University of Puget Sound’s identity is conveyed through consistent expression of our personality, key messages, and visual standards. Use these tools to guide creation of all communications on behalf of Puget Sound.

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**Teaching and Learning**
Freedom and independence are nurtured by a deeply supportive community and connections that last a lifetime.

**Location**
A beautiful campus and a vibrant combination of natural and urban assets support scientific, entrepreneurial, and civic scholarship in Tacoma, the Pacific Rim, and beyond.

**Outcomes**
Members of the Puget Sound community journey boldly throughout their lives, making a difference in the world and in the lives of others.

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**Brand Platform**
Puget Sound invites bold journeys of personal and intellectual discovery, supported by a welcoming community. We are united in a desire to creatively meet worthy challenges and make a difference in the world. Journey, boldly.

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**Fonts**
Adobe Garamond Pro

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**Primary Colors**
Maroon and White

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**Visual Identity**

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**Key Messages**

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**Brand Personality**
Independent
Confident
Creative
Pioneering
Open

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**Primary logo**

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**Secondary logo**

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**Historic Seal**
For use by Office of the President