WSU Abbreviated Logo Request Form

Abbreviated logos are for limited use only, primarily when these conditions are present:

* Space or reproduction considerations make it difficult to incorporate the Primary version of the logo;   
  such as when creating branded merchandise (pens, key chains, lapel pin, etc.)
* The Communication will be directed to audiences already familiar with WSU (local/regional),   
  who will recognize the university’s academic mark.

Please return this form to: [brand@lists.wsu.edu](mailto:brand@lists.wsu.edu); [vboydo@wsu.edu](mailto:vboydo@wsu.edu)

Requesters name:

Dept.:

Email:

Phone:

Due to production schedules it may be 5-10 working days before delivery of your logo.   
  
Date needed by:  
Email address of the person(s) to receive the logo package:

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**INFO about the dept., office, center, etc. for which you are requesting the logo:  
You can use “&” instead of “and”, please indicate your preference when you spell out the name.**

1. Which type of logo are you requesting?  
   □ Variable vertical – the crest or the words can be the primary focus, see sample below  
   □ Horizontal, see sample below
2. Full name (include office of, dept. of, etc.):
3. Vendor info: name, contact, website
4. If you want the variable vertical, what are the size dimensions of the space your vendor will use?
5. If you want the variable vertical, do you want the crest or the words to be the primary focus?
6. Samples:  
   Horizontal Abbreviated 

Variable Vertical Abbreviated: 