BRAND AND EDITORIAL GUIDELINES AT A GLANCE
For more information visit seattleu.edu/marcom.

COLORS

Primary Color - SU Red

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
<th>PMS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>SU Red</td>
<td>#aa0000</td>
<td>170 - 0 - 0</td>
<td>73 - 57 - 70 - 21</td>
<td>200C &amp; U</td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
<th>PMS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Orange</td>
<td>#d835</td>
<td>239 - 65 - 53</td>
<td>3 - 100 - 70 - 12</td>
<td>200C &amp; U</td>
</tr>
<tr>
<td>Blue</td>
<td>#00636f</td>
<td>85 - 179 - 27</td>
<td>59 - 100 - 70 - 12</td>
<td>200C &amp; U</td>
</tr>
<tr>
<td>Green</td>
<td>#124a12</td>
<td>18 - 74 - 18</td>
<td>73 - 57 - 70 - 21</td>
<td>200C &amp; U</td>
</tr>
<tr>
<td>Yellow</td>
<td>#d891</td>
<td>253 - 185 - 19</td>
<td>0 - 100 - 70 - 12</td>
<td>200C &amp; U</td>
</tr>
<tr>
<td>Navy Blue</td>
<td>#003528</td>
<td>50 - 130</td>
<td>100 - 60 - 70 - 12</td>
<td>200C &amp; U</td>
</tr>
</tbody>
</table>

Tertiary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
<th>PMS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>SU Black</td>
<td>#000000</td>
<td>0 - 0 - 0</td>
<td>0 - 100 - 93</td>
<td>200C &amp; U</td>
</tr>
<tr>
<td>Emerald</td>
<td>#008765</td>
<td>0 - 125 - 101</td>
<td>96 - 66 - 0</td>
<td>200C &amp; U</td>
</tr>
<tr>
<td>Yellow Tint</td>
<td>#f7f7f7</td>
<td>247 - 247 - 247</td>
<td>2 - 6 - 0</td>
<td>200C &amp; U</td>
</tr>
</tbody>
</table>

LOGOS

The Seattle U Spirit Mark
Used for prospective students, undergraduates, advertising campaigns, school events and athletics.

The Seattle University Seal
Used for formal settings.

The Seattle U Redhawks
Used for athletics and merchandise.

The Seattle U Redhawks
Used for athletics and merchandise.

FREE ALTERNATIVE FONTS:

- Verdana or Montserrat to replace Neutraface 2 and Knockout
- Also Use: Oswald, Callibri (system font), Gandhi, Arial (System font)

- Roboto Slab
- or Courier to replace Neutraface Slab
- Also Use: Montserrat, Oswald, Aleo, Rockwell

Neutraface 2
Text & DISPLAY

Neutraface Slab
Text & DISPLAY

Knockout

FRAME
(Contact SU Marketing Communications for availability and use of fonts as we have limited licenses. FRAME is a custom line art font)

UNSTACKED WORDMARK

The Seattle University
Used for professional audiences, alumni, donors, graduate students & corporate sponsors.

STACKED WORDMARK

The Seattle U Redhawks
Used for athletics and merchandise.

UNSTACKED SEAL

The Seattle University Seal
Used for formal settings.

STACKED SEAL

The Seattle U Redhawks
Used for athletics and merchandise.

NOTE: Hex numbers do not translate automatically from CMYK. The colors have been changed to meet accessibility requirements.

BRAND ELEMENTS

The Arrow-Tree symbol is a prominent element within the SU brand. The hawk icon is another element that is used to tie back to our brand. Other elements include textures and color overlays.

The Seattle U Redhawks
Used for athletics and merchandise.

For more information visit seattleu.edu/marcom.

Unstacked Wordmark
Used for professional audiences, alumni, donors, graduate students & corporate sponsors.

Horizontal Seal and Signature
This mark is used for formal settings.

Vertical Seal and Signature
This mark is used for formal settings.
FREE ALTERNATIVE FONTS:

EDITORIAL

Seattle University’s standard for style is the Associated Press Stylebook, which everyone who touches content should have. Refer questions to Tina Potterf, managing editor, at tinap@seattleu.edu. For the full editorial guide, visit seattleu.edu/marcom.

MOST COMMON EDITORIAL STYLE QUESTIONS

Academic degrees—Capitalize full degree names (Master of Fine Arts, Bachelor of Science in Nursing/Bachelor of Nursing) and when speaking about degree level, such as Bachelor of Arts and Master of Science; lowercase when speaking generally or not part of the full degree name. Do not use periods in abbreviated degrees such as BA, MA, MIT, PhD. When a degree or credential is used as part of a sentence and/or used after a name, set off with commas.

Alumni and grad years/titles—For alumni graduation years, use an apostrophe before the year (ex. ‘89, ’00) and a comma after the grad year when part of a sentence—unless at end of the sentence, which would then be a period.

When including degrees, should be grad year then degree title; put comma after degree (ex. Jane Smith, ’89 MBA, is a leading expert in accounting.) unless at end of sentence, in which it would be a period.

In cases with multiple grad years and/or graduate titles (ex. MNPL, JD, MBA), separate with proper punctuation as noted above. If multiple degrees/title, consider mentioning them in detail in second reference or later on in a story.

Alumni/alum—Alumni is the preferred usage when speaking of more than one alumni (the gender-neutral, plural noun for a group of graduated students.) Alum, although considered less formal, is an acceptable singular and gender-neutral way to identify a graduated student. In many cases it’s not necessary to use “alumni” or “alum” when identifying graduated students by including their graduation year after their name (which is also the style guide’s direction).

Note: It is Seattle U brand policy to include grad years with all alumni; can also be used with prospective students.

Books/chapters/music/artistic works—Italicize the title of long-form compositions including a book, TV show, movie or musical composition. When referencing the title of a chapter or a song—typically connoting a shorter work—use quotation marks.

Commas—Use commas to separate elements in a series, but SU style does not use the serial comma (ie the Oxford comma) before a conjunction.

For example: (correct) Susie Smith went shopping and purchased shoes, a coat and a scarf.

(incorrect) Jim Smith picked up apples, oranges, cereal, and milk at the grocery store.

Inclusive language—Avoid descriptions of age, sexual orientation, gender, etc., in content development unless they are relevant to the topic or direction of the story.

Use gender neutral or gender inclusive pronouns (he/him, she/her, they/their) as preferred by the subject of the content and how they wish to identify.

Quotation marks—Use for complete quotes rather than short catch phrases or single words. When a quote is within a quote, swap double quote marks for single quotes. Punctuation goes inside the quotation marks.

Race & ethnicity—Inclusion of race in narratives, articles, social postings, digital copy, etc., should only be used if relevant and central to topic and/or dictated by preference of the person/subject matter featured. Do not make assumptions or use in generalizations.

• Black, Brown and Indigenous are recognized as proper nouns and should be caps.

Refer to the full Editorial Style Guide for more detailed information.

Seattle University/SU/Seattle U—In newsletters, magazines and more traditional media, as well as speeches and formal documents, Seattle University should be spelled out in first reference, then SU is permissible in subsequent references.

Spacing—Use a single space between words, sentences and punctuation. Do not use two spaces.

Student Athlete—Two words, no hyphen. Lowercase in most cases (student athlete).

Titles—If a person’s title is before their name, capitalize title (ex.: Professor of Mathematics John Smith); if title occurs after name, lowercase (ex.: Jane Doe, professor of English).

U/university—Capitalize only when using the university’s full name (ie Seattle University) or in official/legal documents; lowercase university on subsequent references. In more marketing-based materials or less formal correspondence/messaging, advertisements and social media, it is permissible to use Seattle U (note space between Seattle + U).

Questions? Contact Managing Editor Tina Potterf, Marketing Communications, at tinap@seattleu.edu.