

**PLU SEEKS TO EDUCATE  
STUDENTS FOR LIVES OF  
THOUGHTFUL INQUIRY,  
SERVICE, LEADERSHIP  
AND CARE - FOR OTHER  
PEOPLE, FOR THEIR  
COMMUNITIES AND FOR  
THE EARTH.** -PLU MISSION STATEMENT

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**PACIFIC LUTHERAN UNIVERSITY**  
**BRANDING GUIDELINES**

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UPDATED 2017

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# WHY WE BRAND

Graphic identity marks are symbols created to support the public recognition of an institution, organization or corporation. Each day, we see graphic marks that bring recognition to name-brand products or services. Universities employ identifying marks to develop recognition among students, alumni and the greater community.

This guide is an assembly of practices for properly using the graphic identity marks that represent Pacific Lutheran University. This guide outlines which graphic identity marks can be used and how they are best applied.

OFFICIAL PLU LOGOS ARE AVAILABLE FOR  
DOWNLOAD UNDER THE QUICKLINK BOX AT:  
**[WWW.PLU.EDU/MARCOM](http://WWW.PLU.EDU/MARCOM)**

**NEED HELP?** Marketing and Communications is responsible for maintaining adherence to the proper use of graphic identity marks and providing assistance. You can reach us at: 253-535-7436 or [marcomhelp@plu.edu](mailto:marcomhelp@plu.edu)



## THE PLU ROSE WINDOW

The PLU rose window is the iconic symbol of the university and our primary brand. It represents the history and tradition of this institution and speaks to our Lutheran heritage. It is a symbol that connects the students of today with generations of alumni.

ALTERNATE TREATMENTS



The PLU signature brand with type lockup are considered one unit and should never be separated, cropped, resized or distorted in any way.

INCORRECT BRAND USAGE



DO NOT CROP



PACIFIC LUTHERAN UNIVERSITY

DO NOT RESIZE INDIVIDUAL ELEMENTS



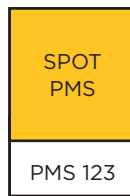
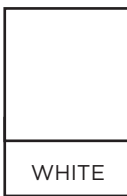
DO NOT CHANGE PLACEMENT

PACIFIC LUTHERAN UNIVERSITY

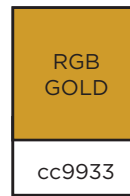
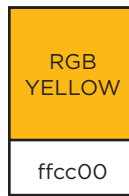
COLOR USAGE



PRINT COLORS



WEB COLORS



INCORRECT COLOR USAGE



DO NOT SCREEN BACK COLOR



DO NOT USE OTHER COLORS



MAINTAIN CONTRAST

# PLU

## THE PLU BRAND

The PLU brand is the secondary brand for the university. The “loopy L” communicates the caring and supportive community that the university seeks to foster, as the L cradles the letter U. For internal communications, using just the PLU brand is allowed. For external communications, we recommend use of the rose window lockup version, which includes the words Pacific Lutheran University for enhanced brand awareness.

ALTERNATE TREATMENTS



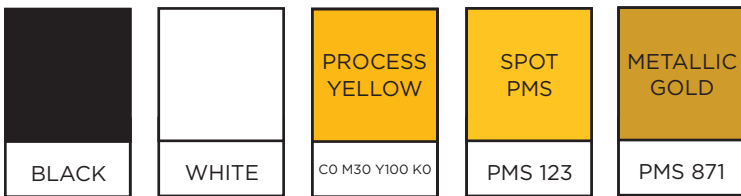
INCORRECT BRAND USAGE



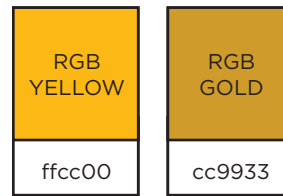
COLOR USAGE



PRINT COLORS



WEB COLORS



INCORRECT COLOR USAGE



DO NOT USE OTHER COLORS


MAINTAIN CONTRAST

2016 POWELL-HELLER CONFERENCE FOR HOLOCAUST EDUCATION

# WOMEN AND THE HOLOCAUST

OCTOBER 17-19

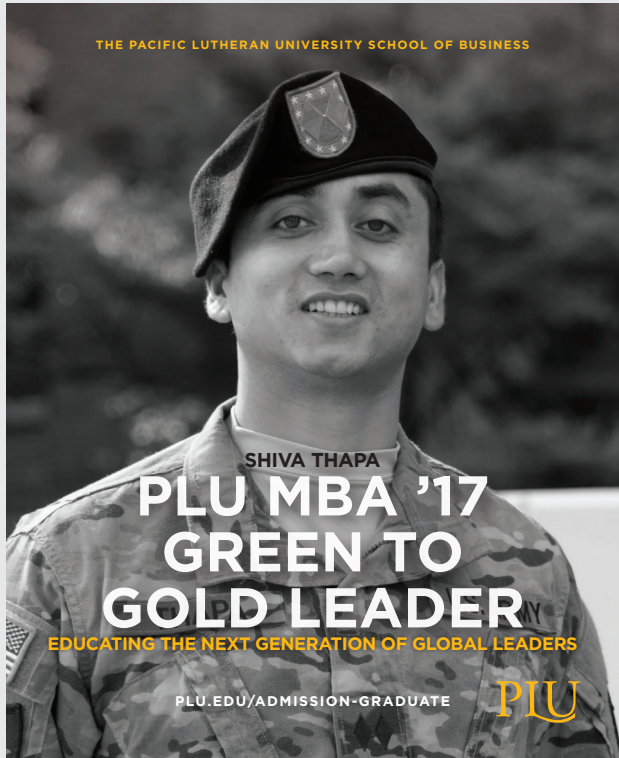
WWW.PLU.EDU/HOLOCAUSTCONFERENCE



For more information contact Beth Griech-Polelle at [griechba@plu.edu](mailto:griechba@plu.edu), Brenda Murray at [murraybj@plu.edu](mailto:murraybj@plu.edu) or call 253 535 7595.

PACIFIC LUTHERAN UNIVERSITY

THE PACIFIC LUTHERAN UNIVERSITY SCHOOL OF BUSINESS



SHIVA THAPA

## PLU MBA '17 GREEN TO GOLD LEADER

EDUCATING THE NEXT GENERATION OF GLOBAL LEADERS

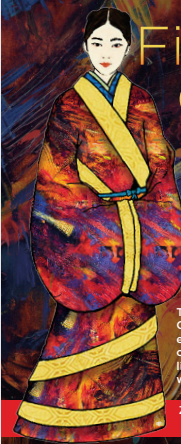
PLU.EDU/ADMISSION-GRADUATE

PIU

THE SCHOOL OF ARTS AND COMMUNICATION AT PACIFIC LUTHERAN UNIVERSITY PRESENTS

A World Premiere Opera

# Fiery Jade Cai Yan



Nov. 17-19, 7:30 p.m.  
Nov. 20, 3 p.m.

Karen Hillé Phillips Center for the Performing Arts

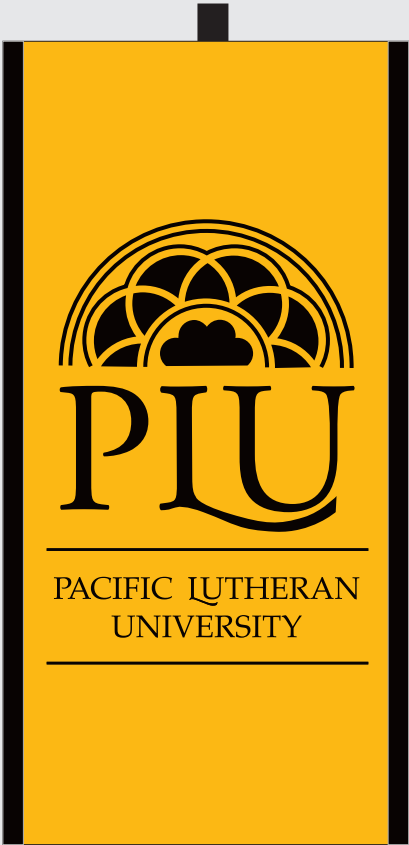
Tickets \$5-\$15

The story of the legendary Chinese poet Cai Yan, born in 177 A.D., at the violent end of the Eastern Han Dynasty. It captures dramatic scenes of a woman's life in peace and in war, as a daughter, wife, mother, poet and musician.

Zhang Er, libretto • Gregory Youtz, music  
James Brown, director

[www.plu.edu/music](http://www.plu.edu/music) | 253-535-7602

PIU PACIFIC LUTHERAN UNIVERSITY





PLU presents the TAM exhibition

# EDVARD MUNCH AND THE SEA



Edvard Munch (1868-1944), Avenue Cabell, 1936. Color lithograph. E. Somer Family Collection. Photo by Peter Cozzelli. © 2006 Tacoma Art Museum (TAM).

An exhibition at the Tacoma Art Museum will showcase renowned Norwegian artist Edvard Munch, in conjunction with Pacific Lutheran University's 125th anniversary. Twenty-seven original works will be shown in the newly expanded downtown museum April 9-July 17 as PLU's gift to Tacoma. Best known for his iconic work "The Scream" and the exploration of difficult psychological and emotional states, Edvard Munch was also deeply reflective on his native Norwegian landscape, especially the many fjords and coastal settings. The exhibition at TAM, entitled "Edvard Munch and the Sea," will offer a rich exploration of Munch's use of the sea as a recurring motif.

PLU students may visit TAM for free to view the exhibit and may take Pierce Transit Route 1 directly to the museum from campus. Students will also have on-campus opportunities to learn more about Edvard Munch.

**PLU and TAM Munch events include:**

- On-campus, juried student art contest entitled "Inspired by Munch" with cash prizes offered by the Scandinavian Cultural Center (\$500 for first place, \$250 for second and \$125 for third).
- Two lectures on campus: one April 23 at 4 p.m. by Dr. Allison Morehead, titled "Munch and Medicine," and another May 12 at 7 p.m., titled "Dreamscapes: Memory, Munch, and the Sea." Both held in the Scandinavian Cultural Center.

TACOMA ART MUSEUM  
253-272-4258  
Info@TacomaArtMuseum.org

PACIFIC LUTHERAN UNIVERSITY  
PLU SCANDINAVIAN CULTURAL CENTER  
307 535 7322  
www.plu.edu/scancenter



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Inquire. Salvate. Leadership. Care.

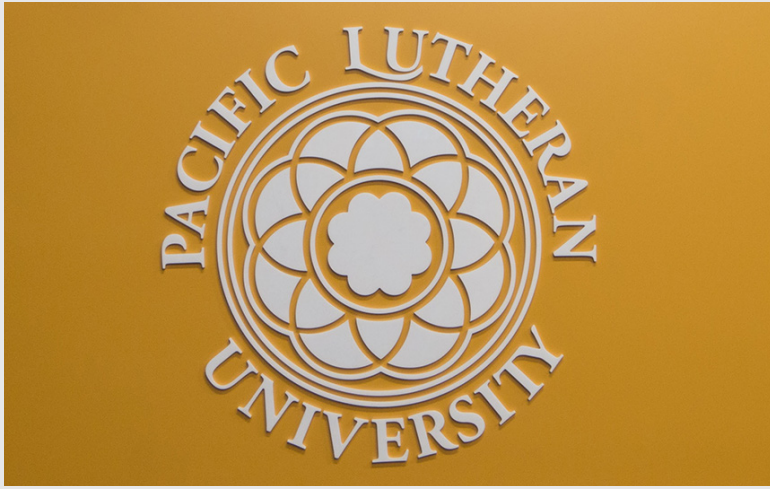
ACADEMICS ADMISSION ADMINISTRATION ATHLETICS ALUMNI CAMPUS LIFE FAMILIES GIVING


## Migrant Lives, Migrant Narratives

Join seven PLU faculty members on Nov. 1 for an interdisciplinary conversation on migrant narratives, from Norway to the Isthmus of Tehuantepec in Mexico.

More >






 PACIFIC LUTHERAN UNIVERSITY

Office of Advancement  
Pacific Lutheran University  
Tacoma, WA 98447-0003

Phone: 253-535-7177, 800-826-0035  
Web: [www.plu.edu/advancement](http://www.plu.edu/advancement)



**Your Support Means a Great Deal to Us**

THE PLU EXPERIENCE is made possible only with the financial support of donors like you. Every gift helps us further our mission to challenge and support students as they achieve success in college, in their chosen careers and in a lifetime of service to others. Please accept our sincere thanks and gratitude for your generosity and for your commitment to Pacific Lutheran University.

# Couple and Family Therapy Center

Affordable, high-quality care to individuals, couples, and families




IN HONOR OF US AMBASSADOR CHRIS STEVENS

# ROCK THE CASBAH FREE LECTURE

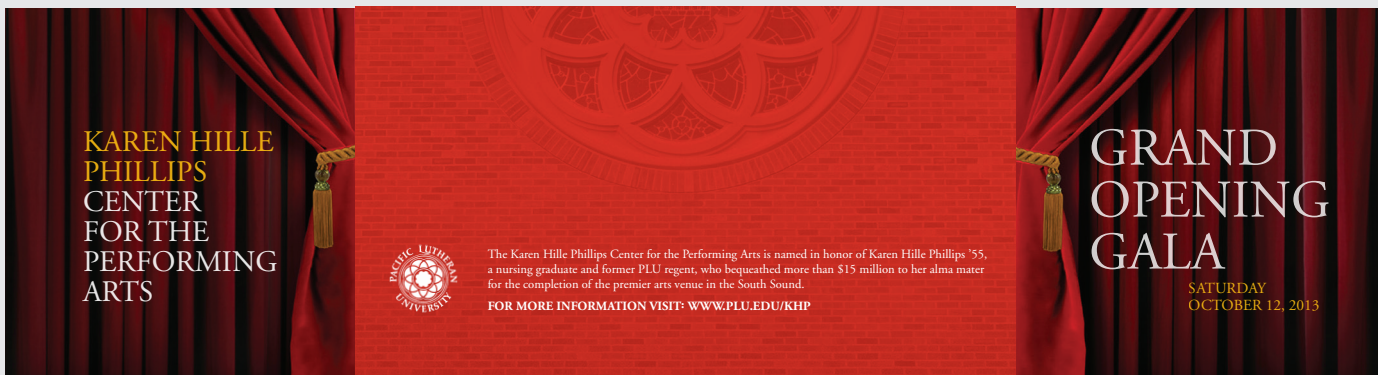

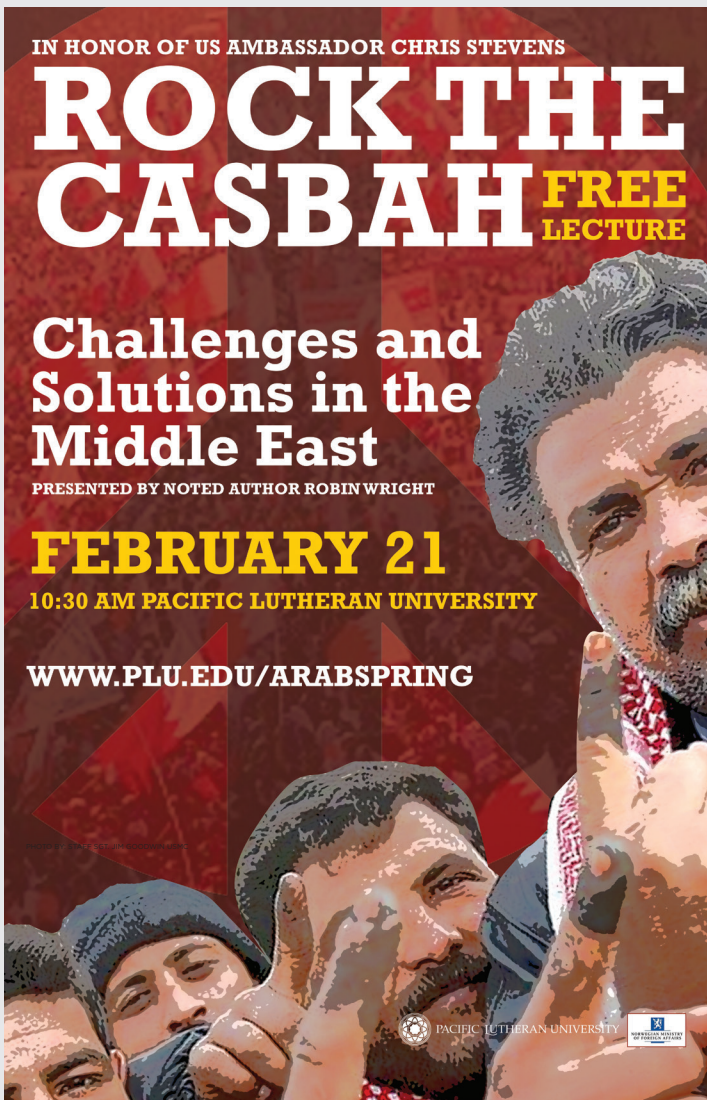
## Challenges and Solutions in the Middle East

PRESENTED BY NOTED AUTHOR ROBIN WRIGHT


### FEBRUARY 21

10:30 AM PACIFIC LUTHERAN UNIVERSITY

[WWW.PLU.EDU/ARABSPRING](http://WWW.PLU.EDU/ARABSPRING)



**KAREN HILLE PHILLIPS CENTER FOR THE PERFORMING ARTS**



The Karen Hille Phillips Center for the Performing Arts is named in honor of Karen Hille Phillips '55, a nursing graduate and former PLU regent, who bequeathed more than \$15 million to her alma mater for the completion of the premier arts venue in the South Sound.  
FOR MORE INFORMATION VISIT: [WWW.PLU.EDU/KHP](http://WWW.PLU.EDU/KHP)

**GRAND OPENING GALA**

SATURDAY  
OCTOBER 12, 2013





## **PLU KNIGHT TRADEMARK**

This mascot and logo have been years in the making and, in a sense, return PLU full circle to its past. Five years ago, an effort was led by students who wanted to create a stronger identity for PLU athletics. Then, the Student Athlete-Advisory Committee began discussing reasons to have a mascot and what that mascot should be.

They wanted something to inspire spirit and pay homage to the past. In the 1960s, PLU athletic teams were known as the Knights.

ALTERNATE TREATMENTS



INCORRECT BRAND USAGE



DO NOT CROP



DO NOT RESIZE INDIVIDUAL ELEMENTS



DO NOT CHANGE PLACEMENT

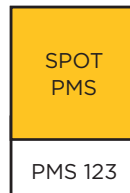
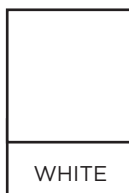
COLOR USAGE



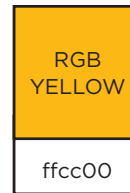
PRINT COLORS



Black  
(20%, 35%  
and 100%)



WEB COLORS



INCORRECT COLOR USAGE



DO NOT USE OTHER COLORS

MAINTAIN CONTRAST



**THE ATHLETIC BRAND  
PLU INTERLOCKED AND STAND-ALONE**

The PLU athletic interlocked logo is the grandfathered brand only used by Department of Athletics on a limited basis.



OFFICIAL PLU LOGOS ARE  
AVAILABLE FOR DOWNLOAD  
UNDER THE QUICKLINK BOX AT:  
[WWW.PLU.EDU/MARCOM](http://WWW.PLU.EDU/MARCOM)