



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

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

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Athletic Logo















Athletic Word Marks









Institutional Logo





Institutional Signature





Tagline



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

Helmet Mark



Youth Marks





Paw Mark



School Seal



Harry Marks







Dubs Up





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.