To accommodate a variety of University values and attributes, we have created a flexible tagline system. This will allow units to pick an opening phrase that they feel best represents their unit and/or the goals of their communication piece. Below are approved taglines that can be used by all units. These taglines can be used in a variety of communications projects including Web sites, newsletters (printed or electronic), advertisements, signage/displays, etc. Only one tagline should be used per communication piece.

**Brand Expression: Tagline Guidelines**

- Advancing our world. It’s the Washington Way.
- Caring. It’s the Washington Way.
- Collaboration. It’s the Washington Way.
- Compassion. It’s the Washington Way.
- Contribute. It’s the Washington Way.
- Create. It’s the Washington Way.
- Creating healthier lives. It’s the Washington Way.
- Creativity. It’s the Washington Way.

**Discover what’s next. It’s the Washington Way.***

- Discover. It’s the Washington Way.
- Discovery. It’s the Washington Way.
- Diversity. It’s the Washington Way.
- Environmental leadership. It’s the Washington Way.
- Excellence. It’s the Washington Way.
- Expanding world views. It’s the Washington Way.
- Generosity. It’s the Washington Way.
- Imagination. It’s the Washington Way.
- Improving health. It’s the Washington Way.**
- Ingenuity. It’s the Washington Way.
- Innovate. It’s the Washington Way.
- Inspiration. It’s the Washington Way.
- Inspire. It’s the Washington Way.
- Integrity. It’s the Washington Way.
- Invention. It’s the Washington Way.
- Inventiveness. It’s the Washington Way.
- Leadership. It’s the Washington Way.
- No limits. It’s the Washington Way.
- Originality. It’s the Washington Way.
- Respect. It’s the Washington Way.
- Social justice. It’s the Washington Way.
- Sustainability. It’s the Washington Way.
- Teamwork. It’s the Washington Way.
- Think differently. Make a difference. It’s the Washington Way.**

*This is the University-wide tagline.

**Please check with UW Medicine for use of this tagline, grandfathered in by unit.

***Please check with the Foster School for use of this tagline (note: existing Foster School tag, grandfathered in as a special case only)