WASHINGTON UNIVERSITY IN ST. LOUIS

UNIVERSITY LOGOTYPE

WUSTL-00001 WUSTL-00002 WUSTL-00003 WUSTL-00004

WUSTL-00005 WUSTL-00006 WUSTL-00007 WUSTL-00008

WUSTL-00009 WUSTL-00010 WUSTL-00011 WUSTL-00012

For school-specific versions (e.g. Law, Business, etc.) please visit publicaffairs.wustl.edu.

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PRIMARY COLOR PALETTE

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UNIVERSITY COLORS PANTONE® COLORS RGB PROCESS COLORS

WUSTL Red U PMS 200 R:195 G:0 B:47 C:0% M:100% Y:59% K:24%

WUSTL Gray PMS Cool Gray 11 R:83 G:86 B:90 C:44% M:34% Y:22% K:77%

LOGOTYPE COLOR PALETTE

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WUSTL Red U PMS 200 R:195 G:0 B:47 C:0% M:100% Y:59% K:24%

WUSTL Green C PMS 342 C R:0 G:102 B:71 C:100% M:0% Y:60% K:40%

WUSTL Tan PMS 4685 C R:226 G:197 B:172 C:2% M:15% Y:23% K:5%

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WASHINGTON UNIVERSITY IN ST. LOUIS

UNIVERSITY LOGOTYPE

WUSTL-00013
WUSTL-00014

WUSTL-00015
WUSTL-00016

OUTLINE SHIELD

WUSTL-00065
WUSTL-00066
WUSTL-00067
WUSTL-00068

Note:
• This variation of the logo shield has been created to allow designers the freedom to use this iconic WashU emblem with more design flexibility. It can be used in large or small sizes, cropped at the edge of a composition or as a stand-alone flourish. It can be produced in any single brand color. The outline shield is always a single color. Do not attempt to fill in areas with color, or create multi-color variations. In order to maintain the integrity of the design at all sizes, the outline shield has been created in two variations: large (open) and small (solid). The difference between these is the treatment of the small stars and fleurs-de-lis. When the outline shield is produced smaller than 1 inch, or in any situation that renders the outlines of these details difficult to reproduce, choose the solid version.
• The outline shield may not be combined with additional text to create school-, unit-, or department-specific versions of the mark, or be combined with any other marks.
• Do not confuse the one-color version of the university logo shield for the outline shield.

LOGOTYPE COLOR PALETTE

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SCHOOL OF MEDICINE MARKS

WUSTL-00072
Washington University in St. Louis School of Medicine

WUSTL-00073
Washington University in St. Louis School of Medicine

WUSTL-00074
Washington University in St. Louis School of Medicine

WUSTL-00075
Washington University in St. Louis School of Medicine

WUSTL-00076
Washington University in St. Louis School of Medicine

WUSTL-00077
Washington University in St. Louis School of Medicine

WUSTL-00078
Washington University in St. Louis School of Medicine

WUSTL-00079
Washington University in St. Louis School of Medicine

WUSTL-00080
Washington University in St. Louis School of Medicine

WUSTL-00081
Washington University in St. Louis School of Medicine

WUSTL-00082
Washington University in St. Louis School of Medicine

WUSTL-00083
Washington University in St. Louis School of Medicine

LOGOTYPE COLOR PALETTE

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October 2017
learfield.trademarxonline.com
ATHLETIC MARKS

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ATHLETIC MARKS (CONTINUED)

WUSTL-00038  WUSTL-00039  WUSTL-00040  WUSTL-00041

WUSTL-00042  WUSTL-00043  WUSTL-00044  WUSTL-00045

Note:
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ATHLETIC MARKS (CONTINUED)

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USAGE GUIDELINES

- The word “Saint” may never be substituted for the abbreviation “St.” “St.” should always be used, and the period after “St.” is required.

- No official symbol of the University should be used in tandem with another official University symbol. For example, the official University logotype should not be used with the Brookings Hall Circular Graphic on the same surface.

- Heraldic Device (Shield)—The university shield (or crest) may be used only as part of the official university seal or logotype (both are federally registered trademarks). The shield (or crest) may not be used alone.

- Outline Shield—This variation of the logo shield has been created to allow designers the freedom to use this iconic WashU emblem with more design flexibility. It can be used as an accent graphic or main graphic and it can be cropped. It can be produced in any single brand color and must be used alone.

- Seal—Each use of the official university seal requires special permission of the Office of the Vice Chancellor for Public Affairs.

- WashU—WashU is our unofficial name and may be used alone. WashU is correctly written with a capital W and capital U, with no space between Wash and U, and without periods. As we embrace WashU as an approved university nickname, we should also phase out the use of past monikers (WUSTL, WU, and Washington U) and replace these with WashU.

- Red, PMS 200, and Green, PMS 342, are the university’s heritage colors and can be used when using the logotype or athletic marks. Red imprint on a green background or green imprint on a red background will no longer be approved.

- Red, PMS 200, and Gray, Cool Gray 11, are the university’s primary design palette.

- Tan, PMS 4685C, is allowed to only be used in the shield of the logotype.

VERBIAGE

Washington University in St. Louis™
Washington University in St. Louis Bears™
WashU®
Washington University®

**WashU** must be one word, no periods and no space. The “ash” needs to be either lower case or small caps.

New website: publicaffairs.wustl.edu

UNIVERSITY FONTS

Libre Baskerville
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (@#$&%,.?;)

Source Sans Pro
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (@#$&%,.?;)

Rockwell
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (@#$&%,.?;)

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