CALLING ALL HUSKIES
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LET'S REDEFINE
WHAT AN APPAREL
PARTNERSHIP CAN BE.
I'm most proud when I see ...

- UW win a big game on a big stage: 26.19% (932 responses)
- Our school do things other schools don’t do: 11.97% (426 responses)
- UW progressing academically: 14.05% (500 responses)
- People repping the purple and gold: 13.91% (495 responses)
- Students and alumni doing great things: 33.67% (1,205 responses)

This is why UW athletics exists:

- To show the world the UW way: 10.34% (360 responses)
- To be a proving ground for the future of sport: 6.06% (211 responses)
- To give people opportunities to succeed: 36.35% (1,265 responses)
- To continue our tradition: 33.74% (1,174 responses)
- To spark our students' passion: 13.51% (470 responses)

TOTAL: 3,480
UW is recognized as ...

- The underdog everybody roots for: 5.48% (193 responses)
- The innovator, game-changer: 21.11% (743 responses)
- The favorite for a reason: 14.98% (527 responses)
- The traditional university rooted in values: 47.12% (1,658 responses)
- The team that picks each other up: 11.31% (398 responses)

TOTAL: 3,519 responses

UW...

- Knows a classic never goes out of style: 31.81% (1,119 responses)
- Is 5 years ahead of trends, defining them: 12.25% (431 responses)
- Changes with time to stay on trend: 40.76% (1,424 responses)
- Doesn’t care about trends: 15.18% (524 responses)

TOTAL: 3,519 responses
BOW DOWN TO WASHINGTON,
BOW DOWN TO WASHINGTON.
MIGHTY ARE THE ONES WHO WEAR THE PURPLE AND THE GOLD
JOYFULLY WE WELCOME THEM WITHIN THE VICTOR'S FOLD
WE WILL CARVE OUR NAME IN THE HALL OF FAME
TO PRESERVE THE MEMORY OF OUR DEVOTION.
LOYALTY & COMMITMENT
Rooted in values, UW is an integral part of the local community and way beyond - when you run with us, you reign with us.

HUSKY HERITAGE
Husky tradition rises through all we do, we celebrate & honor our past, the Washington legacy endures, generation after generation.

CONNECTED TO PURPOSE
Huskies are united by values, the Washington way puts humility, service and the growth mindset above all else.

PURSUING EXCELLENCE
Never settling, Husky nation is obsessed with progress, always redefining what it means to be a champion.
PURSUING EXCELLENCE
WE ARE ALWAYS

UNRELENTING
Compete like hell every day. We are driven from within. No one works harder. We will never stop.

INVESTED
Committed—over generations—to ensure the Washington way lives on.

REFINED
We learn from experience, always pursuing excellence. As a result, we define the gold standard.

GROUNDDED
Huskies are humble and self-assured. We always know where we come from. This gives us strength.

READY
The Washington way is dedicated to methodical preparation and planning. Count on us to bring it every day.
WE ARE NEVER

ARTIFICIAL
Huskies are pure & authentic. We are always working to be the best we can be—doing what is right.

HOPING
Huskies are doers. Complacency has no place here. We set goals and live to them. We always control our destiny.

BOASTFUL
We exude confidence and pride but we are always respectful.

FLASHY
No fancy wrapping. No glitz. We are focused on results. Husky effort speaks for itself.

STAGNANT
While honor our past, we are always moving forward. We are boundary breakers, never stationary. Obsessed with progress.
CREATOR SPIRIT
CREATOR SPIRIT

Always pushing. The Husky never settles. Natural instinct drives the pack. Alert and tenacious, Huskies make the most of every opportunity. Their unrelenting work ethic knows no bounds. Their obsession with progress has no time for excuses. Ultimate greatness is always out there and Huskies forever pursue.
CREATOR SPIRIT

THE INSTINCTIVE
Exhibiting the innate need to thrive. To conquer. The Husky evolves. To be better than before. Driven from within to pursue excellence.

UW HUSKIES X ADIDAS
“You shouldn’t taunt the Huskies.
You shouldn’t ever question our desire to compete.”

- Coach James
Thursday Speeches November 1, 1990
MANIFESTO

Reaching higher. Getting to the top is incredibly difficult. Staying there is even tougher. We’ve lived this. And learned from our experiences. Our rich heritage rises up through us. Washington always leads. By example. Through hard work. Through toughness and grit. We are expected to win.

Cunning, calculating and committed, a Husky is always in go mode. Born to work. Always alert. Never idle. Never settling. And even stronger as a team. Huskies work together to conquer.

Never poke a Dawg. In that moment, Huskies rely on powerful instincts. Reacting decisively. Always expect a fight. We are unrelenting. Always tenacious.

Never done. We won’t let up. We won’t back down. And, if you get another shot, we will always be better next time.

Huskies always.
It is active and continuous. It is a complement to Washington Forever.
When you are on the inside—part of the pack—you understand a Husky is always
relentless, unwavering, pursuing, opportunistic, excelling, out-working, driving, competing...

HUSKIES
ALWAYS

CALLING ALL HUSKIES,
THIS MEANS MORE.
THIS IS AN INVITATION,
TO COLLABORATE BEYOND SPORT.
TO EXPRESS YOURSELF.
TO DESIGN A NEW FUTURE.

THIS IS MORE THAN A SPONSORSHIP.
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HERE TO CREATE.