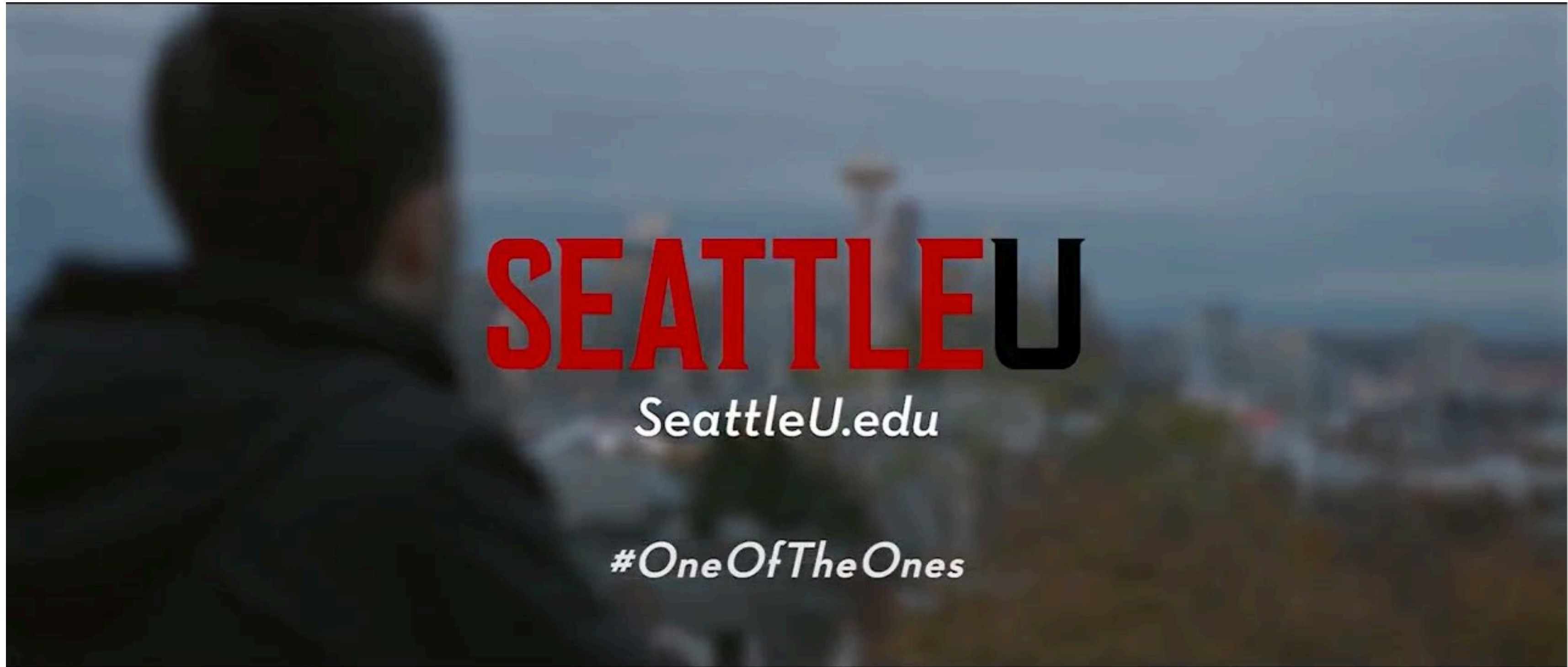


SEATTLEU

BRAND WORKSHOP

SEATTLEU



SEATTLEU

SeattleU.edu

#OneOfTheOnes



Welcome Vendors



Priorities

A few priorities this year with the deans and college marketers

- Edu and program pages
- Solution for content
- Broader SEO optimization efforts
- Targeted digital efforts for undergraduate prospective students

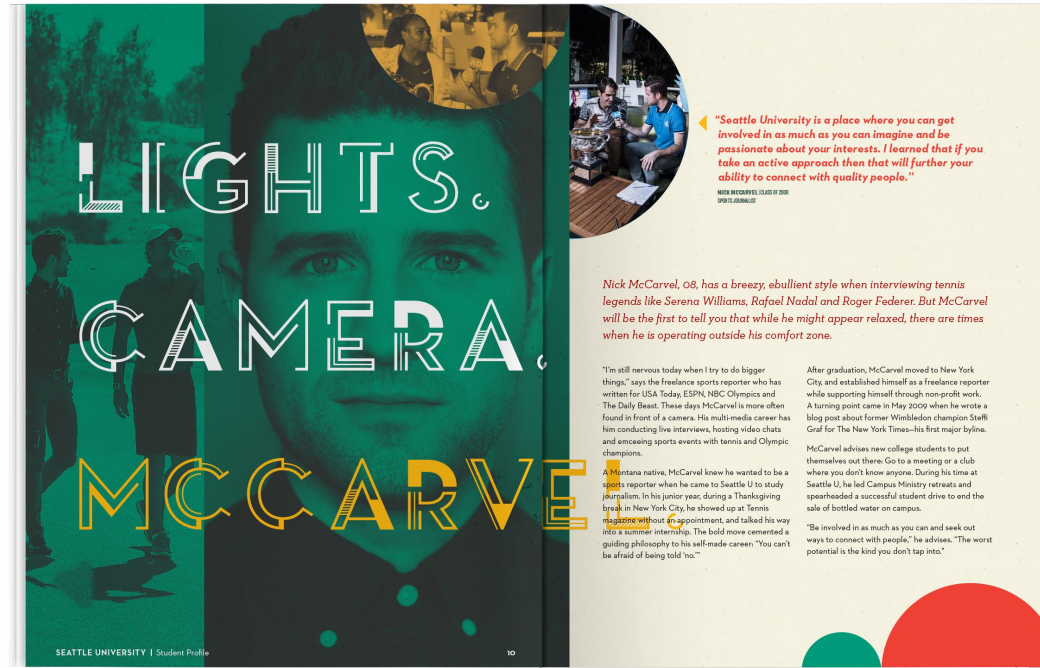


Concept



SEATTLEU

Concept/Viewbook



Creative Review





THE
»» **ONES** ««


UNITING PROFESSION
AND PURPOSE

More than a school of thought—Seattle University is a school of action. A community of fearlessly exceptional leaders and visionaries. The home of the ones who are finding extraordinary solutions to global challenges. The ones conducting groundbreaking work in cracking the human genetic code. Improving education in communities where more than 30 languages are spoken. This is where the ones who are creating a just and humane world come together. To become part of the solution—and lead the way toward the greatest good.

BECOME ONE OF THE ONES
Seattleu.edu/The-Ones

»»»»

SEATTLEU



THE
»» **ONES** ««

ANSWERING QUESTIONS
WITH ACTION

This is where they come together. The ones who seek to create meaningful impact. The ones who make it their business to reinvent business as usual. Creating opportunities for Fair Trade commerce in developing nations. Engineering solutions to ecological problems right here in Seattle. With open hearts and open minds, they're the ones who are dedicated to serving our community, the underserved, and the world. Not just for the good of all, but for the greatest good.

BECOME ONE OF THE ONES
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THE ONES

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Digital Banners



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THE **ONES** CHAMPIONS FOR THE GREATEST GOOD. **SEATTLEU**
—>> BECOME ONE

THE **ONES** CONNECTING PASSION WITH COMPASSION. **SEATTLEU**
—>> BECOME ONE

THE **ONES** FUTURE-FOCUSED AND FEARLESSLY EXCEPTIONAL. **SEATTLEU**
—>> BECOME ONE

SEATTLEU BECOME ONE OF THE ONES

SEATTLEU DARING TO BE A FORCE FOR GOOD



THE **ONES**
STRONG IN CHARACTER.
CURIOUS TO THE CORE.

—>> BECOME ONE <<—

SEATTLEU



THE **ONES**
FUTURE FOCUSED AND FEARLESSLY EXCEPTIONAL.

—>> BECOME ONE <<—

SEATTLEU



THE **ONES**
FUTURE FOCUSED AND FEARLESSLY EXCEPTIONAL.

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SEATTLEU





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ONES

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»» BECOME ONE ««

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SEATTLEU

SEATTLEU
ALBERS SCHOOL OF
BUSINESS AND ECONOMICS

FLEXIBLE, PART-TIME
MBA PROGRAM

SEATTLEU
ALBERS SCHOOL OF
BUSINESS AND ECONOMICS

FLEXIBLE, PART-TIME
MBA PROGRAM

»» EXPLORE MORE ««

FLEXIBLE, PART-TIME
MBA PROGRAM

EVENINGS, ROLLING ADMISSIONS, NATIONALLY RANKED

SEATTLEU
ALBERS SCHOOL OF
BUSINESS AND ECONOMICS



THE DEPTH
AND BREADTH OF A
HIGHLY RANKED
EDUCATION

The road to professional advancement and personal fulfillment begins here, with 34 accredited graduate degree programs and more than 30 certificate options in seven schools and colleges. Seattle University fully prepares you to make a meaningful impact on the world.

- Albers School of Business and Economics
- College of Arts and Sciences
- College of Education
- College of Nursing
- College of Science and Engineering
- School of Law
- School of Theology and Ministry

LEARN MORE
seattleu.edu/graduate-admissions

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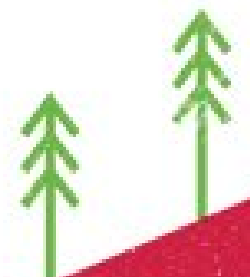
STRUCTURE
OF THE
FUTURE

Pursue a Master of Science
in Structural Engineering



LEARN MORE
seattleu.edu/structural-engineering

SEATTLEU
COLLEGE OF
SCIENCE AND ENGINEERING



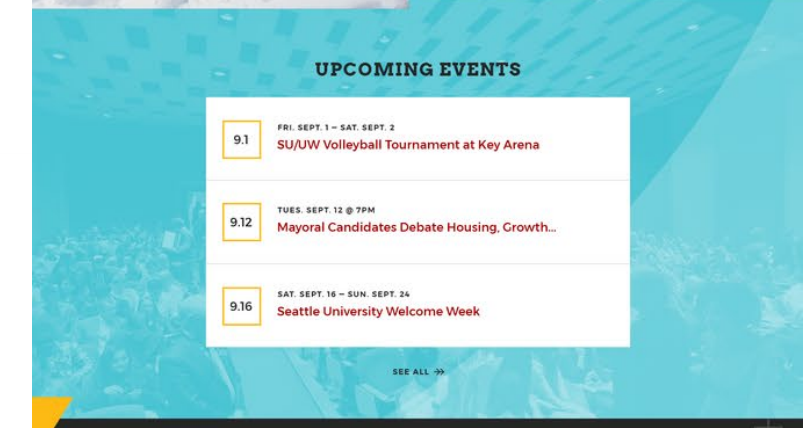
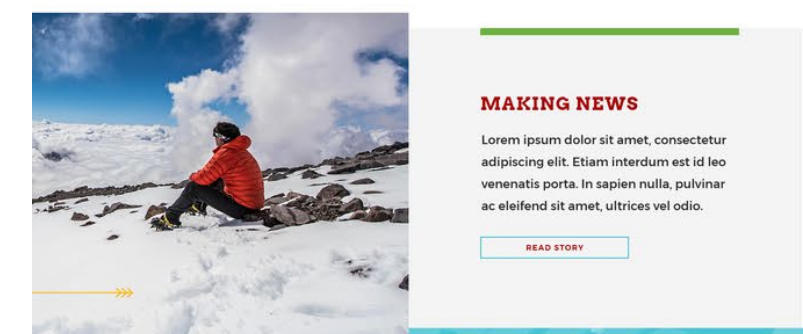
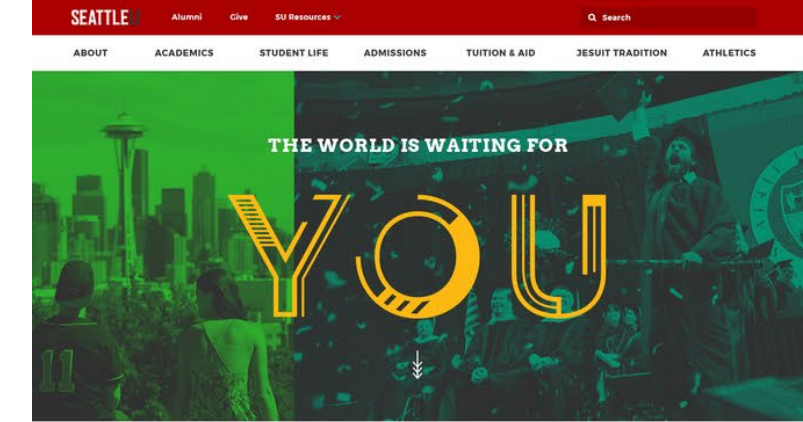
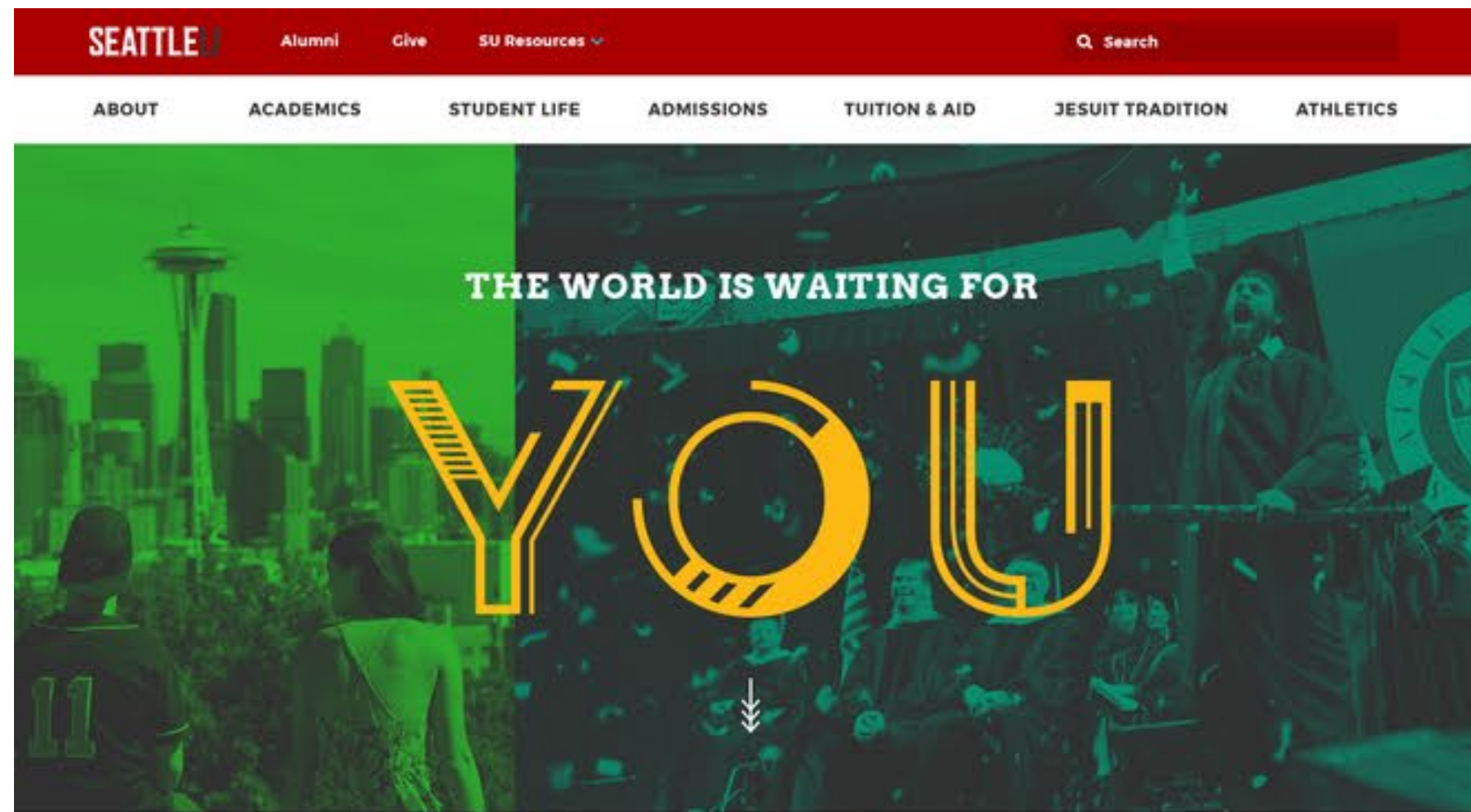
EDU Redesign





IT ALL BEGINS HERE

That first class. That first student club. That moment when you and your peers look around and realize that in a city so full of culture and history, you are one of the ones





Our holistic approach to education nurtures more than just the mind—it cares for the whole person. That's why people from everywhere come to Seattle University with open minds and open hearts, ready to discover their path in life.



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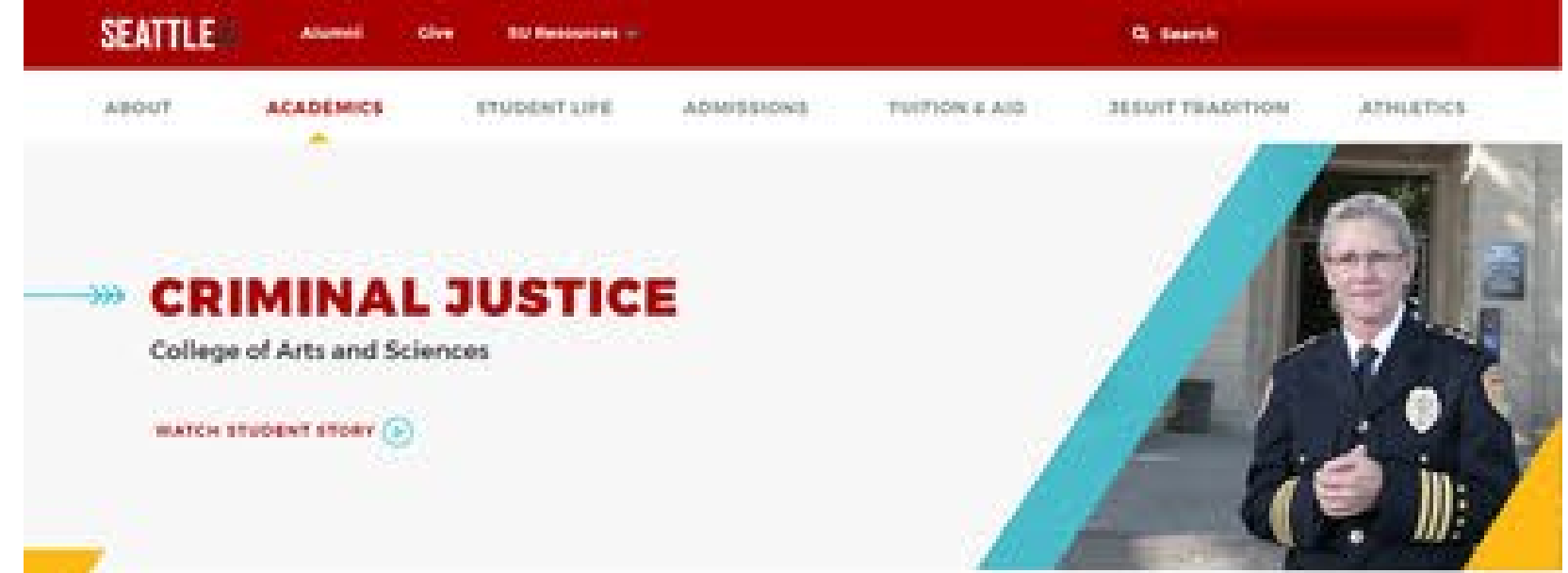
MAJORS, DEGREES & PROGRAMS

- UNDERGRADUATE
- GRADUATE
- COLLEGES & SCHOOLS

EDUCATING THE WHOLE PERSON FOR THE WORLD.

Maecenas tristique magna ultrices, eleifend nunc et, ornare erat. Duis feugit enim vitae tincidunt egestas. Vivamus viverra lacinia commodo. In hac habitasse platea dictumst as tristique magna ultrices, eleifend nunc sit.

- SERVICE LEARNING
- EDUCATIONAL RESOURCES



Home > Academics > Undergraduate Programs & Majors > Criminal Justice

- APPLY
- VISIT
- REQUEST INFO

PROGRAM OVERVIEW

Seattle U's Criminal Justice Department opens doors to a wide range of career opportunities in the criminal justice field and for graduate study in criminology/criminal justice, forensic psychology, forensic science, and law. The curriculum provides a foundation for contemporary criminological theory and criminal justice practice with emphasis on law enforcement, the courts, and corrections.

DEGREES & SPECIALIZATIONS

BACHELOR OF ARTS IN CRIMINAL JUSTICE

Vivamus ac tellus enim. Etiam quis ipsum augue. Pellentesque lacina mattisvelit turpis eget dictum. Aliquam consetia magna sed in molestie, sed sagittis nunc tristique. Sed id est et justo partibus semper. Pellentesque habitant morbi tristique senectus et netus.

- BA - Criminal Justice / Administration of Justice Specialization
- BA - Criminal Justice / Criminology & Criminal Justice Theory Specialization
- BA - Criminal Justice / Forensic Psychology Specialization
- BA - Criminal Justice / Forensic Science Specialization

BACHELOR OF SCIENCE WITH CRIMINAL JUSTICE MINOR

MINOR IN CRIMINAL JUSTICE

NAVIGATE

- College of Arts and Sciences
- Student Resources
 - Sub link lorem ipsum dolor
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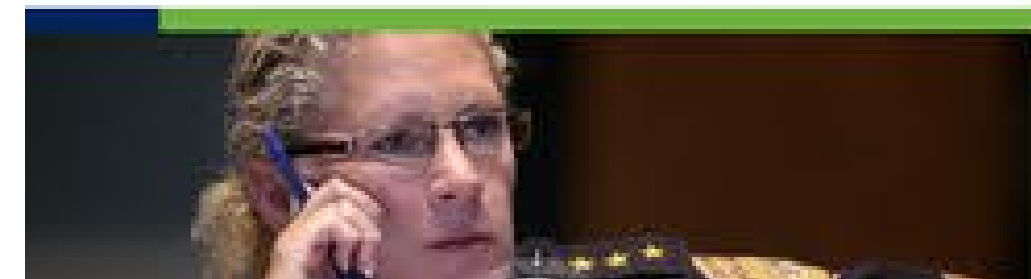
DEPARTMENT CONTACTS

- Dr. Jacqueline Holtgert, Department Chair
306.295.5477
jholtg@seattleu.edu
- Dr. Jacqueline Holtgert, Department Chair
306.295.5477
jholtg@seattleu.edu

UPCOMING EVENTS

- MACC 100th Anniversary
Friday, May 18th, 2017
9:00 - 1:00
Learn More
- Event Name Lorem
Monday, August 13th, 2017
2:00 - 5:00
Learn More

SOCIAL MEDIA



Colors



SU Red

Pantone: PMS 200C & U
CMYK: 3 • 100 • 70 • 12

HEX: #AA0000
RGB: 170 • 0 • 0

SECONDARY COLORS

The Secondary Color palette along with our Primary Color above are the brand's signature palette and will greatly aid as a notable identifier to our brand in terms of color usage.

Red Orange

Pantone: Red 032C & U
CMYK: 0 • 90 • 86 • 0

HEX: #EF4135
RGB: 239 • 65 • 53

Forest Green

Pantone: Red 349C & U
CMYK: 73 • 37 • 70 • 21

HEX: #046A38
RGB: 72 • 113 • 88

Blue

Pantone: 3115C & U
CMYK: 63 • 0 • 18 • 0

HEX: #47C3D3
RGB: 71 • 195 • 211

Yellow

Pantone: 130C / 129U
CMYK: 0 • 30 • 100 • 0

HEX: #FDB913
RGB: 253 • 185 • 19

Green

Pantone: 369C / 368U
CMYK: 59 • 0 • 100 • 7

HEX: #6CB33F
RGB: 108 • 179 • 63

Navy Blue

Pantone: 2945C & U
CMYK: 92 • 69 • 20 • 5

HEX: #004C97
RGB: 39 • 88 • 141



—>>> TERTIARY COLORS <<<—

A Tertiary Color palette has been developed to respect and complement our Primary and Secondary Colors. They should be used in coordination with these palettes but never on their own.

SU Black

Pantone: Black – Tint: 93%
CMYK: 0 • 0 • 0 • 93
HEX: #333333
RGB: 57 • 56 • 57

Gold

Pantone: 117C & 110 U
CMYK: 20 • 36 • 100 • 1
HEX: #CC9F26
RGB: 207 • 159 • 36

Emerald

Pantone: 340C + U
CMYK: 100 • 0 • 66 • 9
HEX: #009B7A
RGB: 0 • 155 • 122

Taupe Brown

Pantone: 7504C & U
CMYK: 40 • 45 • 53 • 8
HEX: #948272
RGB: 150 • 129 • 114

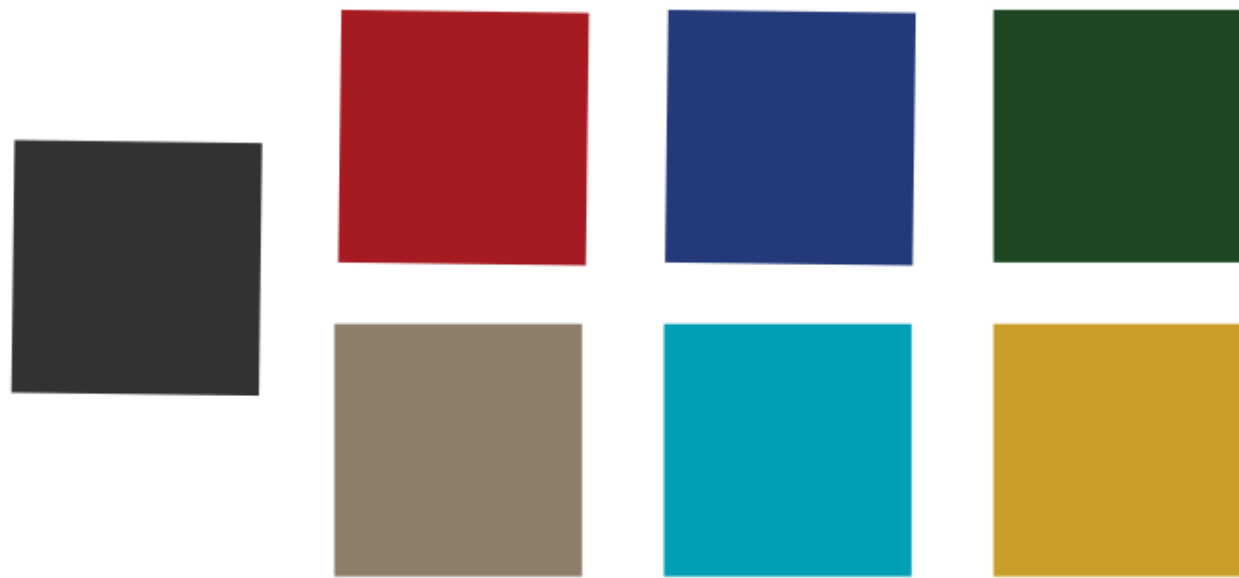
Yellow Tint

Pantone: 130C / 129U – Tint: 6%
CMYK: 0 • 2 • 6 • 0
HEX: #FFF7EC
RGB: 255 • 247 • 236



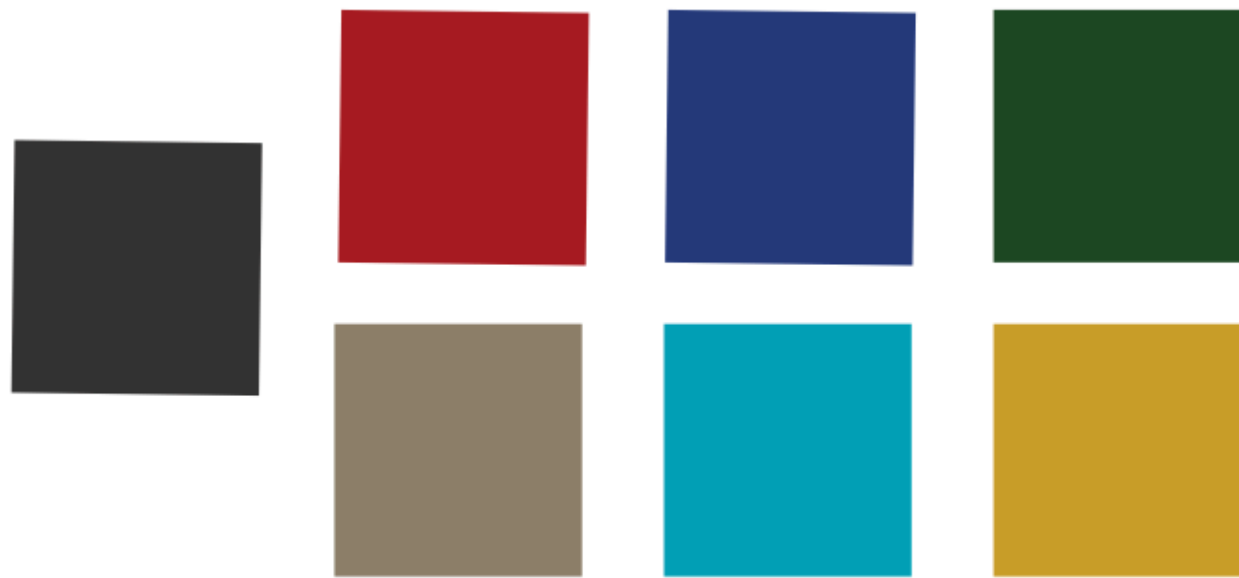
Color Combinations

Classic Color Palette



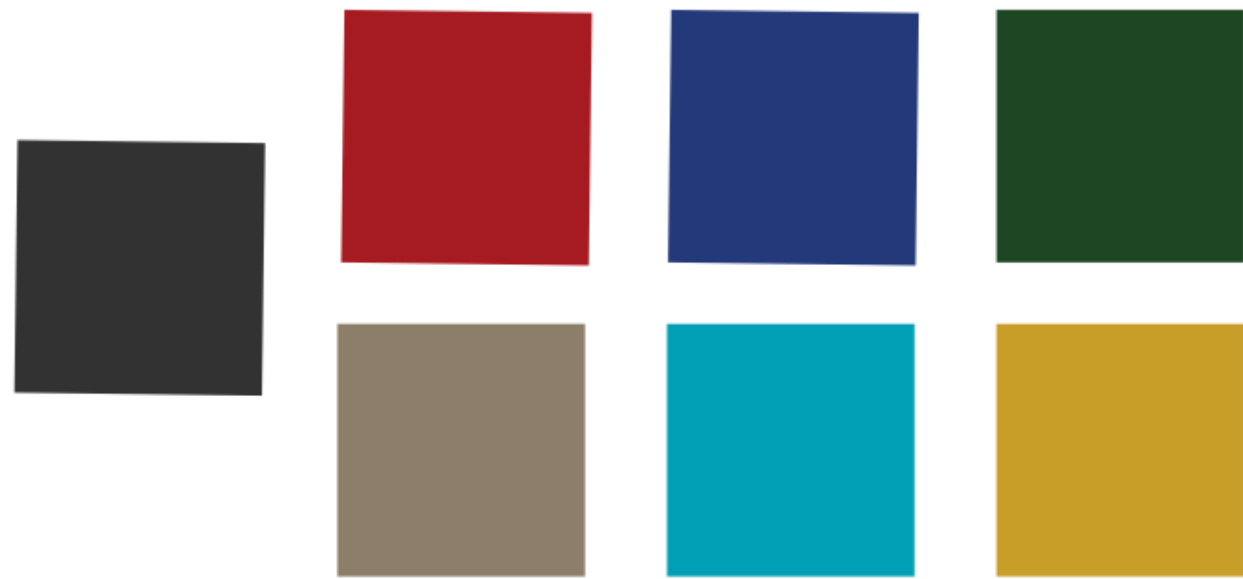
Color Combinations

Classic Color Palette



Color Combinations

Classic Color Palette



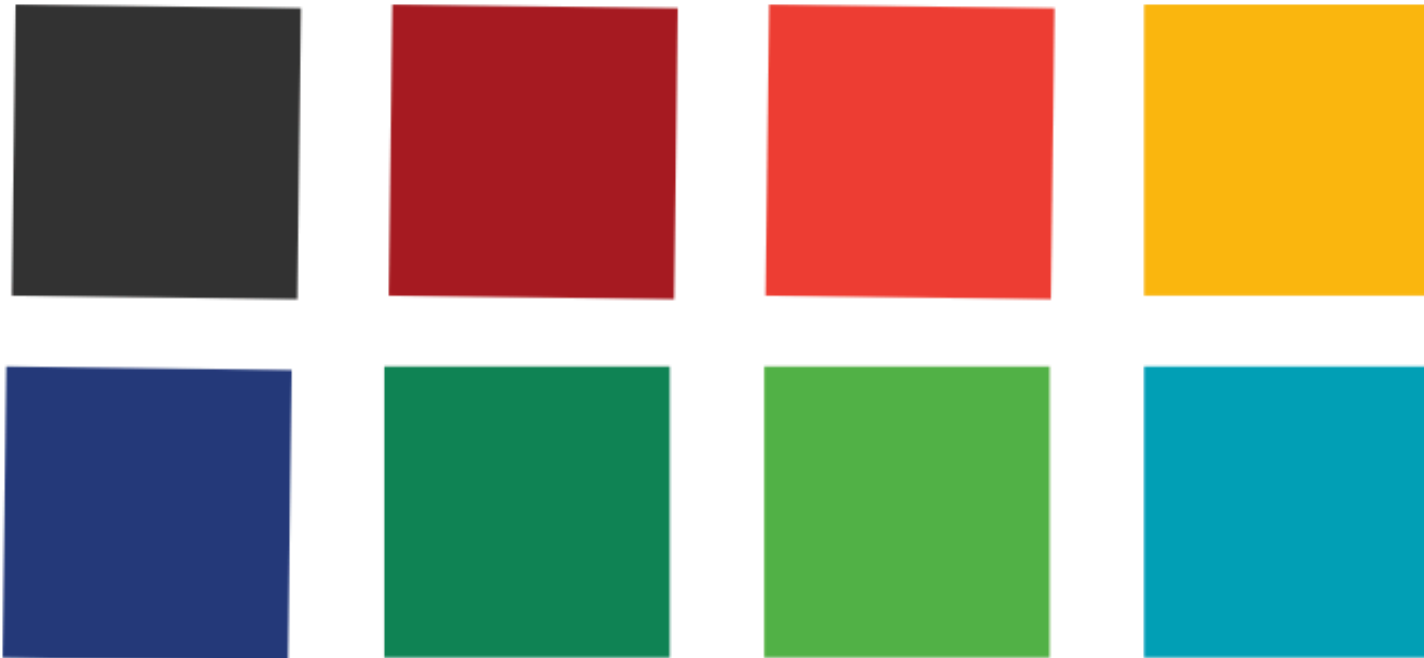
Color Combinations

Vibrant Color Palette



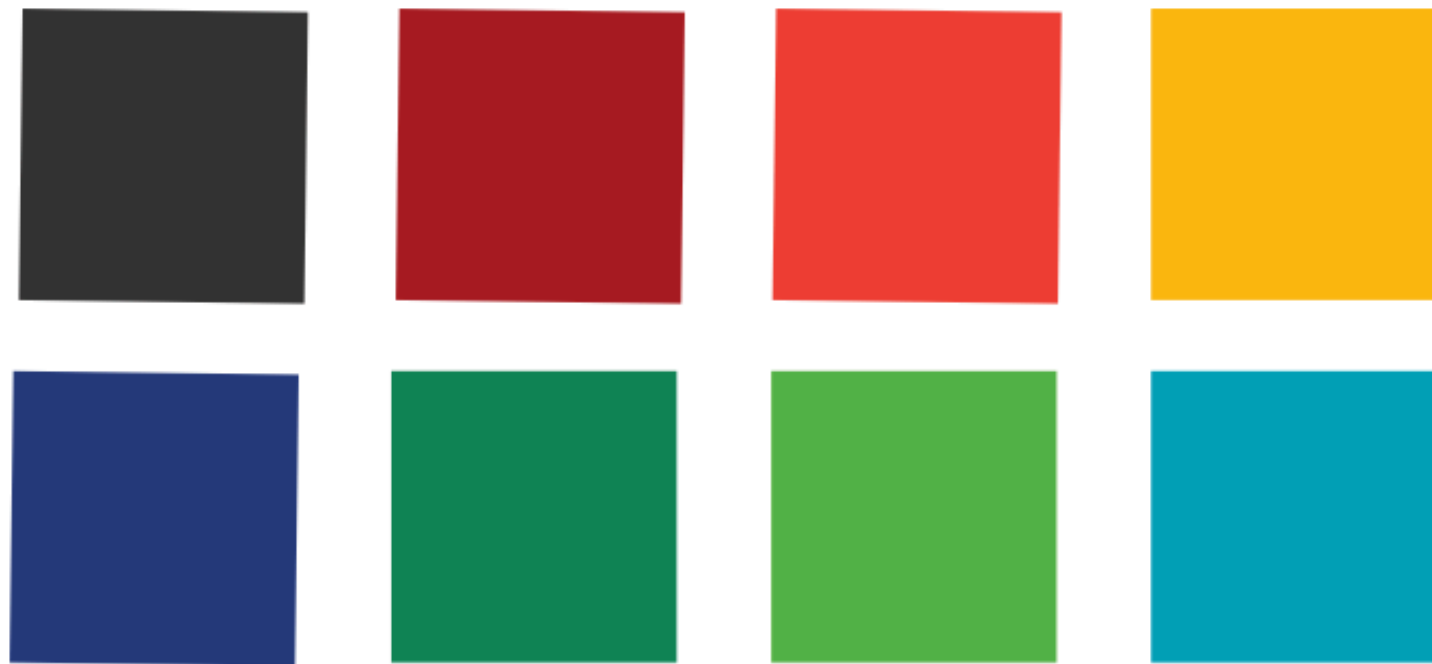
Color Combinations

Vibrant Color Palette



Color Combinations

Vibrant Color Palette



Graduate Viewbook





TAKE THE PATH THAT MOVES YOU FORWARD

A Seattle University graduate degree offers flexibility for students and working professionals inspired to make big changes in their world, and ours. Which path are you on? Choose yours and discover the impact of earning an advanced degree in one of the most forward-thinking cities on the planet.



THE DRIVE

You're an undergrad with your eyes on the horizon. You're motivated to master the knowledge and skills gained from your college experience. SU can match your momentum.

GO FORTH



THE CLIMB

You're a full-time professional with upward mobility goals and need the know-how to climb to the next level. Flexible SU programs will get you there.

MOVE UP



THE PIVOT

You're ready to pivot to a career that will help you follow your passion or keep pace with the shifting needs of today's workforce. SU will give you the new skills you'll need.

TURN HERE



#1

Legal Writing Program



TOP 15

Criminal Justice Master's in U.S.

CriminalJustice.com



TAKE THE PATH THAT MOVES YOU FORWARD

A Seattle University graduate degree offers flexibility for students and working professionals inspired to make big changes in their world, and ours. Which path are you on? Choose yours and discover the impact of earning an advanced degree in one of the most forward-thinking cities on the planet.



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GO FORTH



SEATTLE GRADUATE VIEWBOOK SEATTLEU.EDU REQUEST INFORMATION VISIT APPLY

ABOUT ACADEMICS LOCATION ESSENTIALS


HERE TO HELP YOU DRIVE, CLIMB, OR PIVOT

Seattle University's top-ranked graduate programs are designed to benefit full-time students and working professionals determined to reach their individual and career goals with tuition that is affordable, schedules that are flexible, class sizes that are small, educators that are plugged in, and access to globally admired brands that are just around the corner.

We can help you with your Drive to make the most of your undergrad degree. Ready for the Climb up through the ranks of management? We can show you the way. And when it's time for a career Pivot that will keep you one step ahead of where business is trending, there's no better place than Seattle.

And because our university is deeply rooted in Jesuit tradition, you'll receive a whole-person education in a place where the dichotomies between ambition and altruism, excellence and compassion, professional and personal meet and merge to create a more just and humane world.

Apply today and experience what it's like to learn, live and launch a career with an advanced degree from Seattle University.



CONSISTENTLY UP THERE IN THE PACIFIC

When it comes to graduate program rankings, Seattle University is continually one of the best.

 #8 Master's University in the West <small>U.S. News & World Report</small>	 #2 Part-time Professional MBA in the West <small>U.S. News & World Report</small>
 #1 Private University in the Northwest <small>Wall Street Journal/Times Higher Education</small>	 NATIONALLY RECOGNIZED as a Green Campus for Sustainable Practices
 #1 Leadership Executive MBA and Graduate Accounting in the Northwest	 TOP 10 Producer of Peace Corps Volunteers
 #8 Fulbright Scholars in the U.S. Among Master's Institutions	

LEADING WITH VALUES

SEATTLE GRADUATE VIEWBOOK SEATTLEU.EDU REQUEST INFORMATION VISIT APPLY

ABOUT ACADEMICS LOCATION ESSENTIALS

MODERNIZING THE WORLD FROM OUR CORNER OF IT

Seattle, Washington truly is an international city like few others. It's an entrepreneurial playground where global points of view, leading-edge tech, popular culture and legendary coffee blend together every day—with the wonders of nature all around you. Forbes called it one of the "Top 10 Smartest Cities in America." Like so many game-changing companies, you'll simply call it home.

VISIT SEATTLE AND SEE HOW YOU CAN SHINE IN THE EMERALD CITY

VISIT SEATTLE U


#2 Most Literate City <small>Central Connecticut State annual survey</small>	#3 Best Tech Cities in the US <small>CBRE 2016 Scoring Tech Talent</small>	Top 10 Best Places to Live in U.S. <small>U.S. News & World Report</small>	#4 Healthiest Cities in America <small>WalletHub</small>	Top 10 Smartest Cities in America <small>Forbes</small>	#3 Top Ten Cities for Millennials <small>Inc.com via ABDOOT</small>
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ALUMNI PROFILE →→

RYAN FALLGREN '14
MASTERS OF ARTS IN TRANSFORMATIONAL LEADERSHIP
SCHOOL OF THEOLOGY AND MINISTRY


Can a magnetic personality become a professional asset for someone motivated to make a meaningful impact? It does at SU. Ryan applied what he learned at our one-of-a-kind MATL program and found happiness at a one-of-a-KIND company.

READ HIS FULL STORY



WELCOME TO YOUR NEW CO-WORK SPACE

Yes, Seattle University has a beautiful campus with a principled and eclectic student body—but it's so much more for the 2,800+ graduate students striving to be more. And it's all in the center of a city rich with culture, where major employers in the most exciting business sectors are our neighbors.



CHOOSE YOUR PATH. MAP YOUR ADVENTURE.

Get ready for a more meaningful balance of work and life as you become more marketable in one of the most exciting job markets in America.



Headlines

- Future Focused
- Fearlessly Exceptional
- Future Focused and Fearlessly Exceptional
- Open Hearts and Minds
- The Ones Who Lead the Way Forward
- The Ones Who Serve the Greatest Good
- The Ones Who Dare Forth
- Dare to Shine
- The Ones Who Set the World on Fire
- Ignited from Within
- Inspired from Above
- Dare to be One of the Ones
- From Our Corner in Seattle to Every Corner of the World
- Guided by Purpose. Driven by Passion.
- World-Class Outcomes. World-Changing Outreach.
- One of The Ones the World Has Been Waiting For
- Become One of The Ones, For the Betterment of All
- Mind, Body, and Spirit. For the Universal Good.
- The Ones Uniting Profession and Purpose
- The Ones Answering Questions With Action
- Champions For the Greatest Good
- The Ones Connecting Passion With Compassion
- Daring to Be a Force For Good
- The Ones Strong in Character. Curious to the Core.



Overlay Tutorial



