



wittenberg

UNIVERSITY

Brand Guide



Contents

Mission

Value Proposition/Values

Main Message/Pillars

Logos

Colors/Typography

Branding Examples





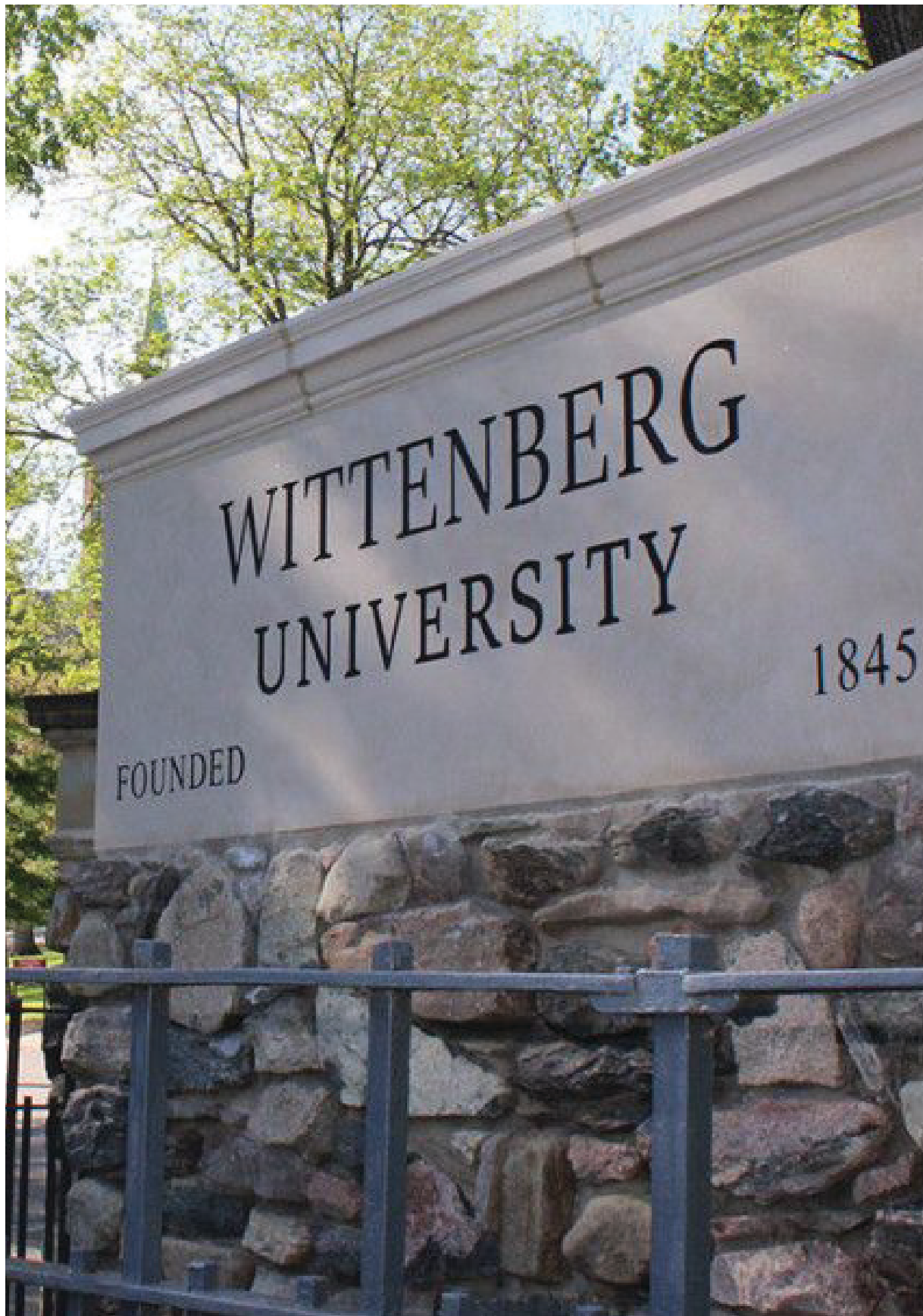
Wittenberg Brand

Liberal Arts Education

Mission

Wittenberg University provides a liberal arts education dedicated to intellectual inquiry and wholeness of person within a diverse residential community. Reflecting its Lutheran heritage, Wittenberg challenges students to become responsible global citizens, to discover their callings, and to lead personal, professional, and civic lives of creativity, service, compassion, and integrity.

Discover Your Calling



Value Proposition

Wittenberg prepares students not only for a career, but for a calling — through a rigorous liberal arts education that connects purpose, practice, and leadership.

Values

Liberal Arts
Intellectual Inquiry
Wholeness of Person
Community of Learners
Lutheran Heritage
Global Citizenship
Calling
Creativity
Service
Compassion
Integrity

The Wittenberg Way of Learning, Leading, and *Living with Light*

The Wittenberg Way forms.
The Light reveals.

Through the Wittenberg Way — our purpose-driven, human-centered approach to education — students discern their callings, gain knowledge, and develop their capacity to lead. As a result of that formation, the world sees our Light: graduates living with purpose, integrity, and impact.

Messaging Pillars

Learning:

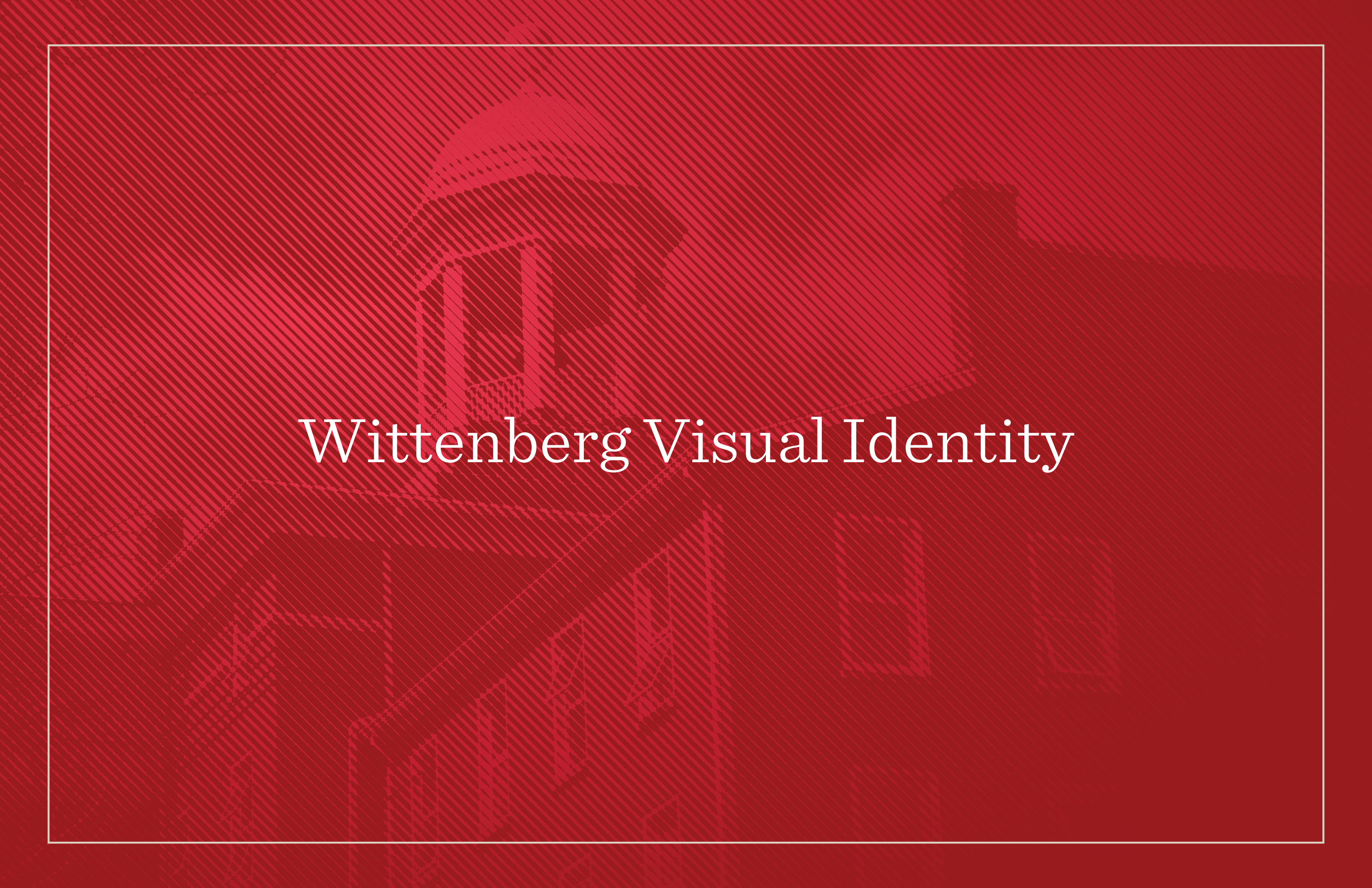
A distinctly Wittenberg Way of educating students.

Leading:

Forming graduates who lead with purpose and responsibility.

Living:

A community where you belong, shaped by faith and purpose.



Wittenberg Visual Identity

Logos

Primary logo



Safe Space

Maintain a clear safe space around the logo. Equal to the size of the “W” on all sides. No text, graphics, or other elements may encroach, ensuring maximum visibility and impact.



Secondary logos

Use the secondary logos sparingly for accent purposes only, such as decorative elements or supporting brand moments, and not as a primary identifier.



University Seal

The Seal is 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.



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

Logo Standards

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. **The use of AI to generate University logos or marks is strictly prohibited.**

PRIMARY LOGOMARK



NEVER STRETCH OR SQUEEZE THE LOGO.



NEVER INCREASE THE SIZE OF ANY PART OF THE LOGO.



NEVER CHANGE THE FONT OR ANY PART OF THE LOGO.



NEVER MOVE ANY PART OF THE LOGO.



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



NEVER RECREATE THE LOGO.

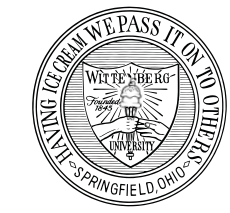


NEVER USE A LOW RESOLUTION VERSION OF THE LOGO.

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.

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.

SECONDARY 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.

SECONDARY LOGO: THE TIGER HUG



NEVER STRETCH OR SQUEEZE THE LOGO.



NEVER CHANGE THE FONT OR 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 CHANGE ANY PORTION OF THE LOGO TO INCORPORATE OTHER ELEMENTS.

Brand Colors

Primary Colors

Wittenberg Red (For Print)

PANTONE 200

C 16 M 100 Y 87 K 6

HEX# C2002F

Wittenberg Red (For Digital Use)

R 153 G 0 B 0

HEX# 990000

Secondary Colors

PANTONE 7540

C 69 M 58 Y 54 K 35

R 74 G 78 B 81

HEX# 4A4E51

PANTONE 7401

C 1 M 8 Y 22 K 0

R 250 G 233 B 205

HEX# FAE9CD

Tertiary Colors

PANTONE 7527

C 114 M 14 Y 22 K 0

R 215 G 209 B 196

HEX# D7D1C4

PANTONE 7530

C 35 M 39 Y 49 K 3

R 164 G 147 B 130

HEX# A49382

PANTONE 7499

C 4 M 8 Y 39 K 0

R 242 G 228 B 117

HEX# F2E4B1

Accessibility Compliance

	Background	Text	#990000	#000000	#4A4E51	#FAE9CD	#FFFFFF	#D7D1C4	#A49382	#F2E4B1
#990000		Text FAIL		Text FAIL	Text PASS	Text PASS	Text FAIL	Text PASS	Text PASS	Text PASS
#000000		Text FAIL		Text FAIL	Text PASS	Text PASS	Text PASS	Text PASS	Text PASS	Text PASS
#4A4E51		Text FAIL	Text FAIL		Text PASS	Text PASS	Text FAIL	Text PASS	Text PASS	Text PASS
#FAE9CD		Text PASS	Text PASS	Text PASS		Text FAIL	Text PASS	Text FAIL	Text FAIL	Text FAIL
#FFFFFF		Text PASS	Text PASS	Text PASS	Text FAIL		Text PASS	Text FAIL	Text FAIL	Text FAIL
#D7D1C4		Text FAIL	Text PASS	Text FAIL	Text PASS	Text PASS		Text FAIL	Text FAIL	Text FAIL
#A49382		Text PASS	Text PASS	Text PASS	Text FAIL	Text FAIL	Text FAIL		Text FAIL	Text FAIL
#F2E4B1		Text PASS	Text PASS	Text PASS	Text FAIL	Text FAIL	Text FAIL	Text FAIL		Text FAIL

Typography

Sentinel

Use this font exclusively for headlines to create clear hierarchy and visual impact. Use Sentinel Italic fonts for callout words or short phrases to emphasize key messages and draw attention.

Sentinel Light

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

Sentinel Medium

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

Sentinel Semi-Bold

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

Sentinel Light Italic

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

Sentinel Medium Italic

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

Sentinel Semi-Bold Italic

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

Avenir

Use this font for all body copy to ensure readability and consistency across longer text.

Avenir Light

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

Avenir Medium

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

Avenir Black

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

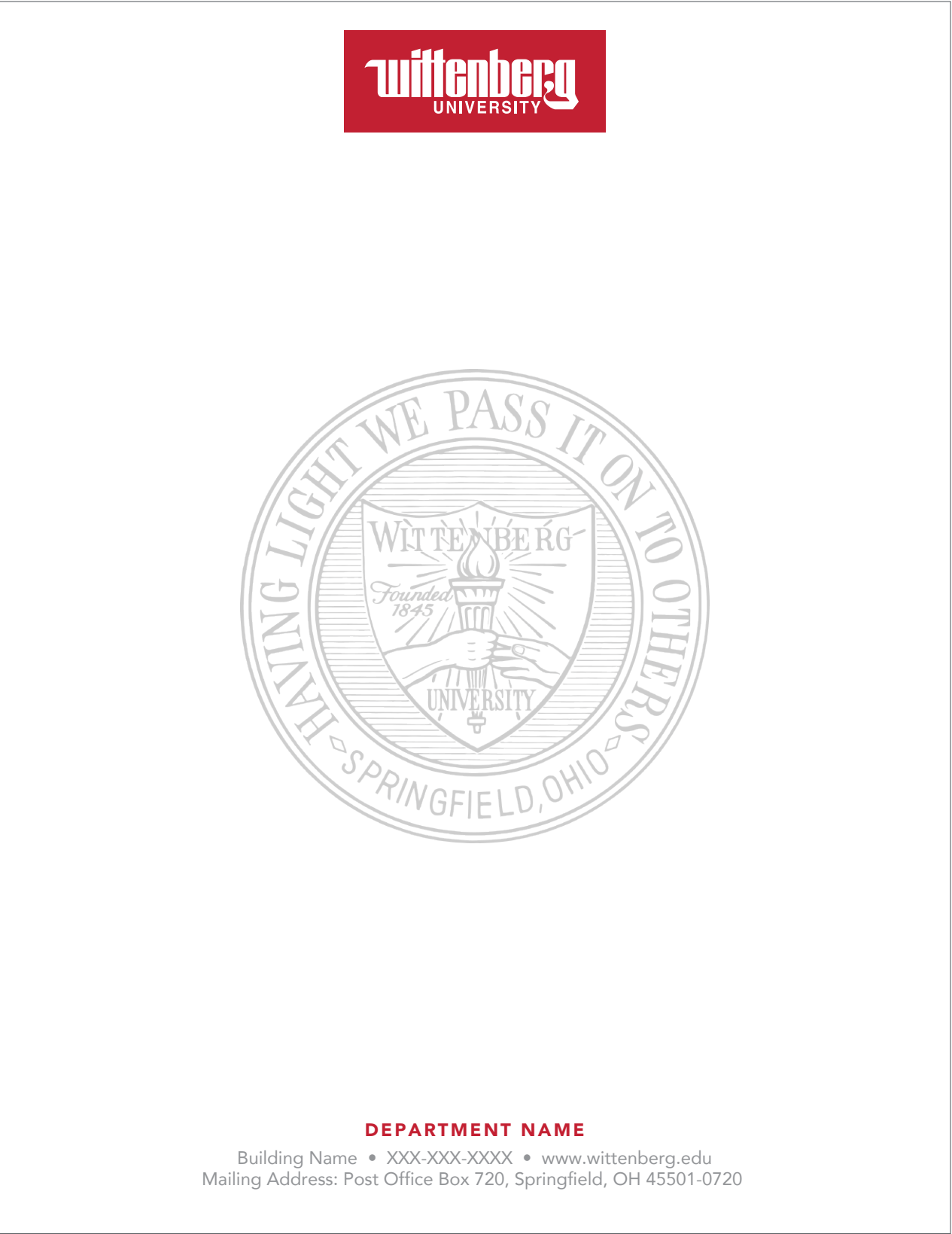
SYSTEM FONT ALTERNATIVES

Headlines:		Body Copy:
Times New Roman		Arial
Regular	<i>Italic</i>	Regular
Bold	<i>Bold Italic</i>	Bold

Branding Examples

Stationery

Letterhead



Primary Business Card



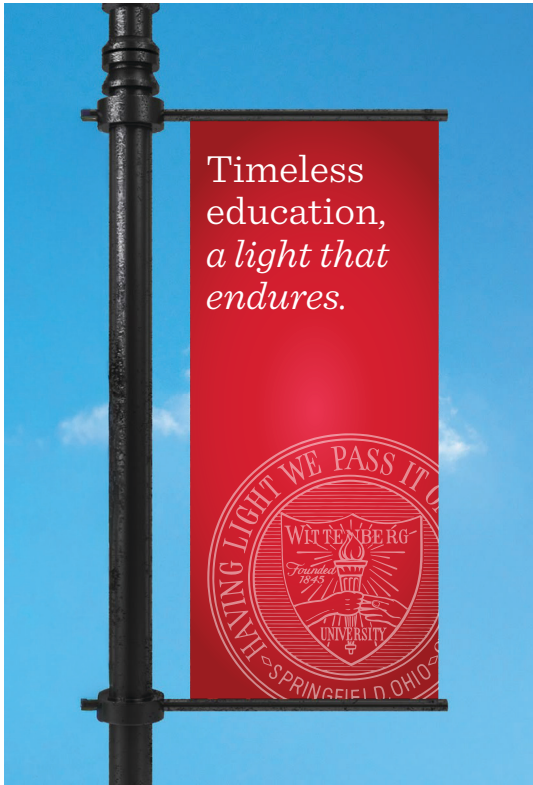
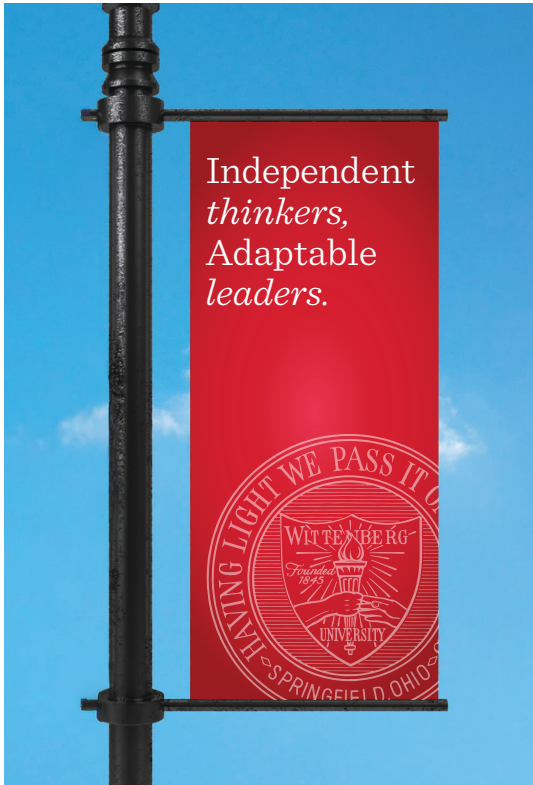
Athletic Business Card



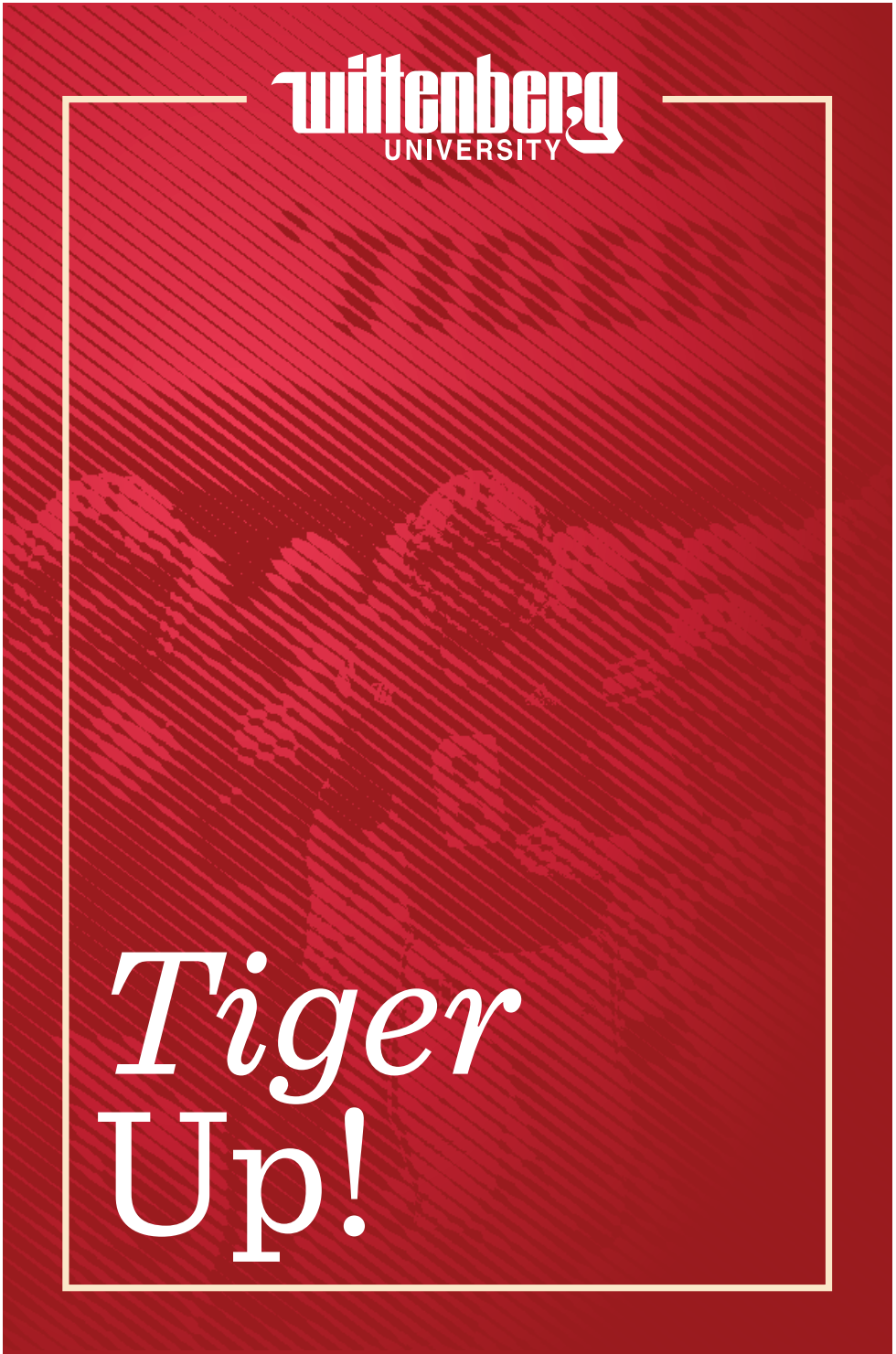
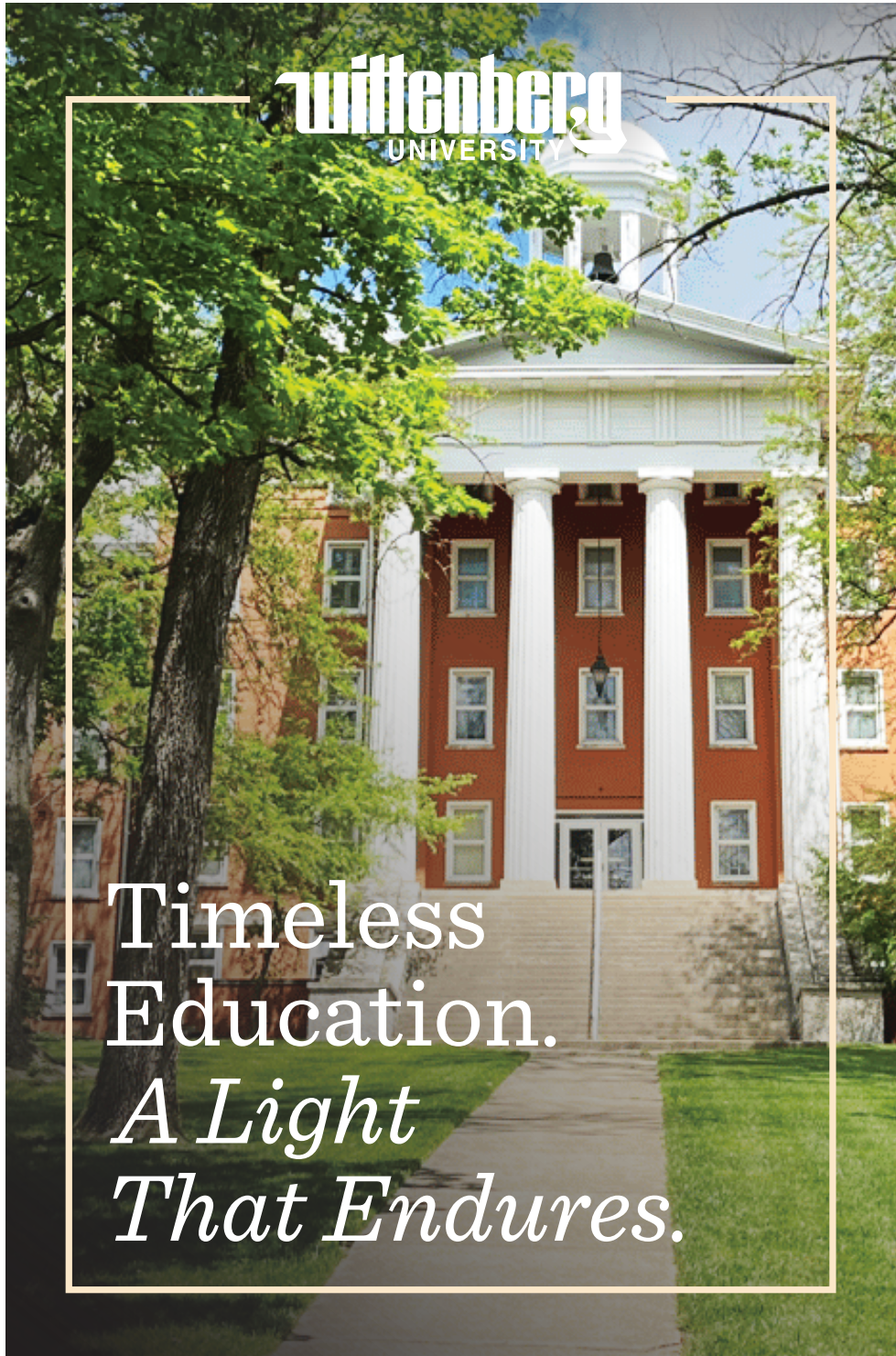
Email Signature



Signage



Posters



HAILEY MULVIHILL
NAMED WITTENBERG'S FIRST
GOLDWATER SCHOLAR

JUNIOR EARNS THE NATION'S PREMIER UNDERGRADUATE RESEARCH AWARD IN SCIENCE, ENGINEERING, AND MATHEMATICS.

Selected from a national pool of more than **5,000 students**, Hailey joins only **454 Goldwater Scholars nationwide** for the 2026-27 academic year.

A biochemistry/molecular biology and mathematics double major, Hailey began her research journey at Wittenberg as a **First Year Research Award (FYRA)** recipient and has since built an impressive record of laboratory and conference experience.

"This scholarship validates the hard work I have put toward my degree and recognizes the importance of the research I have done both at Wittenberg and at the RNA Institute."
- Hailey Mulvihill

After graduation, Hailey plans to pursue a **Ph.D. in molecular biology** and continue investigating the role of RNA in disease.

Through hands-on research, faculty mentorship, and national recognition, Hailey's achievement reflects the power of undergraduate research at Wittenberg.

FROM WITT TO WITTENBERG:
A JOURNEY TOWARD A CAREER IN LAW

ANDON PEACOCK '26
Political Science major
History + Justice, Law & Public Policy minors

FIRE WEEK 2027
Applications are open!

FINDING PURPOSE THROUGH SERVICE:
LEXIE MINARD'S
PEACE CORPS JOURNEY

ONE MONTH UNTIL
DECISION DAY

ELI HALVERSON '26
#LIFEAFTERWITT

A FINAL FOUR RUN, 1,000 CAREER KILLS AND A FUTURE IN SPORTS ANALYTICS.