Puget Sound Brand Book

A complete brand standards guide for University of Puget Sound.

UNIVERSITY of PUGET SOUND

Est. 1888

Version 1.0 | 2024

About The Puget Sound Brand Book

Because the Puget Sound visual brand is often the initial contact that people have with the university, it is important that it make a powerful first impression.

Implementing the following standards ensures our materials look like they come from the same institution.

When all partners apply a system of visual standards, we communicate a strong and singular institution, and strengthen the mark we make in the world.

These guidelines are for everyone who produces visual communications on behalf of Puget Sound, whether a flyer, sign, email, or any printed collateral. Please contact the Office of Marketing & Communications for assistance as needed. We are happy to help!

Brand Language

This section contains guidance on how we speak about ourselves, in marketing materials, online, and in public.

1

Brand Language

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.

Brand Language

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 & Pedagogy Institute, Sound Policy Institute, and Freedom Education Project Puget Sound (FEPPS).

- Experience a globally focused education that includes an emphasis on Pacific Rim studies, from North and South America to Asia.
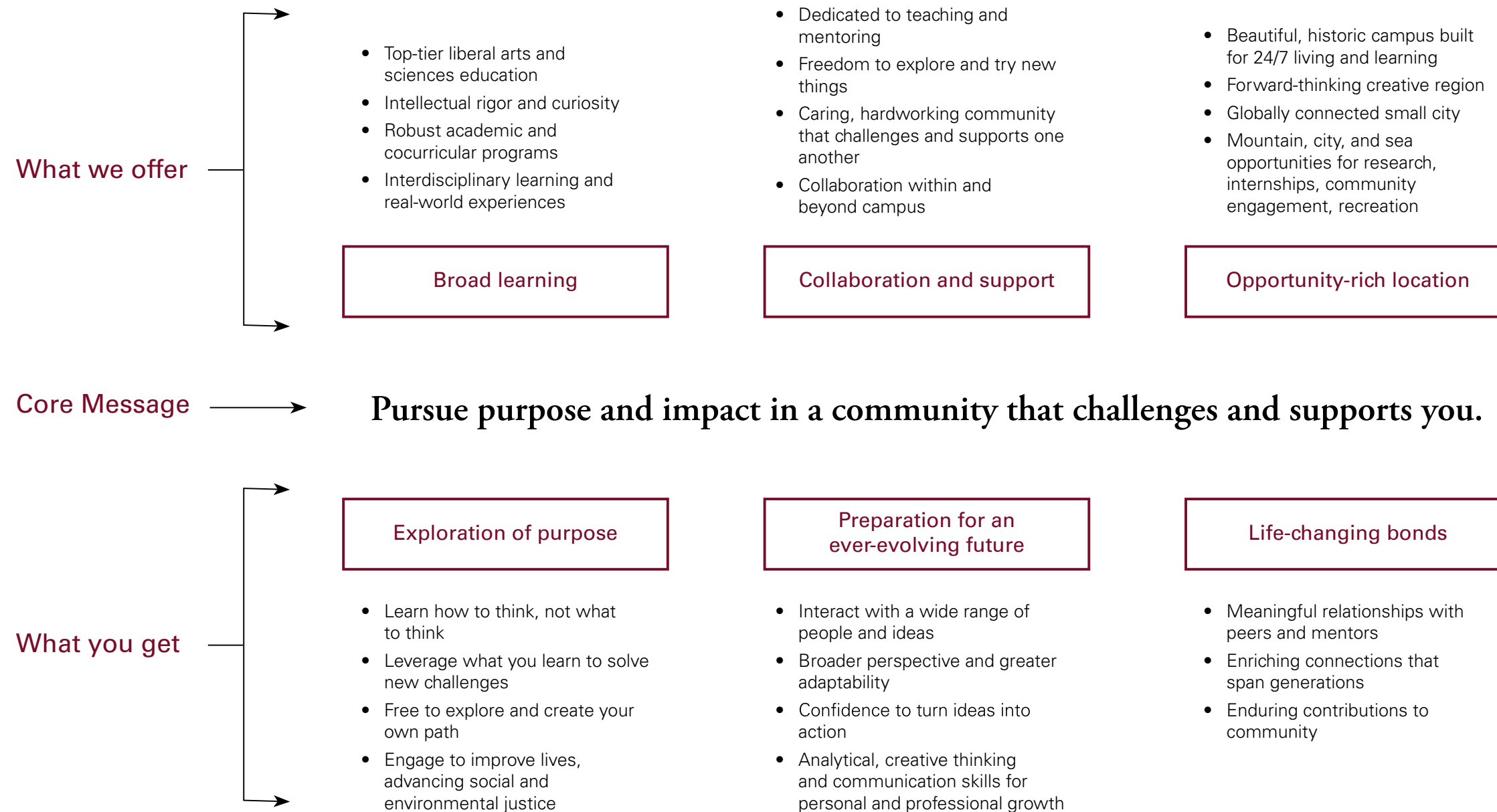
Mountain, city, and sea experiences inspire research, scholarship, and service.

- 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.

Brand Language

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.

What we offer

- Top-tier liberal arts and sciences education
- Intellectual rigor and curiosity
- Robust academic and cocurricular programs
- Interdisciplinary learning and real-world experiences

- Dedicated to teaching and mentoring
- Freedom to explore and try new things
- Caring, hardworking community that challenges and supports one another
- Collaboration within and beyond campus

- Beautiful, historic campus built for 24/7 living and learning
- Forward-thinking creative region
- Globally connected small city
- Mountain, city, and sea opportunities for research, internships, community engagement, recreation

| Broad learning | Collaboration and support | Opportunity-rich location |

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

| Exploration of purpose | Preparation for an ever-evolving future | Life-changing bonds |

What you get

- Learn how to think, not what to think
- Leverage what you learn to solve new challenges
- Free to explore and create your own path
- Engage to improve lives, advancing social and environmental justice

- Interact with a wide range of people and ideas
- Broader perspective and greater adaptability
- Confidence to turn ideas into action
- Analytical, creative thinking and communication skills for personal and professional growth

- Meaningful relationships with peers and mentors
- Enriching connections that span generations
- Enduring contributions to community

Brand Language

BOILERPLATE

Our boilerplate is standard language that is used to explain basic information about the university to a broad audience—an elevator pitch for Puget Sound. You'll find the full version at the end of every press release and you can also use the short version as an easy way to convey who we are and what we do.

FULL VERSION

A nationally ranked residential liberal arts college in Tacoma, Washington, University of Puget Sound enrolls 1,600 undergraduate students from across the country and around the world, as well as 250 graduate students in counseling, education, occupational therapy, physical therapy, and public health. A low student-faculty ratio provides Puget Sound students with personal attention from faculty members who have a strong commitment to teaching and offer 1,200 courses each year in more than 50 areas of study. Puget Sound graduates include Rhodes and Luce scholars, notables in the arts and culture, scholars and scientists, entrepreneurs and elected officials, and leaders in business and finance locally and throughout the world. A top producer of Fulbright scholars, Puget Sound is the only nationally ranked independent liberal arts college in Western Washington, and one of just five independent colleges in the Northwest granted a charter by Phi Beta Kappa, the nation's most prestigious academic honor society.

SHORT VERSION

Founded in 1888, University of Puget Sound is an independent, residential, predominantly undergraduate liberal arts college in Tacoma, Washington. Puget Sound enrolls 1,600 undergraduate and 250 graduate students in more than 50 traditional and interdisciplinary areas of study. A top producer of Fulbright scholars, Puget Sound is the only nationally ranked independent liberal arts college in Western Washington.

Brand Colors

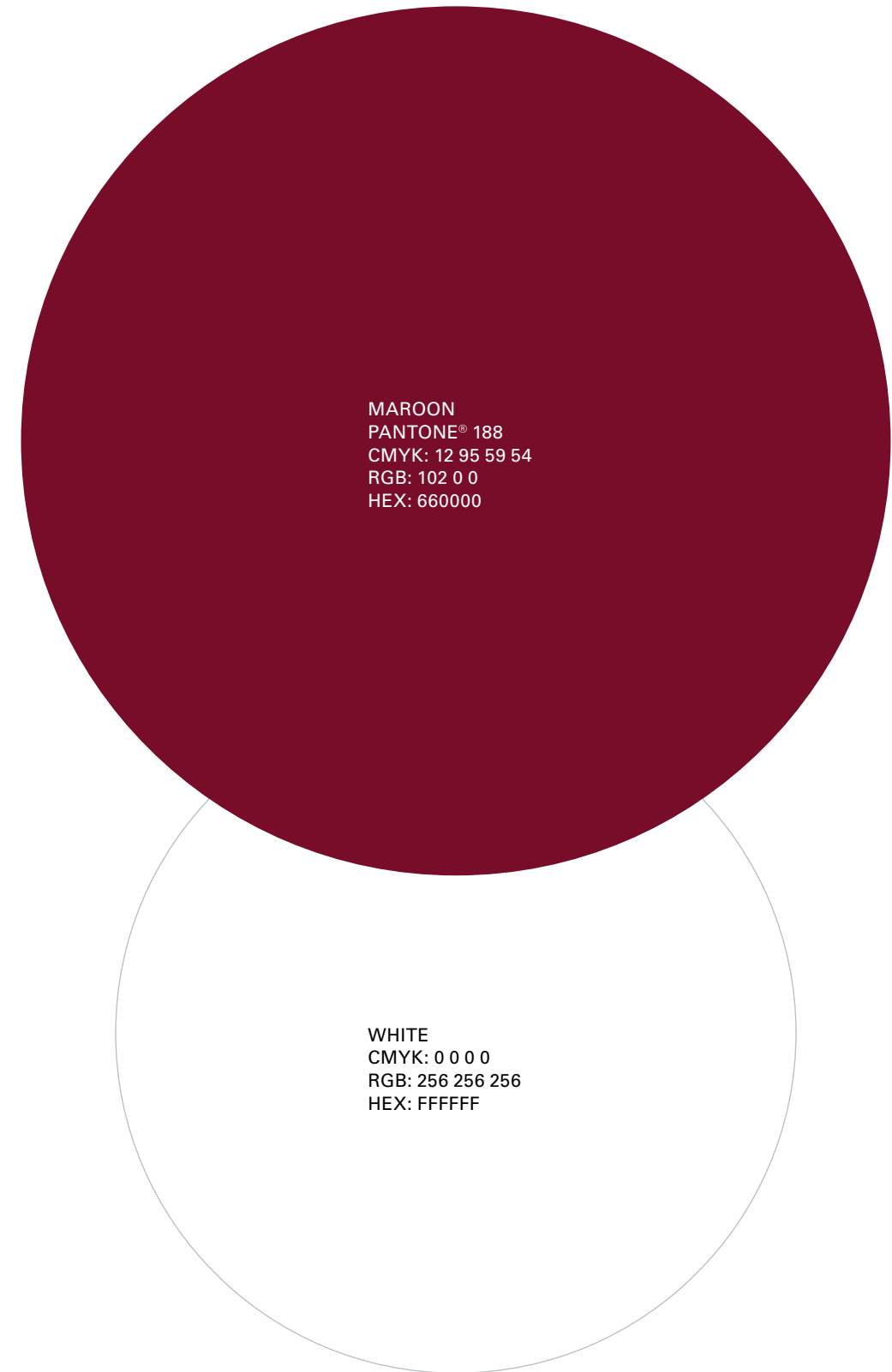This section contains our brand colors and guidance for using them to create on-brand collateral.

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Primary Colors

The official primary colors of University of Puget Sound are maroon and white.

The Puget Sound logo **should only appear in maroon, white, or black.**

NOTE: To accomplish Puget Sound maroon, use Pantone® 188 or the CMYK or RGB formulas, or HEX code at right.

Contact the Office of Marketing & Communications for printing information.

MAROON
PANTONE® 188
CMYK: 12 95 59 54
RGB: 102 0 0
HEX: 660000

WHITE
CMYK: 0 0 0 0
RGB: 256 256 256
HEX: FFFFFF

Secondary Colors

The secondary color palette adds flexibility and variety to the primary brand colors. You can use this palette throughout branded communications to highlight, complement, and accent the primary colors. The secondary colors can also add intensity or create subtlety, depending on the application.

Reproduce brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

PANTONE® 1807
CMYK: 24 91 78 16
RGB: 167 52 57
HEX: A73439

PANTONE® 1525
CMYK: 19 83 100 10
RGB: 188 71 0
HEX: BC4700

PANTONE® 7579
CMYK: 7 79 97 1
RGB: 224 89 42
HEX: E0592A

PANTONE® 123
CMYK: 0 23 91 0
RGB: 255 198 41
HEX: FFC629

PANTONE® 616
CMYK: 20 15 60 0
RGB: 208 199 129
HEX: D0C781

PANTONE® 7499
CMYK: 6 7 35 0
RGB: 241 228 178
HEX: F1E4B2

PANTONE® 5757
CMYK: 56 40 100 22
RGB: 107 112 46
HEX: 6B702E

PANTONE® 390
CMYK: 35 12 100 0
RGB: 180 189 0
HEX: B4BD00

PANTONE® 452
CMYK: 32 28 56 1
RGB: 178 167 126
HEX: B2A77E

PANTONE® 534
CMYK: 99 85 36 27
RGB: 28 53 94
HEX: 1C355E

PANTONE® 5483
CMYK: 73 34 39 5
RGB: 75 133 142
HEX: 4B858E

PANTONE® 7542
CMYK: 36 18 19 0
RGB: 163 187 195
HEX: A3BBC3

PANTONE® 5635
CMYK: 45 27 42 1
RGB: 147 164 150
HEX: 93A496

Neutral Colors

Neutrals work well for more subtle or elegant uses. They can also help bring balance by toning down contrast levels in both the dark and light colors. For example, Cool Gray 7 works well with all of the colors in the primary palette, and can create a helpful transition between white and the maroon of the primary palette.

When you reproduce the color black in CMYK, there may be a need for either a basic black or a rich black. When you need rich black, please refer to the build below. If you need a one-color black, then use only 100% black shown in the comparison below.

Reproduce brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

Rich black versus basic black for printing

⬤   RICH BLACK   CMYK: 30 25 15 100

⬤   BASIC BLACK   CMYK: 0 0 0 100

PANTONE® 7534
CMYK: 18 16 24 0
RGB: 209 204 189
HEX: D1CCBD

PANTONE® WARM GRAY 7
CMYK: 43 41 45 5
RGB: 150 139 131
HEX: 968B83

PANTONE® COOL GRAY 7
CMYK: 43 35 35 1
RGB: 152 152 154
HEX: 98989A

PANTONE® 7540
CMYK: 69 59 52 33
RGB: 74 79 84
HEX: 4A4F54
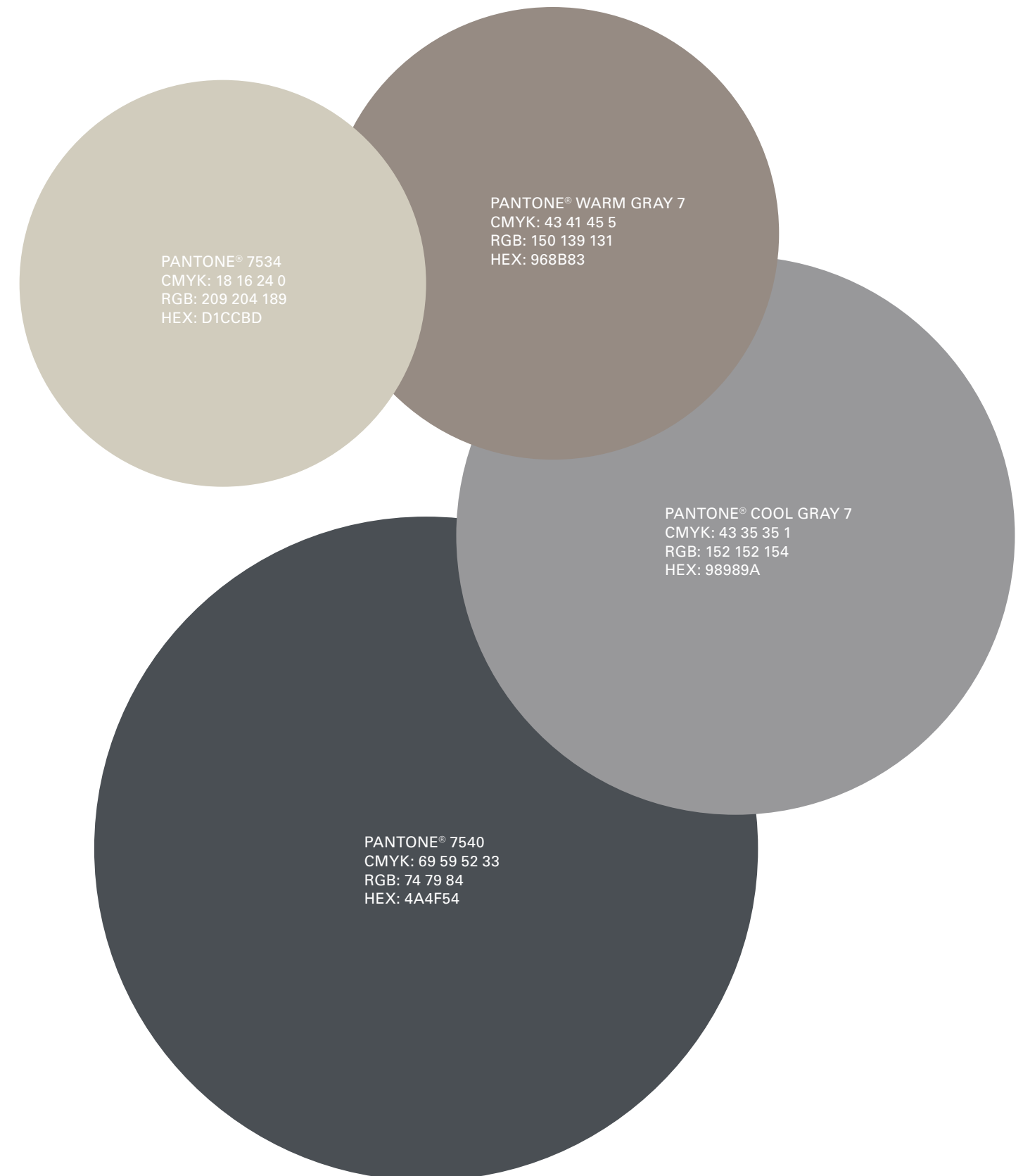
The Logo

This section contains our primary logo, along with its variations and guidance for proper use.

3

Primary Logo

Since Puget Sound's founding in 1888, Mount Rainier has been depicted in the center of the university's official seal. The representation of the mountain in the university logo provides consistency with the seal and reflects the aspirational spirit and enduring values of Puget Sound. The typography has been designed as a custom mark using Adobe Garamond Pro.

Puget Sound's logos and marks are trademarked. To learn more about the trademarking and licensing process, and how to use them correctly, please visit pugetsound.edu/licensing.

The Logo

Mount Rainier

The Logotype

Est. 1888

UNIVERSITY *of*
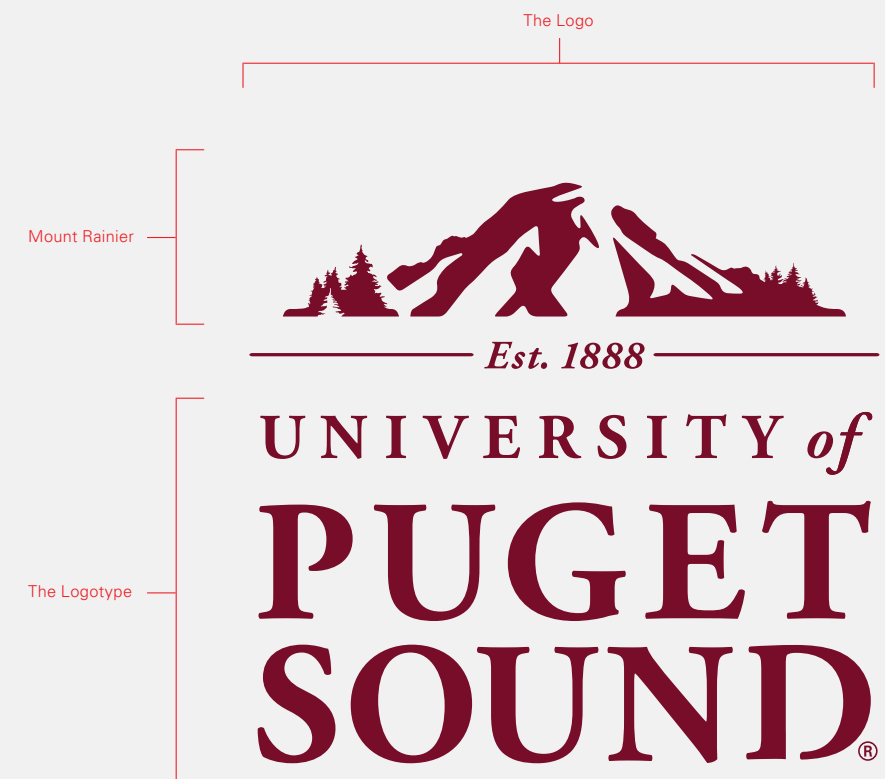
PUGET SOUND®

Using the Primary Logo

The primary Puget Sound logo serves as the main graphic representation of the university. It is the primary identifier for Puget Sound. It should be used on all materials and supersedes the use of all other logos.

The primary logo may be used in black, maroon, and reversed out of a maroon field, shown at right, or dark backgrounds and photos; approved art is available by contacting the Office of Marketing & Communications.

The primary logo should never be shown smaller than 5/8 in (.625 in.) wide. See page 16 for graphics to use in small situations.

.625 in.

One-color logo (maroon)
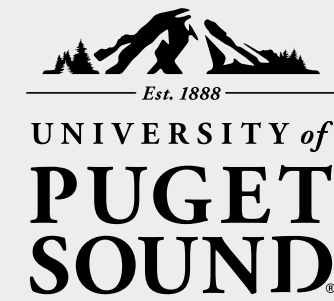
One-color logo (black)

One-color logo (reversed out of maroon field)

Using the Secondary Logo

The secondary logo is an adapted version of the primary logo keeping the characteristics of the primary logo's custom typography and use of the mountain, but it does not incorporate the founding date, "Est. 1888." The secondary logo should be used only in cases when there is not space for the primary logo at its minimum size of .625 in. and when the application (embroidery, for example) is not refined enough to accommodate the "Est. 1888" design element.

The secondary logo may be used in black, maroon, or reversed out of a maroon field, shown at right, or dark backgrounds and photos; approved art is available by contacting Office of Marketing & Communications.

The secondary logo should never be shown smaller than 1-1/8 in. (.1.125 in.) wide. See page 16 for graphics to use in small situations.

1.125 in.

One-color logo (maroon)

One-color logo (black)

One-color logo (reversed out of maroon field)

Using the Logo | Clear Space

To display the logo correctly, maintain the proper minimum clear space.

This minimum clear space is equal to the height of the mountain depicted in our Puget Sound logo. No other image or text should appear within the designated clear space.
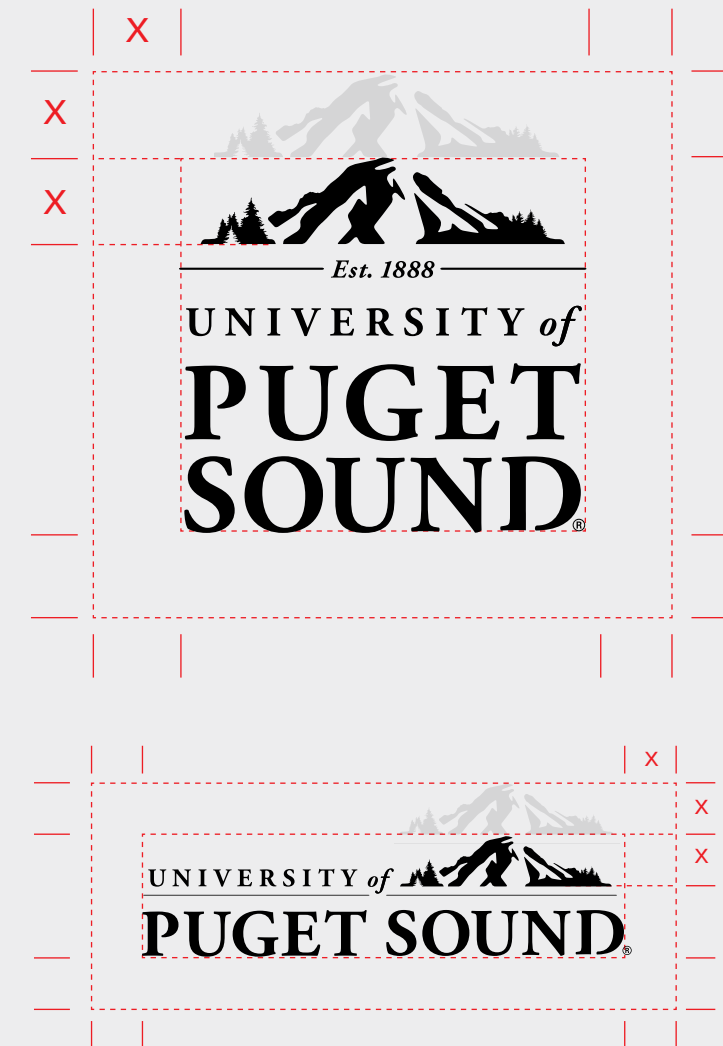
Using the Logo | Minimum Size

The primary logo should never be smaller than 5/8 in. (.625 in.) wide.

The secondary logo should never be smaller than 1 1/8 in. (1.125 in.) wide.

Type Treatment: If it is not possible to use the logo, even at minimum size, it is acceptable to type the college name as shown here.

A digital file is available on request.
The general specificatons are:
• Adobe Garamond Semibold
• Tracking of 50
• All Caps
• Black, Pantone® 188 or reversed on colored backgrounds,
• Minimum font size of 7.5 point

UNIVERSITY OF PUGET SOUND®

One-color logo (maroon)

UNIVERSITY OF PUGET SOUND®

One-color logo (black)

UNIVERSITY OF PUGET SOUND®

One-color logo (reversed out of maroon field)

Using the Logo | Primary Logo Lockups

A master identity system that consistently incorporates the primary logo with department or division names, known as a *logo lockup*, is how we establish consistent visibility. This is the only way a department or division should represent itself.

Department names in logo lockups should be set in Univers 55 Roman in uppercase and lowercase to the right of the primary logo and should be set apart from the logo by a .5-point vertical rule.

UNIVERSITY *of* PUGET SOUND | Philosophy

UNIVERSITY *of* PUGET SOUND | School of Business & Leadership

UNIVERSITY *of* PUGET SOUND | Foreign Languages & Literature

Using the Logo | Alternate and Secondary Logo Lockups

If a department or group name has one to three words, the name may appear below the primary logo in an alternate logo lockup. Set the department or group name in Univers 55 Roman in uppercase and lowercase, set apart from the logo with a .5-point horizontal rule.

In some cases, space or application won't allow for use of the primary logo. For those instances, use the secondary logo lockup, with the department or group name set in Univers 55 Roman in uppercase and lowercase below the logo, set off by a .5-point horizontal rule.

Using the Logo | Department Signature

Having contact information on all publications and platforms is essential for accessibility. All brochures, ads, booklets, and other publications should "sign off" (on a back cover, for example) with the Puget Sound logo in this way. (For email signatures, see page 42.)

Standard type size generally follows the following specifications:
Font: Univers 55 Roman
Size: 8-11 points
Leading: 14 point

The minimum-size type treatment (page 16) and the Puget Sound website are also acceptable content for a department signature.

If needed, consult with the Office of Marketing & Communications to select the signature application that works best for your project.

School of Business & Leadership | 1500 N. Warner St. #1032 | Tacoma, WA 98416-1032

SCHOOL OF BUSINESS & LEADERSHIP
1500 N. Warner St. #1032
Tacoma, WA 98416-1032
pugetsound.edu/sbl

UNIVERSITY OF PUGET SOUND

SCHOOL OF BUSINESS & LEADERSHIP
1500 N. Warner St. #1032
Tacoma, WA 98416-1032
pugetsound.edu/sbl

pugetsound.edu/sbl

SCHOOL OF BUSINESS & LEADERSHIP
1500 N. Warner St. #1032
Tacoma, WA 98416-1032
pugetsound.edu/sbl

SCHOOL OF BUSINESS & LEADERSHIP
1500 N. Warner St. #1032
Tacoma, WA 98416-1032

Using the Logo | Backgrounds

Maroon Logo: The maroon logo may be used only on white backgrounds or neutral backgrounds that have values lighter than or equal to 10% black.

Black Logo: The black version of the logo may be used on any uncluttered background with a value lighter than 30% black.

Reversed Logo: Use the reversed logo on colored backgrounds or photos with a value of 60% black or more.

MAROON LOGO OVER LIGHT COLOR
BACKGROUND

BLACK LOGO OVER SIMPLE OR MUTED
PHOTO BACKGROUND

LOGO REVERSED OUT OF PHOTO WITH
DARK BACKGROUND
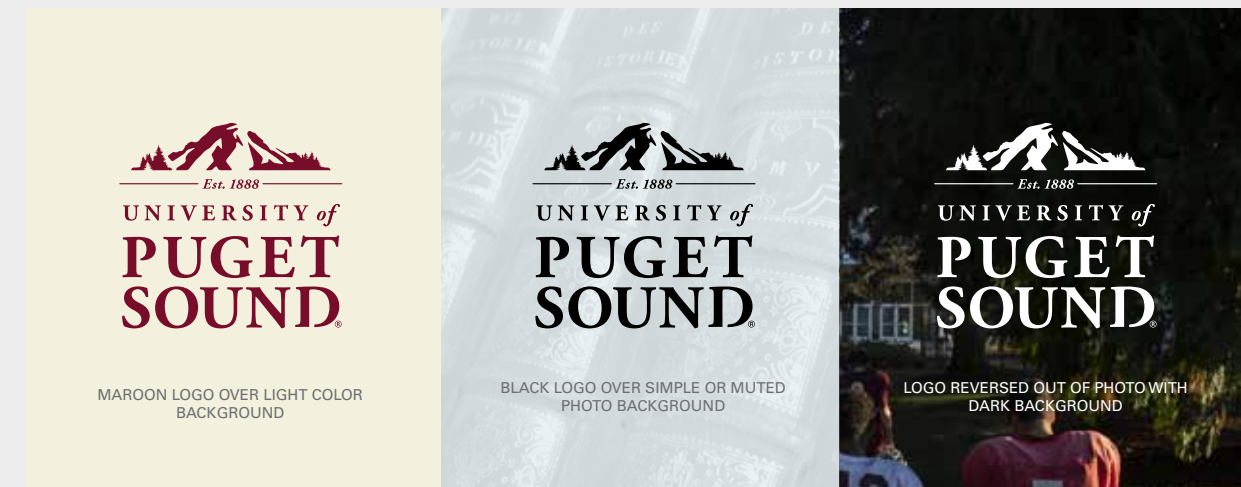
Using the Logo | Incorrect Usage

The logo may not be altered in any way.
For any reason. Ever!

The following usage violations apply to both the primary and secondary logos.

DO NOT use at a size smaller than the minimum size specified.

DO NOT add a stroke.

DO NOT change the color scheme.

DO NOT use the maroon logo on dark backgrounds.

DO NOT size disproportionately, or distort (stretch or condense, or skew.)

DO NOT use on a busy or patterned background.

DO NOT place logo in a confined shape without clear space.

DO NOT alter the relationship of the type and icon.

DO NOT remove the mountain icon.

DO NOT use the mountain icon on it's own.

DO NOT place graphic elements within the clear space of the logo.

Using the Logo | Puget Sound Athletics Logos

Reinforcing our primary Puget Sound identity is the best way to keep from getting lost in the crowd. Within our brand system, it is rarely necessary to create new logos; in fact, there are many other ways to establish a distinctive look for a department or program within the established guidelines.

New logos may be appropriate for special initiatives, such as fundraising campaigns. Requests for new logos should be made in consultation with the Office of Marketing & Communications and incorporate elements of Puget Sound's brand identity system.

Approved logos may be used only by the departments/programs for which they were created. See examples of approved logos at right.

Using the Logo | Other Approved Logos

Reinforcing our primary Puget Sound identity is the best way to keep from getting lost in the crowd. Within our brand system, it is rarely necessary to create new logos; in fact, there are many other ways to establish a distinctive look for a department or program within the established guidelines.

New logos may be appropriate for special initiatives, such as fundraising campaigns. Requests for new logos should be made in consultation with the Office of Marketing & Communications and incorporate elements of Puget Sound's brand identity system.

Approved logos may be used only by the departments/ programs for which they were created. See examples of approved logos at right.

The Seal

This section includes our university seal and guidance for proper use.

4

University Seal

The oldest graphic representation of University of Puget Sound, the seal is a sacred, time-honored, official mark of the college. It is not our logo. The Greek phrase near the top can be translated as "To the heights," referencing both the central image of Mount Rainier and the attributes of Puget Sound's physical location and dynamic culture.

The seal is intended for use on official, formal, institutional documents, such as those from the Office of President and related to Commencement, including acceptance certificates and diplomas.

The seal should never be used as an alternative to the logo, and it should never appear in conjunction with the logo.

The seal may appear in black, maroon, gold (Pantone® 871), or gold foil.
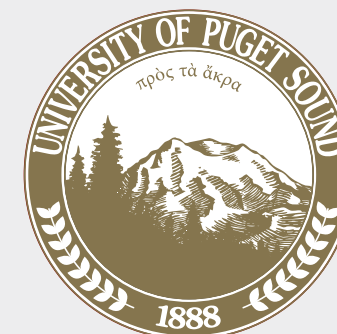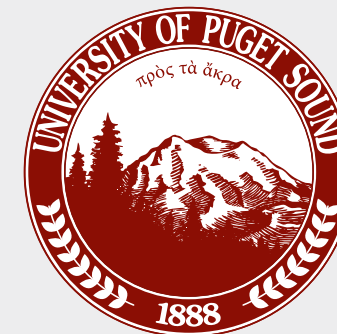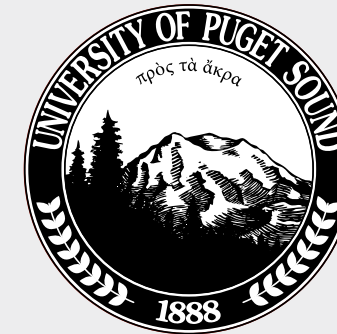
Using the Seal | Minimum Clear Space

Clear space / Minimum size

The seal should never be smaller than five-fourths inch (5/4 in.), and should always have at least one-quarter inch (1/4 in.) of clear space surrounding it.

The seal may be used on any background that is light or dark enough to provide sufficient contrast. The seal's colors should never be reversed. If the seal appears on a dark background, a white field should appear behind the seal as shown at right.

1.25 in"

white field behind seal

white field behind seal
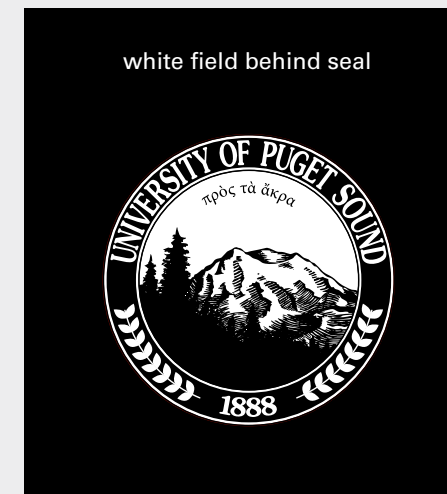
Using the Seal | Incorrect Use

The seal may not be altered in any way.

- Do not add any additional graphic elements.

- Do not use reversed or inverted.

- Do not place the seal behind type or graphics.

- Do not place graphic elements within the 1/4 in. clear space of the seal.

- Do not use smaller than 5/4 in. in diameter.

- Do not place the seal on a busy photo or patterned background.

- Do not size disproportionately or distort (stretch or condense).

DO NOT alter the seal in any way.

DO NOT add any additional graphic elements.

DO NOT use reversed or inverted.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In posuere massa dolor, eu

DO NOT place the seal behind type or graphics.

DO NOT place the seal on a busy photo or patterned background.

DO NOT size disproportionately, or distort (stretch or condense.)
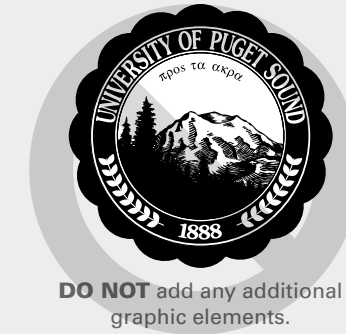
Grizz

This section defines our mascot, Grizz.

5
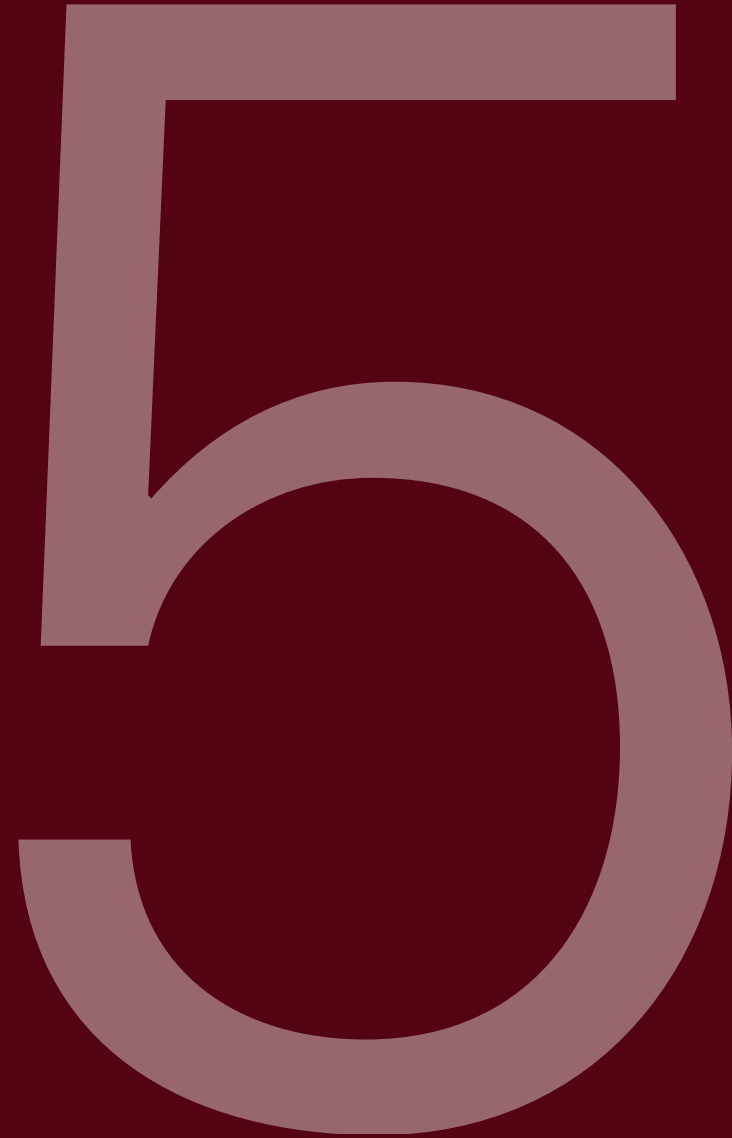
Grizz

Our mascot is one of the most recognizable faces on campus.
Debuting during halftime of the 2006 Homecoming football
game, Grizz was inspired by Puget Sound's original athletics
teams—the Grizzlies—and sports a classic lumberjack look:
denim and plaid, plus a maroon beanie reminiscent of those
worn by first-year students until 1961.

Grizz

In addition to being a physical mascot, Grizz also exists as a maroon and white graphic, adding a splash of Logger fun to print and digital pieces. This drawing of Grizz carries over his signature look, including a long-handled axe. You can also use the Grizz head alone.

Modifications of the Grizz graphic, like changes for holidays and events, must be approved by the Office of Marketing & Communications.

Brand Typography

This section defines our primary brand fonts and intructions for using them.

6

Primary Serif Typeface

Typography is an important element in a strong visual brand. For official institutional publications, use Puget Sound's primary serif or sans-serif font for both headlines and text.

Serif: Adobe Garamond Pro
Sans-Serif: Univers LT STD (samples on next page)

Alternate Fonts

If Puget Sound primary fonts are not available for official university documents, print publications, or web and digital communications, use our preferred alternate fonts, available for free in most publishing and communications platforms.

Serif: Times New Roman
Sans-Serif: Arial Regular or Roboto

Adobe Garamond Pro Bold
Size: 34
Leading example: 36
Tracking: 0

Adobe Garamond Pro Bold is a headline weight.

Adobe Garamond Pro Medium
Size: 26
Leading example: 30
Tracking: 0

Adobe Garamond Pro Medium can be used for subheads and emphasis areas in body copy.

Adobe Garamond Pro Regular
Size: 24
Leading example: 26
Tracking: 0

Adobe Garamond Pro Regular is the basic body copy weight.

Adobe Garamond Pro Italic
Size: 24
Leading example: 26
Tracking: 0

Adobe Garamond Pro Italic can be used to provide emphasis or highlight copy.

Adobe Garamond Pro

Univers LT Std 65 Bold
Size: 34
Leading example: 36
Tracking: 0

Univers LT Std 65 Bold is a headline weight.

Univers LT Std 55 Roman
Size: 26
Leading example: 30
Tracking: 0

Univers LT Std 55 Roman is the basic body copy weight.

Univers LT Std 55 Roman
Size: 18
Leading example: 22
Tracking: 0

Univers LT Std 55 Roman and 45 Light can be used for captions and small bodies of text.

Univers LT Std 45 Light
Size: 16
Leading example: 20
Tracking: 0

Univers LT Std 45 Light can also be used when a large or small piece of type needs a delicate treatment.

Univers LT Std

Acumin Variable Concept Extra Condensed Semibold
Size: 42
Leading example: 36
Tracking: 0

ACUMIN VARIABLE CONCEPT EXTRA CONDENSED SEMIBOLD AS A HEADLINE WEIGHT.

Acumin Variable Concept Regular
Size: 26
Leading example: 30
Tracking: 0

Acumin Variable Concept Regular can be a basic body copy weight.

Acumin Variable Concept Light
Size: 18
Leading example: 22
Tracking: 0

Acumin Variable Concept Light can be used for captions and small bodies of text.

Acumin Variable Concept Thin
Size: 16
Leading example: 20
Tracking: 0

Acumin Variable Concept Thin can also be used when a large or small piece of type needs a delicate treatment.

Acumin Variable Concept

Secondary Script Typeface

Adobe Handwriting Ernie
Size: 34
Leading example: 36
Tracking: -100

Adobe Handwriting Ernie can be a subhead weight.

Adobe Handwriting Ernie
Size: 26
Leading example: 28
Tracking: -100

Adobe Handwriting Ernie can be a subhead or accent weight.

Adobe Handwriting Ernie
Size: 16
Leading example: 14
Tracking: -100

Adobe Handwriting Ernie can be a subhead or accent weight.

Adobe Handwriting Ernie
Size: 10
Leading example: 14
Tracking: -100

Adobe Handwriting Ernie can be a subhead or accent weight.

Adobe Handwriting

Brand Art

This section defines some samples of University of Puget Sound icons, shapes, and textures used in marketing communication pieces.

7

Brand Art & Textures

Puget Sound's brand art and textures evoke our location in the Pacific Northwest (like water, trees, and mountains), incorporate elements of our campus (like the giant sequoia), and make reference to our aspirations as an institution. Our brand art includes natural textures, like wood grain, and hand-crafted textures like woodcut and sketch art. We also use diagonal graphics, calling back our goal of always reaching for greater heights.

Brand Art Applied

Brand art should complement the other graphic elements of our brand, including strong photography, clear typography, and proper use of our logo.

Brand Art Applied

Brand art should complement the other graphic elements of our brand, including strong photography, clear typography, and proper use of our logo.
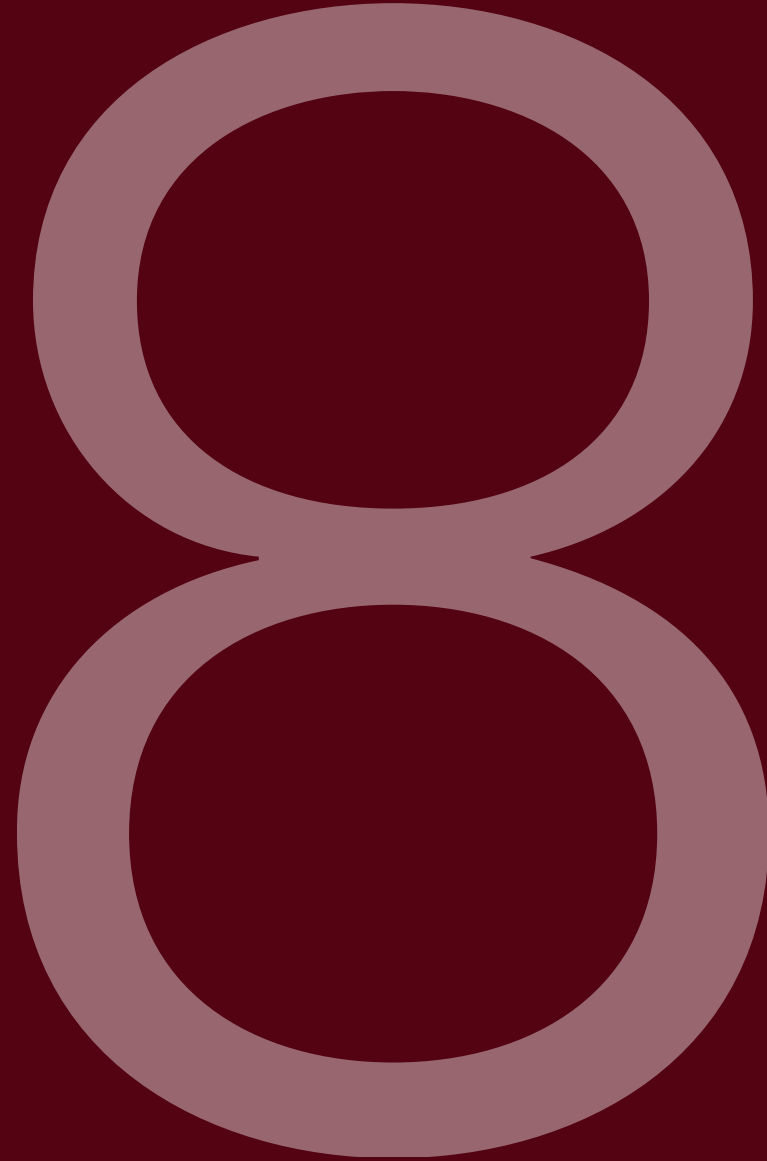
Stationery

This section defines the standard University of Puget Sound campus stationery pieces.

8

Using Stationery | Letterhead and Envelope

Stationery and business cards are highly visible components of a brand. To ensure a consistent look for all correspondence, a standard letterhead, envelopes, and business cards have been developed.

Letterhead

Logo
- Bleed: Full top bleed
- Color: Reversed out of maroon (Pantone® 188) field

Footer Address Line
- Flush left; address elements separated by two spaces
- Color: Pantone® Cool Gray 9
- Font: Adobe Garamond Regular Pro
- Size: 8
- Leading: 10

Envelope

Logo
- Bleed: Full top bleed
- Color: Reversed out of maroon (Pantone® 188) field

Return Address Block
- Flush left; two-line maximum
- Color: Pantone® Cool Gray 9
- Font: Adobe Garamond Regular Pro
- Size: 8
- Leading: 10

Margins for letters should be 1 in. on each side. Longer letters may use .75 in. or .675 in. margins

1 in

1 in

Begin typing letter 2 in. down from the top of the page. (Longer letters may begin at 1.75 in.)

OFFICE OF MARKETING & COMMUNICATIONS
1500 N. Warner St. #1041 Tacoma, WA 98416-1041

Begin typing address 2 in. down from the top of the envelope, 5.5 in. from the left edge

Office of Marketing & Communications 1500 N. Warner St. #1041 Tacoma, WA 98416-1041

Using Stationery | Business Cards

Editorial Standards

- Jr. and Sr. are abbreviated in names (including those in addresses) with a period following the abbreviation and no comma in front of it; a middle initial in a name is followed by a period.
- Names and titles are on separate lines.
- When abbreviating Street, Avenue, Boulevard, Highway, Court, Road, Suite, etc., follow abbreviation with a period.
- Post office box is always abbreviated as P.O. Box, with periods.
- Directional words in a street address should be abbreviated with no period between letters (52nd NE).
- Use "T:," "F:," and "M:" to designate telephone, fax, and mobile numbers with one space between colon and the number.
- Do not include the "1" in front of a toll-free phone number.
- Use periods to separate number groups in phone and fax numbers.
- Separate telephone and fax numbers with two spaces when they appear on the same line.

John Doe
PROFESSOR OF MATHEMATICS

jdoe@pugetsound.edu
T: 253.879.5698

Department of Mathematics
1500 N. Warner St. #1035
Tacoma, WA 98416-1035
pugetsound.edu

Front

Back

Business card backs are white. While information can be handwritten on the back of a card, no additional information should be printed.

Jane Doe
ASSOCIATE VICE PRESIDENT FOR BUSINESS SERVICES
EXECUTIVE DIRECTOR, COMMUNITY ENGAGEMENT

jdoe@pugetsound.edu
T: 253.879.5698

Business Services
1500 N. Warner St. #1025
Tacoma, WA 98416-1025
pugetsound.edu

Long job titles will be set in seven-point type. Titles may not exceed two lines.

Email Signature and Land Acknowledgment

Signature

Email correspondence from @pugetsound.edu addresses represents Puget Sound. Do not include personal email addresses, taglines, and other customizations.

Email signatures are single spaced in uppercase and lowercase letters using San Serif size Normal in black, except for the university name, which appears in all uppercase letters using Garamond size Normal in Puget Sound maroon.

San Serif Bold | Size: Normal
Optional up to 2 or more on separate lines

Optional Pronouns | San Serif | Size: Normal

Garamond | Size: Normal RGB: 102 0 0

San Serif | Size: Normal

Optional

Optional | Professional page or site

Optional | Include hyperlinks

All type in the Puget Sound signature should be set to Normal size.

All type color should be black, except University of Puget Sound which should be maroon RGB: 102 0 0.

Example shown is not to scale

Firstname Lastname | Title
Title
she/her/hers

UNIVERSITY OF PUGET SOUND
Department Name
1500 N. Warner St. #xxxx
Tacoma, WA 98416-xxxx
T: xxx.xxx.xxxx
M: xxx.xxx.xxxx
pugetsound.edu
pugetsound.edu/firstname-lastname
Facebook | Instagram | LinkedIn

Photography
& Videography

This section defines photographic and video style for Puget Sound communications and offers video standards and guidance.

9

Using Photography

Photography

Images of students, faculty, and staff used in Puget Sound promotional materials for official Puget Sound communications platforms should be photographed in a true-to-life or candid manner. Subjects should avoid eye contact with the camera, so as to convey a nonstaged audience view of actual campus life and events. Photos should be energetic, active, and try to show students and faculty interacting, experiential learning, and mentoring. Photos of campus buildings and landscapes should convey Puget Sound in its best light. For example, early morning or late-afternoon/evening shooting times may offer the best opportunity to capture the tone and heroic styling we want to convey.

Photographic Permission

Certain projects may require explicit permission from campus members, additional access to classrooms or other spaces, or special clearance from campus partners. Contact the Office of Marketing & Communications for guidance.

Using Video

Videography

General event and b-roll footage should be captured in a true-to-life or candid manner. For non-interview footage, subjects should avoid eye contact with the camera, so as to convey a nonstaged audience view of actual campus life and events. Videos should be energetic, active, and try to show students and faculty interacting, experiential learning, and mentoring. Videos of campus buildings and landscapes should convey Puget Sound in its best light. For example, early morning or late-afternoon/evening shooting times may offer the best opportunity to capture the tone and heroic styling we want to convey.

For interview segments and "talking head" videos, either choose a setting that is relevant to the speaker, or a simple wall or seamless as a backdrop. Consider setting up more than one camera to capture the interview from multiple depths and perspectives.

Video Editing

In editing video for Puget Sound, here some elements that should be considered:

- Intro and outro slides/animations should always use Puget Sound brand fonts and colors.
- Graphics should use a 1920x1080 pixel dimension.
- All videos should have a Puget Sound logo animated end card with either a maroon or white background. Contact the Office of Marketing & Communications to access end cards.
- B-roll footage should be shot on campus or on a location relevant to the narrative of the video. Stock b-roll footage should be avoided, as it does not reinforce the Puget Sound visual brand.
- We suggest using rights-free or royalty-free music only.

Filming Permission

Certain projects may require explicit permission from campus members, additional access to classrooms or other spaces, or special clearance from campus partners. Contact the Office of Marketing & Communications for guidance.

EMELIE PEINE
PROFESSOR AND DIRECTOR
INTERNATIONAL POLITICAL ECONOMY

Est. 1888
UNIVERSITY of
PUGET
SOUND

Contact

University of Puget Sound Brand Book is a resource for
all campus members and implementing partners who are
creating public promotional materials for official Puget Sound
communications platforms. Partners and members of the
media may use this guide for instructions on the use of the
Puget Sound logo, university seal, and other elements of Puget
Sound's visual identity. Our goal is to ensure consistency and
proper use of all Puget Sound brand elements.

We hope this guide helps you create engaging and consistent
designs for University of Puget Sound. If you have any questions,
please contact the Office of Marketing & Communications:
communications@pugetsound.edu
pugetsound.edu/communications

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SOUND | Office of Marketing
& Communications