GENERAL INFORMATION

UNIVERSITY COLORS

Pantone 200
CMYK: 0/100/59/24
RGB: 165/20/23
Madeira Polyneon 1747

Pantone 342
CMYK: 100/0/60/40
RGB: 0/115/96
Madeira Polyneon 1703

Pantone 4685
CMYK: 0/10/20/10
RGB: 225/196/172
Madeira Polyneon 1927

Cool Gray 11
CMYK: 59/41/42/15
RGB: 108/115/115

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The word “Saint” may never be substituted for the abbreviation “St.”

Never refer to the university as “Washington”, “Washington U”, “WUSTL”, or as “WU”

“WashU” is correctly written with a capital W and capital U, with no space between Wash and U, and without periods

The “ash” within WashU must be either lower case or small caps (ex: WashU)

Do not confuse 1-color logo variations with outline & reverse variations

ADDITIONAL RESOURCES:

Trademark Licensing: https://publicaffairs.wustl.edu/trademark-licensing/

Logo Downloads: https://publicaffairs.wustl.edu/assets/

Medical Center Identity: https://publicaffairs.med.wustl.edu/expertise/branding-identity/

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WASHINGTON UNIVERSITY IN ST. LOUIS BRAND GUIDE

ATHLETICS

WASHU Athletics

WASHU Bear

WASHU Youth

WASHU Athletic Wordmarks
Ex: WashU Football

MEDICAL

Washington University in St. Louis
School of Medicine

WASHU Medicine

WASHU Physicians

WASHU Medical Wordmarks
Ex: WashU Medical

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<table>
<thead>
<tr>
<th>School Name</th>
<th>File Name</th>
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<tbody>
<tr>
<td>Washington University in St. Louis Arts &amp; Sciences</td>
<td>401_WASHU Arts</td>
</tr>
<tr>
<td>Washington University in St. Louis Brown School</td>
<td>402_WASHU Brown</td>
</tr>
<tr>
<td>Washington University in St. Louis Olin Business School</td>
<td>403_WASHU Business</td>
</tr>
<tr>
<td>Washington University in St. Louis Sam Fox School of Design &amp; Visual Arts</td>
<td>404_WASHU Design</td>
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<tr>
<td>Washington University in St. Louis James McKelvey School of Engineering</td>
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<tr>
<td>Washington University in St. Louis The Graduate School</td>
<td>406_WASHU Graduate</td>
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<td>Washington University in St. Louis School of Law</td>
<td>407_WASHU Law</td>
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<tr>
<td>Washington University in St. Louis University College</td>
<td>408_WASHU Univ College</td>
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