

WARTBURG

Brand Guidelines

The new brand guidelines
for Wartburg College.

Updated 081924



Brand Guidelines

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About this guide.

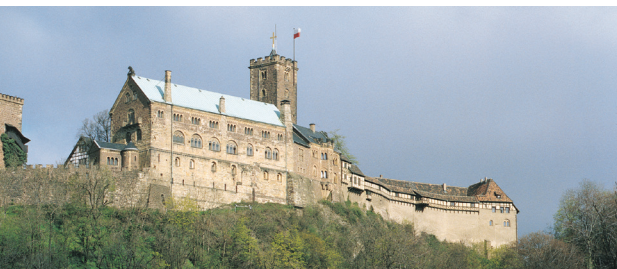
This brand guide will provide you with the tools needed to consistently use Wartburg brand elements with prospective students and external audiences.

The Strategic Marketing & Communication Office is available to help create marketing materials for external marketing and recruitment needs. A series of templates is also available for internal audiences. All materials, prior to printing or production, should be submitted to Strategic Marketing & Communication for review and approval.

For more information, questions, and other assets, please visit the Strategic Marketing & Communication website at www.wartburg.edu/marketing.

01 About Wartburg College

We're the college named after a famous castle.



Wartburg Castle
Eisenach, Germany

Founded in 1852, Wartburg College in Waverly, Iowa, is dedicated to challenging and nurturing students for lives of leadership and service as a spirited expression of their faith and learning. Together, we create an inclusive community combining diverse curricular and co-curricular experiences to prepare students to be resilient leaders of positive change through service in a complex world.

Wartburg's nearly 1,500 students, hailing from 40 U.S. states and 40 countries, create a community where each person is known and valued for the unique experiences and identities they bring to the college.

The college offers undergraduate degrees in more than 60 areas of study in the arts and sciences. Our graduates achieve remarkable success after Wartburg, with exceptional placement rates in graduate programs, including an 82 percent placement rate in medical school — more than twice the national average. Those who go on to begin their careers also find success, with new graduates landing meaningful opportunities at prestigious organizations like the Lawrence Livermore National Laboratory and John Deere. Since 2021, the college has offered a Master of Arts in Leadership and will continue to pursue innovative undergraduate and graduate programs aligned with our mission and strengths.

Logo History

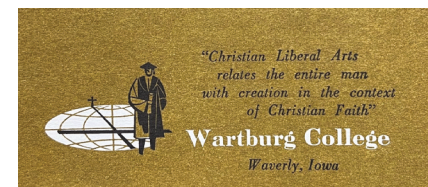
Prior to 1970, the college didn't have an official logo, but a series of typefaces were used. Wartburg has had a total of five official college logos.



1950s



1960s



1970s



1983



2002

Today



WARTBURG[™] COLLEGE

Experience more.™



Old Main
Wartburg College
Waverly, Iowa, USA

Wartburg's extensive co-curricular offerings include about 100 music ensembles, Division III athletic teams, and student-led organizations. Wartburg's athletic teams are consistently ranked in the top 5 percent nationally, and the college has brought home at least one individual or team national title each year for decades. In addition to frequent performances throughout the United States, many of the college's music ensembles perform during the college's Christmas with Wartburg performances, which are viewed by thousands each year. Touring ensembles travel abroad during May Term, frequently visiting Wartburg Castle, the college's namesake in Eisenach, Germany.

Wartburg has a strong alumni base of more than 24,000 graduates who enrich the life of the college through continued engagement with faculty, staff, and current students and upholding the rich traditions of the college through their participation in events like Homecoming & Family Weekend, UKnight Day, and alumni events around the world.

Our Brand Promise

After extensive research with more than 1,500 participants, we found the distinctive experiences students have at Wartburg involve a nurturing community, connection, and engagement. These are the common threads of the Wartburg experience for students, faculty, staff, and alumni.



Experience more.™

What does it mean? The Wartburg College experience helps students explore their passions and create meaningful connections through immersive learning inside and outside the classroom, leading to a future full of possibilities.

Our Mission

Wartburg College is dedicated to challenging and nurturing students for lives of leadership and service as a spirited expression of their faith and learning.

02 Brand Identity

The Logo

A logo creates a unique identifier that is not easily confused with another brand or institution. Its primary goal is to identify Wartburg College.

Behind the Logo

The simple "double-V" W letterform is transformed into a unique visual mark that merges hints of the history and heritage of the Wartburg Castle, our namesake, with bold linear styling.

Two overlapping V's create the W letterform, while a tower rises from the center, extending above the top of the letterform, just like the actual South Tower of the Wartburg Castle. The illustration style is meant to elicit the idea of a castle without having to know the Wartburg Castle in particular, making it easily recognizable. Simple crenelation atop the tower provides this effect without intricate detail. The two overlapping Vs reflect the tenants of leadership and service, part of the college's mission.

Small serif lines and varying stroke weight in the illustration help reflect the college's longtime use of the Garamond typeface in its logo, but also lend an air of collegiate feeling, connecting to block-letter influence used by higher education institutions for the better part of the last century.

The overall effect is a unique W mark that ties to the use of heraldry, coats of arms, and crests used throughout history. While not a true coat of arms, this familiar insignia style has been used for generations to help distinguish friend from foe and identify unity, family, and like groups. In this way, it helps reinforce the idea that we are all part of one unified community under the Wartburg banner — students, faculty, staff, alumni, and friends alike.





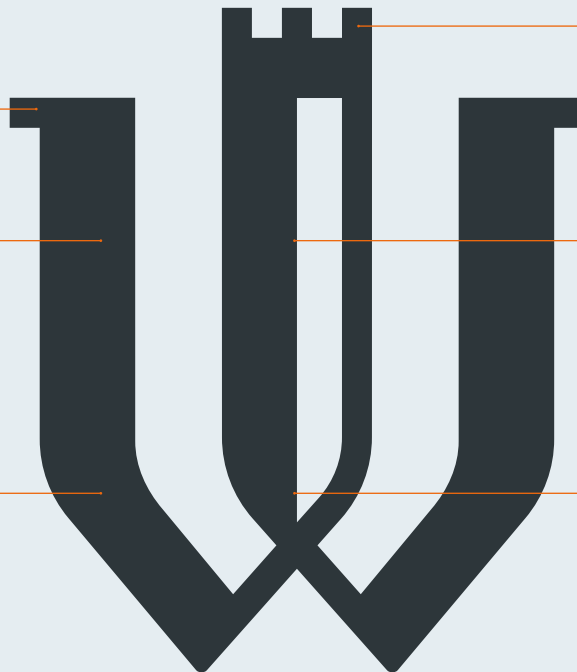
The Monogram

Hint of a serif reflects the Garamond influence and the lower part of the Wartburg Castle and lends a collegiate feel.

Two symmetrical shields that make up the W reflect important parts of the Wartburg mission — leadership and service.



The pointed, angular nature of the W, made up of varying stroke weight, pays homage to the traditional Garamond type used in Wartburg's past and implies the strength, stability, and history of the college.



Simple crenelation reflects castle idea, while the three squares make up an abstract W crown atop the tower.

The center of the W represents a castle tower, reminiscent of the South Tower of the Wartburg Castle, which stands above the rest of the castle to keep a watchful eye.

Center part of the W tower illustration reflects the "double-v" W from the Garamond influence.



03 Visual Identity

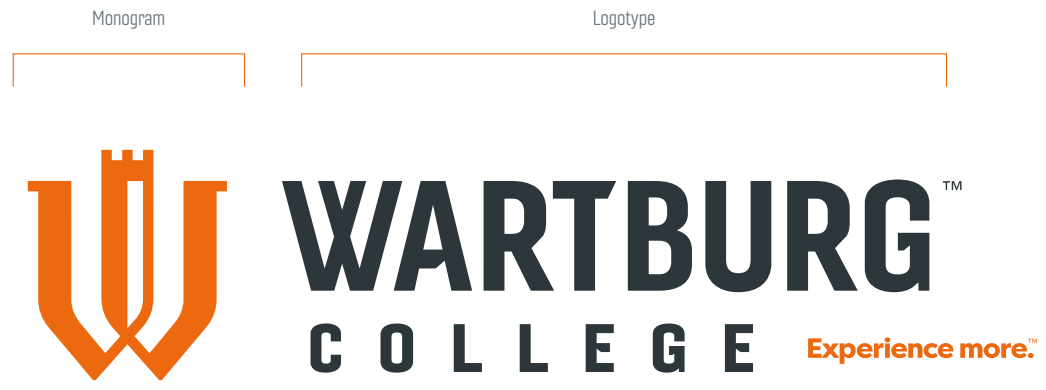
The Logo System

Primary logos and monograms are available for use along with a graphical flag device for more contrast.

Primary logos are available to the public and campus offices. Other variations may be used in certain applications as determined by Strategic Marketing & Communication. **Do not modify primary artwork in an attempt to create variations.** Strategic Marketing & Communication can supply official artwork, if approved.

Wartburg College manages its brand, name, logo, and images, which are trademarked, for identity consistency and brand governance. Our licensing program helps us consistently apply our policy.

➔ **Logo Downloads**
Visit www.wartburg.edu/logos to download the official institution logo and guidelines.



PRIMARY LOGOS



MONOGRAM LOGOS



Monogram Usage

The monogram can be an effective tool to aid in brand recollection and a shorthand for the full logo. However, the monogram should never be used as a replacement for the full logo for audiences who are not familiar with Wartburg College. When in doubt, use the full logo.



FULL COLOR

REVERSE

1-COLOR BLACK

VERTICAL ORIENTATION

PRIMARY



FLAG



HORIZONTAL ORIENTATION

PRIMARY



FLAG



Limit the use of one Flag version per surface.

03 The Logo

Construction and Clearspace



The Logo Construction

The Wartburg logo is designed for simplicity and memorability. It consists of a symmetrical W monogram made from varying weighted lines and clean, sans serif logotype in all caps.

It is important to keep the logo clear of other graphic elements, patterns, and images. To ensure this, a clearspace zone has been established. This clearspace zone indicates the closest any other graphic element or message can be positioned in relation to the monogram and logotype, which has a fixed relationship that should never be changed in any way.

Clearspace

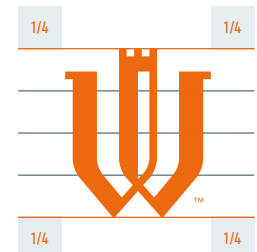
The clearspace is the minimum amount of space that must be left around our logo to ensure that it is visible and legible and to prevent any visual clutter or interference. It is important to maintain the clearspace to preserve the integrity of our brand and ensure that our logo is always presented in a professional manner.



Computation: To ensure proper clearspace around our logo, a minimum distance of one half of the logo's height must be maintained on all sides. This means that no other text or images should be placed within this designated clearspace. **Formulas: With Logotype Clearspace** = Height of the word "WARTBURG."
Without Logotype Clearspace = One-fourth the height of the monogram or flag.

Minimum Logo Size

Whenever you use the logo, it should be used with a minimum height of 1/4" for the monogram version and 3/8" for the flag versions. When the logo is used under 5/8" in height, the tagline is optional. The monogram versions should be used in smaller spaces. The clearspace is in addition to the logo height to ensure its visibility.



03 The Logo Application on a Background

Often, you'll place the logo onto a colored background. Ensure there is sufficient contrast with the background color or image for legibility. When placing our logo on a light background, we recommend using the orange/slate versions of our logo, as this provides a strong contrast and ensures that the logo is easily visible. For reverse applications, all white, white/orange, or light gray are best.

- Ensure that enough contrast is used for legibility. Do not place the logo on distracting images or patterns. Never change the proportions of the logo or add additional type.



04 Typography

Brand Logotype



Custom type connects Wartburg's rich history and mission.
Type on the page should contrast with the brand logotype, not match it.

Why sans serif?

The logotype is inspired by mid-1800s sans serif fonts that were used to express new ideas and advances in mathematics, science, and literature, which became popular in Germany near the time of Wartburg College's founding. The type feels familiar because this movement in typographical trends became the basis for the reprisal of sans serifs in the mid-1950s. During that time, Helvetica, one of the most ubiquitous fonts of modern time, came into cultural relevance as seen across countless brands and movements — notably McDonald's, Target, 3M, Microsoft, Pepsi, Jeep, Panasonic, AT&T, and more.

WARTBURGTM

WARTBURGTM

WARTBURGTM





WARTBURGTM

COLLEGE

A custom "double-V" W pays homage to the Garamond typeface used in Wartburg's past.

Hand deconstruction of letterforms harkens back to the influence of Blackletter to create uniqueness from the standard typeface. Blackletter was common around the time of Martin Luther's translation of the New Testament into German at the Wartburg Castle.

04 Typography

Primary Font

The Primary Font

Avenir

Avenir

About Avenir

Avenir is the primary font in Wartburg materials and is used in the campus way-finding and signage system. It is a geometric sans-serif typeface designed in 1988 by Adrian Frutiger. Avenir is French for “future” and takes inspiration from early geometric sans-serif typefaces Erbar (1922) designed by Jakob Erbar and Futura (1927) designed by Paul Renner.

Desktop Fonts

If you're making materials for Wartburg College, please make every effort to use the correct fonts for brand consistency.

PC users: Please use Avenir Next LT Pro as the sans serif for both headlines and text. It is available as a Windows and Office download.

Mac users: Avenir should be available as part of the MacOS but can also be purchased at [MyFonts.com](https://www.myfonts.com) from Monotype.

Uses

Headlines 36 pt and above

Subheads 18 pt to 36 pt

Body Copy 8 pt to 16 pt

Small Type 8 pt and below



Primary Font :
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

Heavy

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

Suggested Pairing

Our mission.

Wartburg College is dedicated to challenging and nurturing students for lives of leadership and service as a spirited expression of their faith and learning.

Book

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

Figures

0 1 2 3 4 5 6 7 8 9 0

04 Typography

Secondary Font

The Secondary Font

Garamond

Garamond

About Garamond

Garamond Premier Pro had its genesis in 1988 when Adobe senior type designer Robert Slimbach visited the Plantin-Moretus Museum in Antwerp, Belgium, to study its collection of Claude Garamond's metal punches and type designs. Garamond, a French punchcutter, produced a refined array of book types in the mid-1500s that combined an unprecedented degree of balance and elegance and stand as a pinnacle of beauty and practicality in typefounding.

Desktop Fonts

If you're making materials for Wartburg College, please make every effort to use the correct fonts for brand consistency.

PC users: Please use Garamond as the sans serif for both headlines and text. It is available as a Windows and Office download.

Mac users: Garamond Premiere Pro is available from Adobe Creative Cloud. ITC Garamond and Adobe Garamond are suitable alternatives.

Uses

Headlines 36 pt and above

Subheads 18 pt to 36 pt

Body Copy 8 pt to 16 pt

Use **Avenir for Small Type** 8 pt and below



Primary Font :
**Garamond
Premier Pro**

Display
Headlines and Subheads only

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

Semibold Display
Subheads only

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

Suggested Pairing

Our mission.

Wartburg College is dedicated to challenging and nurturing students for lives of leadership and service as a spirited expression of their faith and learning.

Regular
Body Copy and Small Type only

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

Figures

0 1 2 3 4 5 6 7 8 9 0

05 Color

Brand Color System

Color is an essential part of our brand's visual identity. It helps us create a distinct look, create affinity, and celebrate our history.

Brand Color System

We are orange at our core. Orange is the most recognizable part of our brand and is an important factor in making us stand out from the crowd.

Much like the color, we aim to be friendly, accessible, and vibrant. The youthful energy of the color reflects the positive, can-do attitude of our students, faculty, and staff. Orange offers the energy of red and the happiness of yellow for a strong, confident hue.

The color orange gives us a boost, quite literally. The color is said to increase oxygen to the brain, which stimulates mental activity and

creativity. That's pretty great for educators whose passion is to nurture students to grow and solve problems. The vibrant color also reminds one of the sweet and tart flavor of the fruit it's named after.

The use of orange also provides us with a competitive advantage. In America, orange is often used for things that stand out and signals the need to pay attention. That's why we avoid construction cones and follow directions from orange road signs. Its rarity of use for a brand color in higher education also helps us stand out.

Color Usage

When using the brand colors, ensure that the memorable nature of orange is omnipresent. This is often achieved through the combination of orange and slate, or orange and an accent color. Don't overdo it; balancing the exuberance of orange with other colors helps keep it impactful.





Primary Color

Wartburg Orange

Color Codes

CMYK : C 0 M 70 Y 100 K 0
 Pantone : 165 C
 RGB : R243 G102 B33
 Web : #F36621

90 %

80 %

70 %

60 %

50 %

40 %

30 %

20 %

10 %

Secondary Color

Deep Slate

Color Codes

CMYK : C 20 M 0 Y 0 K 90
 Pantone : 432 C
 RGB : R46 G59 B60
 Web : #333F49

90 %

80 %

70 %

60 %

50 %

40 %

30 %

20 %

10 %

Gradient: Wartburg Orange to Knights Orange

Tertiary Color

Palas Teal

Color Codes

CMYK : C 60 M 0 Y 25 K 20
 Pantone : 2233 C
 RGB : R73 G165 B167
 Web : #339999

Tertiary Color

Knights Orange

Color Codes

CMYK : C 0 M 85 Y 100 K 0
 Pantone : 172 C
 RGB : R255 G71 B18
 Web : #FF4712

Tertiary Color

Mosaic Gold

Color Codes

CMYK : C 0 M 20 Y 100 K 0
 Pantone : 123 C
 RGB : R255 G203 B5
 Web : #FFCC00

Tertiary Color

Armor Black

Color Codes

CMYK : C 0 M 0 Y 0 K 100
 Pantone : BLACK 6 C
 RGB : R000 G000 B000
 Web : #000000

For Pantone® colors on uncoated stocks, please consult Strategic Marketing & Communication for guidance.

06 Branded Materials

Stationery System

Unified stationery creates brand identity through consistent use of the visual identity system.

How to Order

Campus offices can order stationery items online at www.wartburg.edu/marketing.

Standard Business Card

Inks
PMS, Full Color

Dimensions
3.5 x 2 in

Paper Weight
100# Opaque Cover



FRONT



BACK

Stationery is a primary means of communication, and it is essential that each application be a consistent reflection of our identity.

Standard Stationery



Standard Letterhead

Inks PMS, Full Color, or Black	Dimensions US Letter (8.5 x 11 in)	Paper Weight 70# Opaque Text
--	--	--

Standard Envelope

Inks PMS, Full Color, or Black	Dimensions No. 10 (9.5 x 4.125 in)	Paper Weight 70# Opaque Text
--	--	--

Usage

Letterhead should be used for all official external communication of Wartburg College.

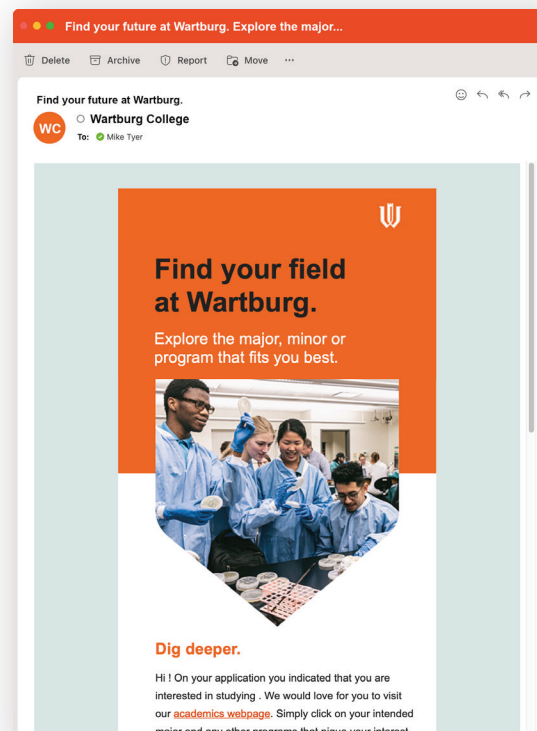


06 Branded Materials Usage Examples

PREMIUM STATIONERY



MARKETING EMAILS



PRESENTATION TEMPLATES





PRINTED MARKETING MATERIALS



APPAREL



BRANDED MERCHANDISE



DIGITAL SCREEN SIGNAGE



PINS AND STICKERS



07 Other Official Marks

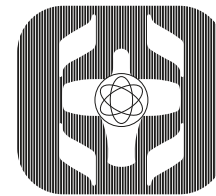
College Seal and Presidential Seal



The College Seal

The official Wartburg College Seal conveys a strong sense of our rich heritage, including the Luther Rose, which Martin Luther used as a symbol of his beliefs. The cross at the center of the heart illustrates Luther's conviction that we live by faith in Jesus Christ. The rose flowering around the heart represents the peace and joy that result from such faith. The outer ring, a circle without beginning or end, is a reminder that God's gifts and blessings are everlasting.

- ↘ **The seal is restricted to legal documents, diplomas, and the like. It is most often used on materials whose message is primarily academic, historical, or distributed by the Office of the President.**



The Presidential Seal

The official Presidential Seal combines religion and science, with a common depiction of an atom inscribed inside a cross.

- ↘ **The Presidential Seal is only used by the Office of the President and is not to be used by any other entity.**

Use of these seals is restricted but may be granted for special circumstances or events. Requests for usage approval can be made through Strategic Marketing & Communication.

Athletics Logo

Wartburg Knights

Wartburg athletic teams are well known for their performance and sportsmanship. Protecting that legacy includes the identity of our sports teams. The Wartburg Athletics logo is a Garamond W printed over a circle with Knights printed in a unique Weiss Rundgotisch typeface that is not used elsewhere. **Do not attempt to match the Knights typeface.**

Athletic teams all use the same Knights logo with their sport typeset below in United Italic Condensed Black. Typesetting "WARTBURG" below the athletics logo is also permitted.



FOOTBALL



WARTBURG

Wartburg College manages its brand, name, logo, and images, which are trademarked, for identity consistency and brand governance. Our licensing program helps us consistently apply our policy.



All Wartburg Athletics logoed materials, merchandise, equipment, uniforms, and signage are monitored and approved through our licensing program. To get started, get high resolution artwork, and submit items for licensing approval, visit www.wartburg.edu/licensing.

PRIMARY



SECONDARY



1-COLOR, POSITIVE ONLY



10 Design Assets

Patterns and Templates

Patterns

A series of predetermined patterns are available for use in materials as assets. They should be used sparingly to aid in the feel of the material and not detract from the information being presented.

➔ Do not alter, recolor, stretch, or manipulate patterns.



INTERLACED MONOGRAM



MONOGRAM



STAR MONOGRAM

Templates

A series of digital templates are available for campus offices. Templates will be added over time and include common materials for digital stationery, digital signage, presentations, email signatures, and event marketing.

➔ A login is required to access templates and digital assets. Visit www.wartburg.edu/templates to access digital templates.



Charts and Tables

Simplicity

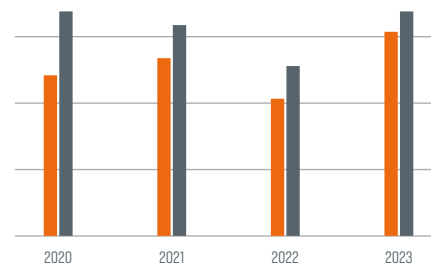
Infographics are an important component when communicating complex information in a clear and visually engaging way.

When representing data, statistics, and other information, use images, charts, tables, and graphs to convey complex data and concepts in a simple and engaging way. Simple, clean, and easy-to-understand labeling is key. Limiting fonts and colors makes the data more clear, as the reader is not trying to decipher complex formatting along with the data.

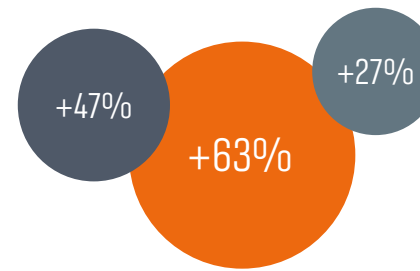
Table Formatting

Expenses		2021	2021	2022	2023
1.	Real Estate of Company	\$22,000	\$22,000	\$22,000	\$22,000
2.	Other Company Assets	\$22,000	\$22,000	\$22,000	\$22,000
3.	Deferred, Prepaid, Expenses	\$22,000	\$22,000	\$22,000	\$22,000
4.	Real Estate of Company Description	\$22,000	\$22,000	\$22,000	\$22,000
5.	Values and Storage	\$22,000	\$22,000	\$22,000	\$22,000
Total Assets		\$110,000	\$110,000	\$110,000	\$110,000

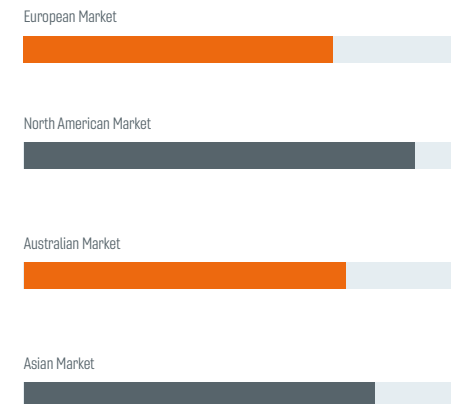
Vertical Bar Charts



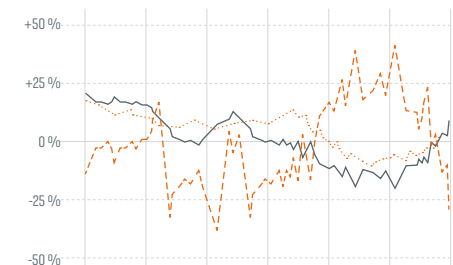
Comparison Details



Horizontal Bar Chart



Data Line Chart



WARTBURG



100 Wartburg Boulevard
Waverly, Iowa 50677-2215
USA

Toll Free: 800-772-2085
Local: 319-352-8200

www.wartburg.edu

For guidance, special requests, and assets contact:

Strategic Marketing & Communication

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319-352-8232
markcomm@wartburg.edu
www.wartburg.edu/marketing

For licensing requests contact:

CLC Licensing

applications@clc.com
www.clc.com
www.wartburg.edu/licensing