

BRAND STYLE GUIDE TAKEAWAY

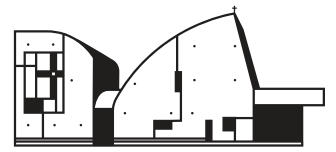
Seattle University is more than just a logo. Rooted in our message foundation is our mission, vision, values, brand positioning and purpose. Inside these pages you'll find information about about our brand guidelines and useful tools to activate the Seattle University brand.

SEATTLE
UNIVERSITY

[SEATTLEU.EDU/BRAND](https://seattleu.edu/brand) | MARCOM@SEATTLEU.EDU



BRAND STRATEGY



WE START WITH OUR MISSION

Seattle University is dedicated to educating the whole person, to professional formation and to empowering leaders for a just and humane world.

Our brand is founded on Seattle University's distinctive values, known as brand pillars. We now prioritize our brand promise in our communications to define our identity and establish straightforward, authentic messaging.

Learn more about the Seattle University Messaging Playbook at seattleu.edu/brand.

BRAND PROMISE

We deliver life-changing education centered on experiential learning that prepares students for personal and professional success and to shape a constantly changing world for the better.

BRAND PILLARS

Pillar 1

HIGHER-POWERED
ACADEMICS

Pillar 2

INNOVATIVE AND
EXPERIENTIAL ECOSYSTEM

Pillar 3

ENDURING
IMPACT

BRAND PERSONALITY/TONE

INNOVATIVE - FUTURE-FOCUSED - CHALLENGING - BOLD - KINETIC - CRAFTED - REFLECTIVE - DARING - ADVENTURE-FILLED

LOGOS

SEATTLE
UNIVERSITY

Official Logo

The Seattle University wordmark serves as our institution's primary visual identifier. It is the overarching brand that governs a range of brand extensions.

SEATTLE — MASTER BRAND
UNIVERSITY
COLLEGE, DIVISION, — BRAND EXTENSION
INITIATIVE, CENTER NAME

Brand Extensions

These should incorporate the Seattle University logo with a consistent positioning of name and space to reinforce the brand. These should never stand alone without the wordmark.



Interlock Wordmark

The university community is encouraged to use it.



Seattle University Spirit Marks

The spirit mark and interlock are intended for Athletics and informal occasions to foster and boost school spirit.



Seattle University Seal

Reserved for formal occasions, the Board of Trustees, Office of the President and Provost.

COLOR

PRIMARY

The primary brand color is SU Red. It must be present throughout all brand collateral. Utilize the SU Red to help visually tie back to Seattle University as a brand. Make “red” the hero.

SU Print Red
C-3 M-100 Y-70 K-12



SU Digital Red
Hex #AA0000



NOTE: Ensure the SU Red build is correct for the format—CMYK for print and HEX for digital.

NEUTRALS

Black, white and shades of gray are acceptable colors to partner with SU Red.



Black
CMYK: 60/40/40/100
Hex #000000



White
Hex #FFFFFF



Grays
Percentages of black
CMYK or HEX Build

ACCENTS

Five accent colors can be used to complement the SU Red. However, these colors should never be used alone or in a primary way.



Teal
CMYK: 63/0/18/60
HEX #005A6D



Royal Blue
CMYK: 100/34/0/55
HEX #003282



Blue
CMYK: 63/0/18/0
HEX #8ae0f2



Emerald
CMYK: 100/0/66/9
HEX #009b7a



Yellow
CMYK: 0/30/100/0
HEX #FDB913

COLOR IN USE

Lead with our primary color (SU Red). If leading with a neutral color, SU Red should be present or made the hero of the design. Accent colors should be used minimally and no more than 10%. We recommend 60% black and red, 30% grays or white and 10% accent colors.



GRAPHICS AND ICONS



NOTE: More icons are available. Please contact Marketing Communications to obtain icons.

TYPOGRAPHY

Seattle University uses licensed brand typefaces for all printed materials. Knockout, Neutraface 2 and Neutraface Slab. Because of limited licenses, free alternate typefaces are available – Oswald, Montserrat and Roboto Slab. Using these typefaces will help to ensure brand consistency.

HEADLINES

Headlines should always be in all caps. Headlines may be in Knockout/Oswald or Neutraface 2 Slab/Roboto Slab.

**For copy for a printed piece or a standalone story that may appear in a newsletter, do not cap all words of a headline or subheadline (only the first letter of each word).*

HEADLINE IN KNOCKOUT
HEADLINE IN OSWALD

HEADLINE IN NEUTRAFACE SLAB
HEADLINE IN ROBOTO SLAB

BODY COPY

Body copy should use Neutraface 2 or Montserrat, should be left justified and no smaller than 8 pts.

Body copy in Neutraface 2

Body copy in Montserrat

EXAMPLE TYPEFACES AND HEADLINES

SMALL SUB HEADLINE
IN OSWALD

**THIS IS A
HEADLINE IN
OSWALD**

**HEADLINE IN
KNOCKOUT**

MONTSERRAT SUB HEADLINE

**OUTLINE
HEADLINE
IN OSWALD**

PHOTOGRAPHY & VIDEOGRAPHY

When telling the Seattle University visual story choose photos that help students see themselves here at Seattle University, inspire pride and showcase the university as a vibrant, dynamic place.

People

Prioritize capturing people and dynamic interactions, aiming for authenticity even in posed shots. Include the campus and learning spaces to provide context.



Academics

Use clean, simple compositions with unique angles that highlight academic excellence without distractions.



Location

Highlight the beauty of Seattle University's campus and its proximity to the vibrant city life.

