IMPORTANT INFORMATION
regarding use of CWU name and logos

The marks of Central Washington University are controlled under a licensing program administered by The Collegiate Licensing Company (CLC). Any use of these marks will require written approval from CLC.

What does that mean for Collegiate Sport Club teams? When you order team apparel and gear, the art will be forwarded to CLC and is often sent to CWU’s Public Affairs office for final approval, especially if it’s a vendor that is new to the collegiate licensing process. Most of the vendors you use are accustomed to the process and can assist with some design or suggestions.

In order to streamline the process and establish some consistency, we have provided these boards for your reference. Many teams have opted for a simple approach with either the Wildcat or the CWU logo combined with the sport name. See general guidelines below.

CWU MARKS:
If you use the Wildcat mark, you MUST also use CWU or Central Washington University in conjunction with it. The CWU mark may be used on its own; it requires no further identification. The trademark (TM) symbol should be visible next to either mark.

You may not alter the CWU marks. If you have an idea for a different way to use the Wildcat or CWU marks, run it by Corey Sinclair who may consult with the Publicity Center or Public Affairs as to whether it is an approved use.

SIZE:
Keep in mind that the minimum size for printing CWU marks on fabric is 1.5” height or width. The Wildcat Spirit Mark (Wildcat head) can also be used as a design element, for example used large and/or cropped for a watermark or pattern effect.

FONTS:
The university uses Frutiger as its main font, which comes in a variety of weights. However you may certainly use another font if you feel it reflects the sport better.

RESOURCES:
Corey Sinclair, Collegiate Sport Clubs; Lola Gallagher or Justin Beckman, Publicity Center

COLOR INFORMATION:
School colors should be used whenever possible.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>WILDCAT CRIMSON</td>
<td>PANTONE 7427</td>
</tr>
<tr>
<td>BLACK</td>
<td>PANTONE PROCESS BLACK</td>
</tr>
<tr>
<td>WHITE</td>
<td>WHITE</td>
</tr>
</tbody>
</table>

When reversing or using the CWU Wildcat, Wildcat Spirit, or CWU Wildcat Medallion marks on a black or dark background the darkest value should always be the primary outline of the Wildcat head (the widest part of the mane, inside of the mouth, eye, nose, etc.)
**CWU Wildcat Colors:**

- **Main Crimson:**
  - 0C 100M 65Y 30K or Pantone 7427C
- **Crimson Shadow:**
  - 0C 100M 65Y 50K or Pantone 188C
- **Teeth:**
  - White
- **Teeth Shadow:**
  - 25K or Pantone Cool Gray 5C
- **Black:**
  - 100K or Rich Black 60C 40M 30Y 100K or Pantone Process Black C

**Embroidery Versions:**

- Minimum size (height or width) 1.5”
- Use a Step Stitch or equivalent, NOT Satin Stitch.
When stitching/embroidering CWU marks, use the 2-color and single color versions.

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CWU Graphic Elements

CWU Mountain

CWU Mountain Silhouette

CWU Wildcat Spirit Mark may be used as a graphic element. It may face either right or left. Preference is for right facing.