



HUSKY COLORS:

PANTONE 5265 – Coated Papers PANTONE 2765 – Uncoated Papers	PANTONE 7502	WHITE
PRIMARY COLOR: HUSKY PURPLE	SECONDARY COLOR: HUSKY GOLD	SECONDARY COLOR: WHITE

PRINT USE: CMYK>
HUSKY PURPLE (77c, 70m, 0y, 40k)
HUSKY GOLD (0c, 8m, 35y, 10k)

ELECTRONIC USE: RGB>
HUSKY PURPLE (59r, 62g, 114b)
HUSKY GOLD (226r, 210g, 163b)

For Black and White print, Husky Purple converts to Black, Husky Gold to Gray (see individual notes herein).
For an exact color match (color chips) call the Husky Marketing Office: (206) 543-2210.

PRIMARY MARK>W:

TWO-COLOR PRIMARY MARK



ONE-COLOR PRIMARY MARK



The PRIMARY MARK is shown above. As the name implies, the PRIMARY MARK (W) should be the first and most prominent identity element used.

ALWAYS: Use the W first, as shown on the front cover document, in any print or electronic application. Include registration (®) symbol as shown.

NEVER: Remove outline from two-color version. Use one-color version if necessary. Use in any other color combination or against any other background. Run anything through or over the W. (Use the dimensions below to determine appropriate word spacing below the W.)

Notes: If only one logo is used, it should be the W.
Both the two-color and one-color versions are considered the PRIMARY MARK.

DIMENSIONS:



Only the WORD MARKS "Washington" and "Huskies" (see TERTIARY>WORD MARKS on facing page) may be used in conjunction with the two-color PRIMARY MARK.

Note: "A" is determined by the PRIMARY MARK distance as shown. The unit "A" should remain consistent within each usage, including as the unit for "A" in the DAWG and a WORD MARK.



SECONDARY MARK > DAWG:



The SECONDARY MARK (DAWG) is shown above.

ALWAYS: Keep the element facing to the right in the manner shown.
Use only white or Husky Gold for the face of the DAWG – no other color may be used.
Include registration (®) symbol as shown.

NEVER: Use the DAWG first in any document. The DAWG must not appear first, or alone, only the W may be used in that manner.
Allow the face of the DAWG to be ANY color other than white or Husky Gold. (B/W use – white ONLY.)
Use in any other color combination or against any other background.
Remove the outline from the two-color version (shown against the Husky Purple background above).

Notes: The DAWG may ONLY be used if the W is used first. (This guideline excludes licensed merchandise which has a separate set of guidelines.*)
If only one mark is used, it should be the W (the PRIMARY MARK).
Both the two-color and one-color versions of the DAWG are considered the SECONDARY MARK.

Note: The value for "A" is determined by the distance in the PRIMARY (W) element.



TERTIARY ELEMENTS > WORD MARKS:



HUSKY WORD MARKS are shown above (and opposite page) as a stand alone elements or in combination with the W and the DAWG.

ALWAYS: Use the registration (®) symbol.
Center the elements vertically when using a WORD MARK in conjunction with the W or the DAWG.

NEVER: Change the font of a WORD MARK. The Husky font must be used.
Use in any other color combination or against any other background.



USAGE>ADDITIONAL INSTRUCTIONS

At no time should anything (other logos, type, etc.) be placed over either the W or the DAWG.



CORRECT

INCORRECT

Neither the W or the DAWG should be used in a repeated pattern.



CORRECT

INCORRECT

Do not vary the use of the WORD MARKS in any way from the instructions listed in this document. The WORD MARK must always appear below the W or the DAWG and must always be centered and proportioned according to the instructions.



CORRECT

INCORRECT

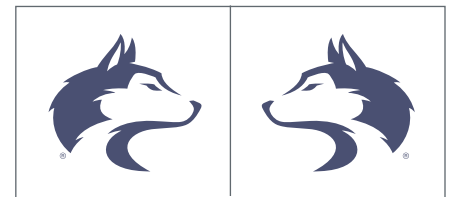
Do not modify, stretch or distort the W or the DAWG in any manner. Always use registration symbols with the W, DAWG or WORD MARKS.



CORRECT

INCORRECT

The DAWG must always face right (east) and should not be flipped in the opposite direction (left, or facing west).



CORRECT

INCORRECT

The face of the DAWG must NEVER be darker than the background. Use ONLY the color combinations shown on this document for any of these marks. (When printing in black and white, Husky Purple should convert to black and Husky Gold should convert to white.)



CORRECT

INCORRECT

*For information on commercial use of these marks, please contact the University of Washington Trademarks and Licensing Office at: (206) 685-8600.

This document has been prepared by the HUSKY MARKETING OFFICE for everyone requesting use of these registered marks. For questions, clarification, or to request electronic files for these marks, please contact Husky Marketing: (206) 543-2210.

