

Brand
Guidelines





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Section 01

**Brand
Strategy**

Overview

Our brand platform builds on discovery and research to establish our brand positioning and guide our strategy.

BRAND PROMISE

Presents our strongest and most ownable position in the market. This is not a tagline, but rather, a simple, distilled phrase that forms a foundational point for our strategy.

OUR PERSONALITY

Helps us to establish and maintain a consistent tone throughout our communications.

OUR BRAND TENETS

Show attributes and benefits based on proof points.

OUR FOUNDATION

Is based on important, yet non-differentiating, pride points.

Our Platform

Our brand platform builds on discovery and research to establish our brand positioning and guide our strategy.

BRAND PROMISE

Where dreams are realized and personalized.

PERSONALITY

Genuine, Welcoming, Fun, Driven

BRAND TENETS

01. PEOPLE

Wittenberg University

Provides a supportive environment for all students

SUPPORTIVE FACULTY & STAFF / ADVISING / FINANCIAL AID



That allows

A spirited culture who take care of one another

CAMPUS TRADITIONS / PERSONAL CONNECTIONS / STUDENT AND ALUMNAE SUCCESS

02. PLACE

Wittenberg University

Is in a small Ohio town, in the heart of the Midwest

RESIDENTIAL, SMALL CAMPUS / CLOSE TO DOWNTOWN / MIDWEST CULTURE



That allows

Students to expand academically and socially

GLOBAL PERSPECTIVE / GIVING BACK / MATURITY

03. PURPOSE

Wittenberg University

Has an expansive and engaged experience

STUDENT CLUBS / ATHLETICS / INTENTIONAL ACADEMICS



That allows

Students to be prepared for their dream careers and lives

STRONG OUTCOMES / PHILANTHROPY / CONFIDENCE TO LEAD

FOUNDATION

Liberal arts curriculum, Beautiful campus, Welcoming community, Supportive faculty, Strong athletics tradition, Commitment to DEI



Section 02

**Verbal
Language**

Narrative

The Narrative should guide the spirit of brand messaging. No matter what we're writing, our voice should stay true to the heart of this narrative.

*We all need something
to aspire to.*

AND PARTNERS WHO CAN MAKE IT POSSIBLE.

You don't need giant stadiums or lecture halls.

What you need is your *own path*.

To be seen.

To be heard.

And for that, you need more than a University.

At Wittenberg, you'll find a true connection.

You can get lost in thought, not in the crowd.

You can find your crew and discover your calling.

You can earn your stripes (we're all Tigers in Springfield)
and seize your light.

Here you'll find mentors and advisors and brilliant minds
who put just as much into your success as you do.

Because we believe higher education takes both of us.



Telling Our Story

The arc of our story follows the connection between “Witt + You” — it illuminates a personal relationship that grows over time.

**“THE BRIGHTNESS
WITHIN YOU”**

**Through
Conversation**

Getting to know yourself by engaging in a dialogue — with the University, with your professors, staff, coaches, and with the people around you.

**“THE BRIGHTNESS
AROUND YOU”**

**Through
Passion**

Witt’s “small school energy” sparks imagination, illuminates understanding, and prepares you for the world.

**“THE BRIGHTNESS YOU
BRING TO THE WORLD”**

**Through
Outcomes**

What will you do as a student? What will you achieve as an alum? Some might say “that’s up to you” but we know better: it’s on us too. We do this thing together — and we both have a stake in the outcome.

Style Tips

Just as our brand centers on personal connections, our story revolves around two main characters: Witt + You. When you create content for Wittenberg University, you play a vital role in delivering the message in an authentic and powerful way. Here are a few tips to keep in mind.

Tip 01

'You' are the Center of Attention

What audience are you're trying to reach? Think of that person and lock them in the front of your mind. What do you want them to know? Just as important, how do you want them to feel? Part of what makes this place so special is that we engage people in conversations, not monologues. Our voice should reflect that.

Tip 02

Speak Human.

Have you ever tried to chat with a bot online? There's always something weird and impersonal about it. You may get information, but you haven't made a connection. Engaging with content produced by Wittenberg should be the opposite of that: the voice should feel natural and human (in a way only we non-cyborgs can write it).

Tip 03

Invest in the Relationship.

Think of each communication as a touchpoint in a bigger relationship you're building with your audience. Look to the three different parts of the brand narrative as an example — the way it starts with a universal truth, moves to some specifics and details about 'you' (the reader), then 'pays off' that intimate detail with emotive statements about what Wittenberg offers.

Tip 04

Create a Feeling.

Bring people into the experience and help them feel Witt's energy. You can do this at a high level with evocative brand phrases (such as "this place was made for you") or concrete pairings of action words (i.e. "Ask + Answer" or "Practice + Perform"). At body copy level, use specific details rather than abstract ideas where possible.

Tip 05

Show the Outcomes of Witt+You.

Every success story at Wittenberg has at least two parts. There's the achievement itself, as well as "the mentors and advisors and brilliant minds who put just as much into your success as you do" (from the narrative). Our communications should underscore the connections and relationships that empower students throughout their lives.

Elevator Pitch

Sometimes you've got a minute or less to capture the spirit of Wittenberg for someone who doesn't know us yet. Where to begin? The elevator pitch can help get you started.

Wittenberg is founded on the beautiful idea that we all possess light, and that we pass it on to others.

That doesn't tell you everything, but it does capture our core belief **that people make the world brighter**, starting with our students. At Witt, you find mentors and advisors and brilliant minds who put just as much into your success as you do — because we believe higher education takes both of us: Witt + You.

Section 03
Identity

Primary Logomark

This is the mark we want everyone to associate with our core academic principles and deliverables, and should be used on business cards, stationery, promo items (swag), web pages, social media posts, and anything else that refers to the University's academic functions.

The Wittenberg Gothic Logo was designed by a typographer specifically for the university and unveiled in the early 1970s. This is the official trademark logo of the university. The typeface is not available publicly, and should not be used for any purpose other than appearing as the Wittenberg Gothic Logo. The logo must never be truncated to appear as 'Witt'.

ACCEPTABLE TREATMENTS: The logo can appear in red or white in color documents, red against a light background or white against a dark background. Black is acceptable only in black-and-white documents.

The logo must not be violated by overlaid text or graphics, and all surrounding elements must be clear of the logo by 10% of its width. The logo must not be bisected, stretched, or otherwise manipulated in any fashion.



THE WITTENBERG GOTHIC LOGO, REVERSED



THE WITTENBERG GOTHIC LOGO, REVERSED ON RED



THE WITTENBERG GOTHIC LOGO, GRAYSCALE



THE WITTENBERG GOTHIC LOGO, REVERSED ON PHOTO



THE GOTHIC W PRIMARY LOGO ("THE WINGED W")



CLEAR SPACE



MINIMUM SIZE: 1.25" OR 90 PX WIDE



University Seal

The Wittenberg Seal proudly displays a written and a visual representation of the Wittenberg motto, the founding year, university name, and location. It's a reflection of the university's history and is a symbol of its excellence. Its use is reserved for moments of distinction, university honors, and events determined by the Office of the President.

ACCEPTABLE TREATMENTS: The Seal should appear in red, grayscale, or white (reversed) on full color documents such as official correspondences from the Office of the President, the Board of Trustees, or more general University communications. Metallics such as gold and silver, can be used, but should be reserved for special events, commencement materials, diplomas, and admission acceptance materials. This is a prestigious mark and should be treated as such.

The Seal must not be violated by overlaid text or graphics, and all surrounding elements must be clear of the Seal by 10% of its width. It must not be bisected, stretched, or otherwise manipulated in any fashion.

The Seal should never be used for day-to-day communications or campus events unless approved by the Office of University Communications.

UNIVERSITY SEAL,
RED



UNIVERSITY SEAL,
GRAYSCALE



UNIVERSITY SEAL, REVERSED
WITH 25% OPACITY



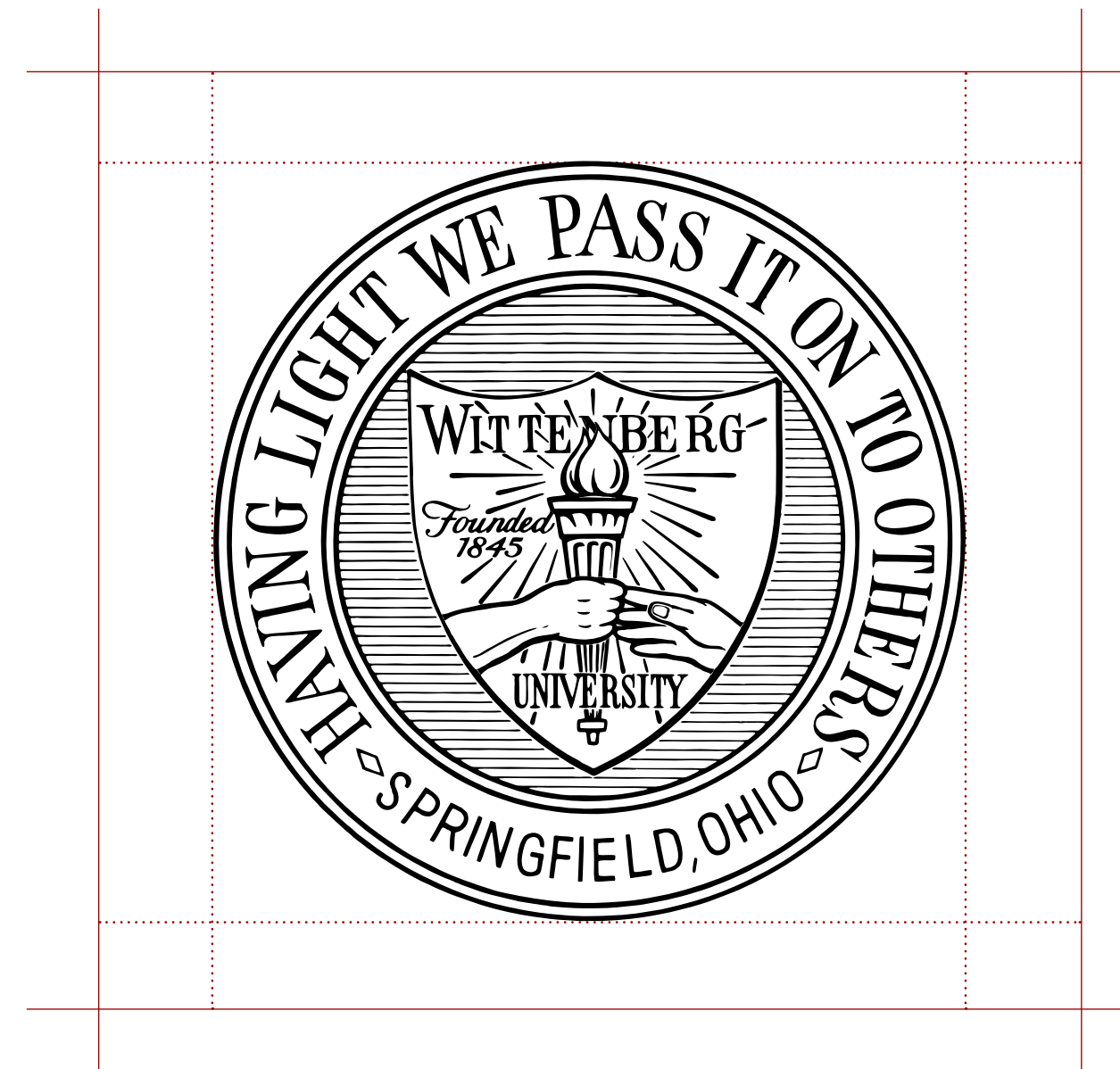
UNIVERSITY SEAL,
"SILVER"



UNIVERSITY SEAL,
"GOLD"



CLEAR SPACE



MINIMUM SIZE: 1" OR 72 PX WIDE



72 PX

Athletics Logomarks

Consider our logo a “first impression” of our brand. It’s something to hold dear and protect. After all, it’s our most valuable, visible core asset. It represents and reinforces everything we stand for.

ACCEPTABLE TREATMENTS: The logo can appear in red or white in color documents, red against a light background or white against a dark background. Black is acceptable only in black-and-white documents. The logo must not be violated by overlaid text or graphics, and all surrounding elements must be clear of the logo by 10% of its width. The logo must not be bisected, stretched, or otherwise manipulated in any fashion.

PRIMARY:

STACKED W + TIGERS



PRIMARY LOGOMARK



SECONDARY:

STACKED-W + TIGERS



ACCEPTABLE TREATMENTS: This logo should be treated as the primary Wittenberg Tigers lockup. It should be used any time “Wittenberg” and “Tigers” needs to be coupled and space calls for a more vertically stacked version.

WITT, TIGERS, MASCOT



ACCEPTABLE TREATMENTS: This logo is preferred when able to use a full color lockup of all three elements. Because of the lockup’s complexity, the usage must be limited to specific cases in which it does not become crowded or should live alone. Its usage is mainly intended for apparel.

STACKED-W + ARCHING TIGERS



ACCEPTABLE TREATMENTS: This stacked version is a more compact option of the W + Tigers coupling and should be used when space calls for a more horizontal version of the lockup. Since the full Wittenberg logo is not coupled with the Tigers wordmark and just the winged W is used, this is intended to be seen by more familiar audiences.

WITT + ARCHING TIGERS



ACCEPTABLE TREATMENTS: When unable to be grouped with the tiger, this stacked version is a more compact and simplified option of the Wittenberg logo + arching Tigers wordmark. This option is intended more so for external audiences.

NOTE: This page exists to display the primary and secondary athletics logomarks. It is only a starting place. Always consult the full Wittenberg Athletics Brand Guidelines when using the athletics logomarks. The full athletics guidelines contains acceptable color usage, minimum and maximum sizing, clear space, team specific marks and much more. Request these guidelines through University Communications at ucomm@wittenberg.edu

Incorrect Usage

Our visual identity has been carefully crafted and should be used thoughtfully and consistently in order to build and protect the University's brand image.

University brand elements must be reproduced from official artwork only. They cannot be recreated, rearranged, distorted or altered under any circumstances. To ensure consistency, do not alter the sanctioned visual identity elements in any way. The use of all university visual identity elements must be approved by University Communications.

PRIMARY LOGOMARK



NEVER STRETCH OR SQUEEZE THE LOGO.



NEVER INCREASE THE SIZE OF ANY PART OF THE LOGO.



NEVER CHANGE THE FONT OF ANY PART OF THE LOGO.



NEVER MOVE ANY PART OF THE LOGO.



NEVER CHANGE THE COLOR OF THE LOGO TO ANYTHING OTHER THAN WHAT IS STATED IN THE NEXT PAGE.



NEVER RECREATE THE LOGO.



NEVER USE A LOW RESOLUTION VERSION OF THE LOGO.

ATHLETIC LOGOMARK



NEVER STRETCH OR SQUEEZE THE LOGO.



NEVER CHANGE THE FONT OF ANY PART OF THE LOGO.



NEVER INCORPORATE A PHOTO INTO THE LOGO.



NEVER CHANGE THE COLOR OF THE LOGO TO ANYTHING OTHER THAN RED, WHITE, OR BLACK.



NEVER REPLACE ANY PORTION OF THE LOGO.

THE GOTHIC W PRIMARY LOGO ("THE WINGED W")



NEVER STRETCH OR SQUEEZE THE LOGO.



NEVER CHANGE THE COLOR OF THE LOGO TO ANYTHING OTHER THAN RED, WHITE OR BLACK.



NEVER INCORPORATE A PHOTO INTO THE LOGO.



NEVER ADD A PATTERN TO THE LOGO.



NEVER MANIPULATE ANY PART OF THE LOGO OR ADD UNNECESSARY EFFECTS.

UNIVERSITY SEAL



NEVER STRETCH OR SQUEEZE THE SEAL.



NEVER INCORPORATE ANY OTHER ELEMENTS INTO THE SEAL OR CHANGE THE TEXT IN ANY WAY.



NEVER ADD EXTRA SHAPES OR COLORS TO THE SEAL.



NEVER ROTATE OR TRANSFORM THE SEAL.



**Visual
Language**

Section 04

Brand Colors

The Wittenberg red is bold, confident, and often one of the most easily identifiable elements of our visual identity.

DESIGN CONSIDERATIONS: Correctly applying color is just as important as correctly using our logo. Using it consistently and often is essential to reinforcing the Wittenberg brand. Our palette is built from our heritage and is visible all throughout our campus. The chosen palette helps unify what our brand stands for. It is a direct reflection of our institution and one of the easiest ways to recognize the University's brand on the web and in print. While our palette is flexible, it's important the colors are used with sophistication and thought. Always have a sense of hierarchy when using the carefully chosen colors.

PRIMARY COLORS

Wittenberg Red <i>(For Web Use Only)</i>			Wittenberg Red <i>(For Print)</i>		
PANTONE 200 RGB: 153, 0, 0 #990000			PANTONE 200 CMYK: 16, 100, 87, 6 RGB: 195, 0, 47 #C2002F		
Black	PANTONE 7527 CMYK: 15, 13, 21, 0 RGB: 216, 210, 196 #D7D1C4		White		
	PANTONE 7527 50% TINT #EAE8E2				

SECONDARY COLORS

PANTONE 4163 CMYK: 42, 1, 29, 0 RGB: 146, 209, 193 #92D1C1
PANTONE 107 CMYK: 7, 0, 92, 0 RGB: 247, 236, 43 #F7EC2B
PANTONE 4101 CMYK: 34, 91, 84, 50 RGB: 102, 29, 27 #661D1B

Accessibility Compliance

Web Content Accessibility Guidelines (or WCAG) ensure that web content is available for audiences with disabilities. In order to ensure accessibility for all readers, check to see that the color of the background and foreground (text) has sufficient contrast (note: this does not apply to graphics, patterns, or print materials).

For more information, visit CONTRAST-GRID.EIGHTSHAPES.COM

KEY

- AAA Pass, AAA (7+)
- AA Pass, AA (4.5+)
- DNP Does Not Pass

	Text	#990000	#000000	#D7D1C4	#EAE8E2	#FFFFFF	#92D1C1	#F7EC2B	#661D1B
Background									
#990000			Text DNP 2.3	Text AA 5.8	Text AAA 7.2	Text AAA 8.9	Text AA 5.1	Text AAA 7.2	Text DNP 1.3
Black #000000	Text DNP 2.3		Text AAA 13.8	Text AAA 17.1	Text AAA 21	Text AAA 12.1	Text AAA 16.9	Text DNP 1.7	
#D7D1C4	Text AA 5.8	Text AAA 13.8		Text DNP 1.2	Text DNP 1.5	Text DNP 1.1	Text DNP 1.2	Text AAA 7.8	
#EAE8E2	Text AAA 7.2	Text AAA 17.1	Text DNP 1.2		Text DNP 1.2	Text DNP 1.4	Text DNP 1	Text AAA 9.7	
#FFFFFF	Text AAA 8.9	Text AAA 21	Text DNP 1.5	Text DNP 1.2		Text DNP 1.7	Text DNP 1.2	Text AAA 11.9	
#92D1C1	Text AA 5.1	Text AAA 12.1	Text DNP 1.1	Text DNP 1.4	Text DNP 1.7		Text DNP 1.4	Text AA 6.9	
#F7EC2B	Text AAA 7.2	Text AAA 16.9	Text DNP 1.2	Text DNP 1	Text DNP 1.2	Text DNP 1.4		Text AAA 9.6	
#661D1B	Text DNP 1.3	Text DNP 1.7	Text AAA 7.8	Text AAA 9.7	Text AAA 11.9	Text AA 6.9	Text AAA 9.6		

Avenir

Avenir, our sans-serif typeface, is both geometric and approachable. It was designed in 1988 by Adrian Frutiger. Its vertical strokes are thicker than the horizontals making it both legible and harmonious.

Avenir can be used for headlines as well as body copy.

WHERE TO BUY: Available from [Fonts.com](https://www.fonts.com).

AVENIR BLACK

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789**

AVENIR MEDIUM

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789**

ADOBE FONTS ALTERNATIVE

Montserrat

Regular
Semibold
Black

GOOGLE FONTS ALTERNATIVE

Lato

Regular
Bold
Black

SYSTEM FONT ALTERNATIVE

Arial

Regular
Bold

Sentinel

Sentinel, our serif typeface, is friendly and academic. It was designed in 2009 by Hoefler&Co. Its slab serifs are sturdy and classic, while the over all letterforms have been carefully designed for legibility.

Sentinel can be used for headlines, subheadlines as well as intro copy. We frequently use italic weights of Sentinel paired with Avenir for texture and contrast when setting headlines.

WHERE TO BUY: Available from Typography.com.

SENTINEL MEDIUM

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

SENTINEL MEDIUM ITALIC

*AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789*

SENTINEL SEMIBOLD

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

SENTINEL SEMIBOLD ITALIC

*AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789*

ADOBE FONTS ALTERNATIVE

Pulpo

Regular *Regular Italic*
Bold *Bold Italic*
Black *Black Italic*

GOOGLE FONTS ALTERNATIVE

Merriweather

Regular *Regular Italic*
Bold *Bold Italic*
Black *Black Italic*

SYSTEM FONT ALTERNATIVE

Times New Roman

Regular *Regular Italic*
Bold *Bold Italic*

Here's an example of how to approach hierarchy and layout in our typographic system.

Typographic Crest Sticker
-16°

Winged W Sticker
-20.5°

Typographic Sticker Treatment
6.5° (Type always set at same angle as sticker background.
9 px rounded corners

Logo Sticker Treatment
-6° (Logomark always set at same angle as sticker background.
8 px rounded corners



Sentinel Medium Italic
46 pt. type
56 pt. leading
0 tracking

Avenir Black
46 pt. type
56 pt. leading
0 tracking

MAKE THINGS BRIGHTER

Getting to know yourself by engaging in a dialogue — with the University, with your professors, staff, coaches, and with the people around you.

Avenir Black, All Caps
17 pt. type
20 pt. leading
100 tracking

Witt's "small school energy" sparks imagination, illuminates understanding, and prepares you for the world. What will you do as a student? What will you achieve as an alum? Some might say "that's up to you" but we know better: it's on us too. We do this thing together — and we both have a stake in the outcome.

Sentinel Medium Italic
19 pt. type
23 pt. leading
0 tracking

Avenir Medium
15 pt. type
20 pt. leading
0 tracking



Overview

In the following pages we will break down the graphic marks and textures that are key to the Wittenberg visual language.

These elements are inspired by the hands-on and highly-individualized experience of each student at Wittenberg.



Think+*Do*
Work+*Play*
Learn+*Lead*
Witt+*You*



Own Your Light
+ Pass it On.



Witt
+ *You*



Less lecturing.
More learning.

Photography Treatments

The Wittenberg Brand uses a variety of photographic treatments.

HALFTONES

We use half-tone textures in our brand as a way to incorporate print textures in a digital way as well as speak to the history of the University. They add to the hand-done, customization that is part of the overall brand.

MONOTONE HALFTONE

These one-color photographs work well for background textures or within circles as sticker elements. They can only exist in Black or Wittenberg Red.

FULL-COLOR HALFTONE

These full-color halftones can also be used as background textures or within circles as sticker elements.

MASKED BACKGROUND

Masking the background of a photo can help bring attention to the subject and allow type to overlap with the photography. These cut-out photos also mimic the collaging of elements in the greater visual language.

KALEIDOSCOPE FRAME

Developing further on the idea of layering elements, the kaleidoscope framing helps focus attention on subjects within a photo and adds depth.

ON-BRAND PHOTOGRAPHY

Even when we aren't adding editing or treating photography we still want it to align with our over all brand. Photography should show students engaged in class, engaging with one another, and/or highlight Witt's beautiful campus. All photography should feel candid and warm.

MONOTONE HALFTONE



FULL-COLOR HALFTONE



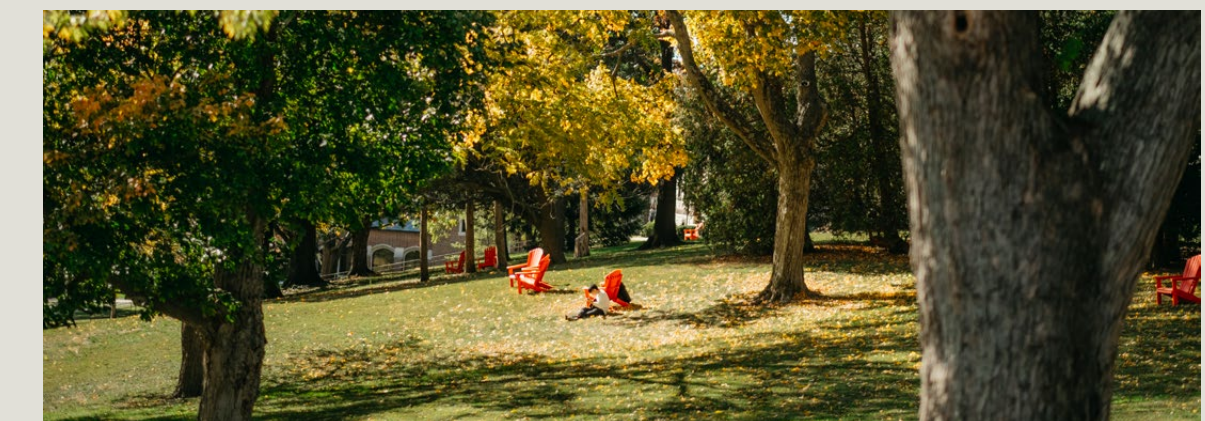
MASKED BACKGROUND



KALEIDOSCOPE FRAME



ON-BRAND



How to Make

The halftone filter helps create the vintage look that speaks to the heritage of Wittenberg. It also easily creates a texture that can be layered in designs for added interest.

PROGRAMS USED

Photoshop

NOTE

Images with varying resolutions will produce different results with similar settings. Adjust halftone settings until the desired effect is achieved.

STEP 1

Open the image in Photoshop and navigate to the Filter in the top toolbar. In the drop down menu select **PIXELATE > COLOR HALFTONE**



STEP 2

Once the **COLOR HALFTONE** menu pops-up, do not change any numbers and press **OK**. If the image looks correct, you can save it out in any desired format. If for some reason the image does not look correct, hit undo (Command + Z) and repeat step 1. When the Color Halftone menu pops-up again, change the top number (Max. Radius) slightly by increasing or decreasing it. Repeat this until you are happy with the result.

DO NOT change the Channel numbers in the Color Halftone menu.



FOR MONOTONE IMAGES

After steps 1 & 2, navigate to **IMAGE** in the top toolbar. In the drop down menu select **MODE > GRAYSCALE**. After the image changes to grayscale go back to the **IMAGE** drop down and select **DUOTONE**. In the dialog box that pops up copy and paste the hex code for the color you want and name it. Then click **OK** and save the image in the desired format.



Hand-Drawn Marks

Hand-drawn marks represent the personal, customizable experience that a person experiences at Wittenberg.

They are used to add emphasis to words or images. Additional vector marks can be created in Adobe Illustrator using the paintbrush tool. More textural, non-vector marks can be created using brushes in photoshop and then exported as a PNG.

WITH PHOTOGRAPHY



WITH TYPOGRAPHY

Think+Do
Work+Play
Learn+Lead
Witt+You

Own your light + Pass it on.

Sticker Elements

This piece of design language is foundational to our brand. The sticker element represents how each student who comes to Witt is given the ability to pick and choose and customize their program and experience. Each student's story is individual and unique to them. These sticker elements can be used in a variety of ways, but each instance can be unique to that piece of design.

A NOTE ON ROUNDED CORNERS:

All sticker backgrounds should have slightly rounded corners. The actual pixel amount of these corners will change depending on the size of the rectangle forming the background, but the intention should always be small enough to be subtle, but large enough to be noticeable. These examples on this page should be used as reference.

TYPOGRAPHIC STICKER BACKGROUND

As seen on page 21, we use typographic stickers for headlines or short pieces of copy. Type should be set in both Italic weights of Sentinel and Avenir so part of the copy can be specifically highlighted. Other uses for this treatment might be hashtags, CTAs or other short pieces of copy that should be highlighted.

Most of the time we will want the sticker background to be rotated at the same degree and be sitting flush next to each other (like the first two examples below) however, when the copy is not a full phrase and only two words are present the stickers might be more visually impactful if they are arranged at different rotations and overlap slightly (Like *Experienced+You* below).

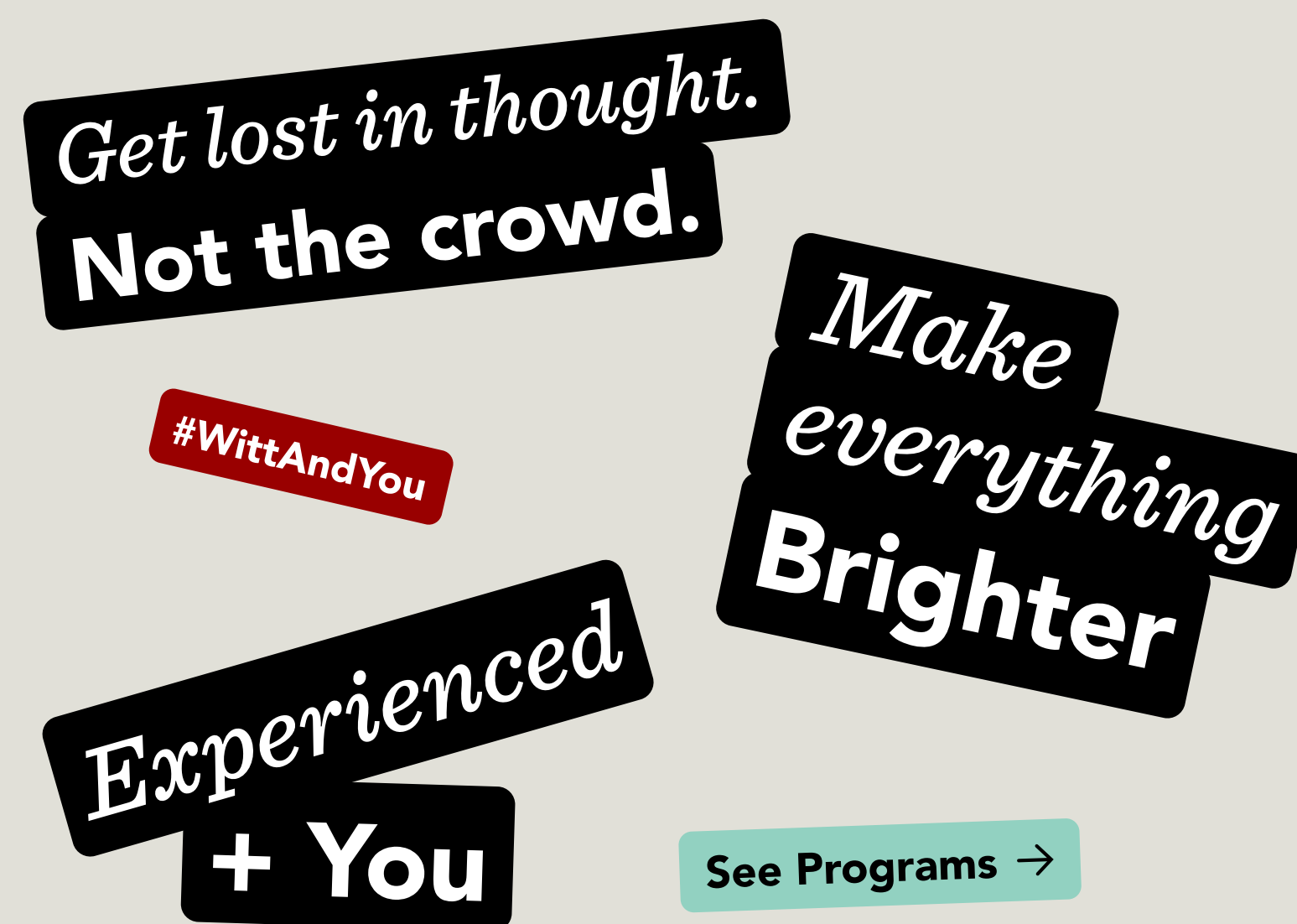


PHOTO STICKERS

We might also use our half-tone or kaleidoscope photo treatments shown on page 23 for more visual layering as stickers.



ADDITIONAL ELEMENTS

These additional elements allow for more branded Witt graphics to create even more depth in layering. The Wittenberg logo and Wittenberg Winged W should only be used in the three color combinations below. The circular type can be used in any brand color.



These are examples of hierarchy and layout using sticker elements.

EXAMPLE A.

Typographic Sticker Background
-12.5° rotation / 7px rounded corners
32pt type

*Get lost in thought.
Not the crowd.*

Photo with Sticker Background
7px rounded corners



Halftone Photography
5° rotation



Winged W Sticker
-15° rotation
Wittenberg Red

EXAMPLE B.

Kaleidoscope Photo Treatment
Image below rotated 180°

Circular Type
75° rotation



Typographic Sticker Background
8° rotation / 6px rounded corners
16pt type

Typographic Sticker Background
-15° rotation / 6px rounded corners

EXAMPLE C.

Typographic Sticker Background
12° rotation / 7px rounded corners
40pt type

*Make
everything
Brighter*

Kaleidoscope Photo Treatment
Image below rotated 180°



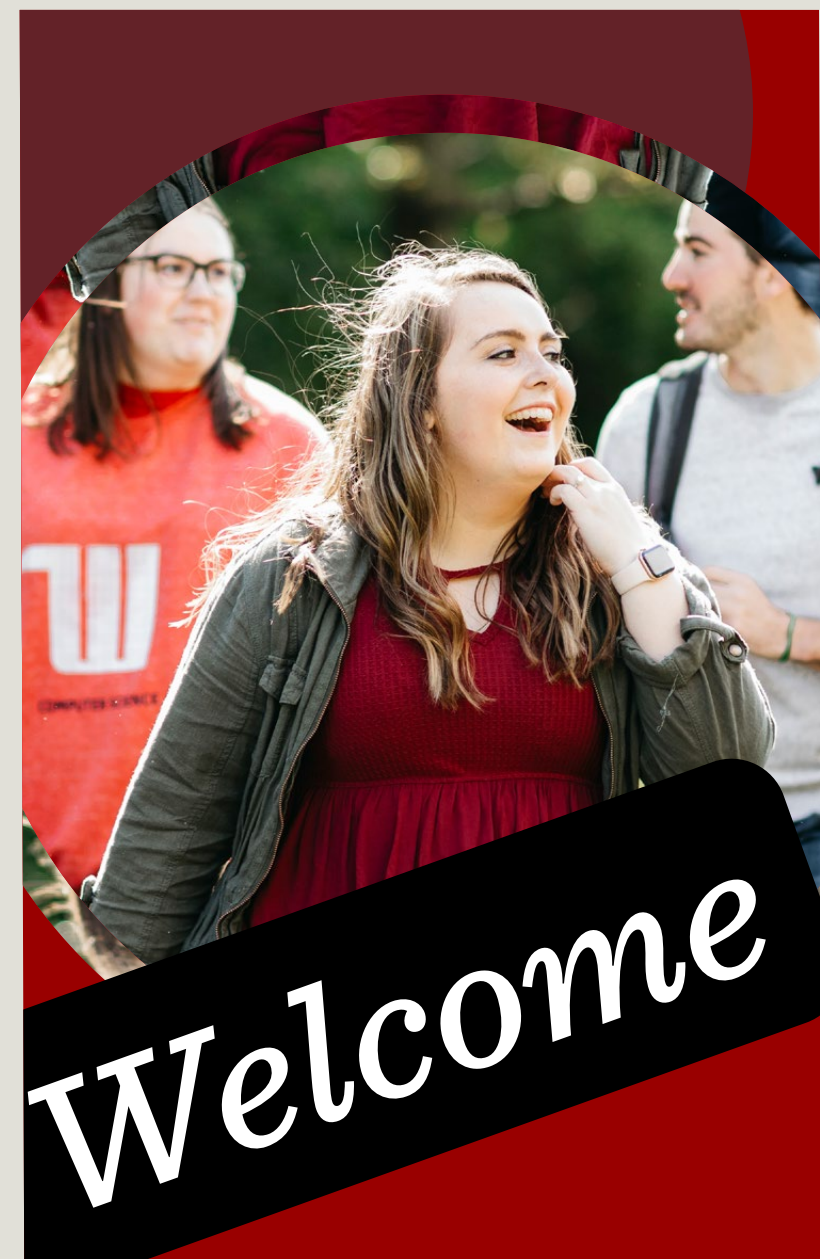
Winged W Sticker
-6° rotation
Black

Halftone Photography
-8° rotation

Section 04

Putting It All

Together





Ready to make the world *brighter*?
Your first steps
(literally) start here.



What
inspires
You?



What do
You
want to
do?

Who do You
Want to Be?



Let's Make It Happen.

Witt + You



Branch Out
+ Belong

When half of all students are active in clubs and organizations, it's easy to find your crew and your calling. Experience a campus designed to help you create real connections between

Witt+You



Become a Tiger
+ A Difference Maker

Earn a degree that goes way beyond credit hours. Graduate with real connections and purpose, serving your interests and the Springfield community. Become part of something bigger than the sum of its parts:

Witt+You



Less Lecturing
+ More Learning

Engage in dialogue with professors that actually know you by name. And may even invite you to their wedding. Here, you'll never have to learn alone, because we believe that a higher education takes both

Witt+You



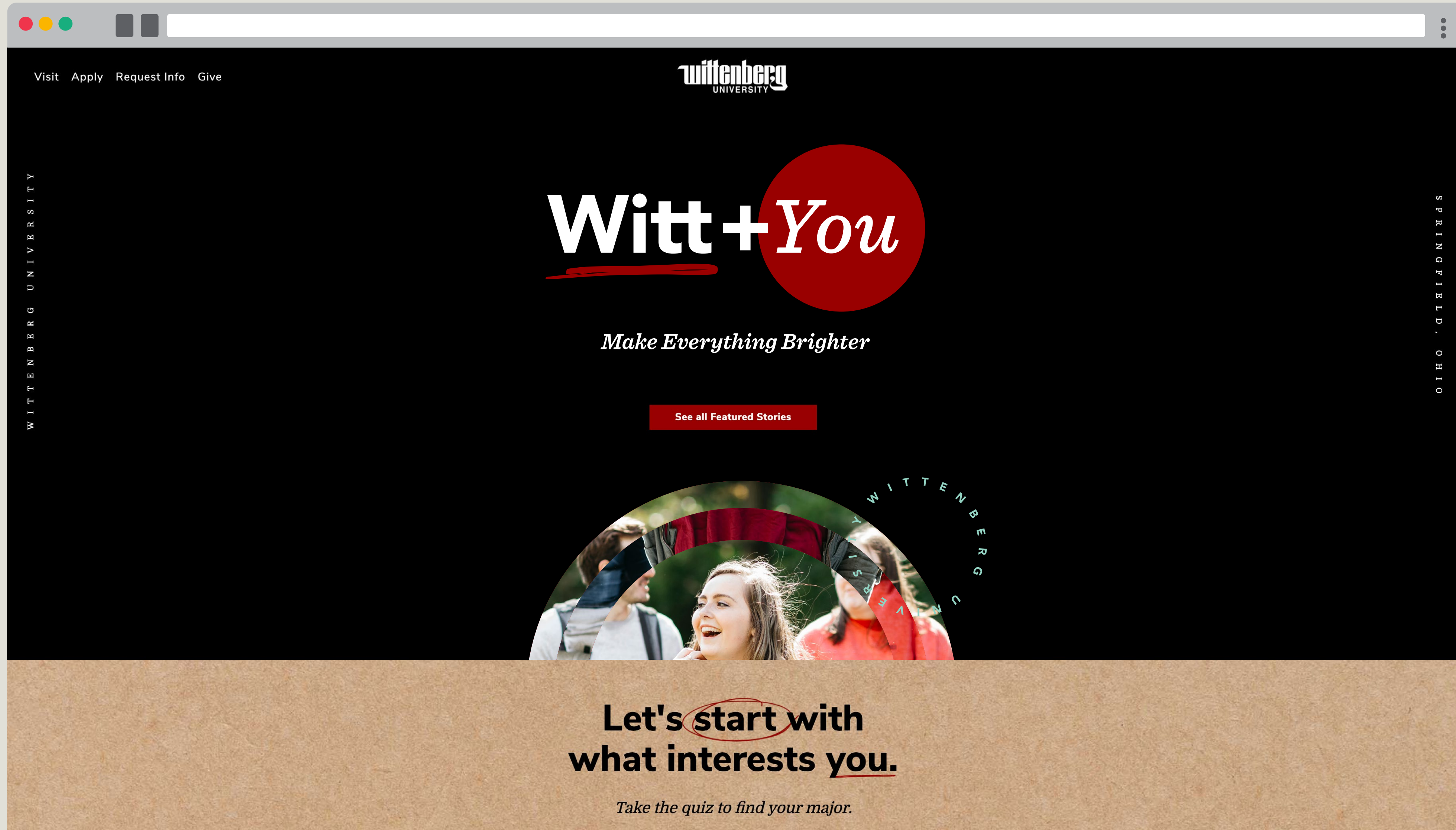
Own your light
+ Pass it on.

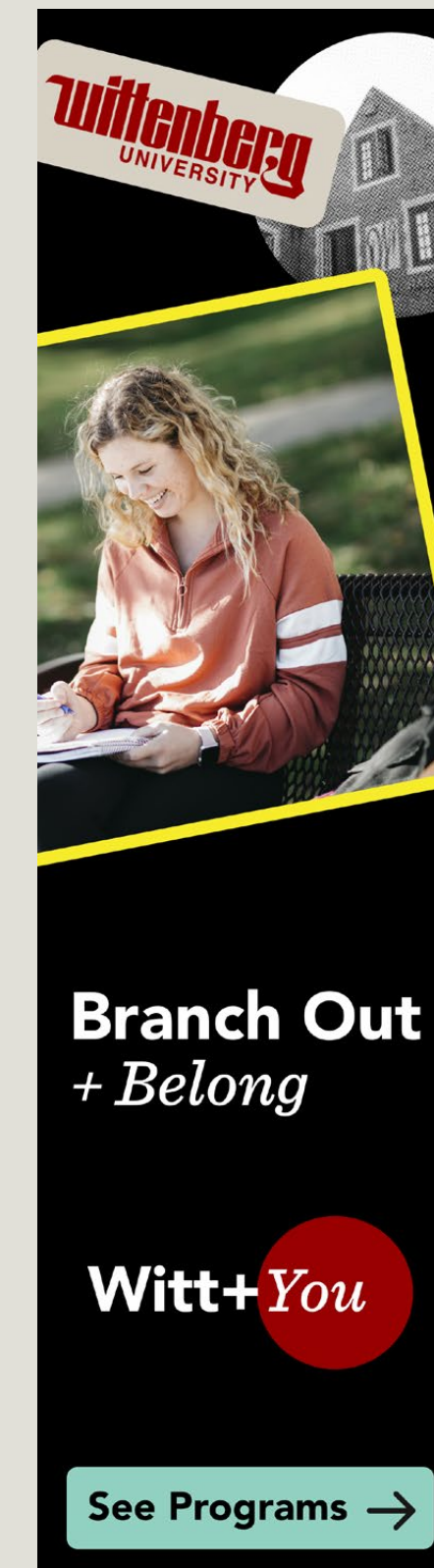
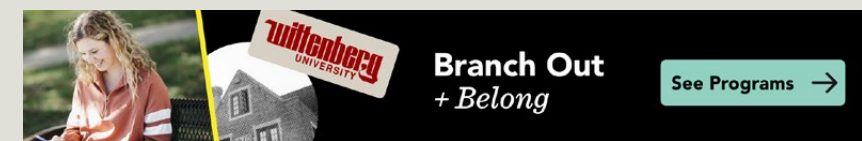
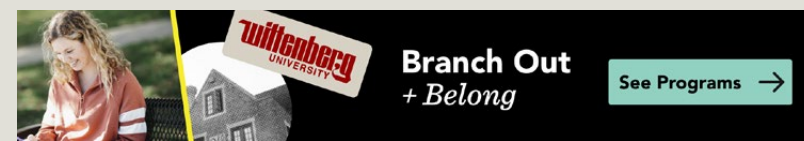
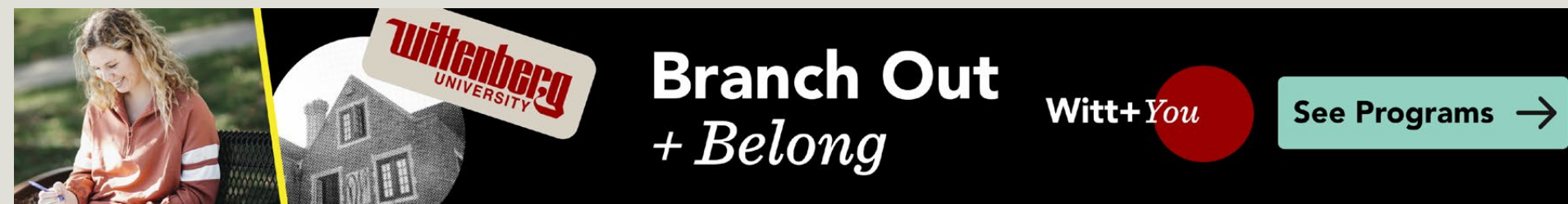
Some call it passion. We call it your light. And we believe that pursuing it can spark incredible things, illuminating our understanding of the world. So come light it up. Shine brightly for

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