

HOW WILL YOU CHANGE THE WORLD?

The University of Washington brand – our reputation – is one of our greatest assets. It enables us to create connections with the wider world: representing our beliefs, our perspectives and our goals. It inspires people to support our work; it binds us as a university and as a community. We have worked collaboratively across the University to refresh our brand strategy, which is reflected on this page. We will roll out more brand elements in coming weeks and months, so please check back. Together, Be Boundless.



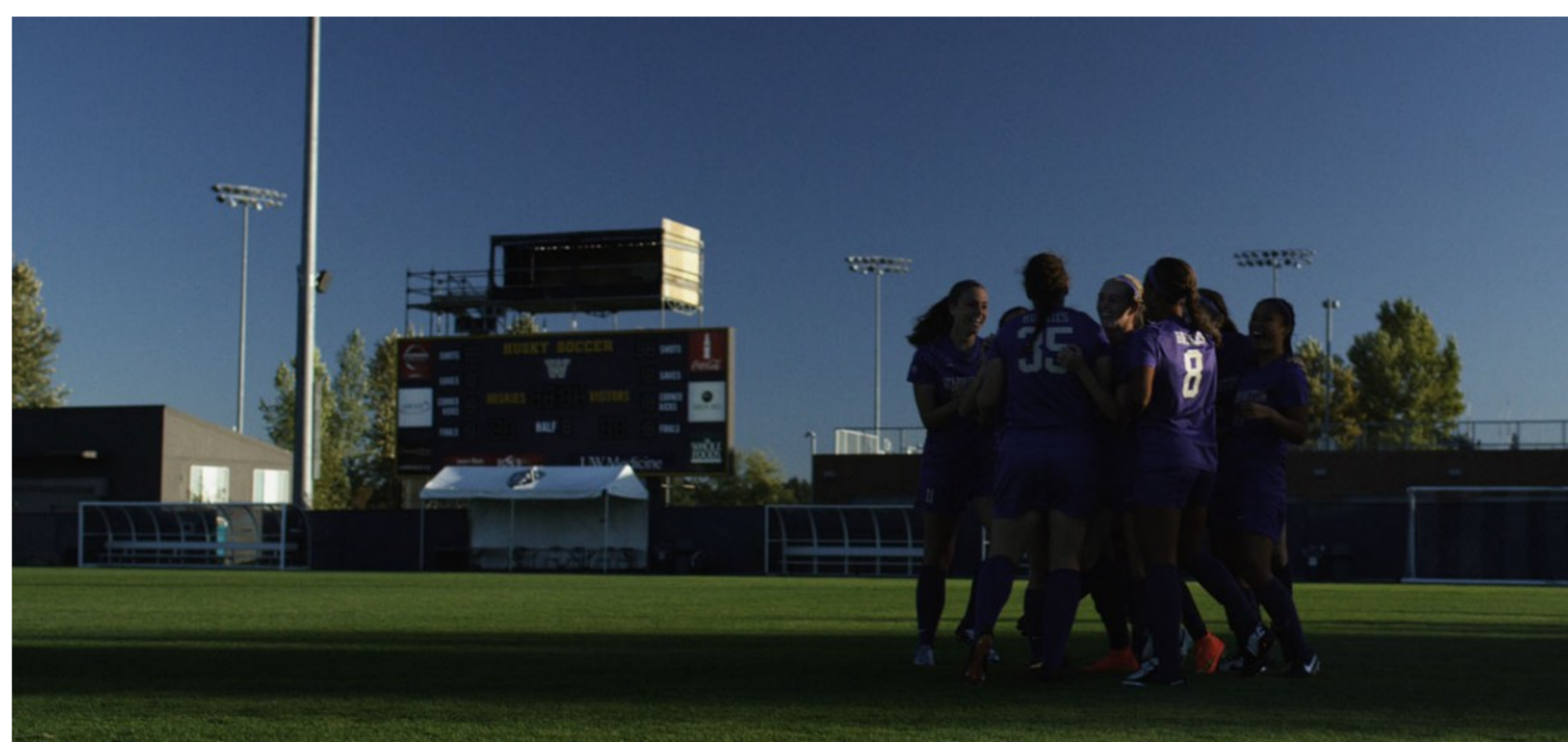
WE > ME

A communications and Italian double major, Mackenzie Altig infuses a spirit of generosity into all her pursuits, whether she's acting, singing with local bands, bonding with her Alpha Phi sisters or hitting the books. This year, Mackenzie and her sorority turned their compassion into action, raising more than \$65,000 to support women's cardiac care.



BE THE FIRST

Lead the pack, and help others along the way. That spirit drives the Husky women's soccer team, which counts among its top players the twins Chelsea and Christina Archer. After a lifetime of bringing out the best in each other, the sisters naturally share that outlook with their team. By challenging each other – and stepping in with the occasional assist – Huskies are achieving firsts both on and off the playing field.



DARE TO DO

From rooftop solar arrays to water conservation strategies, the UW leads the way in eco-friendly building construction. At the Mercer Court Apartments, students are saving gallons of water with every load of laundry. An on-site cistern captures and stores rain water, ensuring that 90 to 95 percent of the water in washing machines is recycled. On laundry day and every day, the UW is daring to turn green ideas into reality.



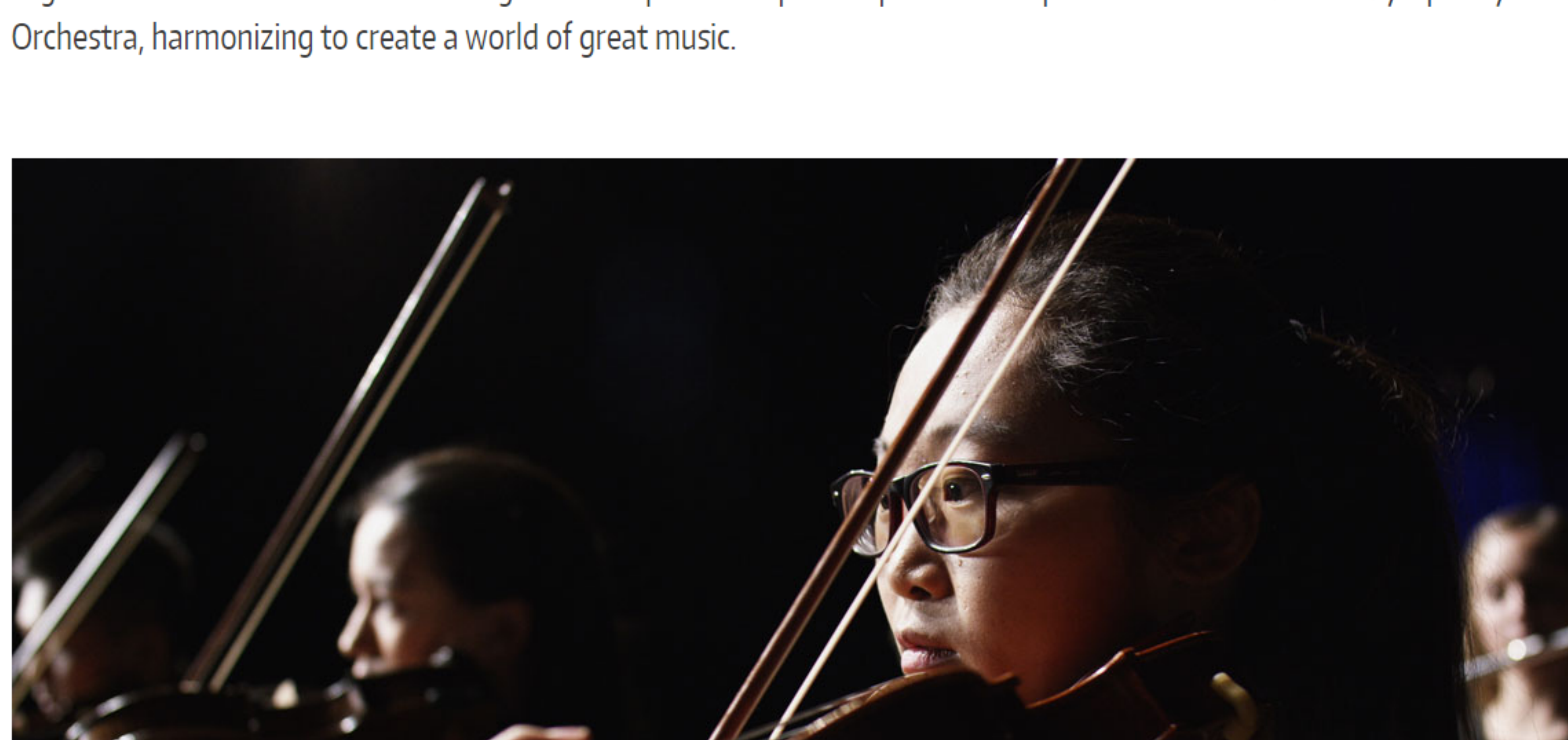
PASSION NEVER RESTS

Driven by a passion for underwater exploration, UW scientists invented the submersible Seaglider drone in the 1990s. Gliding through the briny depths on fins that let it "fly," the Seaglider collects data on everything from whales to conductivity to environmental disasters. Like these dogged deep-sea divers, UW scientists are undeterred by rough seas and strong currents, relentless in their quest for a healthier ocean.



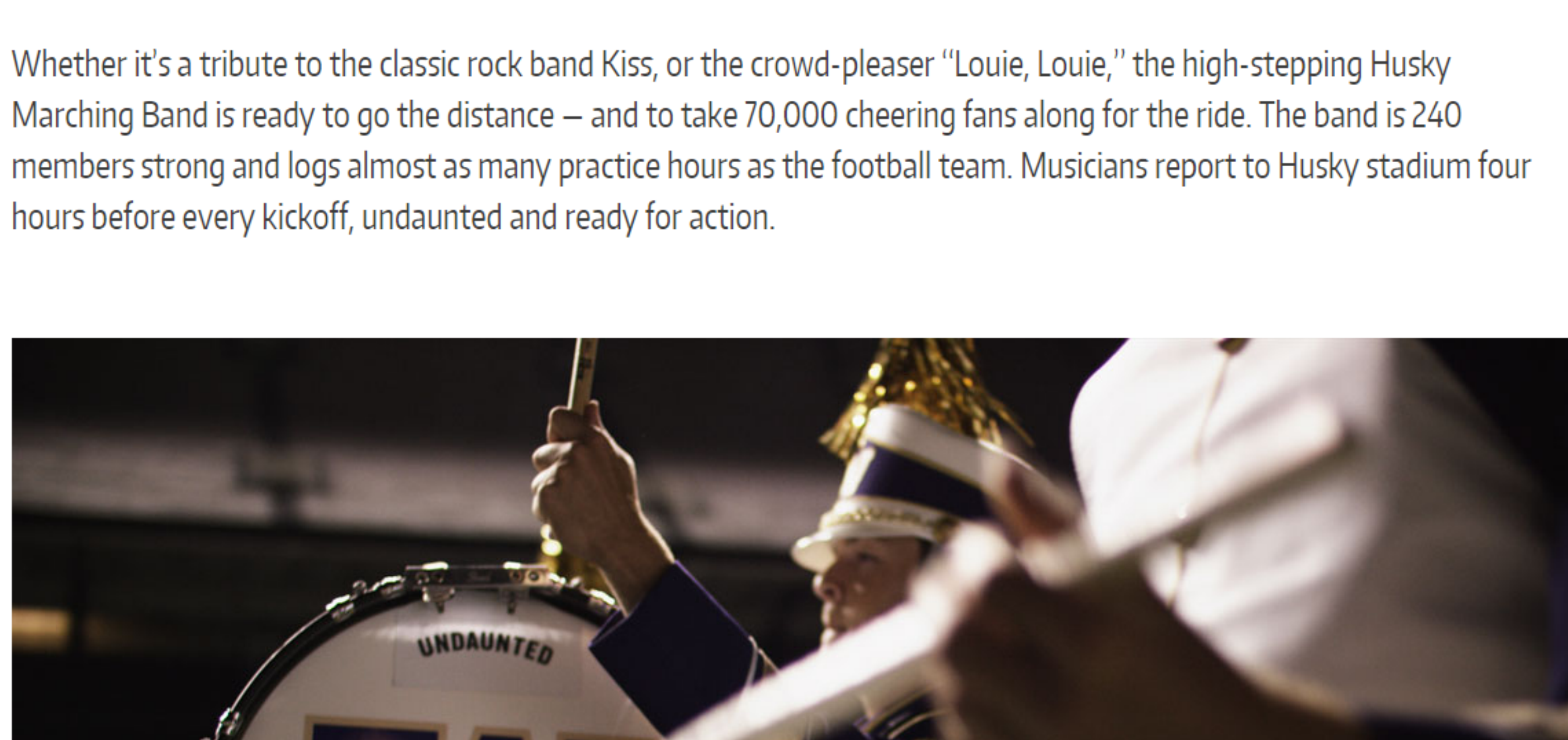
BE A WORLD OF GOOD

The UW Orchestra is the University's most elite music ensemble – and it welcomes students from every school on campus. Engineering and math scholars rub shoulders with music majors, united by a single goal: to make beautiful music together. The orchestra is also creating bold new partnerships with professional peers such as the Seattle Symphony Orchestra, harmonizing to create a world of great music.



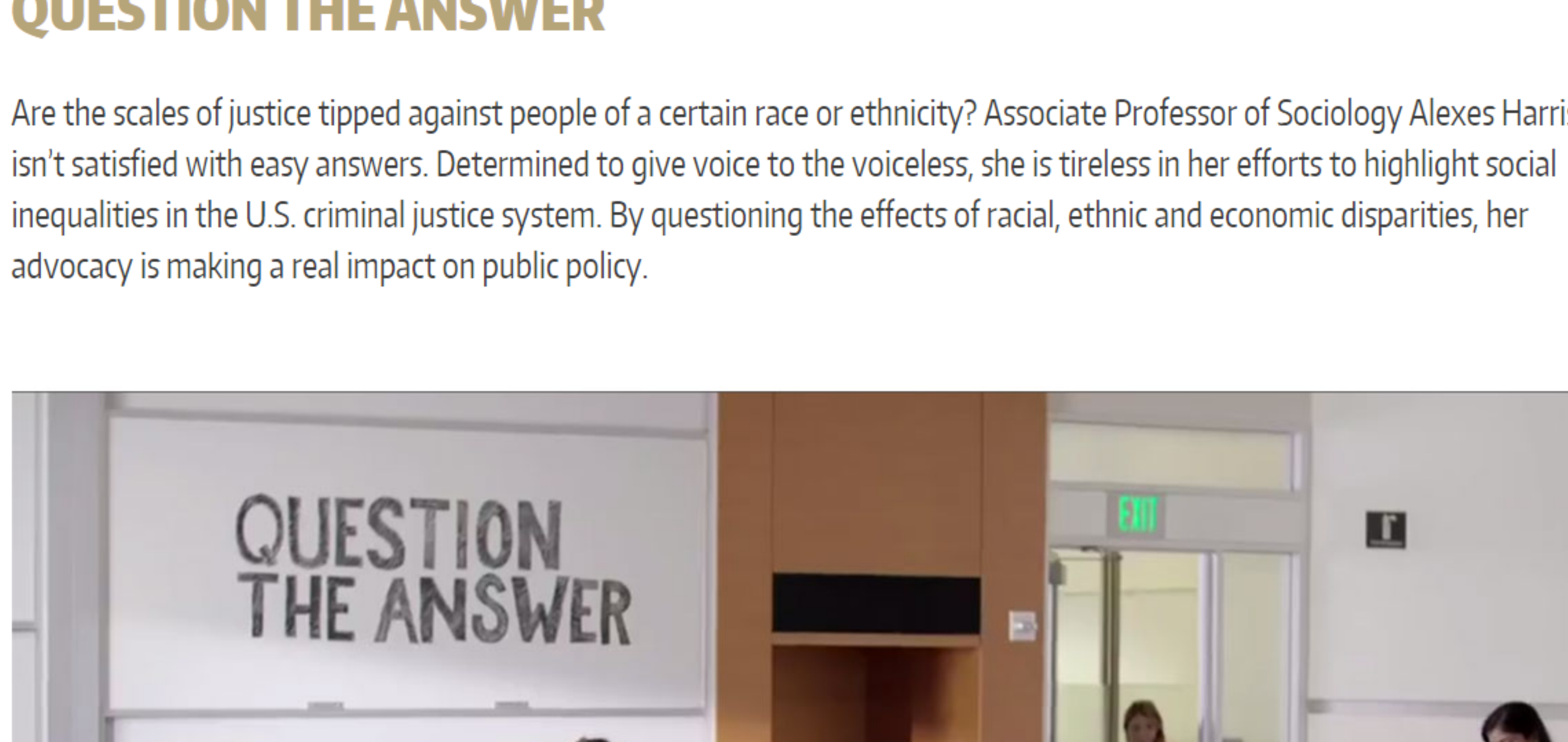
UNDAUNTED

Whether it's a tribute to the classic rock band Kiss, or the crowd-pleaser "Louie, Louie," the high-stepping Husky Marching Band is ready to go the distance – and to take 70,000 cheering fans along for the ride. The band is 240 members strong and logs almost as many practice hours as the football team. Musicians report to Husky stadium four hours before every kickoff, undaunted and ready for action.



QUESTION THE ANSWER

Are the scales of justice tipped against people of a certain race or ethnicity? Associate Professor of Sociology Alexis Harris isn't satisfied with easy answers. Determined to give voice to the voiceless, she is tireless in her efforts to highlight social inequalities in the U.S. criminal justice system. By questioning the effects of racial, ethnic and economic disparities, her advocacy is making a real impact on public policy.



Driven by the determination to transform our world, people at the University of Washington are working to find solutions to today's major challenges, from autism and Ebola, to poverty and environmental sustainability. We are more than one of the world's leading public research universities: We are an outstanding community of students and faculty united by a steadfast belief in what's possible. With multiple campuses, a world-class academic medical center, Pac-12 athletics and extensive continuing education programs, the opportunities here are limitless.