# Wartburg College Identity Guidelines Quick Guide

Wartburg College must be consistent in how it represents itself to its various audiences to build trust that when they see our logos and wordmarks, the content that accompanies them is accurate and credible. This quick guide will help you communicate most effectively on behalf of the college to avoid confusion.

## TYPEFACES

### Adobe Garamond Pro

The "W" representing "Wartburg" is seen almost everywhere and is a version of the classic Garamond typeface.

Wartburg College
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

### Myriad Pro

Myriad is our safe, go-to body typeface. Any font from the Myriad family may be used (italics, light, bold, etc.)

WARTBURG COLLEGE
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

## COLORS

| | | |
|---|---|---|
| | *PMS 158* | *#f58025* |
| | *C* 0 | |
| | *M* 61 | *R* 245 |
| | *Y* 97 | *G* 128 |
| | *K* 0 | *B* 37 |

| | | |
|---|---|---|
| | *No PMS* | *#000000* |
| | *C* 0 | |
| | *M* 0 | *R* 0 |
| | *Y* 0 | *G* 0 |
| | *K* 100 | *B* 0 |

## MASTER LOGO, LOGOTYPE, AND ATHLETIC LOGO

The Wartburg College logo is the banner under which we meet our public. Therefore, it must be used wisely, consistently, and correctly to prevent a disorganized, incongruent representation of the college.

**INSTITUTIONAL LOGO**



*Chapel icon, not to be used by itself*   *Not to be used by itself*

**LOGO ON BACKGROUNDS**



**COLLEGE WORDMARK**



Wartburg College logos and wordmarks must stand out. Do not place them on busy backgrounds or place text/images too close to them. Do not distort or stretch the logos.

## DEPARTMENT LOGOS

Department logos should include the institutional logo with the department name underneath. Marketing & Communication will provide departments with a logo upon request.



**Dining and Hospitality Services**

## ATHLETIC LOGO

The Wartburg athletic logo, consisting of the Garamond W and "Knights," is to be used for sports teams, not academic departments.



## DOWNLOAD A LOGO

We recommend including the Wartburg logo on all your communication pieces. Contact your account executive and/or visit **www.wartburg.edu/marketing** to download.