



University of Washington

Current Revision Date: 12/09/24

Established: 1861

Location: Seattle, WA

Nickname: Huskies, Dawgs

Costumed Mascot: Harry

Live Mascot: Dubs

Conference: Big Ten

Fight Song: Bow Down Washington

Verbiage

University of Washington®
Washington®
Huskies®
Husky™
Dawgs®
U of W®

UW™
U Dub®
Dubs™
Dubs Up™
Woof™
Mighty are the Women®

The Greatest Setting in College Football®
Dawg Pack™
Real Dawgs Wear Purple™
Purple Reign
Bow Down

Purple

Spirit Purple

Accent Lavender

Gold

Spirit Gold

Metallic Gold

PANTONE 2685 C
CMYK: 93, 100, 18, 21

PANTONE 266 C
CMYK: 84, 100, 0, 0

PANTONE 2635 C
CMYK: 13, 19, 0, 11

PANTONE 7502 C
CMYK: 0, 13, 43, 13

PANTONE 7408 C
CMYK: 7, 21, 100, 0

PANTONE 871 C
CMYK: 30, 35, 60, 0

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Athletic Logo



Helmet Mark



Youth Marks



Paw Mark



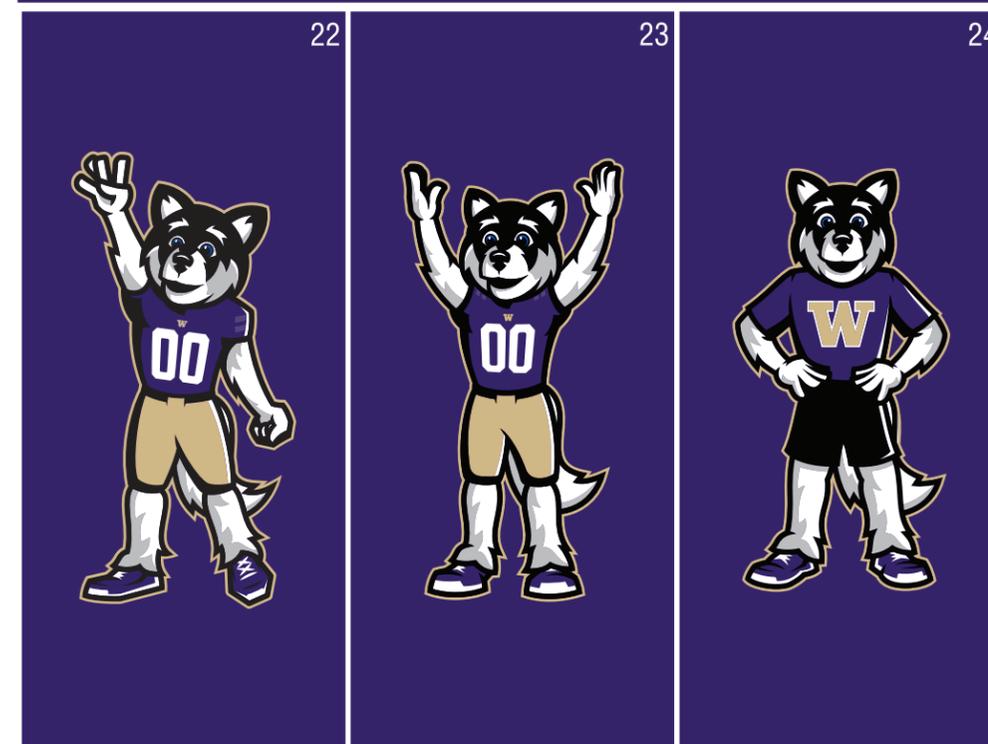
School Seal



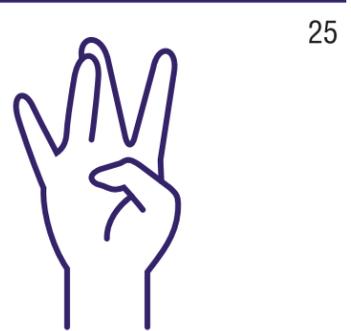
Athletic Word Marks



Harry Marks



Dubs Up



Institutional Logo

Institutional Signature



Tagline

BE BOUNDLESS.

Husky Stadium



ADDITIONAL PERTINENT INFORMATION

- University seal is reviewed on a case-by-case basis.
- No alterations or overlaying graphics to the block W permitted.
- University licenses consumables (must have expiration date on packaging).
- Cross licensing with other marks may be permitted with an additional agreement.

- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- Any item that contains the Purple Reign mark must also contain the athletic logo.
- "Dawg Pack" refers to the student section at football and basketball games.