

Seattle University Brand Strategy – Summary

Where Innovation Meets Humanity

Brand Positioning

Seattle University educates the whole person with an emphasis on real world, experiential learning in a global hub of technology, innovation and progress. Our rigorous, personalized and values-centered education prepares students for a constantly changing world.

Personality/Tone: Progressive Challenging Inclusive Bold Kinetic Crafted Reflective Daring

Pillar 1

Progressive Ecosystem
 The campus is embedded in the heart of Seattle, providing unparalleled access to one of the top cities in the world for technological advancement, forward thinking and innovation.

Pillar 2

Jesuit Academic Experience
 A strong tradition of academic rigor and a focus on values, educating the whole person and experiential learning.

Pillar 3

Enduring Impact
 A leader in social innovation, Seattle University instills a lifelong capacity to create a more just and humane world.

Foundation

Independent university with small classes taught by faculty (11:1 student to faculty ratio).

One of the largest independent universities in the Northwest, bringing name recognition, resources, partnerships and career and networking opportunities.

A distinctive education and student experience within an intimate and vibrant campus.

A commitment to inclusive excellence and creating a sense of belonging for all.

Well-regarded schools, colleges and centers across business, nursing, law, the liberal arts, science, technology, engineering and education.

A Jesuit and Catholic tradition of preparing students to become principled leaders, successful professionals and engaged citizens committed to bettering their communities and humanity.

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