

Brand Expression: Tagline Guidelines

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)*