

PACIFIC LUTHERAN UNIVERSITY

REFRESH

AUGUST 2021

OLD PRIMARY BRAND

PIU | PACIFIC  
LUTHERAN  
UNIVERSITY

PIU | PACIFIC  
LUTHERAN  
UNIVERSITY

NEW REFRESH BRAND

PIU | PACIFIC  
LUTHERAN  
UNIVERSITY

PIU | PACIFIC  
LUTHERAN  
UNIVERSITY

PIU | PACIFIC  
LUTHERAN  
UNIVERSITY

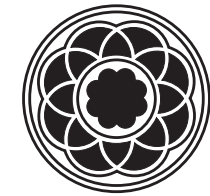
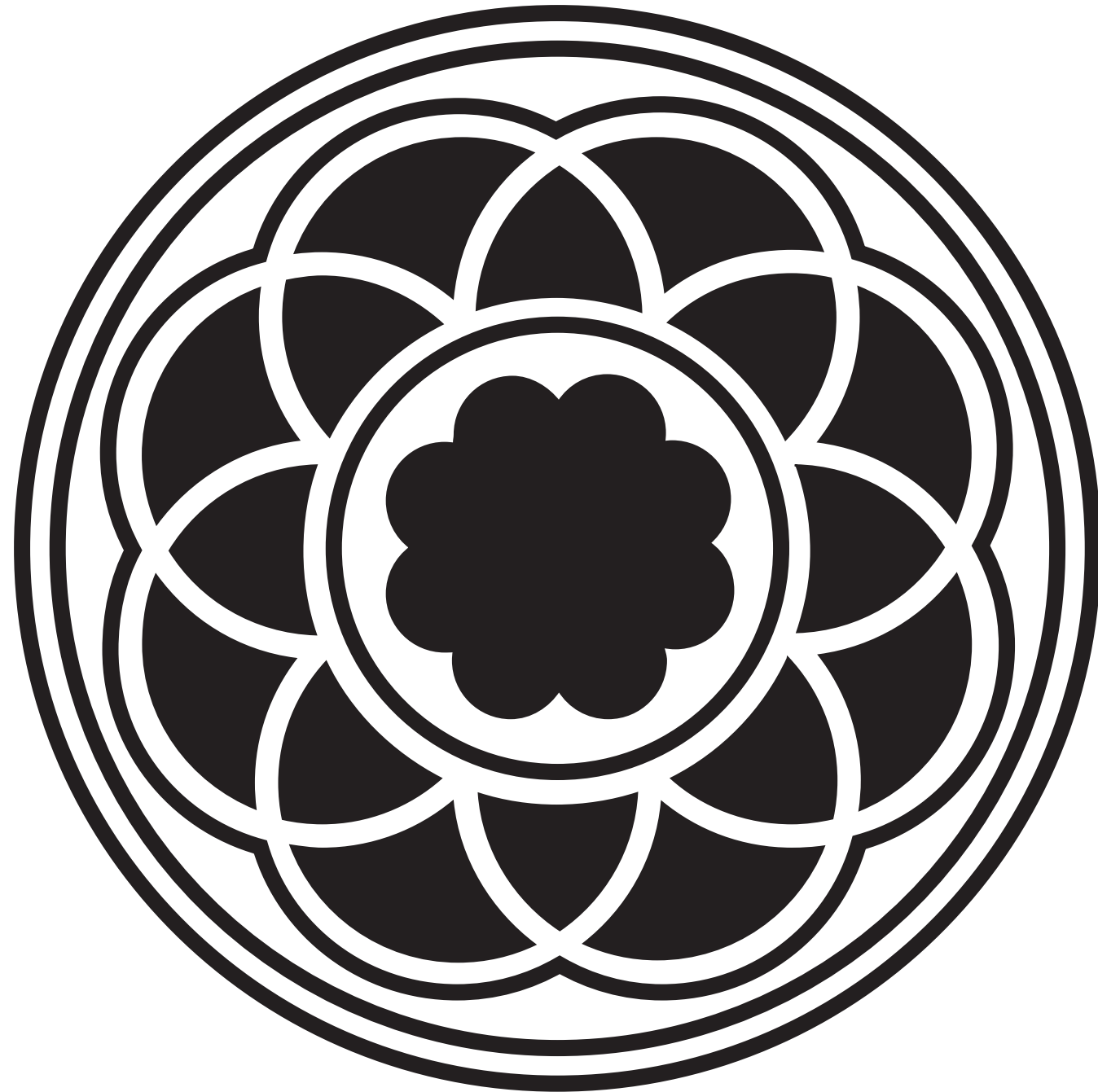
PIU | PACIFIC  
LUTHERAN  
UNIVERSITY

NEW REFRESHED BRAND

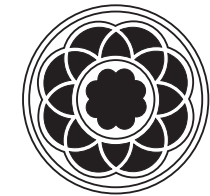
PIU

PIU

## SECONDARY BRANDS



PACIFIC LUTHERAN UNIVERSITY



PACIFIC  
LUTHERAN  
UNIVERSITY



## FONT S

### GOTHAM

Uda nobis dollabo. Rovitiur? Qui ad et, exerat recto tecea voluptassit quos dic tesequiam, quis ea sin con con corunt pore dunt alis ad quid mi, aut faccupptati volorest atiores sinimaio.

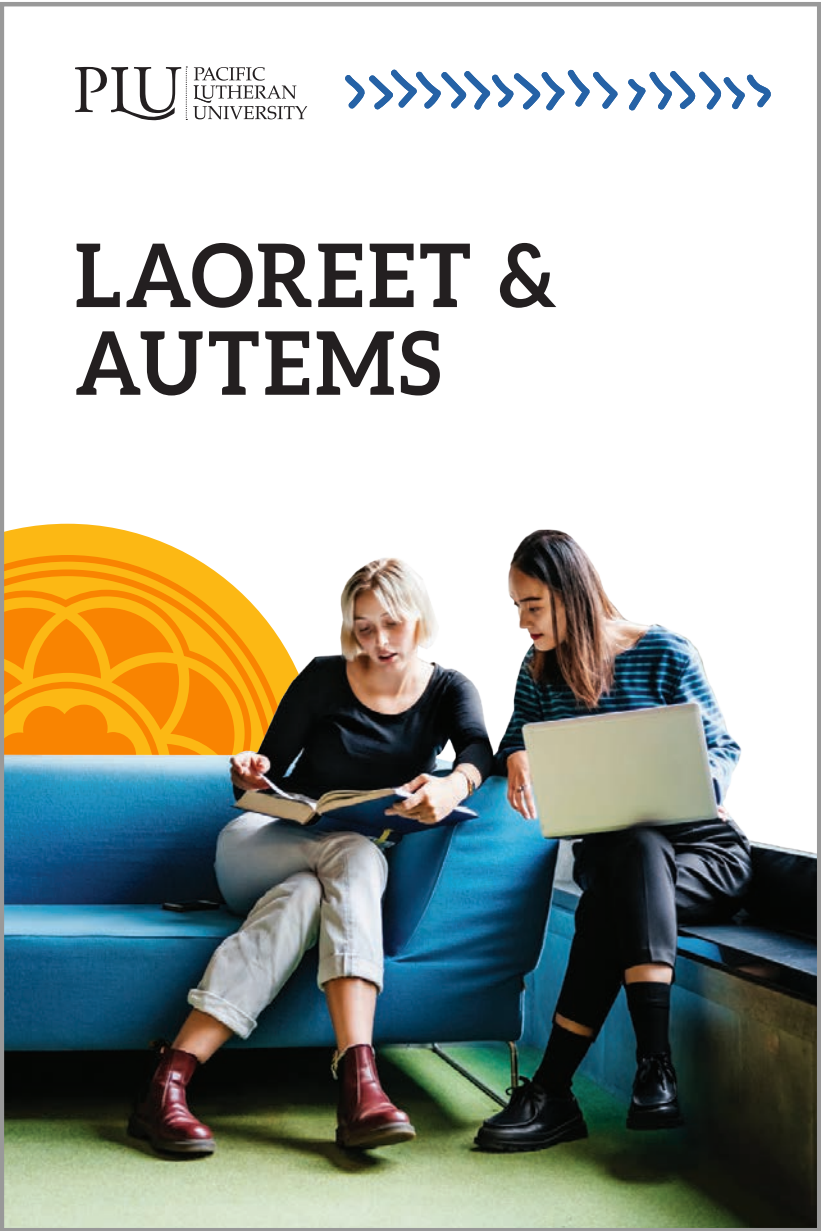
Nam faciatis doloris eossitatem fugia doluptam rempor sum venda quame illaborum dolupic ipicia exerferum, offici as reped eos que ea vite sequam autas demporro.

### ALEO

**Uda nobis dollabo. Rovitiur? Qui ad et, exerat recto tecea voluptassit quos dic tesequiam, quis ea sin con con corunt pore dunt alis ad quid mi, aut faccupptati volorest atiores sinimaio.**

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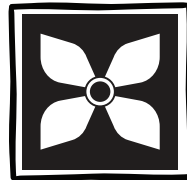
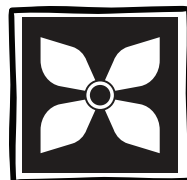
TAPESTRY



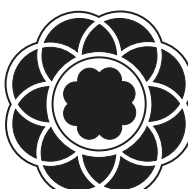
TAPESTRY



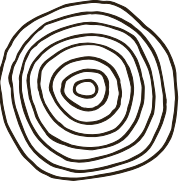
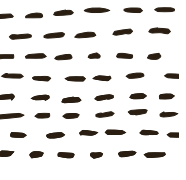
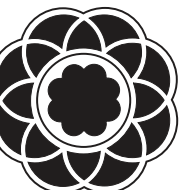
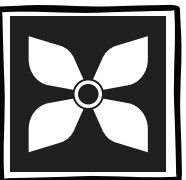
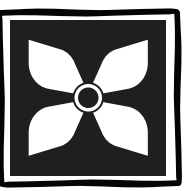
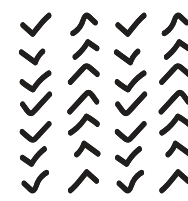
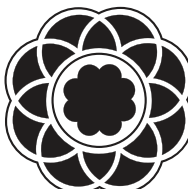
253



253



253





# ADMISSION REFRESH



2021-22 / PACIFIC LUTHERAN UNIVERSITY

**PLU AT A GLANCE**

**2,900** STUDENTS  
**13:1** STUDENT-FACULTY RATIO  
**39.8%** STUDENTS OF COLOR  
**40 STATES AND 16 COUNTRIES** STUDENTS COME FROM  
**3.71** AVERAGE WEIGHTED GPA

**AVERAGE CLASS SIZE 20**  
**32.6%** FIRST GENERATION

**IT'S FREE TO APPLY TO PLU**  
WE'RE A COMMON APPLICATION SCHOOL

**ADMISSION DECISION PRIORITY DATES**

**OCT 15** **NOV 15** **DEC 15** **JAN 15**

**ACADEMIC SCHOLARSHIPS**  
\$5,000-\$25,000 PER YEAR  
You're automatically considered when you apply to PLU.

**PLU PRESIDENTIAL SCHOLARSHIPS**  
\$28,000-FULL TUITION PER YEAR  
Eligibility: 2.5+ weighted GPA or 1200+ SAT or 28+ ACT  
Application deadline is Dec. 1, 2021

**ARTISTIC ACHIEVEMENT SCHOLARSHIPS**  
\$1,000-\$5,000 PER YEAR (in addition to academic scholarship)  
Music, Theatre, Art & Design and Dance  
Regular deadline for all areas: Feb. 17, 2022

**VISIT SCHOLARSHIP**  
Come visit campus! [plu.edu/visit](http://plu.edu/visit)  
\$1,000 PER YEAR

**APPLICATION CHECKLIST**

- Application
- Essay
- Official Transcript
- Recommendation

**PLU IS A TEST OPTIONAL SCHOOL**

**COLLEGE LEVEL CREDITS**  
PLU accepts most college credits (including Washington Running Start), & awards up to 30 semester hours for AP and IB exam results

**99%** STUDENTS ENTERING WITH A 3.0 GPA OR HIGHER

**COSTS**

Tuition and Fees	\$48,226
Room and Meals	\$11,482
Total	\$59,708
Average Cost After Financial Aid	\$22,000

**\$37,197** 2020-21 AVERAGE FINANCIAL AID OFFER (includes grants, scholarships, and loans)

**98%** OF STUDENTS RECEIVE FINANCIAL AID

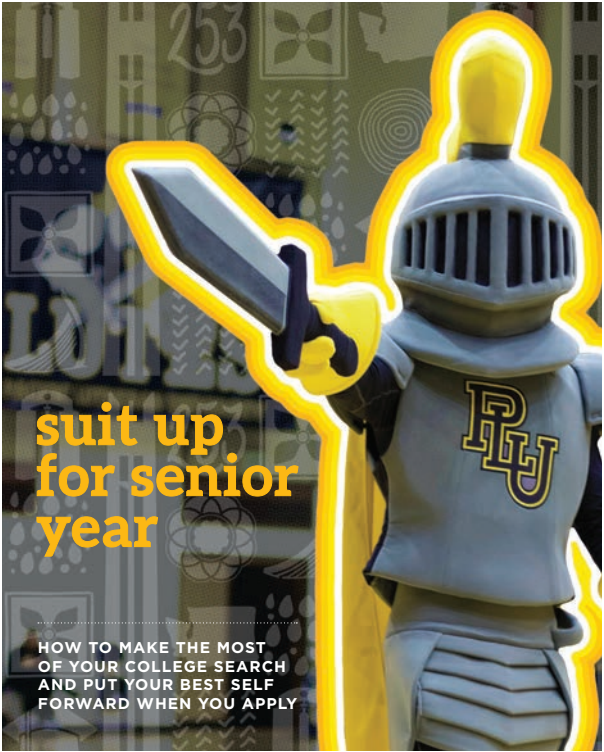
**PLU PLEDGE** is our loan repayment assistance program. If you earn less than \$50,000 per year after graduation, we'll help you repay your student loan (parent PLUS) loans.

**#7 BEST VALUE SCHOOL IN THE WEST**  
-U.S. NEWS & WORLD REPORT

**TACOMA IS ONE OF THE 50 BEST COLLEGE TOWNS IN AMERICA**  
-BEST COLLEGE REVIEW

**TOP 20** NATIONALLY FOR HIGHEST PERCENTAGE OF STUDENTS WHO STUDY ABROAD

**FIND MORE INFO ON PLU HERE!**



**explore & connect**

**explore campus**

We invite you to visit campus!

In-person is always better, but don't worry - we've got you covered with virtual options too! You'll find **in-person** and **virtual** visit options, upcoming events and our virtual tour all at [plu.edu/visit](http://plu.edu/visit).

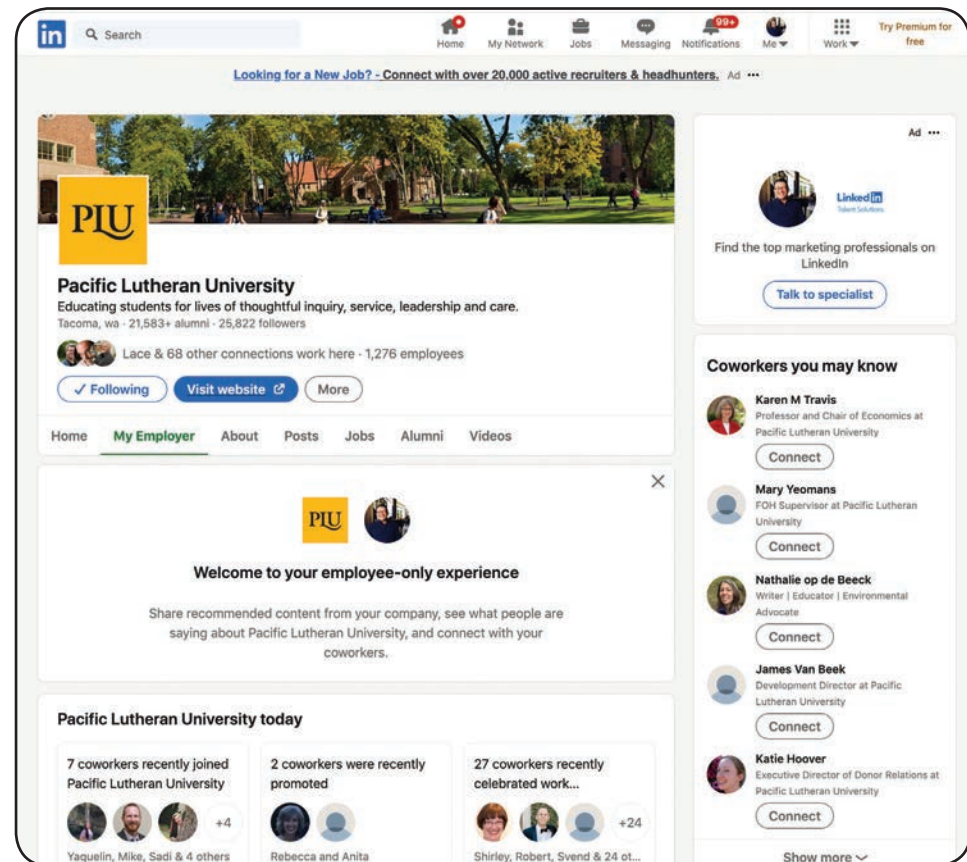
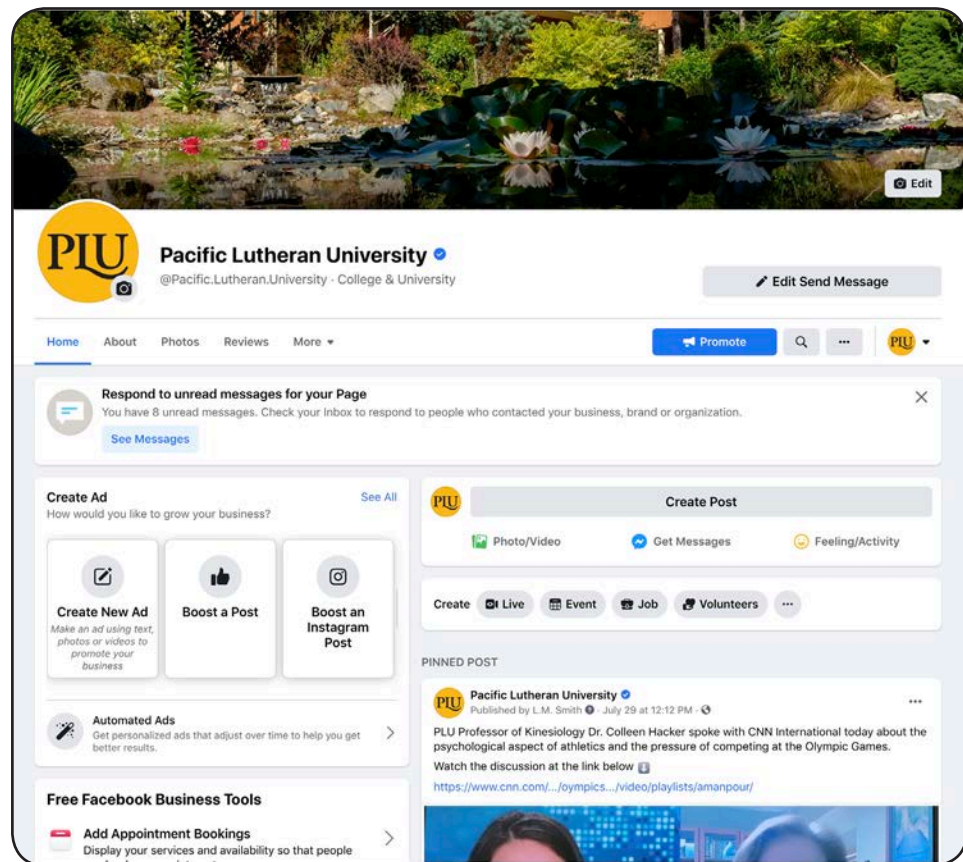
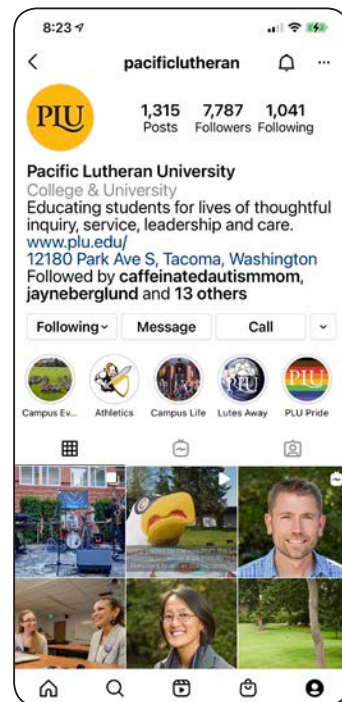
**Visit Scholarship \$1,000 per year**

**PLU TACOMA, WA**

"I love all the greenery, the brick buildings, big entrances and windows. I never get tired of walking through campus - rain or shine, it's BEAUTIFUL. It's home." -Felicity A.



# SOCIAL MEDIA



# APPAREL

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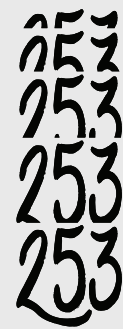
WHITE

YELLOW



"STACKED BRAND ICON"

- We could use all 5 of the new brand icons for each attribute
- Each would be cut in the same stacked fashion
- Could work on long sleeve shirts, hoodies, 1/4 zip, etc.



BLACK

WHITE

YELLOW



"ANGLED BRAND ATTRIBUTE"

- We could use all 5 of the new brand attributes as the middle text.
- Each would have its corresponding brand icon in the bottom right
- Could work on long sleeve shirts, hoodies, 1/4 zip, etc.



BLACK

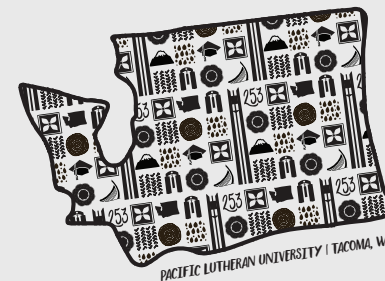
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YELLOW



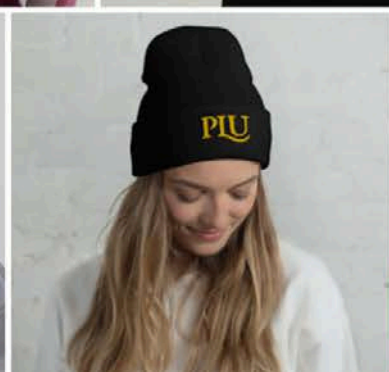
"STATE OUTLINE TAPESTRY"

- We could replace the interior icons with a different tapestry style
- Maybe we use the mt. rainier icon as an outline shape
- Could work on long sleeve shirts, hoodies, 1/4 zip, etc.





## HEADWEAR



## STICKERS



PIU

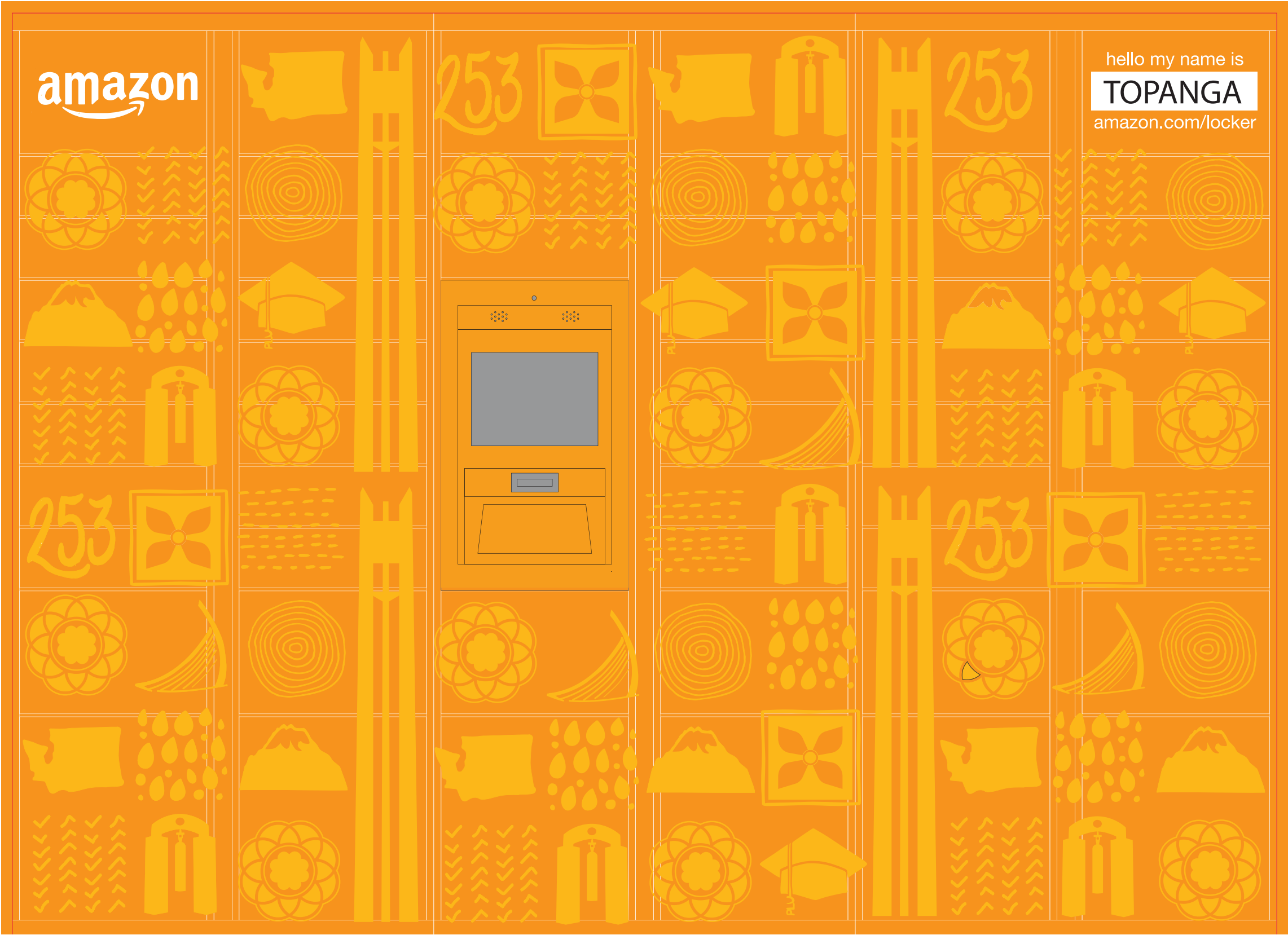
TRANSFER STICKER IN WHITE

## POP SOCKETS





AMAZON LOCKER





## BANNERS

