



WARTBURG

COLLEGE Experience more.™

Brand Toolkit

DECEMBER 2023

About this Brand Toolkit

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

The Marketing & Communication Department is available to you to help create marketing materials for various needs. All materials, prior to production, should be submitted for review and approval.

For more information, questions and other assets, please contact your account executive. Learn more at www.wartburg.edu/marketing.

Our Positioning



Experience more.™

Why Experience More?

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.

What does it mean?

Wartburg College is a student-centered community that helps students **explore their passions** and **create meaningful connections** through immersive **experiences inside and outside the classroom**, leading to a **future full of possibilities**.



Type Treatments

These treatments should be used for student recruitment and alumni audiences. Visit www.wartburg.edu/logos for the official institution logo and guidelines. Use only one type treatment or logo per piece.

FULL COLOR

REVERSE

1-COLOR BLACK

PRIMARY VERSION



SIMPLIFIED VERSION



TAGLINE VERSION





Color

The Wartburg brand is rooted heavily in our iconic orange. The use of the correct, consistent orange strengthens our brand and identity. Tertiary colors support our orange-first color palette.



PRIMARY ORANGE
CMYK : 0 / 70 / 100 / 0

RGB : 255 / 205 / 3
HEX : #F37021

FOR SPECIFIC USES:
PANTONE 158C



Orange Gradient



SLATE GRAY
CMYK : 30 / 00 / 0 / 90

RGB : 36 / 56 / 66
HEX : #243842

OR

BLACK
CMYK : 0 / 0 / 0 / 100

RGB : 0 / 0 / 0
HEX : #000000

TERTIARY COLORS



GOLD
CMYK :
0 / 20 / 100 / 0

RGB : 255 / 203 / 5
HEX : #FFCB05



DEEP ORANGE
CMYK :
0 / 80 / 100 / 0

RGB : 241 / 90 / 34
HEX : #F15A22



TEAL
CMYK :
60 / 0 / 25 / 20

RGB : 73 / 165 / 167
HEX : #49A5A7



SPRUCE
CMYK :
70 / 0 / 25 / 45

RGB : 4 / 121 / 128
HEX : #047980

Typography

Strong, consistent typography helps reinforce our brand aesthetic. Our typographic style is rooted in the stability and heritage of Garamond, while modernized by the sans serifs Filson Pro and Avenir.

HEADLINE

Filson Pro Heavy
Garamond Premier Pro

TEXT

Avenir LT Std 55 Roman
Avenir LT Std 65 Medium
Avenir LT Std 85 Heavy
Avenir LT Std 95 Black

Garamond Premier Pro Regular
Garamond Premier Pro Italic
Garamond Premier Pro Semibold
Garamond Premier Pro Bold

SUGGESTED PAIRINGS

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.

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.

FINDING FONTS

Not all fonts may be available on your system. Here are resources to help you match the style as best as possible.

PC users:

Please use Avenir Next LT Pro as the sans serif for both headlines and text, and Garamond where appropriate.

Mac users: Filson Pro & Garamond Premier are available from Adobe Creative Cloud. If Avenir LT Std is not available, please use Montserrat as an alternate. ITC or Adobe Garamond are also suitable replacements for Garamond Premier.

Examples

Here are a few examples of recent materials showing the brand in use.

Experience more.

A new place to call **home.**

For the next four years, you'll live, eat, study, and experience more here.

Experience more.

Explore faith and **meaning.**

DEPARTMENT OF RELIGION & PHILOSOPHY
Religion Major, Religion and Philosophy Minors

Experience religion in a whole new way.

When studying religion and philosophy at Wartburg, you'll take courses that tackle tough questions, explore diverse perspectives, and help you understand the interdisciplinary nature of the field.

All of this will equip you with the ethical and analytical skills needed to bring greater meaning and purpose to your work in seminary, graduate school, church-related vocations, or community leadership.

Here you'll find faculty experts in:

- ☑ Greek & Hebrew
- ☑ Asian studies
- ☑ Ethics
- ☑ World religions
- ☑ Feminist theology
- ☑ Lutheran history and theology

Experience faith abroad in May Term:
GERMANY GREECE TURKEY JAPAN

wartburg.edu/religion

MORE THAN 60% of students complete an internship

Religion at Wartburg is unique from other small colleges because of the professors and their ability to bridge the gap between academics and pastoral preparation. I had two internships, which affirmed my call and prepared me for my master's program.
—Mandy Anderson '23, Attending Lutheran School of Theology at Chicago

Experience more at Wartburg for less than you think.

See for **yourself.**
Lower Tuition | Experiential Learning Funds | New Scholarships

WARTBURG COLLEGE Experience more.

Find your **possible.**

wartburg.edu

99% placement rate

100s of ways to be involved

Experience more.

A strong **community.**

There's so much more to college than what's inside the classroom.



WARTBURG COLLEGE **Experience more.™**

For more information, questions and other assets, please contact
Wartburg College Marketing & Communication. Find your account
executive and learn more at www.wartburg.edu/marketing.