

# BRAND GUIDELINES 2024

SEATTLE  
UNIVERSITY

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# BRAND BASICS

## —>>> WELCOME TO THE SEATTLE UNIVERSITY BRAND GUIDELINES <<<—

### WHAT IS THIS?

Welcome to the next phase of the Seattle University (SU) brand guidelines. This document is your go-to resource for understanding and implementing our new brand identity. Here, we cover what makes the SU brand unique and powerful. As our brand evolves, these guidelines will be updated to reflect our ongoing growth and refinement.

### WHAT IS A BRAND?

A brand is more than just a logo or a color scheme—it's the essence of who we are and what we stand for. At Seattle University, our brand embodies our commitment to a life-changing experience in the Jesuit, Catholic tradition of educating the whole person, inclusive academic excellence and experiential learning. Located in one of the nation's most innovative and forward-thinking cities, Seattle University is a hub where diverse paths converge to foster positive change.

Building a successful brand requires focus, pride and collective will. The look, feel and tone captured in these guidelines reflect the Seattle University story—our shared experiences, values, and aspirations. Our brand is shaped by the impressions and emotions of students, parents, academics, alumni, public servants, corporations and communities worldwide. The collective perception forms when people hear the name "Seattle University."

Just as [Reigniting Our Strategic Directions](#) has been born from unity and collaboration, these guidelines will contribute to the university's success in building a cohesive and impactful brand.

### WHAT ARE BRAND STANDARDS AND WHY ARE THEY IMPORTANT?

Brand standards are essential to ensure a consistent, unified and professional image across all communications and representations of Seattle University. By adhering to these guidelines, we can effectively shape how people think and feel about the institution.

### IMPORTANCE OF BRAND STANDARDS

#### Identity and Recognition:

Brand standards help establish a recognizable and distinct identity for Seattle University. Consistent use of logos, colors, fonts and other visual elements ensures that the university is easily identifiable in all its communications.

#### Professionalism and Credibility:

A cohesive brand image conveys professionalism and credibility. It helps build trust and respect among stakeholders, including students, faculty, alumni, donors and the broader community.

#### Marketing and Communication Efficiency:

Clear brand standards streamline marketing and communication efforts. When everyone uses the same guidelines, it reduces confusion and duplication of effort, making the process more efficient and effective.

#### Differentiation:

In a competitive educational landscape, brand standards help differentiate Seattle University from other institutions. A unique and consistent brand highlights the university's values, mission and unique attributes.

# BRAND BASICS

—>> WELCOME TO THE SEATTLE UNIVERSITY BRAND GUIDELINES <<—

## **Cohesive Messaging:**

Consistent branding ensures that the university's messaging aligns with its mission and values, presenting a unified voice across different platforms to various audiences.

## **Community and Pride:**

Strong brand standards foster a sense of community and pride among students, faculty, staff and alumni, creating a shared identity and sense of belonging.

## **Legal Protection:**

Proper use of brand elements protects the university's trademarks and other intellectual property from misuse or misrepresentation.

This document is intended for those responsible for creating marketing and communication materials for Seattle University, from department newsletters and university websites to fundraising brochures and student recruitment materials. By following these brand standards, we ensure that the look and feel of SU remain consistent, helping us build a strong, recognizable, and respected brand.

Thank you for being a part of this brand-building effort!

# BRAND STRATEGY

## —>> SEATTLE UNIVERSITY <<—

The truth about developing a great brand is, in fact, the truth. 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.*

### BRAND ESSENCE

We have an internal rallying cry that is the heart and soul of what we stand for. Our brand essence is not a slogan or tagline, but rather our core, the single defining characteristic that informs all of what we do and create as we tell the Seattle University story.

### BE YOUR ALL.

At Seattle University, our whole-person education is dedicated to helping students flourish and become the person they aspire to be—pursuing their passions and lifelong learning, succeeding in their professions, embracing their convictions and discovering their purpose. Our mission is to educate, support and empower students to thrive, lead meaningful lives and be difference-makers who contribute to the greater good.

### BRAND PROMISE

#### FORMATIVE AND TRANSFORMATIVE LEARNING.

The Seattle University brand promise reveals what our stakeholders can expect from the university across all touchpoints.

**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 PURPOSE

Finally, we have our brand purpose. It is part of our essence. It is focused on the larger impact we have on our students and the world. It helps shape our strategic positioning.

### WHERE INNOVATION MEETS HUMANITY.

We benefit from our presence and relationships in Seattle and the city—with all its dynamism and innovation—benefits from our distinctive approach to higher education we offer and the impact of our alumni.

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.

# BRAND STRATEGY

## —>>> BRAND PILLARS <<<—

Seattle University delivers a life-changing education centered in experiential learning that prepares students for personal and professional success and to shape a constantly changing world for the better. **See 1-page Brand Strategy Summary [here](#).**

### PILLAR ONE: HIGHER-POWERED ACADEMICS

A life-changing experience in the Jesuit, Catholic tradition of educating the whole person, academic rigor, inclusive excellence and experiential learning.

**WHOLE PERSON EDUCATION:** Focused on every facet of who you are (intellect, morals, spirituality, empathy, physical and mental well-being).

**RIGOR:** In-depth learning, critical thinking, problem solving, ability to communicate clearly and persuasively, dedication to excellence.

**DISCERNMENT:** Deliberate in consideration of the moral and ethical implications in identifying options to solve complex issues and then choosing the better solution.

**INCLUSIVE:** In our curriculum and student experience, fostering a sense of belonging for all.

**EXPERIENTIAL AND HANDS-ON LEARNING:** Central to a Jesuit education. We offer internships with leading companies, community-engaged learning, lab and field work, clinical simulations, collaboration on real-world projects with industry leaders and interdisciplinary research with faculty.

### PILLAR TWO: INNOVATIVE AND EXPERIENTIAL ECOSYSTEM

Located in Seattle, a global tech hub, providing unparalleled access to innovation, arts and adventure.

- One of the largest independent universities in the Northwest, bringing resources, partnerships with industry leaders to career and networking opportunities.
- Well-regarded schools, colleges and centers across disciplines.
- Graduates who are highly valued and highly sought after by employers.
- An abundance of outdoor activities, fun and adventures in a majestic setting close to mountains, water and lush greenspace. A rich offering of culture, arts, sports and music in the greater Seattle area.

### PILLAR THREE: ENDURING IMPACT

Students empowered to be principled leaders, successful professionals and engaged citizens.

- Technical skills plus the leadership, critical thinking, problem solving and communication skills that prepare students to succeed, thrive and have a lasting impact in their careers and communities.
- Well-rounded individuals who are socially responsible, ethically grounded and globally aware.
- Committed to their communities, our common humanity and the greater good.
- 90,000+ alumni globally—more than 56,500 in Washington state, most working and living in the greater Seattle area.

### OUR BRAND VOICE

Our brand voice is made up of the components of our brand strategy. **Learn more [here](#).**

# BRAND STRATEGY

## —>>> BRAND TONE & TRAITS <<<—

The Brand Pillars are what make the voice true. But what does it sound like? What is its personality or tone? Remember that though all these personality traits should exist in all brand work, the extent to which they are utilized should vary by audience. What a donor needs to feel or experience differs from what a 17-year-old prospective student needs.

### SEATTLE UNIVERSITY BRAND TONE

Innovative | Future-Focused | Challenging | Bold | Kinetic | Crafted | Reflective | Daring | Adventure-Filled

#### INNOVATIVE

Our education prepares students for a high-tech world of innovation and progress—with leading faculty, a unique curriculum and excellent experiential learning opportunities.

#### FUTURE-FOCUSED

A forward-looking education that prepares students for a constantly-changing world where thoughtful approaches and solutions are needed to address complex issues.

#### CHALLENGING

Our educational experience encourages rigorous academic pursuits, critical thinking and personal growth. Students are challenged to solve complex issues, question norms and push themselves intellectually and personally.

#### BOLD

Much like we challenge students to be difference makers of principle and purpose, we should be creatively bold in helping our brand stand out.

#### KINETIC

Seattle University has a vibrant and dynamic atmosphere, reflecting the university's bustling campus life, active student body and engaged community. Kinetic paints a picture of a lively and dynamic environment where things are constantly in motion and evolving.

#### CRAFTED

A transformational experience carefully and deliberately tailored to foster personal growth, human flourishing and a commitment to serving the common good.

#### REFLECTIVE

Indicates a commitment to introspection, contemplation and self-awareness as integral parts of its academic and community culture. Reflective may manifest in several ways: critical thinking, ethical inquiry, discernment, cultural awareness, personal growth and ongoing self-assessment.

#### DARING

Our Jesuit education dares students to go out into the world, be engaged citizens and use the knowledge they gain to work for the greater good.

#### ADVENTURE-FILLED

Seattle University's location in Seattle and the Pacific Northwest adds an extra dimension of adventure to the college experience, offering students a unique blend of outdoor exploration, urban excitement, innovation, cultural diversity and global engagement.

# PRIMARY BRAND

## —>> LEADING WITH SEATTLE UNIVERSITY <<—

As Seattle University elevates academic excellence, it will use Seattle University as the primary brand for the institution. Seattle U and SU continue to play an important role in supporting the overarching brand for Seattle University. Driven by research and the desire to build the university's academic reputation further, the brand will lead with Seattle University.

Using Seattle University's primary brand, secondary reference and abbreviations effectively requires understanding the appropriate contexts and audiences for each. Here is a guide on when to use each branding element:

### **PRIMARY BRAND: SEATTLE UNIVERSITY**

When to Use:

#### **Formal Communications**

- Official documents, press releases and formal letters.
- Academic publications, research papers, and presentations.
- Legal and contractual documents.

#### **Marketing and Communications**

- Brochures, advertisements and promotional materials.
- Website and official social media postings.
- Press releases and media kits.

#### **Events and Official Functions**

- Commencement programs, official ceremonies and public events.
- Conferences, symposia and academic gatherings.

#### **Partnerships and Collaborations**

- Joint announcements, sponsorships and official collaborations.
- Memorandums of understanding and partnership agreements.

#### **Informal Communications**

- Internal communications, such as emails and newsletters.
- Student and alumni communications, including informal announcements and updates.

### **SHORT NAME: SEATTLE U**

When to Use:

#### **Student and Campus Life**

- Student activities, club events and campus initiatives.
- Merchandise and apparel, such as T-shirts, hoodies and accessories.

#### **Athletics and Recreational Programs**

- Sports events, team uniforms, and fan apparel.
- Marketing materials for athletic programs and recreational activities.

#### **Social Media and Community Engagement**

- Social media posts, hashtags, and informal online interactions.
- Community events and outreach programs where a more approachable tone is beneficial.



# PRIMARY BRAND

—>> LEADING WITH SEATTLE UNIVERSITY <<—

## INITIALS: SU

When to Use:

### Branding and Logos

- Logos, emblems and design elements where space is limited.
- University merchandise and small promotional items like pens, notebooks and keychains.

### Digital and Online Presence

- Favicons, app icons and other digital branding where a compact identifier is needed.
- Email signatures and digital letterheads.

### Abbreviations in Context

- Contexts where the university's name has already been mentioned and abbreviated references are appropriate.
- Charts, graphs and tables where space is limited and brevity is necessary.

### Internal Documents

- Internal reports, meeting minutes and memos where brevity is preferred and the audience is familiar with the abbreviation.

## GENERAL GUIDELINES

### Consistency

Always ensure that whichever element is used, it adheres to the university's branding guidelines for font, color and placement.

### Audience and Tone

Consider the audience and the formality of the communication. Use the primary brand for formal and official contexts, SU for informal and student-focused interactions and initials on second reference in storytelling, for space or internal/external newsletters and general communications.

### Brand Identity

Ensure that all uses reinforce the university's brand identity and mission, maintaining coherency and consistency.

Using the primary brand, SU and initials appropriately, Seattle University can effectively communicate its identity across different contexts and to various audiences.

# BRAND MARKS

## —>> PRIMARY VISUAL IDENTIFIER <<—

The Seattle University wordmark serves as our institution's primary visual identifier. It is designed to do more than allow people to read and recognize our name. Through our typographical choices and how it is applied it embodies our mission, values and character. To maintain consistency and uphold the integrity of our brand, it is vital to adhere to the following guidelines whenever using the Seattle University wordmark.

SEATTLE  
UNIVERSITY

SEATTLE UNIVERSITY



# BRAND MARKS

## » SEATTLE UNIVERSITY AND THE INTERLOCK «

The SU interlock, when used alone, is used for athletics and social media activities but can be applied on merchandise or alongside the Seattle University wordmark, as shown below. It is also used in cases where sizing or legibility is a concern. The interlock lockups include a left-justified and center-justified mark with the wordmark stacked and unstacked. The university community is encouraged to use it.



# BRAND MARKS

## »» WORDMARK INCORRECT USE ««

Below are the most common ways the wordmark could be used incorrectly. There are many others so please refrain from using any version of the logo that has not been approved. Keep in mind that the impact of any logo depends on consistent use resulting in a large number of impressions over a period of time.

Alternating school colors.

~~SEATTLE  
UNIVERSITY.~~

Using color(s) besides red, black and white.

~~SEATTLE  
UNIVERSITY.~~

Incorrect scale, proportions and rotation.

~~SEATTLE  
UNIVERSITY.~~      ~~SEATTLE  
UNIVERSITY.~~

Screening of mark.

~~SEATTLE  
UNIVERSITY.~~

Rearranging key elements.

~~SEATTLE UNIVERSITY.~~

# BRAND MARKS

## —>> INTERLOCK LOCK-UPS INCORRECT USE <<—

Below are the most common ways the interlock lock-ups could be used incorrectly. There are many others so please refrain from using any version of the logo that has not been approved. Keep in mind that the impact of any logo depends on consistent use resulting in a large number of impressions over a period of time.

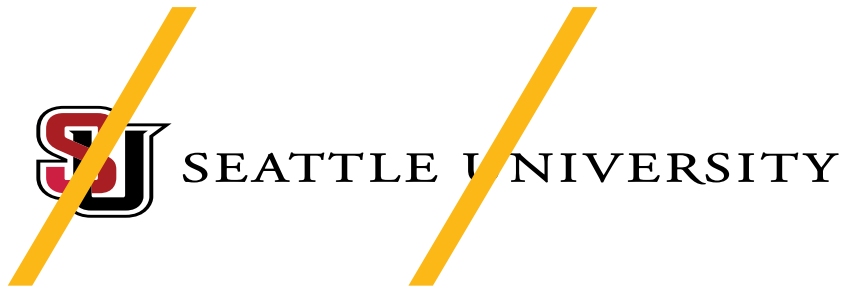
Alternating school colors.



Using color(s) besides red, black and white.



Incorrect scale, proportions and rotation.



# BRAND MARKS

## »» MASTER BRAND – OFFICIAL LOGO ««

Seattle University also acts as the master brand, the overarching brand that governs a range of brand extensions or affiliated brands within the university. This strategic approach involves helping to unify colleges, departments, centers and initiatives under a single identity while allowing them some distinctiveness.

### MASTER BRAND

The master brand of an organization refers to its main identity that is most frequently used in communications and represents the core essence of the organization. It is the brand most associated with the organization by the public and is used in a wide variety of contexts.

SEATTLE  
UNIVERSITY

COLLEGE, DIVISION,  
INITIATIVE, CENTER NAME

### BRAND EXTENSION

#### Brand extensions:

Brand extensions are areas that directly support and serve Seattle University's mission and vision. These areas should incorporate the Seattle University logo with a consistent positioning of their name and space to reinforce the brand. These should never stand alone without the wordmark.

SEATTLE  
UNIVERSITY  
COLLEGE OF EDUCATION

SEATTLE UNIVERSITY | SCHOOL OF LAW

SEATTLE UNIVERSITY  
COLLEGE OF SCIENCE AND ENGINEERING

SEATTLE  
UNIVERSITY  
COLLEGE OF ARTS AND SCIENCES

SEATTLE UNIVERSITY | COLLEGE OF NURSING

SEATTLE UNIVERSITY  
ALBERS SCHOOL OF BUSINESS AND ECONOMICS

SEATTLE UNIVERSITY | COLLEGE OF NURSING

SEATTLE UNIVERSITY | COLLEGE OF EDUCATION

# BRAND MARKS

## —>> BRAND EXTENSIONS <<—

When programs, departments, and offices within a college or division need a logo lock-up, they should follow the rules below. A school, college, institute, division or department should never stand alone without Seattle University.

### Sub brands:

Sub brands are extensions that include various programs, departments and offices within the college. These should never stand alone without the wordmark.

SEATTLE  
UNIVERSITY  

---

COLLEGE OF SCIENCE  
AND ENGINEERING  
MECHANICAL ENGINEERING

SEATTLE UNIVERSITY | COLLEGE OF EDUCATION  
MASTER IN TEACHING

SEATTLE  
UNIVERSITY  

---

COLLEGE OF ARTS  
AND SCIENCES  
ARTS LEADERSHIP

### Alternate limited use applications:

There are cases when the program name is used without reference to the school or college. This application should be limited to specific usage such as merchandise and advertising and must be approved by the Marketing Director in the respective area, the Creative Director and/or Chief Marketing Officer.

SEATTLE  
UNIVERSITY  

---

MECHANICAL ENGINEERING

SEATTLE UNIVERSITY  

---

MASTER OF SOCIAL WORK

SEATTLE UNIVERSITY | COUPLES AND  
FAMILY THERAPY

### Endorsed brand:

These groups play a vital role in advancing the mission and vision of Seattle University and extending their impact beyond the university to serve additional audiences. It is important that these groups maintain a clear tie to Seattle University, as this connection enhances the university's reputation and adds credibility. It is essential that the Seattle University logo is prominently featured in their branding and communications materials to reinforce this affiliation.

SEATTLE UNIVERSITY |  roundglass  
India Center

# BRAND MARKS

## —>> BRAND EXTENSIONS <<—

### AFFILIATED BRANDS

These individual groups receive more weight than the Seattle University master brand, but enhance the reputation of the university. Example is Seattle U's radio station KXSU.



### EXTERNAL CO-BRANDING

This is a collaborative branding between two or more distinct brands that are external to each other. External co-branding typically involves businesses or organizations collaborating to co-create an event and market products or services that benefit from both partners.

The Seattle University logo is a registered trademark and should maintain the visual integrity of the brand mark when appearing with additional logos. There should always be an area of isolation around the mark. This area is equal to the height (x) of the corresponding logo being used. No other graphic elements, such as typography, rules or photography should infringe upon this space unless otherwise approved.





# BRAND MARKS

## »» THE SEATTLE UNIVERSITY SEAL ««

The Seattle University seal, also known as the academic seal, is the official business emblem of Seattle University and is not intended for general use. It is reserved for formal occasions and essential situations such as Commencement, diplomas and official communications. Its use by anyone other than the offices of the President, Provost, Deans, Board of Trustees and official staff is not permitted. Do not alter or attempt to recreate these elements in any way.



SEATTLE UNIVERSITY SEAL



SEATTLE  
UNIVERSITY

SEATTLE UNIVERSITY SEAL  
AND SIGNATURE



SEATTLE UNIVERSITY

SEATTLE UNIVERSITY SEAL  
AND SIGNATURE

# BRAND MARKS

## SEATTLE UNIVERSITY SPIRIT MARKS

The spirit mark and interlock are intended for Athletics and informal occasions to foster and boost school spirit. Frequently embraced by sports fans, students, and alumni/student organizations, the spirit mark promotes pride and loyalty and is encouraged for use by student organizations and athletics to enhance Seattle University's brand. These marks are applied on non-academic specific materials, including student group promotional items and naming, intramural team gear and alumni merchandise, to communicate and express school spirit. Additionally, the spirit mark serves as a primary logo for Seattle University Athletics programs.



INTERLOCK



SEATTLE U SPIRIT MARK



SEATTLE U REDHAWKS

# BRAND COLOR PALETTE

## PRIMARY / SU RED

Our primary color is our most significant identifier. It must be present throughout all brand collateral. Utilize SU Red to help visually tie back to Seattle University as a brand.

### Print SU Red

CMYK: 3/100/70/12



### Digital SU Red

HEX: #aa0000



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

## NEUTRALS

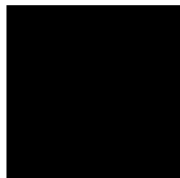
### White

CMYK: 0/00/00  
HEX #ffffff



### Black

CMYK: 60/40/40/100  
HEX #000000



### Grey

75% Black



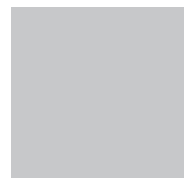
### Grey

50% Black



### Grey

25% Black



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

## ACCENT COLORS

### Teal

CMYK: 63/0/18/60  
HEX #005a6d



### Royal

CMYK: 100/34/0/55  
HEX #001e4f



### Blue

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



### Emerald

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



### Yellow

CMYK: 0/30/100/0  
HEX #fdb913

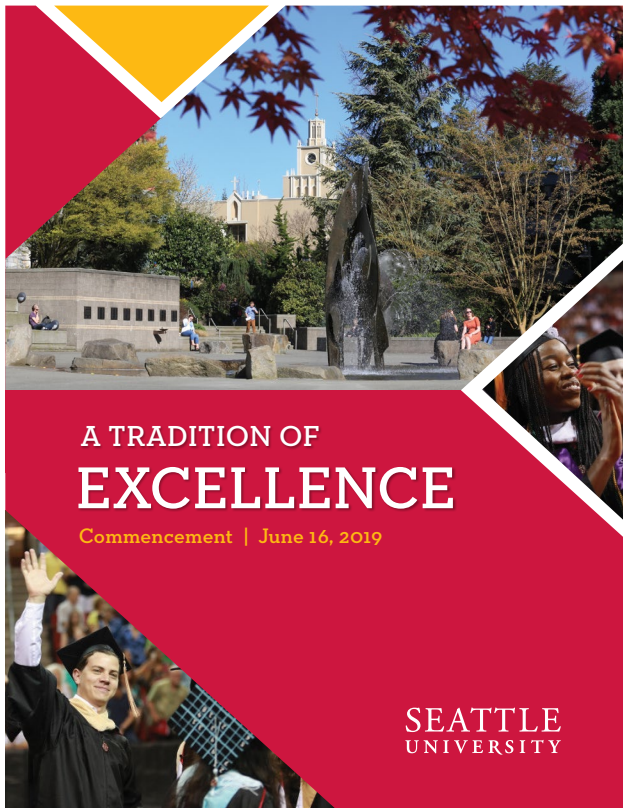


Five accent colors can be used to complement SU Red. However, these colors should never be used alone or in a primary way.

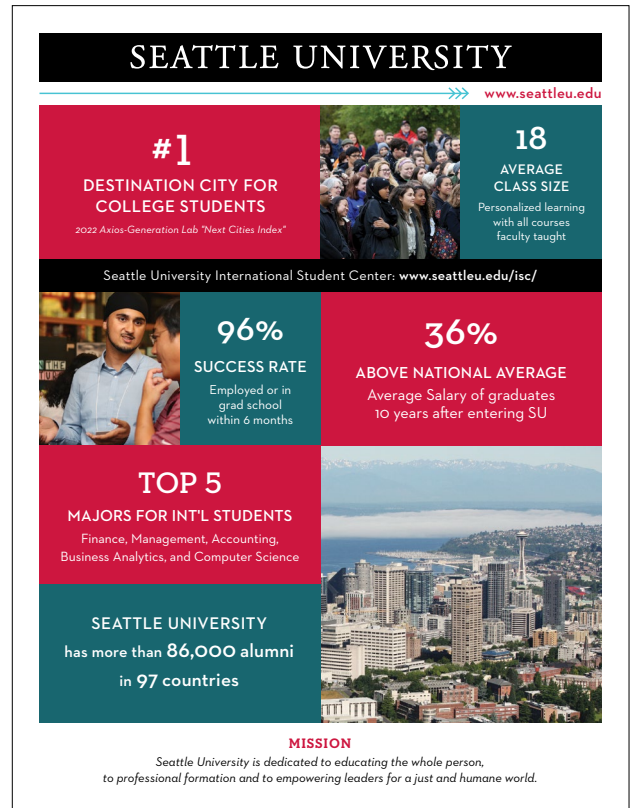
# COLOR

## »»» COLOR HIERARCHY «««

SU Red should always be the "Hero" color whenever possible. While it may not be the dominant overall color, it should always be present in your work and treated as a highlight. Neutrals and tints of accent colors can cover larger areas, but SU Red needs to appear in a "Hero"-type way. The five accent colors should be used to emphasize a specific point/bring attention to important content.



SU Red color is dominant, with yellow as an accent.  
Example: Previous Commencement program cover.



While using accent teal, SU Red is still dominant.  
Example: Rate Sheet for Admissions.



While the emerald color covers almost half of the background, SU Red is the "Hero" color here.  
Example: Digital Save the Date sent by Center for Community Engagement.



Using neutrals/black and white, with one accent color, SU Red is still dominant.  
Example: Social Media/Instagram.

# TYPOGRAPHY

## —»» PRINT ««—

Seattle University employs three separate brand typefaces for all printed materials. Because of limited licenses free alternate typefaces are also listed. Using these typefaces will help to ensure all of our visual communications are consistent and engaging.

### HEADLINES

Headlines should always be in all caps. Knockout or Oswald typefaces are recommended for headlines.

### BODY COPY

Body copy should use Neutraface 2 or Montserrat.

### IN GENERAL

- Give paragraphs and bullet lists some breathing room whenever possible.
- It is recommended not to mix more than two typefaces in a document.
- Typefaces Montserrat, Roboto Slab and Oswald are the free versions of Seattle University brand typefaces.

Neutraface 2

Text & DISPLAY

Montserrat

Neutraface Slab

Text & DISPLAY

Roboto Slab

**Knockout**

**Oswald**

# TYPOGRAPHY

## —»» NEUTRAFACE 2 ««—

Neutraface 2 is a clean and modern sans serif typeface that is ideal for use across all printed material for the university. It incorporates a system with text and display options with each containing multiple weights. This allows it to be utilized for multiple purposes across the brand. Limited licenses are available for this typeface. Use Montserrat if you do not own a license.

Text

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 1234567890 (All Caps)

Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Demi	<i>Demi Italic</i>
<b>Bold</b>	<b><i>Bold Italic</i></b>

Display

All Caps must  
be used for  
Displayface

ABCDEFGHIJKLMNOPS  
TUVWXYZ  
1234567890

THIN  
LIGHT  
MEDIUM  
**BOLD**  
**TITLING**

# TYPOGRAPHY

## —>> MONTSEERRAT <<—

Montserrat is a clean and modern sans serif typeface that is ideal for use across all printed and digital materials for the university. It contains multiple weights, allowing it to be utilized for multiple purposes across the brand.

[DOWNLOAD MONTSEERRAT](#)

Text

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

Thin

*Thin Italic*

ExtraLight

*ExtraLight Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

SemiBold

*SemiBold Italic*

**Bold**

***Bold Italic***

**ExtraBold**

***ExtraBold Italic***

**Black**

***Black Italic***

# TYPOGRAPHY

## —»» NEUTRAFACE SLAB ««—

Neutraface Slab is the equivalent to Neutraface 2 but with slab serifs that help bring a more collegiate and academic feel when used. It also incorporates a system with text and display options with various weights that allow it to be utilized for multiple purposes. It functions especially well for pull quotes, subheadlines and introductory paragraphs. Limited licenses are available for this typeface. Use Roboto Slab if you do not own a license.

Text

AaBbCcDdEeFfGgHhIiJjKk

LlMmNnOoPpQqRrSsTtUu

VvWwXxYyZz

1234567890 1234567890 (All Caps)

Light *Light Italic*

Book *Book Italic*

Demi *Demi Italic*

**Bold** ***Bold Italic***

Display

All Caps must  
be used for  
Displayface

ABCDEFGHIJKLMNOPSQRS

TUVWXYZ

1234567890

THIN

LIGHT

MEDIUM

**BOLD**

**TITLING**



# TYPOGRAPHY

## —>> ROBOTO SLAB <<—

Roboto Slab is the free license equivalent to Neutraface Slab. Slab serifs help bring a more collegiate and academic feel when used. It incorporates a system with various weights that allow it to be utilized for multiple purposes. It functions especially well for pull quotes, subheadlines and introductory paragraphs.

[DOWNLOAD ROBOTO SLAB](#)

Text

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz  
1234567890

Thin

Light

Regular

**Bold**

# TYPOGRAPHY

## —»» KNOCKOUT ««—

Knockout is a distinct typeface with a long list of weights that help bring diversity and spirit to the brand. Knockout is used for headlines and should always be in all caps. Recommended weights used within the brand are 27, 30, 50 and 52. Never use Knockout for body copy. Limited licenses are available for this typeface. Use Oswald if you do not own a license or contact Marketing Communications for information about purchasing a license through your department budget.

27 Junior  
Bantamweight

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

48  
Middleweight

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

30 Junior  
Welterweight

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

50  
Welterweight

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

52  
Cruiserweight

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

# TYPOGRAPHY

—>> OSWALD <<—

Oswald is the free license equivalent to Knockout. Oswald is used for headlines and should always be in all caps.

[DOWNLOAD OSWALD](#)

Text

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

Extralight

Light

Regular

Medium

SemiBold

**Bold**

# TYPOGRAPHY

## »» HEADLINES: SINGLE TYPEFACE ««

When setting headlines in a single typeface choose between Neutraface 2 Slab/Roboto Slab or Knockout/Oswald and these should be in all caps. Always keep your tracking and leading loose to ensure legibility.



Oswald Bold 124pt size



Knockout 27 Knockout Junior Bantamweight, 90pt size, 90pt leading  
Knockout 48 Featherweight, 40pt size, 60pt leading



Oswald Bold 146pt size  
Highlighted word outlined in 1pt stroke



Neutraface Slab Text,  
Book, 30pt size

Variable data name,  
Knockout, 27 Junior  
Bantamweight, 70pt



# TYPOGRAPHY

## HEADLINES: MULTIPLE TYPEFACE

When setting headlines in multiple typefaces choose between Neutraface 2 Slab/Roboto Slab and Knockout/Oswald for the main components. Neutraface can be used but only when calling out understated portions of headlines. To reflect the forward-thinking nature and diversity in the brand, experiment with various type layouts but always keep in mind who you are talking to in your work.



Neutraface Slab Text, Demi, 17pt size  
 Knockout, 28 Junior Featherweight 72pt  
 Subhead in Knockout 50 Welterweight 26pt



Neutraface 2 Text, Demi, 18pt size  
 Neutraface Slab Text, Bold, 60pt size  
 Neutraface 2 Text, Demi, 18pt size  
 Neutraface Slab Text, Bold, 36pt size



Neutraface Slab Text, Demi, 20pt size  
 Knockout 48 Featherweight 70pt size

# TYPOGRAPHY

## »» BODY COPY ««

Neutraface 2/Montserrat is the main typeface to use for body copy. Body copy should always be left justified. It can be placed over white space, photos, color blocks and color overlays. Body text must always remain clear and readable. Each line of copy should be crisp and with limited words to keep the reader engaged. Though typesize of copy may vary, it should not be smaller than 8pt.

Universities are not known for their comfort with change. And yet, we like to describe Seattle University as the place "where innovation meets humanity." This is not just some empty slogan. For us, it reflects a distillation of our aspirations as a Jesuit university to bring the enduring values of the 500-year-old Ignatian educational tradition into the context of the global hub of technology that is Seattle. This latest issue of the *Seattle University Magazine* includes many examples of how we are living out that aspiration.

Neutraface 2 Text, Book

Quite a bit will change between your freshman and senior years. You know you have the drive to lead, but who? And where to? Our Career Engagement Office professionals can help you figure out your journey by breaking the process into manageable steps. They offer a broad range of career development support that will make finding your career path a little easier, including guidance through:

- Self-assessment with a strengths-based lens
- Career exploration and experiential opportunity sourcing
- Opportunities to connect in-person and virtually with recruiters and alumni
- Individual appointments
- Exclusive access to career research tools and job databases

Neutraface 2 Text, Book, 10pt size, 12pt leading, 0.0625 in space added after bullets

**FROM THE PRESIDENT**  
**LIVING OUT INNOVATION & HUMANITY THE JESUIT WAY**

Universities are not known for their comfort with change. And yet, we like to describe Seattle University as the place "where innovation meets humanity." This is not just some empty slogan. For us, it reflects a distillation of our aspirations as a Jesuit university to bring the enduring values of the 500-year-old Ignatian educational tradition into the context of the global hub of technology that is Seattle. This latest issue of the *Seattle University Magazine* includes many examples of how we are living out that aspiration.

Our commitment to innovation is not just a slogan. It is a reality. We are a Jesuit university, and we are committed to bringing the enduring values of the 500-year-old Ignatian educational tradition into the context of the global hub of technology that is Seattle. This latest issue of the *Seattle University Magazine* includes many examples of how we are living out that aspiration.

**EDUARDO FERRER**  
President

**LEARNING TO FLY**  
**STEP-BY-STEP**

Quite a bit will change between your freshman and senior years. You know you have the drive to lead, but who? And where to? Our Career Engagement Office professionals can help you figure out your journey by breaking the process into manageable steps. They offer a broad range of career development support that will make finding your career path a little easier, including guidance through:

- Self-assessment with a strengths-based lens
- Career exploration and experiential opportunity sourcing
- Opportunities to connect in-person and virtually with recruiters and alumni
- Individual appointments
- Exclusive access to career research tools and job databases

**REDHAWK NATION**

The benefits of a Seattle University education continue beyond graduation. Our alumni network includes more than 40,000 graduates around the world. They are reimagining tomorrow's world, while also making a difference today.

Since graduating from Seattle, Ashwin has been a full-time project engineer at Keller Construction, the company that civil engineering graduate got to work with as an intern in 2018.

**ASHWIN**  
Civil, Engineering/Relief Construction

**98% SUCCESS RATE**  
98% of graduates complete a master's or a PhD through programs supported by our graduate success center and faculty advisors.

**ASHWIN WARRIOR**  
ECONOMIC ENLARGER  
PARTNERING WITH LEADERS AND THE FUTURE

**RECENT HIGHLIGHTS AT THE OFFICE OF REGENERATION, U.S. DEPARTMENT OF ENERGY**

**GET TO KNOW ASHWIN**

**FAVORITE THINGS ABOUT SEATTLE:** U.S. Seattle University is a beautiful city with a rich history and a vibrant culture. It's a place where you can find everything you need to thrive, from the best coffee to the best food.

**FAVORITE THINGS TO DO IN SEATTLE:** As a huge fan of the city, I love exploring all that Seattle has to offer. From the beautiful waterfront to the stunning mountains, there's always something new to discover. I love going out with friends and enjoying the city's vibrant nightlife.

# TYPOGRAPHY

## »» BODY COPY: CALLOUTS ««

When setting body copy there may be times when you want to highlight specific portions of text to call attention to. There are multiple ways to achieve this through color, capitalization and/or the weight of the type. Below are some examples.



Neutraface 2 Text, Demi (all caps), 10pt size, 12pt leading



Link emphasis, Neutraface Slab Text, Bold (Yellow), 10pt size, 12pt leading

## COMMITTED TO YOUR ACADEMIC EXCELLENCE

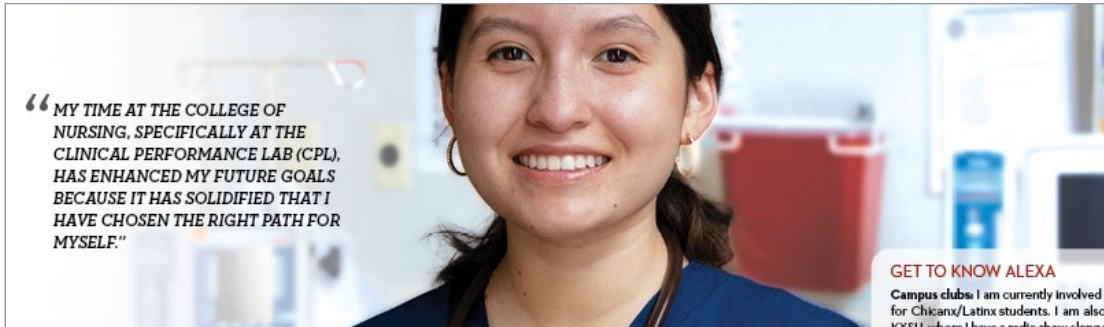
Seattle University encompasses four undergraduate schools and colleges, each with a focus on academic excellence and the personal and professional formation of every student. **Across the board, all areas of study, programs and departments are committed to your academic success, with small class sizes, dedicated faculty and a community of driven scholars and leaders to effect change for a more just and humane world.**

Neutraface Slab Text, Bold (Red), 10pt size, 12pt leading

# TYPOGRAPHY

## »» BODY COPY: CALLOUTS ««

When using Neutraface Slab/Roboto Slab to call out portions of text it works best when set in all caps. This helps to incorporate a more academic and prestigious feel. With this spread you can see how this callout of copy helps to break up the accumulation of text between the headline and body copy.



Neutraface Slab Text, Demi Italic, All Caps, 12pt size, 16pt leading

**FUELED BY  
POSSIBILITY  
AND  
PURPOSE**

“MY TIME AT THE COLLEGE OF NURSING, SPECIFICALLY AT THE CLINICAL PERFORMANCE LAB (CPL), HAS ENHANCED MY FUTURE GOALS BECAUSE IT HAS SOLIDIFIED THAT I HAVE CHOSEN THE RIGHT PATH FOR MYSELF.”

**ALEXA VIVAS**  
CLASS OF 2024  
NURSING MAJOR  
RESIDENT ASSISTANT,  
CAMPHEN HALL  
FROM VALLEY VILLAGE, CA

**GET TO KNOW ALEXA**  
Campus clubs: I am currently involved in MECHA, which is the on-campus club for Chicana/Latina students. I am also involved in (student-run radio station) KXSS, where I have a radio show along with two friends on Fridays from 9-10pm.  
Favorite location on campus: This would have to be a tie between the gym—because this is a form of self-care for myself—and the largest study room on the 10th floor of Camphen Hall, because I love the 270-degree view of the city.  
Favorite thing about Seattle: It's the nature. Despite being in the downtown area, I feel like when I look around there are always evergreens in sight, which I find very calming. Nature has always been one of my safe spaces, so this is very comforting to me.  
Dream job after graduation: My current dream job is to be an Mental Health Nurse Practitioner or to work in pediatrics. My plan is to go through clinicals and get a feel for each rotation to see which one suits me the best.  
Favorite band or music genre: My favorite genre of music would have to be reggaeton, more specifically Bad Bunny. I am [just] getting into reggaeton recently because it makes me feel very happy.  
What I like most about Seattle University: What I like most is the support that I have received from my professors. Especially through the pandemic and all the accommodations that they made for us. Many of my professors are very understanding and willing to work with us to find a plan for us to succeed. I appreciate that greatly.

**BECOME A NURSE**  
DIRECT ENTRY BACHELOR OF SCIENCE IN NURSING PROGRAM  
• Freshman Cohort  
• Transfer Cohort  
AVERAGE CLASS SIZE  
• Nursing theory courses: 45 students  
• Clinical/lab courses: 8-10 students  
UNIQUELY SITUATED IN THE DYNAMIC HEART OF SEATTLE  
• Our campus is just steps away from major medical centers, including hospitals and clinics, giving students easy access to a variety of hands-on clinical classes.

**20,000**  
square foot clinical and teaching lab

**90+**  
high-fidelity simulation suites with a research consensus and skills lab equipped with patient simulator models that can run more than 90 different patient scenarios.

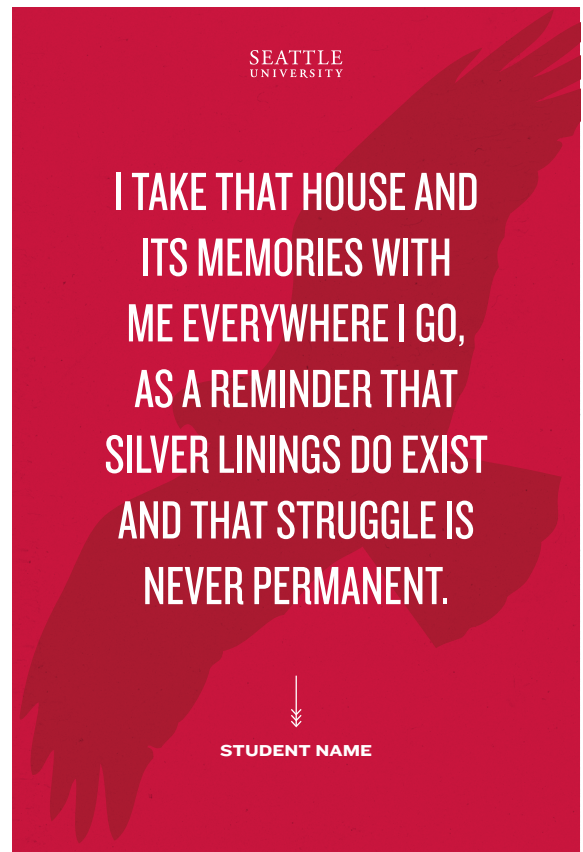
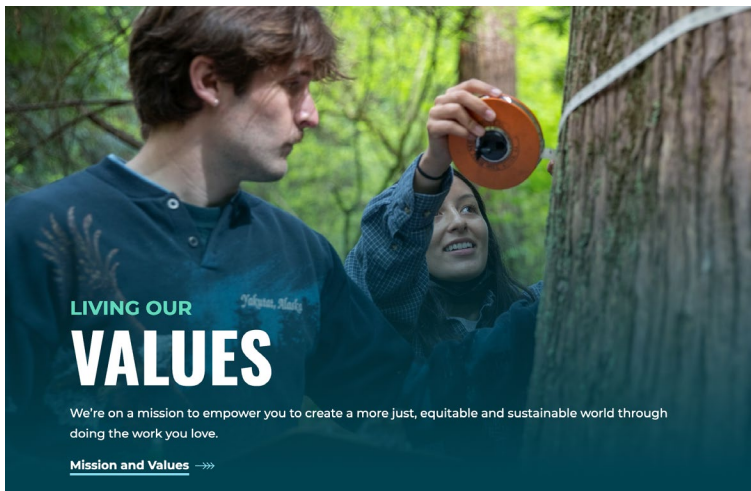
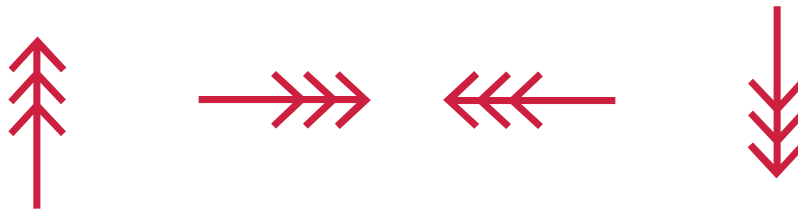
**24**  
bed acute care simulation hospital



# GRAPHIC ELEMENTS

## —>>> ARROW-TREE SYMBOL <<<—

The Arrow-Tree symbol is a prominent element within the SU brand. It was created to represent the distinct foliage that surrounds the campus and why Seattle is known as the Emerald City. It was also developed to communicate the idea of forward-thinking and progression, which are the key tones behind brand. **The symbol is primarily used as a detailed element that calls attention to smaller components of a design rather than being used as an assertive feature within any body of work.**



# GRAPHIC ELEMENTS

## —>>> REDHAWK <<<—

The Redhawk is a prominent element within the SU brand. It was created to represent school spirit for any occasion. The symbol can be used as a detailed element that calls attention to smaller components of a design or it can be used as the main component of a design when called for. The Redhawk is a great way to add school pride and recognizable identity to any piece.



AND WE DO, TOO.

SEATTLE UNIVERSITY

**REDHAWKS SUCCEED IN COLLEGE AND BEYOND**

**BEST COLLEGE**

For 21 years running, the Princeton Review has recognized Seattle University as one of the best colleges in the U.S. for undergraduate education.

—Princeton Review: Best 300 Colleges 2022

**SUCCESS AT SU**

98% of our graduates are employed, in graduate school or pursuing service within six months of graduation.

—NACE (2021)

**\$1.1 M**

A typical Seattle University undergraduate will benefit financially over their career by more than \$1 million.

—Georgetown's Center on Education & the Workplace: "True Pay at College"

**TOP EMPLOYERS**

of Seattle University graduates include Amazon, Expedia, Ernst & Young, Harborview Medical Center, King County, Seattle Children's and Seattle Public Schools.

**MODEL OF SUSTAINABILITY**

In 2023, Seattle University became the first university in Washington state to fully divest from fossil fuels.

**SEATTLE UNIVERSITY**  
ADMISSIONS@SEATTLEU.EDU | 206-220-8040 | WWW.SEATTLEU.EDU

YOU WANT THE BEST  
FOR SHANNON

SEATTLE UNIVERSITY

News Events Athletics Info For Apply Visit Give

Admissions & Aid Academics Life at Seattle U Who We Are

LIFE-CHANGING EDUCATION IN A  
WORLD-CHANGING CITY

DISCOVER  
YOUR  
ADVENTURE

JOIN SEATTLE UNIVERSITY'S JOURNEY OF INTELLECTUAL  
AND PERSONAL GROWTH.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim vero et diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim vero et diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim vero et diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim vero et diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim vero et diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

# GRAPHIC ELEMENTS

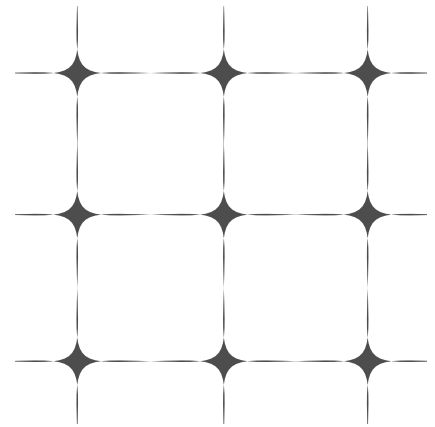
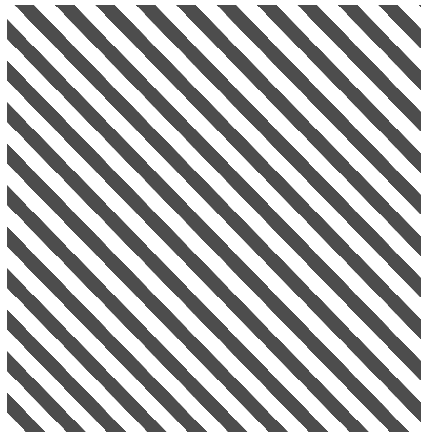
## »» PATTERNS & TEXTURE ««

Contact Marketing Communications to obtain textures and patterns.

Utilizing textures and patterns may be used to add depth and visual integrity to your design. They should never be used in a way that calls too much attention to texture(s) itself. Think of them as final touches or added detail that aid in bringing about the crafted and authentic feel that represents the brand.

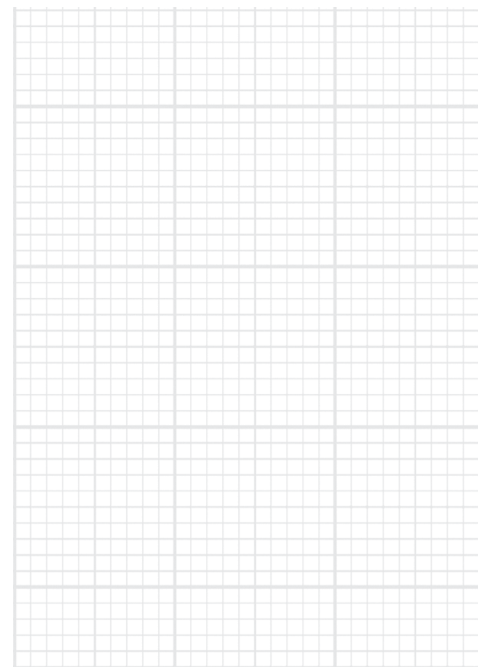
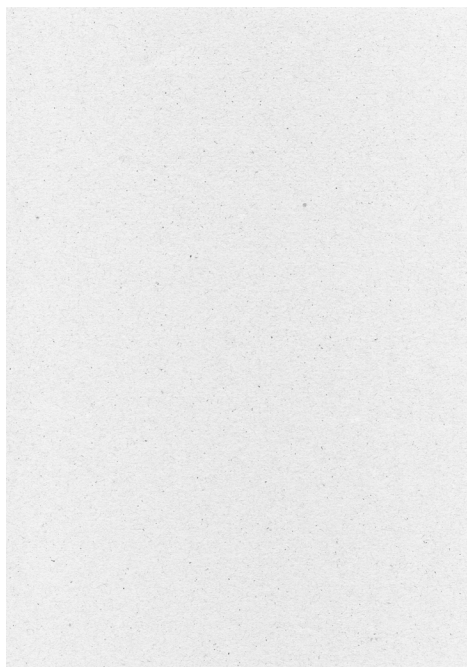
### PATTERNS

The stripe pattern comes from the seven ribbons used in the University Seal representing valor. They are bold and carry courage needed for a just and humane world. The diamond pattern embodies the Jesuit character of spirituality and purpose. Use these patterns with intentionality depending on your message and audience.



### PAPER TEXTURE

The texture of paper is another great way to bring strength and richness to your photography and design. Grainy paper with a nice tooth and natural intricacies work well to add the crafted and authentic feel to your design. Grid paper is used in a more formal setting representing academic excellence. These textures should be used on top of an overall design with their Blending Mode set to Multiply and their Opacity light enough that it doesn't overwhelm your work.



# VISUAL DESIGN

## »»» DESIGN CONSIDERATIONS «««

The following pages feature examples of how layouts and design elements can be used for different audiences. Cohesion should be found across all university visual design in connection with color, typography and layout. Differences in design should be considered through photography, messaging, illustration, elements and color choices.



### IGNITED FROM WITHIN

#### Seattle University's Jesuit Tradition Inspires Change.

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SEATTLE UNIVERSITY



### WHERE INNOVATION MEETS HUMANITY



#### SEATTLE UNIVERSITY

At Seattle University, we empower you to realize your full potential through an inclusive and holistic educational experience grounded in universal values.



### WHERE IDEAS FLOURISH AND FUTURES SOAR

#### Pioneering Progress, Cultivating Leaders

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SEATTLE UNIVERSITY



### Leading with heart TRADITION OF EXCELLENCE

#### 98%

Students Employed Or Pursuing Graduate Degrees Within Six Months

SEATTLE UNIVERSITY

# VISUAL DESIGN

## »» ICONOGRAPHY ««

Icons can be used as secondary elements within the brand. Icons are meant to accompany a design as detailed elements that further communicate the overall message. The style of the icon(s) can be line art or solid but must be one color and representative of the overall style of the design.

Contact Marketing Communications to obtain current icons. If you need an icon for a design, we recommend using *flaticon* for print related pieces or *font awesome* for web.

**WHERE  
INNOVATION  
MEETS  
HUMANITY**

Seattle University's  
Jesuit Tradition  
Inspires Change.

Seattle University

35 YEARS!

**CLASS  
OF 1980  
REUNION**

APRIL 15, 2025

SEATTLE  
UNIVERSITY

“Only a socially just  
society is able to  
safeguard natural  
resources and cope  
with the various  
consequences of  
climate change”

—Yolanda Cieters

SEATTLE  
UNIVERSITY

**WHERE  
IDEAS  
FLOURISH  
AND  
FUTURES  
SOAR**

SEATTLE  
UNIVERSITY

# VISUAL DESIGN

## »» ELEMENTS ««

When using elements such as patterns and texture they can help draw the viewers attention in and add interest to the design. You can combine them with photography or informational pieces. Using overlays with type and elements will make it feel ingrained into the piece.

A graphic design with a red background on the left and a teal background on the right. On the left, a circular cutout shows a person standing on a rocky shore looking out at the ocean. Overlaid on this circle is the text "COMMITTED TO COMMUNITY" in white, bold, sans-serif font. Below the circle, a white box contains the text "90,000+ Alumni Globally". On the teal background, a quote in white text reads: "Seattle and the Puget Sound region offer extraordinary opportunities to the university and its students. We will leverage and build upon this location and our connections." At the bottom right of the teal section is the Seattle University logo.

**COMMITTED TO COMMUNITY**

90,000+ Alumni Globally

"Seattle and the Puget Sound region offer extraordinary opportunities to the university and its students. We will leverage and build upon this location and our connections."

SEATTLE UNIVERSITY

A graphic design with a light gray grid background. The text "WHERE IDEAS FLOURISH AND FUTURES SOAR" is written in a dark blue, bold, sans-serif font. The text is enclosed within a decorative, hand-drawn red outline that resembles a stylized flower or a cluster of overlapping circles. At the bottom, a red horizontal bar contains the Seattle University logo in white text.

**WHERE IDEAS FLOURISH AND FUTURES SOAR**

SEATTLE UNIVERSITY

A graphic design with a light blue and white patterned background consisting of diamond shapes. A large, stylized red bird is in flight, positioned behind the text "DISCOVER YOUR ADVENTURE" in bold black letters. Below the bird, a small red arrow points down to the text "JOIN SEATTLE UNIVERSITY'S JOURNEY OF INTELLECTUAL AND PERSONAL GROWTH." At the bottom left is the Seattle University logo. At the bottom right, there is a block of small, illegible text.

**DISCOVER YOUR ADVENTURE**

JOIN SEATTLE UNIVERSITY'S JOURNEY OF INTELLECTUAL AND PERSONAL GROWTH.

SEATTLE UNIVERSITY

A graphic design with a dark red background. The text "IF I DON'T, WHO WILL?" is written in white, bold, sans-serif font. The background features a photograph of a building at night, with a large, glowing red flame-like shape on the right side. At the top left is the Seattle University logo. At the bottom center, the text "STUDENT NAME" is written in white.

SEATTLE UNIVERSITY

**IF I DON'T, WHO WILL?**

STUDENT NAME

# VISUAL DESIGN

## COMPOSITION

The headline should always be bold and large. The subhead should offer a visual change enough to contrast with the header type. Use plenty of white space, as it makes a piece feel elevated and easy to read.

Consider the amount of text going into the design. If you are designing for a small web ad, you might only need a short headline and the Seattle University wordmark. Good design piques interest and draws the viewer in. Use photography in a full page or consider adding large margins to it to frame it out. Make sure the Seattle University wordmark or departmental word mark has plenty of space around it so that it is easily recognizable in your design.

Consider your color palette and keep your colors to a minimum. Too many colors will make the design feel cluttered and unprofessional.

**IGNITED FROM WITHIN**

Seattle University's Jesuit Tradition Inspires Change.

SEATTLE UNIVERSITY

**Seattle: A Global Tech City**

Seattle University puts you in the center of one of the country's most dynamic cities: a city at the forefront of scientific, medical, and technological innovation and research.

**#1**  
Destination City For College Students  
Seattle is America's most desired destination for college students.—2022 Axios-Generation Lab "Next Cities Index"

Living in Seattle

**EMPOWERING LEADERS TO SERVE THE GREATER GOOD**

“I INCORPORATE A LOT OF INDIVIDUAL AND GROUP-BASED RESEARCH INTO MY COURSE AND MY GOAL IS TO TEACH STUDENTS NOT ONLY THE BASICS OF SCIENCE, BUT ALSO HOW TO INVESTIGATE, QUESTION, DEVELOP THE SKILLS TO ASK AND ANSWER QUESTIONS BY THEMSELVES. STUDENTS PREPARE FOR A PROFESSIONAL JOB MARKET OR THE PLUS IT A LOT OF FUN!”  
KRISTIN HULTGREN, PH.D.  
ASSOCIATE PROFESSOR OF BIOLOGY  
FROM SAN DIEGO, CA

LOCATED IN THE HEART of one of the most vibrant cities in the nation, Seattle University puts its faculty at the top of their discipline. These classes are taught from the best resources available.

These statistics just scratch the surface of what we have to offer. Our faculty provide unparalleled learning for students, leading to an education that challenges, empowers and inspires.

18	100%	23%	84%
Employed within 6 months	Of our graduates	From diverse groups	From diverse backgrounds

**HOW WE'RE DIFFERENT**

The Seattle U Impact

<b>98%</b> Students Employed Or Pursuing Graduate Degrees Within Six Months	<b>11:1</b> Student-to-Faculty Ratio	<b>#1</b> Economically Diverse University in WA *The College-Access Index
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SEATTLE UNIVERSITY

# VISUAL DESIGN

## —>> OVERLAYS <<—

Overlays help make text readable when paired with photography. They can also be used creatively for special events. Overlay gradients using one color plus white, using the Multiply effect helps the photography stand out as shown below. Another option is to flood SU Red as an overlay to push our primary color for a more dramatic effect.

Using typography overlaid on icons and illustrative pieces can create a more visually appealing and crafted quality to the brand. This technique should not be overly used.



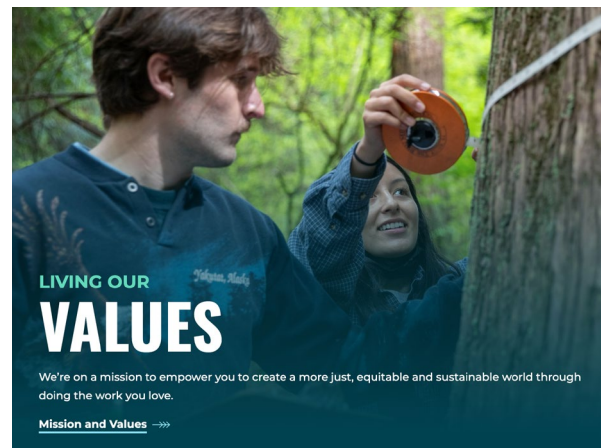
SEATTLE UNIVERSITY

# INSPIRED CHANGE

#1

Economically Diverse  
University in WA

At Seattle University, we empower you to realize your full potential through an inclusive and holistic educational experience grounded in universal values.



LIVING OUR  
VALUES

We're on a mission to empower you to create a more just, equitable and sustainable world through doing the work you love.

Mission and Values →



# ACADEMICS

Explore nationally ranked and accredited programs with strong ties to Seattle's global industries and community-based organizations.

Explore Programs



# SUPPORT & CONNECTION THAT LASTS A LIFETIME

SEATTLE  
UNIVERSITY

The Seattle University Alumni Association is for all alumni. We foster lifetime relationships by providing opportunities for professional and spiritual growth, learning, engaging and serving the community alongside past, present and future Redhawks.



# SHAPING LEADERS FOR A JUST AND HUMANE WORLD.



# PHOTOGRAPHY & VIDEOGRAPHY

## —»» OVERVIEW ««—

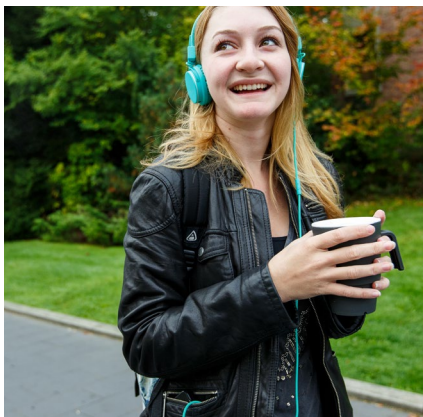
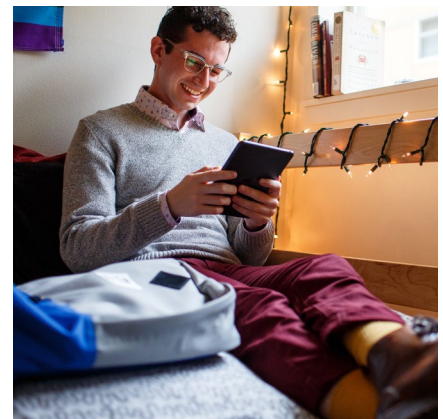
Images—whether still or motion—are very often the centerpieces of our brand expression. They are a universal language that can capture attention, inform and inspire, evoke emotional responses and leave a lasting impression. They can tell our audience who we are and what we stand for, even before they see our logo or hear our message.

Through great photography and videography, we have the opportunity to better establish Seattle University as a prestigious, innovative institution with lofty ambitions.

When creating or selecting photos and videos, consider that all Seattle University visual assets should:

- Reflect the quality, character, diversity and beauty of our world-class institution.
- Strike a balance between prestige and approachability.
- Embrace moments of joy without overlooking the seriousness of academic rigor.
- Celebrate innovation and disruption while still drawing from tradition.
- Reflect an understanding of the specific audiences that are being targeted.
- Explore the core values and ideals of our Jesuit institution while conveying specific attributes of our brand personality.

Ultimately, prospective students should see our photos and envision themselves in this environment. Current students and alumni should feel proud of their university. Donors should be inspired. And the world at large should be compelled to view Seattle University as a place where great and exciting things are happening.



# PHOTOGRAPHY & VIDEOGRAPHY

## —>> AESTHETIC <<—

Quality and consistency are paramount and our photos and videos should be worthy of top-tier marketing and advertising for multimedia output.

- By default, document scenes and subjects using a photojournalistic style. Be true to real life and authentic.
- When appropriate, stage, style and light with intentionality, but always keep it authentic and truthful, with a “lived in” look/feel.
- Use natural and available light whenever possible. Use flash and continuous lighting sparingly.

## —>> SUBJECT MATTER <<—

Always look for ways to bring human forms into nearly every shot. Seek out dynamic personal interactions. Capture motion. Strive for authenticity, even in highly posed or scripted shots.

Focus on people, but don't hesitate to “zoom out” and show the context of our beautiful campus and learning spaces.

## —>> COMPOSITION <<—

Aim for clean backgrounds, plenty of negative space and err on the side of simplifying the composition. Establish unique angles and perspectives without being distracting.

## —>> RETOUCHING & EDITING <<—

Our photojournalistic style is true to life. Process and retouch lightly, with a focus on correcting exposure and color. Do not add, remove or exaggerate visual elements. Do not use AI to manipulate reality.

## —>> OWNERSHIP & USAGE CONSIDERATIONS <<—

In order to use an asset, we need to own the asset. If Seattle University doesn't own the asset, or wasn't granted the rights to use, we cannot use it.

When appropriate, ask permission to document or record. Then, as a courtesy, give the subject a chance to review that recording before publishing.

# PHOTOGRAPHY & VIDEOGRAPHY

## —>> SOCIAL MEDIA <<—

When it comes to creating or selecting photos and videos for social media, perfect lighting isn't critical. It's ok to forgo the professional equipment and shoot with a cell phone. In fact, authentic, loosely shot content tends to have higher social media engagement than perfectly polished visuals.

Accessibility requirements: All photos posted to social media should contain alt text following best practices of simply and clearly describing the photo. All videos should contain captions.

## —>> VIDEOGRAPHY-SPECIFIC GUIDELINES <<—

- The stacked version of the wordmark is the preferred brand mark for all videography.
- Use the Seattle University wordmark for the title slide and closing side or use branded bumpers.
- Use the Seattle University wordmark in the bottom right hand corner of the video as a video bug.
- The lower third called title cards should be on the bottom left side of the video and contain information, such as a person's name, graduation date, title or other relevant information. Refer to Seattle University's Editorial Guidelines for proper ways to format copy.

## —>> IMPORTANT LINKS <<—

Seattle University's photo library can be found at [PhotoShelter](#). For access, please contact University Photographer Yosef Kalinko at [kalinkoy@seattleu.edu](mailto:kalinkoy@seattleu.edu).



# SOCIAL MEDIA

## » SEATTLE UNIVERSITY «

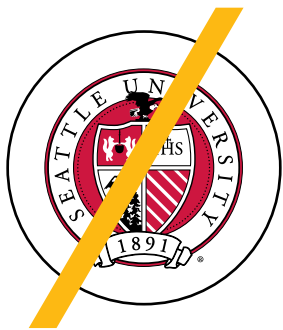
Each social media platform has distinct purposes, reach and audiences. Additionally, each platform has specifications for their icons and how profile content can be set up and shared. For more information on social media usage at Seattle University, [visit our social media guidelines.](#)

### PROFILE IMAGES

All SU social media profile images should use the SU interlock on a white background with the department, program, title, etc., spelled out succinctly in Knockout or Oswald font because of sizing restrictions. It is highly encouraged that you shorten the name of your department or area as much as possible for the sake of legibility or consider using an acronym. The profile photo should also be consistent across your accounts on the various platforms you maintain a social media presence on.



The SU interlock on black is reserved for Seattle University's main social media accounts. The SU interlock on red is reserved for Seattle University athletic programs and teams.



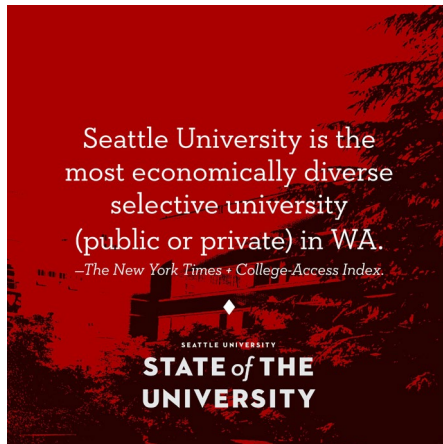
The Seattle University Seal should never be used in a social media profile image.

# SOCIAL MEDIA

## —»» BANNERS, IMAGERY AND GRAPHICS ««—

Seattle University's brand guidelines apply to all social media banners, imagery and graphics. Our brand colors, icons and fonts can be found in the brand identity section.

When posting photos and graphics to social media, ensure you are following the guidelines for photo permissions and that you are following copyright laws, as applicable. If you are unsure or have questions, please contact the Marketing Communications team.



### EMOJIS

Emojis can be an important part of creating engaging content but must be used appropriately based on the platform and audience. Ensure you fully understand the connotations of emojis before using them in your content. When using emojis, default to the yellow skin tone option.

# EMAIL SIGNATURE

Provide email recipients with accessible, consistent, and useful information by following these guidelines when setting up your Seattle University email signature.

## BEST PRACTICES

- Customize your email signature following these guidelines and templates.
- Feel free to use the gender pronouns you identify with as part of your signature.
- Use these accessible, open-source fonts: Calibri or Arial.
- All text should be black except grey and SU Red when noted below.
- Avoid accessibility and file limit issues by not using images in email signatures. If you do use an image, use an appropriate file size and provide alt-text.

## INSTRUCTIONS FOR UPDATING

### MAC

- In Outlook, select Preferences
- Under E-mail, select Signatures
- Edit existing signature or select “+” to create a new one

### PC

- In Outlook, select File > Options
- Under Options, select Mail > Signatures
- Create a new or edit an existing signature

### BROWSER

- In Outlook, select Gear Icon > Compose and reply
- Select New signature or edit your existing signature

## TEMPLATE & FONT DETAILS

Copy and paste the following template, then customize with personal information. Confirm the font details below after pasting. The first two lines are recommended, the others are personal preference.

### TEMPLATE

**Name | Title**  
**DEPARTMENT | SEATTLE UNIVERSITY**  
Pronouns  
901 12th Avenue, Seattle, WA 98122-1090  
Office: (206) 296-xxxx  
  
Follow Seattle University on social media:  
[Facebook](#) | [Twitter](#) | [YouTube](#) | [LinkedIn](#)  
[Instagram](#) | [TikTok](#)  
  
*[Announcements or acknowledgements]*

### FONT DETAILS

**Calibri/Arial Bold 12, Black** | Calibri/Arial 12, Black  
**CALIBRI/ARIAL 10, ALL CAPS, RED\***  
Calibri/Arial 10, Black  
  
[6.5 font space]  
Calibri/Arial 10, Black  
  
[6.5 font space]  
Calibri/Arial 10, Grey  
Calibri/Arial 10, Red

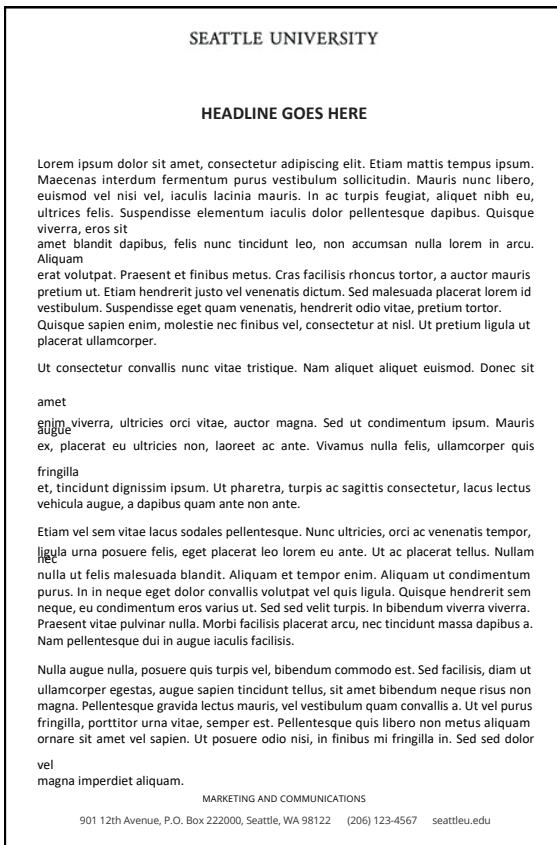
\*RED, RGB: 170, 0, 0

# BUSINESS CARDS & STATIONERY

Business cards, letterhead and envelopes can be printed at the [Reprographics Digital Storefront](#) where you'll select from different styles, input personal information, and see a preview before submitting your order.

## SAMPLES

The images below are samples of what you'll find at the [Reprographics Digital Storefront](#), please visit the hyperlinked text to explore further options, customize, and order.



# COPY & HEADLINE TONE

—>> SEATTLE UNIVERSITY <<—

## HEADLINES

The headline is the lead-in to your story. It's your selling point—what's going to get the reader to commit. The best headlines are fairly simple and convey a single idea with as few words as possible.

## SUBHEADS

While headlines do much of the heavy lifting, subheadlines can also be important, providing additional context (and more words than what is the standard for headlines) that should complement the story you are trying to tell.

## COPY AND LONG FORM

Body copy—both short and long form—is where the tone and style can flex the most.

For example, when writing for an undergraduate audience, the tone and style should be reflective of the targeted audience. It's important that the writing is accurate and authentic. You don't need to "write" how you think a high school student speaks or thinks but it should be more conversational, even playful.

When speaking to a graduate, professional or external audience, the tone and style should be more informed and results-oriented.

Regardless of the audience, strong storytelling is the cornerstone of amplifying the people, places, programs and progress that define Seattle University.



# EDITORIAL STYLE GUIDE

## —>> SEATTLE UNIVERSITY <<—

And whether you are writing a short news blurb for an event invite, a social media post or a feature story for a print or digital publication, all communications should adhere to the university's Editorial Style Guide. The style guide employs AP Style at its foundation, with some additional style pointers that are unique to higher education and specific to Jesuit and Catholic institutions.

Review the editorial style guide [HERE](#).

**For more guidelines on editorial style, contact Assistant Director of Communications and Publications Tina Potterf at [tinap@seattleu.edu](mailto:tinap@seattleu.edu).**

## —>> SEATTLE UNIVERSITY BOILERPLATE <<—

*Seattle University, founded in 1891, is a Jesuit, Catholic university located on 55 acres at the intersection of Seattle's thriving Capitol Hill and First Hill neighborhoods—in the heart of one of the most innovative cities in the world. Nearly 7,200 students are enrolled in undergraduate and graduate programs across more than 120 programs.*

### **Elevator Pitch**

Seattle University is in the heart of one of the world's top cities for technology and sustainability and our alumni are at the heart of its innovation and progress. We are a staple of Seattle's economic, social and cultural fabric, offering students unparalleled access to leading businesses, nonprofits and professional networks. But we're much more than our location.

Seattle University delivers a high-quality, personalized and impactful education in the Jesuit tradition. Our exceptional faculty care passionately about every student's success and in empowering leaders for a just and humane world. Faculty engage students in deeper learning and real-world experiential opportunities.

SU consistently achieves high rankings nationally for its rigorous, values-centered education. We set a standard of uncommon excellence both inside and outside the classroom, all to help students flourish, lead purposeful lives and serve the greater good.

### **Elevator Pitch (Short)**

Seattle University is in the heart of one of the world's leading cities for technology and innovation, providing students a life-changing education and unparalleled access to great internships, industry leaders and networking.

Our exceptional faculty care passionately about every student's success and holistic development, helping them to flourish, lead purposeful lives and serve the greater good.

As a university we are a staple of Seattle's economic, social and cultural fabric—offering students unparalleled access and a high-quality, personalized and impactful education in the Jesuit tradition.