

# Brand Expression: Tagline Guidelines

## *The Washington Way Tagline System*

Being part of the Northwest and its uniquely creative, open-minded culture is a foundational part of our brand strategy. This idea is reflected in a new tagline system — developed for flexibility and use across all units of the University — we are calling “The Washington Way.”

The idea behind The Washington Way is intended to describe more than just the University of Washington. It’s intended to speak to the culture of our region — one that we helped to create — and to the values we share with colleagues, mentors and partners.

### **Tagline Structure**

The Washington Way Tagline System consists of two simple phrases that are always linked together:

- The first echoes a value or attribute that is relevant to the UW brand and adheres to the qualities of the brand “voice” (e.g., “Discover what’s next.”)
- The second — “It’s the Washington Way.” — communicates that this is a cultural norm for the University and the region.

Combining these phrases creates a tagline that accurately reflects who we are as a university, and why we’re different. In a sense, it helps to define what we mean by “the Washington Way.”

The Tagline System purposefully offers multiple tagline combinations (see Menu of Options) from which units can select. Because of the amazing breadth and scope of impact of this University, having multiple tagline combinations will allow — in aggregate and over time — a full understanding of the University of Washington.

*Note: “The Washington Way” is NOT the tagline and should not be used in marketing communications.*

### **Guidelines for Use**

Visual: The tagline can be used as an element in designed communications like Web pages, publication covers, advertisements or other promotional collateral. Please note:

- There is no specific design/font style treatment for the tagline, however the tagline should always appear in either a primary or secondary font, see page 38.
- The full tagline (two sentences/two phrases) should always be used and should never be uncoupled — including maintaining sentence like spacing between phrases.
- The tagline should always appear either in sentence case with “Washington” and Way” capitalized or in all caps. The tagline should never appear in title case.
- The tagline may appear as a wrapped paragraph with one phrase per line.
- The tagline may appear within the Patch.
- The tagline should be accompanied on the page by the University Signature Logo, a Departmental Signature Logo, or the block W and a unit’s logo (though not necessary to be locked up together).

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## A Menu of Options

### TAGLINE MENU

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.

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.  
Innovation. 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.  
Keep learning. 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  
Responsibility. 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)*

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## Requesting a New Tagline

If within the approved menu of taglines there is not one that fits the needs of a communications project or unit, a new tagline can be requested for incorporation into the menu. All proposed taglines will be submitted to the Marketing Executive Advisory Group for final approval. The process is as follows:

Step 1: Develop a tagline adhering to the approved structure for the first phrase.

- Tagline must echo a value or attribute that is relevant to the University brand (should never be promotional in nature, e.g. “Free Parking.”)
- Tagline must reflect the personality/voice of the University (e.g. “Discover what’s next. It’s the Washington Way.” and never “Discover what is next. It is the Washington Way.”)
- Tagline is ideally two to three words; never more than four words or 40 characters including spaces

Step 2: Receive approval by the unit’s senior leadership (appropriate level: dean, vice provost, vice president).

Step 3: Submit to Cheryl Nations via email or campus mail with the following information

- Requestor’s name
- Requestor’s unit name
- Requestor’s contact information
- Proposed tagline
- Rationale for new tagline necessity
- Unit’s senior leadership name and approval statement (either as an attachment or hard copy)

Step 4: Review/approval by a subset of the Marketing Executive Advisory Group.

- UW Marketing to submit to new tagline proposals on behalf of the requestor
- Review dates for the FY09-10 academic year are currently set: 09/23/2009, 11/18/2009, 01/27/2010, 03/02/2010, 05/26/2010
- To be included in one of the pre-set meetings, submissions must be received two weeks prior to the meeting date

Step 5: Notification of approval or rejection

- UW Marketing will notify requestors of proposed tagline’s approval or rejection within three working days of the applicable meeting date
- The approved tagline will be incorporated within the Menu featured within the online University Brand Guidelines tagline section within 10 working days

If you have questions about this process, please contact Cheryl Nations at [cnations@uw.edu](mailto:cnations@uw.edu), 206.221.7041.