



# LEARNING THE LANGUAGE OF THE BRAND



BY TALKING ABOUT OUR BRAND CONSISTENTLY, WE CAN POSITIVELY INFLUENCE HOW PEOPLE THINK AND FEEL ABOUT THE UW. AND THAT MEANS WE CAN AMPLIFY THE UNIVERSITY'S IMPACT, WHETHER BY INSPIRING MORE PHILANTHROPY, RECRUITING MORE HIGH-ACHIEVING STUDENTS AND TOP FACULTY, OR ADVANCING THE UNIVERSITY'S WORK AND REPUTATION NATIONALLY AND INTERNATIONALLY.

## SO HOW DO WE TALK ABOUT THE UW'S VALUES AND ASPIRATIONS IN CONVERSATION?

We encourage you to talk about what the UW stands for through your own expression and passion using the brand messaging as a framework to shape your words. By consistently using the concept of being Boundless, with the support of the four brand pillars as proof points, you can demonstrate that the UW changes lives through our undaunted commitment to creating a world of good.

**ELEVATOR PITCH /** As one of the great public research universities in the world, the University of Washington's limitless impact on individuals around the globe is real and profound. Ranked No. 3 among U.S. public institutions in U.S. News & World Report's list of Best Global Universities, the UW propels the ideas and ideals of students and faculty through active research, engagement, teaching and volunteering. The UW is touching virtually every major issue in society, from energy to education. Boundless opportunities and a shared passion for learning and discovery drive us to work toward a world of good.

## BOUNDLESS PILLARS

**LEADING-EDGE STUDENT EXPERIENCE /** At the UW, every student is immersed in the Husky Experience. Huskies have unlimited opportunities to engage in education and research with leading faculty, as well as our diverse and dynamic campus and city. Students grow as individuals and invest in their communities through clubs and activities, service and internships, and an extensive network of alumni and friends.

As one of the great international universities, UW students transform their lives and, in the process, transform our planet. The UW ranked No. 2 in the nation for Peace Corps volunteers last year and more than 2,000 students participated in study abroad programs. Thanks to the Husky Experience, students form lasting connections and become catalysts for positive change in our world.

**PUBLIC TO THE CORE /** Our passionate public mission drives us; it's more than our heritage. We believe deeply in promoting access and social mobility, educating more Pell Grant-eligible students than all of the Ivy League schools combined. As one of the world's preeminent public universities, we advance knowledge for the public good. Changing lives is integral to who we are. Through civic partnerships, service-learning opportunities and much more, students, faculty, staff, alumni and our partners play active roles in the local and global community.

Going forward, we're dedicated to leading the public dialogue as promoters of positive change. At our core, we believe in human potential and our role in unleashing it, and that's why the UW engages, connects and collaborates with communities throughout the world.

**GLOBAL RESEARCH IMPACT /** The New York Times once described the UW as a "research colossus" — the shoe fits. As one of the world's most productive research universities, the UW received an astonishing \$1.4 billion in sponsored research funds in FY 2013, which speaks volumes about our faculty's unparalleled track record for impact and excellence. For decades, our students and faculty have collaborated to turn ideas into life-changing realities, and together, we will continue that passion for discovery far into the future.

We are driven to unearth solutions that make an impact, whether it's working to design new proteins that could shut down cancer cells or combat Ebola. Our leadership has a global reach and influence, and our legacy lives in how our students, faculty, alumni make the world a better, more livable place for all.

**INNOVATION MINDSET /** Creativity and innovation are in our DNA. As an international epicenter for turning ideas into actions, we're launching hundreds of companies across a wide range of fields based on UW research and technology. That mindset extends to the arts and humanities and to the multidisciplinary approach to learning that takes our student and faculty scholarship to uncharted depths and vistas. Our No. 1 commercialization ranking is a strong point of pride.

Our shared passion for entrepreneurship unites us as a university and a community of change creators. We are committed to fostering innovation and creativity, not just because of its deep economic and societal impact, but because we know it can create a world of good. We're pioneers. And together, we're working to educate, innovate and Be Boundless in everything we dare to do.

## BRAND PROMISE

This is our internal North Star as a community. Use it as a guide to steer your communications so they represent our authentic values and impact.

**TOGETHER UNDAUNTED FOR A WORLD OF GOOD**

## PILLARS

These are our foundation and inform what we talk about with our audiences. Bring at least one of these pillars to life through your content.

**LEADING-EDGE STUDENT EXPERIENCE  
OUR PUBLIC PROMISE  
PROVEN IMPACT  
INNOVATION MINDSET**

## BRAND TAGLINE

What does it mean to Be Boundless? It's about believing in possibility. Being optimistic, determined and connected. It's a spirit. It's a hunger. And it's the actions we take to create a better world.

**BE BOUNDLESS**

## TENETS

These represent and celebrate our values. Use them to inform how you communicate. When appropriate, incorporate a tenet directly into messaging or use the tenets as a source of inspiration for how you shape your story.

**UNDAUNTED  
QUESTION THE ANSWER  
PASSION NEVER RESTS  
WE > ME  
DARE TO DO  
BE THE FIRST  
BE A WORLD OF GOOD  
TOGETHER WE WILL**

## STONE

We're confident and bold in our vision. We're tenacious yet approachable. Compassionate and engaging. Boundless, visionary and innovative. And we're always personable. Always!