



TELLING OUR STORY | QUICK REFERENCE

Brand Platform

Puget Sound's reputation and visibility are strengthened when we communicate about the college in a clear and consistent manner that is both authentic and compelling. Our brand platform includes an articulation of key messages, brand personality, and vocabulary that can help us and our key stakeholders tell Puget Sound's story. (See *Our Story: The Puget Sound Brand Guide* for more details.)

Brand Platform

Journey, boldly. 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.

Key Messages

- **Teaching and learning.** Freedom and independence are nurtured by a highly supportive community and connections that last a lifetime. We care deeply about student success, and learning extends far beyond the classroom.
- **Location.** A beautiful campus and a vibrant combination of natural and urban assets support scientific, entrepreneurial, and civic scholarship in Tacoma, the Pacific Northwest, 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.

Personality

Puget Sound is a place of continual movement and action. These traits guide the voice and imagery used to portray the Puget Sound experience.

- **Pioneering.** Sense of adventure, groundbreaking, willing to take risks.
- **Confident.** Voice of a leader, honoring true self while respecting others.
- **Independent.** Driven by an internal compass with a strong point of view.
- **Creative.** Interdisciplinary, original thinking, collaborative, curious.
- **Open.** Welcoming, inviting, supportive, genuine concern for others, friendly, eager to share.

Vocabulary

Whenever possible, use active words and phrases to communicate Puget Sound's distinctive personality.

- Descriptive words: *adventure, challenge, discover, explore, pursue*
- Student/alumni motto: *Once a Logger, always a Logger!*
- University seal inscription: *Pros ta akra, or To the heights!*
- From strategic plan vision statement: *A Puget Sound education is not something you get, it's something you do and someone you become. It is an investment for a lifetime of leadership.*

Key Audiences

Puget Sound's story is brought to life every day by members of our own community.

- **Prospective students.** Puget Sound kindles a passion for discovery with the encouragement to become your best self, conceive your brightest ideas, and pursue a meaningful path through life. We are a community devoted to teaching and learning, and enriched by an outstanding location that provides limitless opportunities. No two students are alike or pursue exactly the same path.
- **Current students.** A Puget Sound education is something you do, not something you get. As you pursue your journey at Puget Sound, we are committed to meeting you where you are and helping you reach new and unexpected heights. We embrace adventure—your adventure—confident that what you learn along the way will prepare you for destinations you have yet to imagine.
- **Student Athletes.** Athletes at Puget Sound are first and foremost students who reach new heights both on and off the field of play. You demonstrate the values of a community that invites bold journeys of personal and intellectual discovery as you set goals and achieve personal bests while fostering teamwork and collaboration. Coaches and professors alike are mentors who are invested in helping you pursue your own path and achieve your full potential.
- **Alumni.** To the heights! Alumni continue to learn, to give, to engage, and to change the world. As individuals and as a community that spans generations, you have enormous impact. You pioneer, influence, and take risks. You give back to each other, the Northwest, and the world. Your journey at Puget Sound continues long past graduation, and connects you in meaningful ways to both past and future generations.
- **Parents.** Every student's path is different. At Puget Sound, your son or daughter is free to explore who they are and what they have to offer as part of a welcoming community that seeks to meet worthy challenges and make a difference in the world. Puget Sound nurtures individual hopes and dreams, and students go on to top graduate schools, pursue international fellowships, and embark on challenging careers in every field of endeavor.
- **Faculty and Staff.** Your journey at Puget Sound is one of commitment to students at all stages of *their* journeys. You celebrate the challenge worth taking, the risk with your name on it, and the call for original thinking. Your work is inspired by a shared passion for teaching and learning, a commitment to leading where you are most needed, and the assets and opportunities of the Pacific Northwest location we call home.
- **Donors.** Your contributions are inextricably linked not only to the success of Puget Sound students but to the lives that they will in turn transform. As an indispensable part of every Puget Sound student's journey, you make it possible for future generations to realize their full potential in building the best and brightest future imaginable.
- **Trustees.** You believe in the power of each individual's journey and embody the values that make it possible for all members of the Puget Sound community to explore their passions and make a difference in the world.