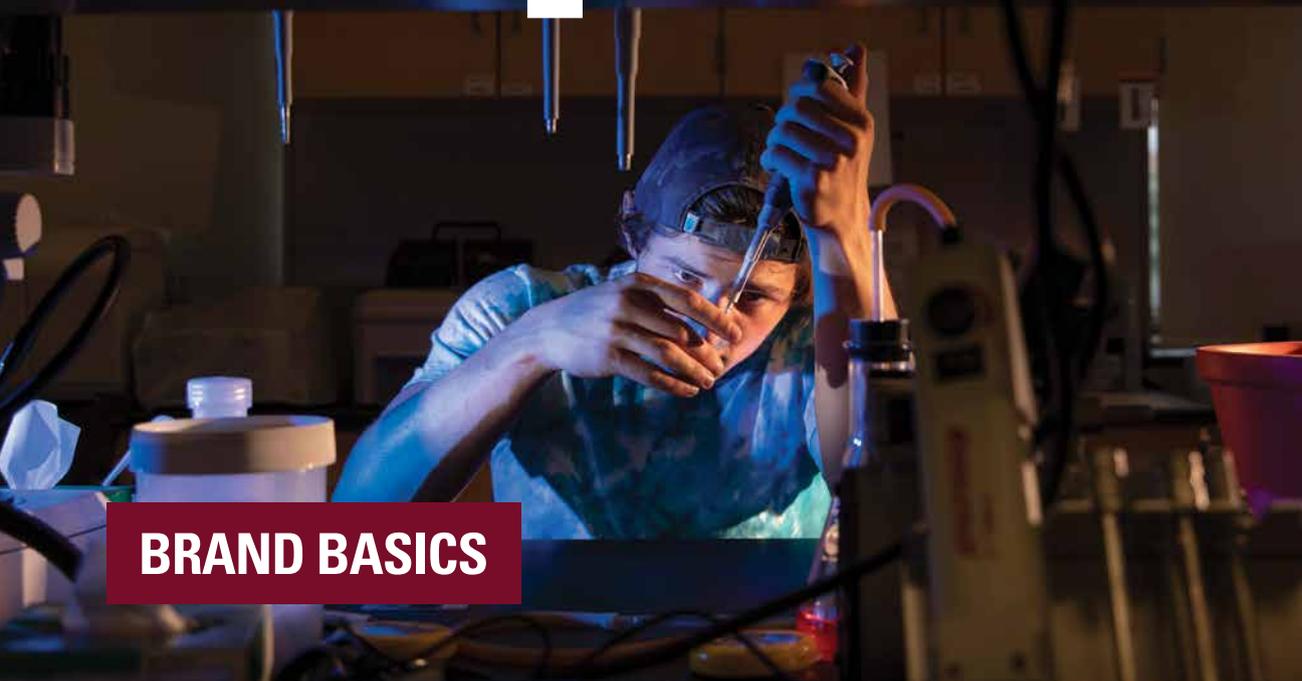


Purpose and Impact



Est. 1888

UNIVERSITY of
**PUGET
SOUND**

A student wearing a blue lab coat and a dark cap is working in a laboratory. They are using a pipette to transfer liquid into a small vial. The background shows various lab equipment and a sink.

BRAND BASICS

**Our brand
is what we
make true
every day,
with every
encounter. It's
not just what
we say.**

**It's
what
we do.**



Pursue purpose and impact in a community that challenges and supports you.

Emerging from Puget Sound's mission, values, and strategic plans, our brand comes to life in the experiences of our students, faculty, staff, alumni, and friends.

We express our brand using messages and visuals that help people recognize and connect with us. When applied consistently, these tools help people understand who we are and what we do.

This booklet provides guidance on how to represent Puget Sound as we show and tell our story.



Our brand message has three key dimensions:

1

Challenged and supported

Pursue your purpose, challenged and supported every step of the way.

2

Committed to a better world

Use what you learn to become more culturally competent and meet the needs of a changing world.

3

Inspired by an opportunity-rich location

Mountain, city, and sea experiences inspire research and scholarship, and a commitment to social and environmental justice.



About Puget Sound

University of Puget Sound is a leading national liberal arts and sciences university preparing students for success since 1888.

Located in the vibrant port city of Tacoma, Washington, we explore knowledge from multiple perspectives in our rigorous academic programs. We challenge and support students, faculty, and staff as we work together to meet the needs of a changing world.

The Princeton Review named our campus one of the most beautiful in the country. It's a place where ideas come to life, and we put them to work in service of a better, more equitable and sustainable future.

We thrive on entrepreneurial energy. You will find us immersed in our local community, as well as in nearby Seattle, the Pacific Rim, and beyond. Known for exceptional programs in

the sciences and committed to equity and justice, Puget Sound produces Rhodes and Fulbright scholars, Peace Corps volunteers, and leaders in business, finance, medicine, public service, scientific research, and the arts—locally and around the globe.





HOW WE COMMUNICATE

What we say—and how we say it—matters.

Point of View

Keep students at the center.

“In the interest of students” is our touchstone. We focus on the success of students. We honor all perspectives, opinions, contributions, and journeys.

Balance autonomy and community.

We are all teachers, mentors, and students. Our paths may differ, but we learn, explore, and grow with one

another. Our relationships are warm and show mutual respect. We strive for autonomy, not isolation.

Keep it interesting.

We show rather than tell, and use first-person experiences and voices. Unmodified verbs, short sentences, and brief paragraphs keep readers engaged. Specific examples are stronger than long explanations.

Be curious.

Curiosity is the engine that drives us. We explore new ideas. We enjoy surprise. We dig below the surface to discover what is important and meaningful beneath. Contradiction and



tension help lead us to understanding. Challenging our thinking refines our sense of purpose.

Personality and Tone

Optimistic. We are positive, motivated, and confident in the value of learning and growth.

Purposeful. We are aware of and intentional about what matters. Our energy is focused on what is meaningful. We make our intentions clear.

Grounded. We are true to who we are. We are straightforward and acknowledge reality. We are empathetic and don't shy away from difficult topics.

Collaborative. We work together toward shared goals, mindful of what is important to others. Lead with "we," not "I." We are constructive and inclusive. We value cultural intelligence and humility.

Supportive. We encourage one another and recognize effort and accomplishment. We give thoughtful feedback and are genuine with our praise.

Active. We are physically and mentally energetic. We use active and direct language, and avoid excessive use of modifiers.

Curiosity is the engine that drives us. We explore new ideas. We enjoy surprise. We dig below the surface to discover what is important and meaningful beneath.



Make the Message Your Own

Use examples from your own division, department, or program to show how we live our brand. Following is an example of how our key messages can be interpreted and modified when communicating with students. (These examples may change when addressing faculty, staff, alumni, or other audiences.)

Pursue your purpose, challenged and supported every step of the way.

- Explore where your curiosity takes you, try new experiences, and apply what you learn to solve challenges that are important to you.
- Learn how to think, not what to think.

- Study and grow at a top-tier liberal arts and sciences university recognized for rigorous programs, dedicated faculty and mentors, and endless ways to learn through experiences in and out of the classroom.

Use what you learn to meet the needs of a changing world.

- Study the sciences in undergraduate and graduate programs, including a new program in public health, and join our many graduates who are accepted to medical school.
- Engage with the community through unique Puget Sound programs, including the Race and Pedagogy Institute, Sound Policy Institute, and Freedom Education Project Puget Sound.
- Experience a globally focused education that includes an emphasis on Pacific Rim studies, from North and South America to Asia.

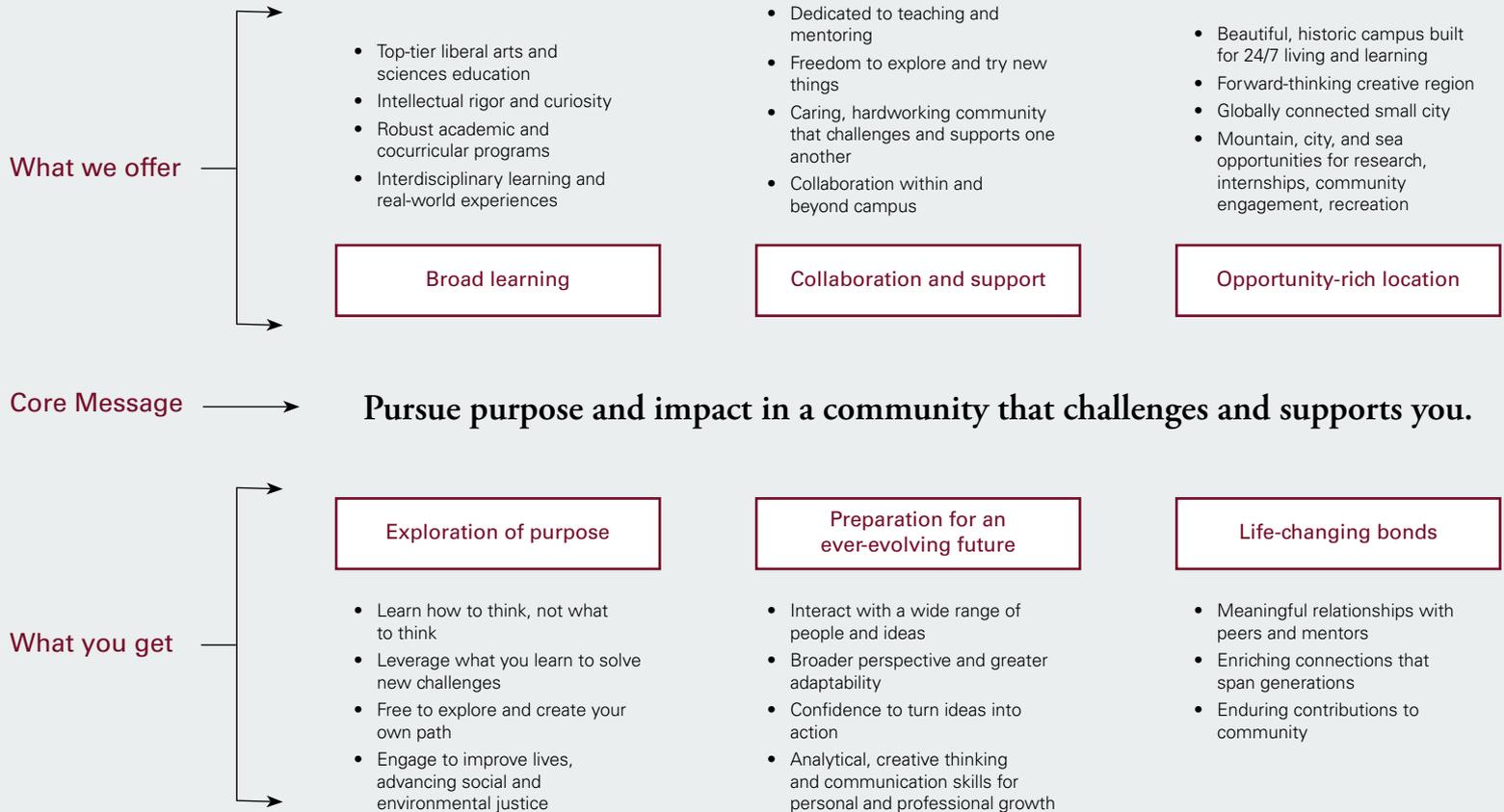
Mountain, city, and sea experiences inspire research, scholarship, and service.

- Live, work, and learn together on a beautiful campus in a small city in the dynamic Pacific Northwest—a region driven by technology entrepreneurs, global trade, creative energy, and a love of the outdoors.
- Learn by doing. Intern, research, volunteer, and explore in community organizations, local companies, and natural settings.
- Immerse yourself in Tacoma's natural environment. Enjoy and protect our local mountains, waterways, and wildlife.



Message Map

How we express our brand in words maps back to key themes that capture what Puget Sound offers our stakeholders and how our stakeholders benefit.



OUR LOOK

The Puget Sound logo is our primary, universal identifier and the anchor of our visual identity system.

Primary Logo

This is the preferred version of the logo for all Puget Sound communications. We present our logo simply in maroon or black, most often on a neutral or uncluttered background. It also may be reversed out of a maroon square in certain applications. It should never be smaller than 5/8 inch (.625 inch) wide.





Text Version

If it is not possible to use the logo, even at minimum size, it is acceptable to use a text-only treatment.

Adobe Garamond Semibold, tracking of 50, all caps, black or Pantone 188 (or reversed on color backgrounds) at no smaller than 7.5 point.

UNIVERSITY OF PUGET SOUND

UNIVERSITY OF PUGET SOUND

UNIVERSITY OF PUGET SOUND

Department and Division Logos

All departments and divisions use the college logo. Department names appear in title case to the right of the logo. Logo combinations, or “lockups,” should be requested from the Office of Communications.



School of Business
and Leadership



Science, Technology,
and Society

Alternative Lockup

In some instances, one- or two-word department names can appear below the logo. This treatment should only be used when the department name is short enough to appear no smaller than the word “University” in the logo.

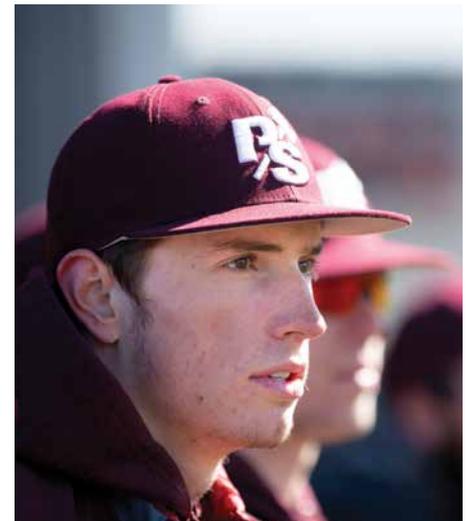


Program Logos

Use of the primary logo is strongly encouraged on all applications. Program-specific logos may be developed in certain cases, but there are often other ways to visually distinguish programs, events, and initiatives. Please consult with the Office of Communications for guidance.

Athletics Visual Standards

Athletics has a separate but complementary logo and visual standards system. Please consult with athletics for more information.





Historic Seal

The seal is not a logo and should be used only on official, formal documents from the Office of the President or in Commencement materials.

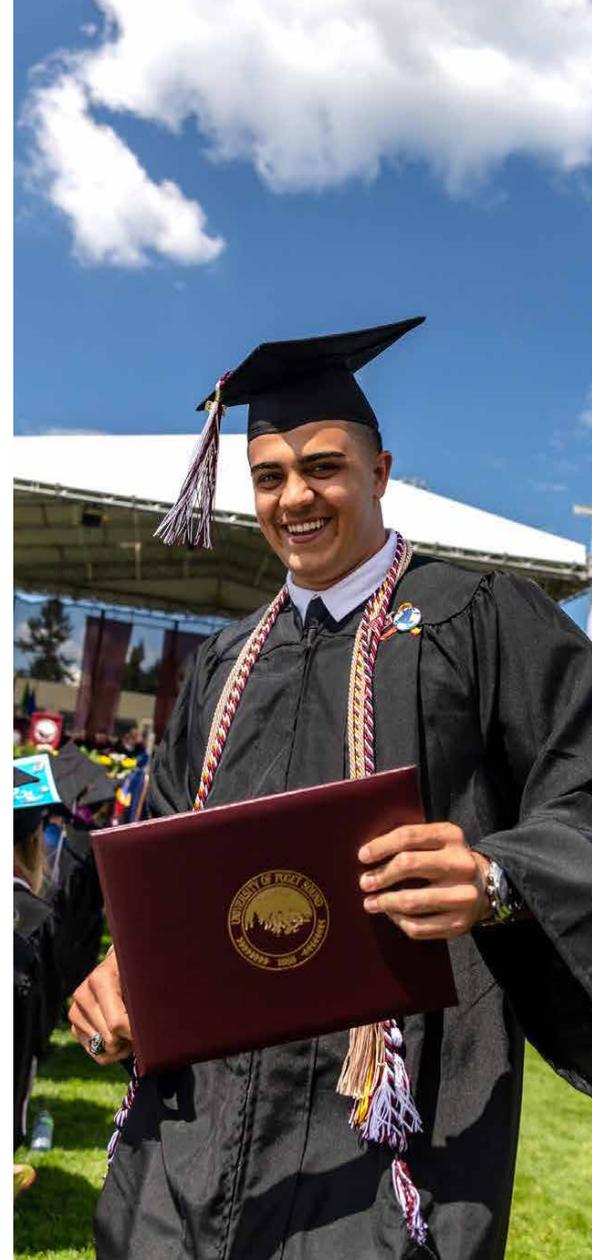


Environmental Graphic Design

Our campus expresses our brand through its architecture and use of interior and exterior spaces to communicate mission, values, and key messages. Consider messaging and visual standards when making choices about campus signage, wall colors, art selection, banners, furnishings, or other physical materials.

Photography/Videography

We choose imagery that conveys our brand messaging, exemplified by the phrase "purpose and impact." Photos should be active and illustrate collaboration and connection between people and each other or the environment.



COLOR

Our signature colors are maroon and white. Complementary colors may be used for interest and accent.

Primary Colors



MAROON

PANTONE
188C / 188U

CMYK Formula
C 12 / M 95 / Y 59 / K 54

RGB Formula
R 102 / G 0 / B 0

Hex Number
660000



WHITE

Color
White

Process Formula
C 0 / M 0 / Y 0 / K 0

RGB Formula
R 256 / G 256 / B 256

Hex Number
FFFFFF

Complementary Colors

Neutral Complementary



PANTONE
7534
HEX: d0ccbd



PANTONE
Warm Gray 7
HEX: 958a82



PANTONE
Cool Gray 7
HEX: 75777b



PANTONE
7540
HEX: 4a4f55

Muted Complementary



PANTONE
7499
HEX: f0e4b2



PANTONE
616
HEX: d0c681



PANTONE
452
HEX: b1a77d



PANTONE
5635
HEX: 93a396



PANTONE
7542
HEX: a2bac2

Bright Complementary



PANTONE
123
HEX: fec526



PANTONE
7579
HEX: f15a26



PANTONE
1525
HEX: bc4703



PANTONE
1807
HEX: a7353a



PANTONE
390
HEX: b4bd0



PANTONE
5757
HEX: 6c712f



PANTONE
5483
HEX: 48848d



PANTONE
534
HEX: 18355e



ATLAS OF HUMAN ANATOMY

6th EDITION
Including Student Consult Interactive Ancillaries and Guides

FRANK H. NETTER, MD

25th ANNIVERSARY EDITION

The gold standard of excellence for 28 years, Netter's Atlas of Human Anatomy offers unparalleled accuracy of the human body in color, format, detail -- all from a uniquely perspective. With its emphasis on anatomical relationships and clinically relevant areas, Dr. Netter's work provides the most complete, carefully illustrated, and easy-to-understand anatomy and histology reference for medical students. View anatomy from a clinical perspective with hundreds of exquisite, high-quality illustrations created by pre-eminent medical illustrator Frank H. Netter, MD.



NETTER

FRANK H. NETTER, MD

TYPE

Official university publications use the following fonts consistently. Please contact the Office of Communications for assistance acquiring these fonts, or use the alternative fonts listed below.

Primary Sans-Serif Font

Univers LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers LT Std 45 Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Univers LT Std 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Univers LT Std 75 Bold

Primary Serif Font

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Adobe Garamond Pro Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Adobe Garamond Pro Semibold

Alternative Fonts

If Puget Sound primary fonts are not available for official university documents, email, and other uses, default to the preferred sans-serif font Arial Regular and serif font Times New Roman.

Email Signature

Email correspondence from @pugetsound.edu addresses represents Puget Sound. Note that personal email addresses, taglines, and other customizations are not used.

Email signatures are single spaced in upper- and lowercase letters using Arial 10 point in bold, except for the university name, which appears in all uppercase letters using Times 10 in Puget Sound maroon.

Firstname Lastname | Title _____ Bold
Title _____ Optional, up to two more on separate lines
Pronouns she/her/hers _____ Optional

UNIVERSITY OF PUGET SOUND _____ Uppercase, Times, maroon R 102 / G 0 / B 0
Department Name
1500 N. Warner St. #xxxx
Tacoma, WA 98416-xxxx
T: xxx.xxx.xxxx
M: xxx.xxx.xxxx _____ Optional
pugetsound.edu
[pugetsound.edu/firstname-lastname](#) _____ Optional, professional page or website
[Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Twitter](#) _____ Optional, include hyperlinks

University of Puget Sound is on the traditional homelands of the Puyallup Tribe. The Puyallup people have lived on and stewarded these lands since the beginning of time, and continue to do so today. [optional]

Land Acknowledgment

The university's land acknowledgment statement may be added to email signatures in full or in part as illustrated above, in Arial 9 and italics.

We are located on the traditional homelands of the Puyallup Tribe. The Puyallup people have lived on and stewarded these lands since the beginning of time, and continue to do so today. We recognize that this land acknowledgment is one small step toward true allyship, and we commit to uplifting the voices, experiences, and histories of the Indigenous people of this land and beyond.



Social Media

Follow us! Tag us so that we are aware and can share.

facebook.com/univpugetsound

instagram.com/univpugetsound

linkedin.com/school/univpugetsound

twitter.com/univpugetsound

