



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



FONTS & TYPEFACES

Libre Baskerville

Source Sans Pro

Rockwell

® OR TM INDICIA SHOULD NOT APPEAR ON ANY LICENSED PRODUCTS

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/>

Reproduction of any WashU logos or marks without the approval of the University & Exemplar Associates is prohibited.



101_WASHU Mark

WashU 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. This IP includes all generic, artistic, stylized uses of "WashU", Washington University, and Washington University in St. Louis.



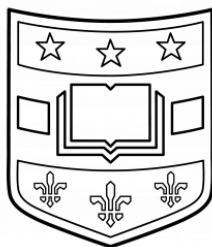
102_WASHU Logo

The shield within this mark may only be used as part of this official mark or as shown within the official university seal (106). It may never be used alone. For a stand-alone shield mark, use 104.



103_WASHU Monogram

This monogram-style insignia is a historical mark that is useful as a symbol on merchandise but should not be used in place of an official logo.



104_WASHU Shield

This shield has been created to allow 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.



105_WASHU Brookings

This can be used when a circular device is desired, but for most applications, a version of the university logo (102) is preferred.



106_WASHU Seal

Use of the official university seal is carefully restricted. It is reserved for formal documents such as diplomas and certificates. It may only be used with special permission from the Office of Public Affairs.

® OR TM INDICIA SHOULD NOT APPEAR ON ANY LICENSED PRODUCTS

Reproduction of any WashU logos or marks without the approval of the University & Exemplar Associates is prohibited. . Questions? Email support@exemplarassociates.com



201_WASHU Athletics



202_WASHU Bear



203_WASHU Youth

204_WASHU Athletic Wordmarks

Ex: WashU Football



301_WASHU Medicine



302_WASHU Physicians

303_WASHU Medical Wordmarks

Ex: WashU Medical

® OR TM INDICIA SHOULD NOT APPEAR ON ANY LICENSED PRODUCTS

Reproduction of any WashU logos or marks without the approval of the University & Exemplar Associates is prohibited. . Questions? Email support@exemplarassociates.com



401_WASHU Arts



402_WASHU Brown



403_WASHU Business



404_WASHU Design



405_WASHU Engineering



406_WASHU Graduate



407_WASHU Law



408_WASHU Univ College

409_WASHU School Wordmarks

Ex. WashU Law