

Brand Platform

The Brand Platform represents the foundational values of Washington State University, its competitive advantages, and its unique traits of excellence. The Brand Platform identifies the position WSU seeks to own in the marketplace, defining the concepts the institution wants its audiences to remember. The platform is also aspirational.

All of the University's communications should be created around the values described in the platform. The Brand Platform includes a Position Statement, Brand Promise, Brand Drivers, and Brand Personality.

Editorial content, graphic design, and photography should all support the ideas expressed in the Brand Platform.

Key Elements

Brand Position

The Brand Position Statement serves as the core defining statement for Washington State University in the marketplace. All of the University's marketing activities are implemented to support the Brand Position Statement. The statement typically remains unchanged over long periods of time to ensure consistency of message. The WSU community created the University's position statement in 2001, and it remains unchanged today.

Washington State University is a world-class public research university that serves the people of the state of Washington and the global society in which we live. We are the best choice for motivated, high-achieving students who seek a complete, culturally and intellectually diverse university experience through engaged campus life and active learning in a research environment. Our inclusive and supportive community values personalized education through which we challenge, inspire, and enable our students to achieve their highest individual goals. Our groundbreaking research, graduate studies, and outreach are major drivers of innovation, invention, and technology transfer throughout the world. We prepare our students to lead wisely and responsibly in a global society, and we create and disseminate knowledge that improves the health and well being of individuals and our environment, fuels our economy, and enhances and enriches our communities.

Brand Promise

The Brand Promise represents the short-hand method of describing the Brand Position. It was created to be memorable in the minds of all WSU stakeholders and target audiences.

Washington State University's education, research, and outreach activities make the world a better place. These activities contribute to the economic and civic vitality of the state, nation, and world, enhancing the quality of life for everyone in our ever-changing global society.

Brand Drivers

To ensure that messages created by Washington State University support the Brand Position Statement and the Brand Promise, five Brand Drivers have been identified that should serve as recurring themes in institutional communications:

World-class Faculty

WSU faculty experts are nationally and internationally recognized for their contributions to science, business, government, culture, and society. Many faculty are members of prestigious national academies, while others have received honors from organizations such as the National Institutes of Health and the National Science Foundation for their research excellence. These faculty enable WSU to provide world-class educational and research opportunities for a diverse student body from around the world.

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Leading Research

WSU is ranked as a top national research university by the Carnegie Foundation and *U.S. News and World Report* due to the groundbreaking research its faculty conduct in areas ranging from global health to sustainability issues involving energy, the environment, agriculture, and building materials. WSU-led research addresses critical challenges facing our state, nation, and world—while producing significant economic returns and immense benefits to the quality of people’s lives. The University’s efforts result in an educated citizenry that enhances the economic, civic, and cultural vitality of our communities.

Challenging Individual Involvement

WSU students receive real-world education and hands-on training through extensive involvement in class work, research, internships, and fieldwork. As a result, our graduates have up-to-date knowledge, professional skills, teamwork experience, and a deep commitment to personal engagement, equipping them to make significant and lasting contributions to the workforce and the world.

Premier Student Experience

WSU is one of the world’s premier universities, providing access to world-class facilities, state-of-the-art technology, and a range of academic, artistic, cultural, and recreational opportunities. WSU’s unique “learning communities” enhance the educational experience, and the close-knit campus environment provides the opportunity to forge lifelong relationships.

Productive and Influential Alumni Personally Committed to the Cougar Ideal

WSU’s world-class education prepares graduates to be leaders in our global society and supplies the workforce that drives the economic vitality of our state and beyond. WSU’s alumni serve their communities and many hold key leadership roles in their professions. They are living proof of the opportunities that result from the WSU educational experience. Alumni embody the Cougar ideal: they are personally committed to using their abilities, expertise, resources, and influence to make the world a better place.

Brand Personality

The Brand Personality statement describes the characteristics that should be reflected in the presentation of the WSU brand, both editorially and visually. The tone of copy, the color palette, photos, other design elements, and typography work together to create the University's Brand Personality.

Washington State University's personality is confident, approachable, and genuine. It is also worldly without pretense, knowledgeable, inclusive, inquisitive, and reflects an enthusiastic, can-do spirit. In all of their efforts, our students, faculty, staff, and alumni are focused on making positive contributions to the quality of life for others as well as achieving success and fulfillment in their own lives. Their efforts help to forge lasting relationships and reflect the University's commitment to making the world a better place.

The following adjectives and phrases describe WSU's communication personality—which should be reflected editorially and visually—in all University communications. If your work reflects these terms, then you're reflecting the WSU brand accurately.

WSU Communications Personality

General Impressions

Prestigious
Professional
Confident
Excellence
Approachable
Sincere
Sophisticated
Minimalist white space
Spacious

3 Key Qualities

1. Less is More

Focused
Direct
Purposeful
Clear
Concise
Uncomplicated

2. Creative Spark

Inspired
Innovative
Expressive
Enthusiastic touch

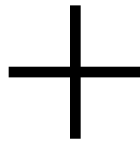
3. Strong Contrasts

Bold | Understated
Energized | Restrained
Color surprise | Sophisticated grays
Sophisticated | Enthusiastic
Purposeful | Innovative
Prestigious | Approachable
Confident | Unpretentious

Brand Formula

Brand Platform

Brand Position
Brand Promise
Brand Drivers
Brand Personality



Editorial Approach

Compelling copy
Address audience
Emphasize benefits
Differentiate
Keep copy short

Visual Approach

WSU signature
Typography
Color palette
Photography
Color bars



**Consistent Communication
and Brand Success**