USING THE BRAND FRAMEWORK TO PITCH YOUR STORY

A GUIDE FOR WORD NERDS

BE BOUNDLESS

This is our brand tagline — it’s also our mindset for everything we do. It’s about believing in possibility. Being optimistic, determined and connected. It’s a spirit. It’s a hunger. And it’s the actions we take to create a better world.

ASK THESE QUESTIONS

Amazing Huskies are doing amazing things every day at the UW — so how do we choose?

• What’s the human connection?
• What’s the hook? Why now?
• How is this story unique to the UW?
• How does this story lend itself to visual media?

USE ONE OR MORE OF THE FOUR BRAND PILLARS AS A GUIDE FOR YOUR PITCH

These are our foundation and inform how we speak about the UW through all channels. Bring at least one of these pillars to life through your pitch.

• LEADING-EDGE STUDENT EXPERIENCE
  boundless opportunity, extensive network, academic excellence, social empowerment, leadership development

• PUBLIC AS A PHILOSOPHY
  community engagement and collaboration, belief in human potential, inclusion, social equity

• PROVEN IMPACT
  research leadership, global reach and influence, idea to impact

• INNOVATION MINDSET
  shared ethos, entrepreneurship, international epicenter for innovation

For all the details on how to represent the UW brand visit UW.EDU/BRAND