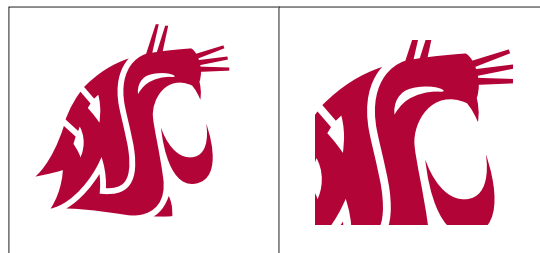be added to the Primary Mark.
(Glow, Posterize, etc.)

CORRECT   INCORRECT

🚫

Do not crop the Primary Mark in
any way.

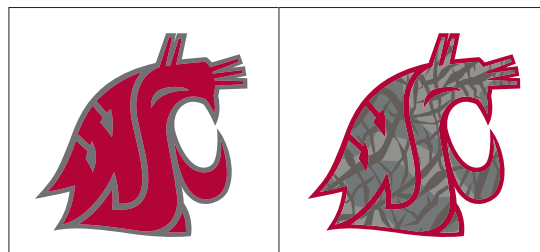CORRECT   INCORRECT

🚫

Do not fill the Primary Mark with a
gradient or pattern.

CORRECT   INCORRECT

🚫

Do not place the identity marks on
busy photographic backgrounds.

INCORRECT

🚫

Do not add additional elements to
the Primary Mark.

CORRECT   INCORRECT

REFERENCES
Using Trademarks and Registered Marks

The logos and wordmarks are registered marks of Washington State University and must include the ® or ™ designation whenever they are used.

Washington State®
Cougars®
WSU™

Any individual, organization or company wishing to use Washington State University's logos and trademarks must obtain the right to do so in writing from the university. All uses of Washington State University's logos and trademarks must be licensed and shall be regulated by the Licensing Program.

All images, logos, designs and other marks in this standards manual are trademarks owned by Washington State University. By accessing and using any of the images, logos, designs or marks in this standards manual, you are agreeing not to reproduce or otherwise use any of the images, logos, designs or marks, except in accordance with the terms of your contract with Washington State University or as otherwise expressly permitted by an authorized WSU representative.

ELECTRONIC FILES

The entire Washington State Athletics Identity Standards Manual is also included as an interactive Adobe Acrobat PDF file on the supplied CD.

All content in this printed manual is also included on the supplied CD as master Adobe Illustrator files as well as individually as EPS files in Pantone, CMYK and RGB color spaces.

Washington State University has delegated the responsibility for this program to the Department of Intercollegiate Athletics (Trademark Licensing Program).

A formal Licensing program has been established to insure Washington State University's control of its identity; facilitate the process of securing authorization for legitimate third party uses; and to insure that WSU secures a legitimate royalty from the promotional use of the marks.

Trademark Licensing Program
P.O. Box 641227
Pullman, WA 99164-1227
Phone: (509) 335-2202
Fax: (509) 335-8734

Reproduction of any logos or wordmarks is prohibited without the approval of Washington State University.