

**Tacoma Rising | UWT Challenge**

**SWISS & SOUND**

**Marketing Team**

Merriah Kueista

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## **Name**

Swiss & Sound

## **Slogan**

All for one, one for all.

## **Tagline**

Shaped by the sound, held by the community.

## **Vibe**

Same soul. New spark.

## **Colors**

Mix of the Swiss flag's red & UW's purple.

## **Murals**

Rotating murals every 3 months. Goes to an auction then the new mural is redone by the community.





# 4 Personas



**Jennifer, 21, UW Tacoma student studying business. She is looking for community within art & music.**



**Mary, 31, mom of 3. She wants to find a community where her children can thrive. She values safety & is drawn to the Swiss & Sound for free community events, artwork, and inclusive culture.**



**Rick, 45, investor & construction business owner. Rick is drawn in by the ability to utilize the music events to advertise for his company by funding local bands at the Swiss & Sound. He feels the values of the Swiss & Sound align well with his business.**



**Zach, 59, from Milwaukee. He is in Tacoma because his favorite band is doing a reunion tour & he wants to see them live. He heard about the Swiss & Sound from the band who made an announcement that they enjoyed the venue when they saw a show. Zach loves the vibe & he is an art enthusiast.**





**All for one; one for all.**

**Swiss and Sound is a student-centered, family-friendly cultural venue rooted in inclusivity, art, and community.**





# Brand Guidelines

# SWISS & SOUND

SHAPED BY THE SOUND  
HELD BY THE COMMUNITY  
RESTAURANT & ENTERTAINMENT VENUE

LOGOS



COLOR PALETTE



FONTS

Heading 1 - Sugo Display  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Heading 2 - Cheque Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

BRAND PHOTO STYLE

