

## →→→ COLORS ←←←

### Primary Color - SU Red

PMS: 200C & U  
 HEX: #aa0000  
 RGB: 170 • 0 • 0  
 CMYK: 3 • 100 • 70 • 12

Our Primary Color is our most significant Identifier. It must be present throughout all brand collateral but does not always have to be the dominant color.

### Secondary Colors

Red Orange  
 PMS: 032C & U  
 HEX: #ef4135  
 RGB: 239 • 65 • 53  
 CMYK: 0 • 90 • 86 • 0

Forest Green  
 PMS: 349C & U  
 HEX: #124a12  
 RGB: 18 • 74 • 18  
 CMYK: 73 • 37 • 70 • 21

Blue  
 PMS: 3115C & U  
 HEX: #088099  
 RGB: 71 • 195 • 211  
 CMYK: 63 • 0 • 18 • 0

Yellow  
 PMS: 130C / 129U  
 HEX: #fdb913  
 RGB: 253 • 185 • 19  
 CMYK: 0 • 30 • 100 • 0

Green  
 PMS: 369C/368U  
 HEX: #55b31b  
 RGB: 85 • 179 • 27  
 CMYK: 59 • 0 • 100 • 7

Navy Blue  
 PMS: 2945C & U  
 HEX: #003282  
 RGB: 0 • 50 • 130  
 CMYK: 100 • 60 • 10 • 15

### Tertiary Colors

SU Black  
 PMS: Tint 93%  
 HEX: #000000  
 RGB: 0 • 0 • 0  
 CMYK: 0 • 0 • 0 • 93

Gold  
 PMS: 117C/110U  
 HEX: #cc9f26  
 RGB: 204 • 159 • 38  
 CMYK: 12 • 26 • 100 • 5

Emerald  
 PMS: 340C & U  
 HEX: #008765  
 RGB: 0 • 135 • 101  
 CMYK: 96 • 0 • 66 • 0

Taupe Brown  
 PMS: 7504C & U  
 HEX: #807060  
 RGB: 128 • 112 • 100  
 CMYK: 15 • 29 • 44 • 34

Yellow Tint  
 PMS: 130C / 129U  
 HEX: #f7f7f7  
 RGB: 247 • 247 • 247  
 CMYK: 0 • 2 • 6 • 0

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. For more information visit [seattleu.edu/marcom](http://seattleu.edu/marcom).



## →→→ FONTS ←←←

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)

### FREE ALTERNATIVE FONTS:

Verdana or  
 Montserrat  
 to replace  
 Neutraface 2  
 and Knockout

**Also Use:**  
 Oswald  
 Calibri (system font)  
 Gandhi  
 Arial (System font)

Roboto Slab  
 or Courier  
 to replace  
 Neutraface  
 Slab

**Also Use:**  
 Montserrat  
 Oswald  
 Aleo  
 Rockwell

AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQqRr  
 SsTtUuVvWwXxYyZz  
 1234567890

AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQqRr  
 SsTtUuVvWwXxYyZz  
 1234567890

## →→→ LOGOS ←←←

SEATTLEU

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



**The Seattle U Redhawks**  
 Used for athletics and merchandise.

SEATTLE UNIVERSITY.

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



**The Interlock**  
 Used for collateral with sizing restrictions and social media.



**The Seattle University Seal**  
 Used for formal settings.



**The Seattle U Redhawk**  
 Used for athletics and merchandise.

SEATTLE  
 UNIVERSITY.

**Stacked Wordmark**  
 Used for professional audiences; alumni, donors, graduate students & corporate sponsors.



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



SEATTLE UNIVERSITY.

**Vertical Seal and Signature**  
 This mark is used for formal settings.

## —&gt;&gt;&gt; EDITORIAL &lt;&lt;&lt;—

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](mailto:tinap@seattleu.edu). For the full editorial guide, visit [seattleu.edu/marcom](http://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.

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

**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).

**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](mailto:tinap@seattleu.edu).