WHY BRAND

SHAPING PERCEPTIONS AND INSPIRING LOYALTY, INTERNALLY AND EXTERNALLY, BY DEMONSTRATING CONSISTENTLY WHAT THE UW STANDS FOR, AND ITS TRANSFORMATIVE IMPACT...

IN A SINGULAR WAY, EVERY SINGLE DAY.
MARKETING OBJECTIVES

ATTRACT AND DEVELOP WASHINGTON’S AND THE WORLD’S MOST PROMISING STUDENTS.

GROW PUBLIC AND PRIVATE SUPPORT FOR THE UW’S SHARED VISION.

BE A DESTINATION FOR WORLD-CLASS FACULTY AND STAFF TO FULLY REALIZE OUR TEACHING, RESEARCH AND SERVICE MISSION.

GROW INTERNAL PASSION FOR WHAT THE UNIVERSITY STANDS FOR.
FIVE-YEAR PLAN

YEARS 1 - 2

• LAY A FOUNDATION FOR SUCCESS IN ALL MARKETING OBJECTIVES — LAUNCH THE BRAND WORK
• RAISE GENERAL AWARENESS OF THE UW IN SERVICE OF ALL MARKETING OBJECTIVES
• FOCUS PRINCIPALLY ON STUDENTS AND INTERNAL AUDIENCE

YEARS 3 - 5

• CONTINUE WORK OF YEARS 1 – 2
• LAUNCH AND SUPPORT THE COMPREHENSIVE FUNDRAISING CAMPAIGN
BRAND PROMISE — INTERNAL

TOGETHER UNDAUNTED
FOR A WORLD OF GOOD
BRAND TAGLINE — EXTERNAL

BE BOUNDLESS
WHAT DOES IT MEAN TO BE BOUNDLESS?

IT IS A BELIEF IN POSSIBILITY. IT’S ABOUT OPPORTUNITY – AND POTENTIAL. IT’S A FAITH IN WHERE YOU WANT TO GO, AND YOUR ABILITY TO GET THERE — REGARDLESS OF THE CHALLENGES THAT STAND IN YOUR WAY. WE ARE BOUNDLESS. JUST LIKE THE WORLD AROUND US.
WE BELIEVE

CREATIVE CONCEPT—INTERNAL
TENETS

TOGETHER WE WILL
WE>ME
DARE TO DO
BE THE FIRST
QUESTION THE ANSWER
PASSION NEVER RESTS
BE A WORLD OF GOOD
UNDAUNTED
TOGETHER WE WILL
WE > ME

BE BOUNDLESS
uw.edu

UNIVERSITY of WASHINGTON
BE THE FIRST
CREATIVE EXPRESSION
BE BOUNDLESS
COLOR & FONT

**ABCDEFG 1234567890 ?&>**
ABCDEFG 1234567890 ?&>
ABCDEFG abcdefg 1234567890 ?&>

**ENCODE SANS NORMAL 900 BLACK — HEADLINE FONT**
UNI SANS THIN — HEADLINE ALTERNATE & SUBHEAD FONT
OPEN SANS — BODY FONT

**GENERAL & PRINT**
- PMS 2685
- PMS 7502
- Cool Grey 3 and 7
- PMS 871

**WEB**
- #4b2e84
- #b7a57a and #e8e3d3
- #444444
- #85754d

**NOTES**
- USE FOR MERCHANDISE & APPAREL
- USE FOR MERCHANDISE & APPAREL
- BLACK TINT OF 30% OR 70%
- METALLIC
WEB / HOME

WANT TO CHANGE THE CONVERSATION?

Existing science said a 6-year-old brain cancer patient couldn't be saved. But student researchers and their professor refused to give up. They developed a way to use scorpion venom to illuminate tumor cells — making it easier to identify and remove tumors. FIND OUT MORE

BE BOUNDLESS

Interesting Facts about the UW

Fast Facts

First

Second

Third

Fourth
BRAND UPDATE MEETINGS

OFFICE HOURS IN GERBERDING 100
FRIDAYS NOON-1PM

BRAND BROWN BAGS IN SEPTEMBER
LOCATION TBD

– MONDAY, SEPTEMBER 15
– THURSDAY, SEPTEMBER 25
– MONDAY, SEPTEMBER 29
BRAND ALIGNMENT

UNIVERSITY MARKETING & COMMUNICATIONS IS ACCEPTING APPLICATIONS FOR BRAND ALIGNMENT FUNDING FOR UNITS ACROSS THE UW SYSTEM ON A CASE-BY-CASE BASIS

... IN SUPPORT OF BRAND ALIGNMENT AND INTEGRATION.
Q & A
THANK YOU

ALANYA CANNON

ALCAN@UW.EDU
6-5535