Welcome Vendors
Priorities

A few priorities this year with the deans and college marketers

• Edu and program pages
• Solution for content
• Broader SEO optimization efforts
• Targeted digital efforts for undergraduate prospective students
Creative Review
THE ONES
UNITING PROFESSION AND PURPOSE

More than a school of thought—Seattle University is a school of action. A community of forward-thinking, ethical leaders and innovators, the home of the ones who are taking extraordinary action to global challenges.

The ones conducting groundbreaking work is creating the human-centric, inclusive education in communities where more than six languages are spoken. This is where the ones who are creating social and human worlds come together to become part of a revolution and understand the greater good.

BECOME ONE OF THE ONES
Seattle.edu/TheOnes

THE ONES
ANSWERING QUESTIONS WITH ACTION

This is the story of the ones who seek to create meaningful impact. The ones who make it their business to rethink business as usual. Creating opportunities for Fair Trade commerce in developing nations. Engineering solutions to ecological problems right here in Seattle. With open hearts and open minds, they are the ones who are dedicated to serving our community, the underserved, and the world. Not just for the good of all, but for the greater good.

BECOME ONE OF THE ONES
Seattle.edu/TheOnes
THE
ONES
UNITING PROFESSION AND PURPOSE

More than a school of thought—Seattle University is a school of action. A community of fearlessly exceptional leaders and visionaries. The home of the ones who are finding extraordinary solutions to global challenges. The ones conducting groundbreaking work in cracking the human genetic code. Improving education in communities where more than 50 languages are spoken. This is where the ones who are creating a just and humane world come together. To become part of the solution—and lead the way toward the greatest good.

BECOME ONE OF THE ONES
Seattleu.edu/The-Ones

SEATTLEU
This is where they come together. The ones who seek to create meaningful impact. The ones who make it their business to reinvent business as usual. Creating opportunities for Fair Trade commerce in developing nations. Engineering solutions to ecological problems right here in Seattle. With open hearts and open minds, they’re the ones who are dedicated to serving our community, the underserved, and the world. Not just for the good of all, but for the greatest good.

BECOME ONE OF THE ONES
Seattle.edu/The-Ones
Digital Banners
EDU Redesign
Our holistic approach to education nurtures more than just the mind—it cares for the whole person. That's why people from everywhere come to Seattle University with open minds and open hearts, ready to discover their path in life.
Colors
SECONDARY COLORS

The Secondary Color palette along with our Primary Color above are the brand’s signature palette and will greatly aid as a notable identifier to our brand in terms of color usage.

**Red Orange**
- Pantone: Red 032C & U
  - CMYK: 0 - 90 - 86 - 0
  - Hex: #EFC335
  - RGB: 239 - 65 - 53

**Forest Green**
- Pantone: 349C & U
  - CMYK: 73 - 37 - 70 - 21
  - Hex: #046A38
  - RGB: 72 - 113 - 88

**Blue**
- Pantone: 3115C & U
  - CMYK: 65 - 0 - 18 - 0
  - Hex: #47C3D3
  - RGB: 71 - 195 - 211

**Yellow**
- Pantone: 130C / 190U
  - CMYK: 0 - 50 - 100 - 0
  - Hex: #FD8913
  - RGB: 253 - 135 - 19

**Green**
- Pantone: 399C / 369U
  - CMYK: 59 - 0 - 100 - 7
  - Hex: #4C833F
  - RGB: 108 - 179 - 63

**Navy Blue**
- Pantone: 2945C & U
  - CMYK: 92 - 69 - 20 - 5
  - Hex: #004C97
  - RGB: 39 - 88 - 141
TERTIARY COLORS

A Tertiary Color palette has been developed to respect and complement our Primary and Secondary Colors. They should be used in coordination with these palettes but never on their own.

**SU Black**
- Pantone: Black — Tint: 93%
- CMYK: 0 - 0 - 0 - 93
- HEX: #333333
- RGB: 57 - 56 - 57

**Gold**
- Pantone: 117C & 110 U
- CMYK: 20 - 36 - 100 - 1
- HEX: #CC9F26
- RGB: 207 - 159 - 36

**Emerald**
- Pantone: 340C + U
- CMYK: 100 - 0 - 66 - 9
- HEX: #00987A
- RGB: 0 - 155 - 122

**Taupe Brown**
- Pantone: 7504C & U
- CMYK: 40 - 45 - 53 - 8
- HEX: #948272
- RGB: 150 - 129 - 114

**Yellow Tint**
- Pantone: 130C / 129U — Tint: 6%
- CMYK: 0 - 2 - 6 - 0
- HEX: #FFFFEC
- RGB: 255 - 247 - 236
Color Combinations

Classic Color Palette
Color Combinations

Classic Color Palette
Color Combinations

Classic Color Palette
Color Combinations
Vibrant Color Palette
Color Combinations

Vibrant Color Palette
Color Combinations
Vibrant Color Palette
A Seattle University graduate degree offers flexibility for students and working professionals inspired to make big changes in their world and ours. Which path are you on? Choose yours and discover the impact of earning an advanced degree in one of the most forward-thinking cities on the planet.

**THE DRIVE**
You’re an undergraduate with your eyes on the horizon. You’re motivated to master the knowledge and skills gained from your college experience. PJU can match your momentum.

**THE CLIMB**
You’re a full-time professional with upward mobility goals and need the know-how to climb to the next level. Flexible PJU programs will get you there.

**THE PIVOT**
You’re ready to pivot to a career that will help you follow your passion or keep pace with the shifting needs of today’s workforce. PJU will give you the new skills you need.

**TOP 15**
Criminal Justice Master’s in U.S.

#1
Legal Writing Program

CriminalJustice.com
Headlines

- Future Focused
- Fearlessly Exceptional
- Future Focused and Fearlessly Exceptional
- Open Hearts and Minds
- The Ones Who Lead the Way Forward
- The Ones Who Serve the Greatest Good
- The Ones Who Dare Forth
- Dare to Shine
- The Ones Who Set the World on Fire
- Ignited from Within
- Inspired from Above
- Dare to be One of the Ones

- From Our Corner in Seattle to Every Corner of the World
- Guided by Purpose. Driven by Passion.
- World-Class Outcomes. World-Changing Outreach.
- One of The Ones the World Has Been Waiting For
- Become One of The Ones, For the Betterment of All
- Mind, Body, and Spirit. For the Universal Good.
- The Ones Uniting Profession and Purpose
- The Ones Answering Questions With Action
- Champions For the Greatest Good
- The Ones Connecting Passion With Compassion
- Daring to Be a Force For Good
- The Ones Strong in Character. Curious to the Core.