



# BRAND GUIDELINES

Wartburg College Identity | *revised March 2023*

# Welcome

We are pleased to present the **Wartburg College Brand Guidelines**, which have been developed by members of our community who are called and gifted to advance the mission of Wartburg College through excellence in visual communications.

This document includes important brand guidelines for **logo usage**, **typography**, **color palettes**, and **photography style** with a variety of **sample templates**. It has been carefully designed to ensure a balance of consistency and flexibility. Adhering to these guidelines will guarantee that all materials produced with the Wartburg College name represent our brand consistently, **resulting in a unified, professional appearance**.

Thank you for your part in helping to strengthen and support Wartburg College. If you have questions regarding these guidelines, please contact the Marketing & Communication Office at [markcomm@wartburg.edu](mailto:markcomm@wartburg.edu).

Let us know how this guide works for you and what we can do to improve future versions. **We hope it serves you well.**

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# Brand Foundation

# 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.**

Wartburg College helps students discover and claim their callings—connecting their learning with faith and values, their understanding of themselves and their gifts, their perspective on life and the future, and the opportunities for participating in church, community, and the larger society in purposeful and meaningful ways.

## Our Vision

Wartburg College is called to be the leading institution in education of the whole person. 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.

## Diversity Statement

The Wartburg College community is committed to creating and maintaining a mutually respectful environment that recognizes and celebrates diversity among all students, faculty, and staff. Wartburg values human differences as an asset, works to sustain a culture that reflects the interests, contributions, and perspectives of members of diverse groups, and delivers educational programming to meet the needs of diverse audiences. The college seeks to instill values, understanding, and skills to encourage leadership and service in a global and multicultural society.

## College Profile

Wartburg enrolls approximately 1,550 students from 38 states and 61 other countries (2020-21). Approximately one-third of first-year students rank in the upper 10 percent of their high school class. The academic environment is characterized by small classes and strong personal support. Approximately 40 percent of students reporting a religious affiliation are Lutheran, followed by 25 percent Catholic and 9 percent Methodist. Many other Christian denominations are represented as well as Islam, Buddhism, Hinduism, Sikhism, and Judaism.

Wartburg is one of 200 U.S. colleges and universities featured in *Peterson's Top Colleges for Science*. The Carnegie Foundation for the Advancement of Teaching recognizes Wartburg for community engagement. The *2009 Princeton Review* ranks Wartburg among the 161 best colleges in the Midwestern Region. *Peterson's Competitive Colleges* includes Wartburg on its list of top colleges for top students.

The Wartburg social work program is the state's oldest undergraduate social work program. Wartburg is the only Iowa private college offering a major in music therapy.

During the past five years, more than 98 percent of students have found jobs or have been accepted into graduate or professional school within seven months of graduation.

# Our History

Wartburg traces its roots to **1852**, when **Pastor Wilhelm Löhe** of **Neuendettelsau, Bavaria**, sent **Pastor Georg Grossmann** to America to work as a missionary of the Lutheran faith. With five students, Grossmann founded a teacher-training school for German immigrants in **Saginaw, Mich.**

The college was moved several times to accommodate the shifting tide of Lutheran immigration (Dubuque, St. Sebald near Strawberry Point, Waverly, and Clinton in Iowa and Galena and Mendota in Illinois). **It permanently located in Waverly in 1935.** The name Wartburg was given to the college when it was located in rural St. Sebald because the wooded countryside of the area reminded Grossmann of the Thuringian Forest where the Wartburg Castle is located.

- **Neuendettelsau, Bavaria** → **Saginaw, Michigan**
- **Dubuque, Iowa** → **St. Sebald, Iowa** → **Galena, Illinois**
- **Mendota, Illinois** → **Clinton, Iowa** → **Waverly, Iowa**



## The German Connection

Wartburg is named after the Wartburg Castle in Eisenach, Germany, a center for culture and the arts since the 11th century. The castle became a significant landmark in Lutheran history during the 16th century Reformation. While under a papal ban and disguised as a knight, Martin Luther spent 10 months in hiding at the castle. During that time, he completed a translation of the New Testament into German. Considered one of Luther's greatest achievements, this translation became the standard for a uniform written language throughout Germany.



## Knights

Wartburg students and alumni are considered to be knights. All first-year students are "knighted" by the president and other leaders of the college during orientation weekend.

# Sir Victor

Sir Victor is the school mascot and cheers the Knights to victory. Duane Schroeder '58, long-time sports information director, was the creator of the original Sir Victor in the 1960s. The name Victor comes from the word "victory," which is something Wartburg knows a lot about on the field, on stage, and in the classroom.

If you frequently attend Wartburg's sporting events, you're surely familiar with the Knights' biggest fan! There's no doubt his enthusiasm and school spirit has spurred Wartburg's athletic programs to countless victories.

Here are some fun facts about Sir Victor:

- **Favorite Sports Team:** Wartburg Knights (Duh!)
- **Favorite Color:** **WARTBURG ORANGE**
- **Favorite Songs:** Wartburg Fight Song and Wartburg Loyalty Song
- **Measurements:** Helmet: 1'4"; Sword: 2'6"; Shield: 2'3"

Sir Victor

## Name, Likeness, and Signature

The name Sir Victor and his likeness are an important part of the Wartburg brand. Therefore, permission for usage of the name and likeness must be given by Marketing & Communication and the Alumni & Parent Relations and Annual Giving Office.



## Appearances

Along with cheering for the Knights, Sir Victor likes to make other appearances, including birthday parties, fundraisers and wedding receptions. All appearances are coordinated by the Alumni & Parent Relations and Annual Giving Office.

## Follow Sir Victor on Social Media

Your favorite knight is now on Facebook and Twitter! Follow his adventures and appearances, and share your own photos when you meet Sir Victor!

 @WCSirVictor

 WartburgSirVictor

 WCSirVictor

# Worth It

Worth It is both a tagline and a marketing initiative that speaks to the value of the Wartburg educational experience and the value of each person. Supporting this concept is the following positioning statement:

**At Wartburg College, students take a journey of discovery, embracing their passions and unlocking their potential to realize their purpose.**

## Journey of Discovery

Wartburg students find their place in the world.

## Embracing Passions

What excites you also motivates you to improve yourself and the world every day.

## Unlocking Potential

When you learn what you can do, you understand how big your impact can be.

## Realize Purpose

Putting your passion and potential together gives you purpose for life.

**Similarly, we express Worth It with a specific voice:**

**Warm:** Wartburg's tight-knit community fosters priceless lifelong relationships.

**Wise:** Wartburg's rich history, with roots in Germany, gives us a strong heritage and sense of place.

**Well-rounded:** Learning and practicing in a variety of areas makes us better leaders and citizens.



**Be Orange**

## Be Orange?

For about 10 years the college used Be Orange as its tagline. While it was fun and caught attention early on, the national higher education conversation has since shifted to whether a college education was worth the expense and time. **Worth It is the logical next step to explaining what it means to Be Orange.** It will always be part of campus life and will continue to be used as a rallying cry.



# Editorial Style Guide

# Writing Guide

This publication provides guidelines for addressing issues of grammar and style likely to be encountered while producing publications (e.g., brochures, newsletters, posters) for Wartburg College.

The guidelines are based largely on two sources: *The Associated Press Stylebook* and *The Chicago Manual of Style*. Both offer widely followed standards for writers and publishers. We recognize different types of publications and different audiences may require different approaches. For instance, an invitation or poster will have different stylistic requirements than a news release. Our goal is for all of our publications to communicate effectively. These guidelines do not apply to technical or academic writing.

Our style guide also includes suggested terms and phrases that can be used to talk about the Wartburg College experience. We take great pride in our tight-knit campus community that challenges students to lead and serve as a spirited expression of their faith and learning. This guide will provide you with the tools to effectively share that message with others.

## ABBREVIATIONS

The names of the U.S. states should be abbreviated as listed below when used in the body of a story (postal code abbreviations shown in the parentheses are not acceptable).

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W. Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

Do not abbreviate the states of Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

Spell out days of week: Monday, not Mon.; Tuesday, not Tues.

When used with a date, abbreviate the months as follows: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.

Feb. 10, not February 10th; Wednesday, Oct. 5, not Wednesday, October 5.

Do not abbreviate the months of March, April, May, June, and July.

## ACADEMIC DEGREES

### Preferred

Bachelor of Arts degree  
bachelor's degree  
Master of Arts degree  
master's degree  
Doctor of Philosophy degree  
doctorate

### Acceptable

B.A. degree  
B.A. degree  
M.A. degree  
M.A. degree  
Ph.D. degree  
Ph.D. degree

## ACADEMIC YEAR

Capitalize Fall Term, Winter Term, and May Term.

Capitalize Fall Break, Winter Break, and Tour Week.

Lowercase break, term, and week when plural: Fall and Winter terms.

We do not use freshman, sophomore, junior, or senior (except in athletics and external press releases).

The preferred terms are first-year, second-year, third-year, and fourth-year. Use class year (Sue Smith '17) on first or second reference, with no comma after the name and before the year.

## ADVISER, NOT ADVISOR

Exception: When advisor is in a proper name: *Student Senate Advisors Award*.

Use preferred spelling on subsequent references.

## ALUMNI

**Alumni** is plural, referring to more than one Wartburg graduate of either gender: *Alumni return to the campus for Homecoming*. A singular female graduate is an **alumna**: *Sally Wright, a Wartburg alumna, spoke at the meeting*. A singular male graduate is an **alumnus**: *The doctor said he was proud to be an alumnus of Wartburg College*.

Wartburg publications identify alumni by the final two digits of their class year: *John Jones '02* (no comma).

If an alumnus graduates with a graduate degree, their graduation year should be identified by the final two digits of their class year followed by MA: *John Jones '21 MA*.

If an alumnus has both an undergraduate and a graduate degree from Wartburg, they should be identified first by their undergraduate graduation year and then by their graduate degree graduation year in parentheses: *Amy Smith '04 ('22 MA)*.

Married alumni couples, when mentioned together, are identified by their class year and the spouse's maiden name: *John '02 and Amy Smith '04 Jones were married in August*.

A married alumna listed singly can be identified as Amy Smith Jones '04 or Amy Jones '04. In both cases, the class year follows her name: *Amy Smith Jones '04 chaired the committee*.

If an alumnus graduated in the early 1900s, their graduation year should be denoted in parentheses to differentiate them from graduates from the early 2000: *Sam Smith (1918)*. *If possible, write around it*.

## AMPERSAND

An ampersand (&) should only be used when it is part of a proper name: *Department of Journalism & Communication, Ogilvy & Mather*.

## APOSTROPHES

Use an apostrophe to indicate deletion of numerals: *He was a student in the '60s. She was president of the Class of '91*.

Use an "s" without an apostrophe to indicate spans of decades or centuries: *the 1990s, the 1800s*.

Do not use apostrophes with campus building names: *Founders Hall, Knights Village*.

Use "curly" apostrophes and real quotation marks (Smart Quotes in the Microsoft Word preferences).

## ATHLETICS

Athletic Department, not Department of Athletics

Titles: Director of Athletics, Associate Director of Athletics, Assistant Athletic Director (Capitalize only in front of a name.)

## CAMPUS LOCATIONS

*Please note that many, but not all, of our building names reflect our German heritage and are spelled with two n's.*

Anderson Human Performance Lab

Bachman Fine Arts Center (not Fine Arts Center)

Becker Science Hall

Bluedorn Instrumental Music Hall

Buckmaster Room (Whitehouse Business Center 214)

Canfield Athletic Weight Room

Cardinal Commons

Clinton Hall

Den-Rittersaal or The Den

Diers House

Founders Hall

Greenwood (President's residence)

Grossmann Hall

Hagemann Auditorium (Science Center 102)

Hagemann Castle Room

Hamm Platz

Harms Stadium at Hertel Field (baseball)

Hertel Outdoor Athletics Complex

Hoover Fieldhouse & Track (fieldhouse is one word in this usage)

Information Center

Knief Pavilion

Knights Ballroom: This is the area created by opening all of the meeting rooms on the north end of the second floor in Saemann Student Center. The individual rooms are not ballrooms: Heritage Room, St. Elizabeth Room, and Knights Room. For an event scheduled in two rooms, lowercase rooms: *The Scholarship Day dinner begins at 1 p.m. in the Heritage and St. Elizabeth rooms*.

Knights Village

Konditorei  
Levick Arena  
Liemohn Choral Music Hall  
Lilly Reflection Room  
Luther Hall  
Lynes Field (softball)  
Löhe Hall (To create the umlaut on Mac, type Option-u, followed by the letter. On a PC, hold down the Alt key while entering the number code 0252 or 0220).  
The Manors (Waverly Manor, Afton Manor)  
Max Cross Country Course  
McCaskey Lyceum: Capitalize lyceum when it is used with McCaskey, lowercase lyceum when it is used alone.  
McCoy East  
McCoy Living and Learning Center & Clinton Hall  
McCoy West  
McElroy Center  
Meirink Family Tennis Facility  
Mensa  
Meyer Strength & Conditioning Annex  
Neumann Auditorium  
Noah Health Clinic  
Old Main  
Ott Anatomy & Physiology Lab  
Otto Science Hall  
Platte Observatory  
Players Theatre  
Price Television Studios  
Print Center  
Rada-Aleff Classroom Technology Center  
The Residence (North and South Halls)  
Saemann Student Center (not Student Center)

Salzwedel Field (soccer)  
Sandra Rada Recital & Orchestra Hall  
Schuldt Natatorium  
Science Center  
Shotwell Tower  
Ticket Office  
Ubuntu Center (Slife Hall, Hebron Hall, Vollmer Hall)  
Voecks Auditorium (Science Center 134)  
Vogel Library  
Waldemar A. Schmidt Art Gallery  
Walker Wrestling Room  
Walston-Hoover Stadium  
The Wartburg Store  
Wartburg-Waverly Sports & Wellness Center (The W): Use the full name, with parentheses, on the first reference, followed by The W in succeeding references.  
Wartburg Chapel: Capitalize chapel when it is used with Wartburg; lowercase chapel when it is used alone. *The Wartburg Choir will perform in the Wartburg Chapel. Students gathered at the chapel for worship.*  
Whitehouse Business Center  
Wuertz Health & Human Performance Center  
Zesty Orange  
Zimmerman Field  
For a complete list of campus locations, visit [www.wartburg.edu/marketing/#names](http://www.wartburg.edu/marketing/#names).

#### CHRISTMAS WITH WARTBURG

The annual performance is Christmas with Wartburg. The theme for each year should be italicized internally and placed in quotes for news releases: *The 68th annual Christmas with Wartburg "Rejoice in the Living Water" is Dec. 4-6.*

#### COLLEGE ADDRESS

Wartburg College, 100 Wartburg Blvd., P.O. Box 1003, Waverly, IA 50677-0903.

#### ELCA

Use Evangelical Lutheran Church in America (ELCA) on first reference and ELCA in succeeding references.

Northeastern Iowa Synod, not Northeast Iowa Synod.

#### EMERITUS

This designation should only be used when the title has been granted by the Board of Regents.

#### DATES

Use cardinal, not ordinal, numbers in dates: March 9, not March 9th; Feb. 16, not Feb. 16th.

#### DEPARTMENTS AND OFFICES

Capitalize the formal names of departments and offices: Department of Biology; Admissions Office.

The following list includes the letterhead titles of most departments and offices:

Academic Resource Center  
Admissions Office  
Alumni & Parent Engagement  
Business Office  
Campus Programming Office  
Center for Community Engagement  
Center for Integrative and Interdisciplinary Studies  
Counseling Services  
Department of Art  
Department of Biochemistry, Chemistry & Engineering  
Department of Biology  
Department of Business Administration, Accounting & Economics

Department of Education  
Department of Health & Human Performance  
Department of History  
Department of Journalism & Communication  
Department of Languages, Literatures & Cultural Studies  
Department of Mathematics, Computer Science & Physics  
Department of Music  
Department of Religion & Philosophy  
Department of Social Science  
Department of Social Work  
Development Office  
Dining Services  
Financial Aid Office  
Human Resources Office  
Information Technology Services  
Institute for Leadership Education  
Institutional Advancement Office  
Institutional Research & Assessment Office  
International Programs Office  
Marketing & Communication Office  
Office of the President  
Operations & Maintenance Office  
Print Center  
Registrar's Office  
Residential Life Office  
Spiritual Life & Campus Ministry Office  
Student Diversity Programs Office  
Student Life Office  
Student Success Center  
Study Away Office  
Sustainability Office

The Wartburg Store  
Vogel Library  
Wartburg-Waverly Sports & Wellness Center  
Wartburg West  
    Wartburg West (location for Waverly/Iowa uses)  
    Urban Studies Program at Wartburg West (program name for Waverly/Iowa uses)  
    Wartburg College Urban Studies Program-Denver (program name for Denver and surrounding areas)  
    Wartburg College Urban Studies Program at Wartburg West-Denver (for use outside Iowa and Denver)  
Wartburg College Urban Studies Program-Des Moines

#### DIVERSITY AND INCLUSION

Use race or ethnicity as an identifier only when pertinent. When speaking of minority (racial and cultural) and international students collectively, the preferred term is **students of color**. When referring to minority students (racial and cultural), use American students of color.

#### ETHNIC SENSITIVITIES

Always ask individual preference.

**African American/Black:** It's acceptable to use these interchangeably to describe Black people in the United States. When referring to a specific individual, use the term he or she prefers.

**American Indian/Native American:** The two terms are synonymous. It's best to use individual preference, if known. When possible, use the name of the tribe rather than the generic American Indian or Native American.

**Asian, Asian American:** Use Asian when referring to anyone from Asia, but use Asian-American when specifically referring to those of Asian ancestry who are American citizens.

**Mexican American, Hispanic, Latino/Latina:** Use Mexican when referring to anyone of Mexican citizenship, and use Mexican-American when referring to those of Mexican ancestry who are permanent residents or citizens of the United States. Hispanic and Latino/Latina are umbrella terms referring to a person whose ethnic origin is in a Spanish-speaking country, as well as residents or citizens of the United States with Latin American ancestry.

#### GENDER SENSITIVITIES

**Wartburg subscribes to the policy of using non-gender-biased language:** Chair, rather than chairman or chairwoman; Knights, not Lady Knights. Be aware of language with discriminatory connotations. Here are just a few examples and suggested replacements.

Best man for the job; best candidate

Businessmen; business professionals, business leaders

Chairman; chair, chairperson, department chair

Craftsman; artisan

Foreman; supervisor

Mankind; humankind

Man-made; synthetic, manufactured

Manpower; personnel

#### EMAIL

**Email is one word and not capitalized within a sentence:** *The president sent an email summary of the Wartburg College Board of Regents meeting.*

#### ENDOWED CHAIRS & PROFESSORS

[www.wartburg.edu/chairs](http://www.wartburg.edu/chairs)

#### FIELDHOUSE

Fieldhouse is one word in all uses, a deviation from AP style.

### HYPHEN DASHES, EN DASHES, AND EM DASHES

Use a hyphen (-) to join words and numerical values of time: *7-7:30 p.m.* An en dash (–) is used for a duration of days and months: *Monday–Thursday, June–August.* An em dash (—) is used in body text to offset a tangential thought: *Two of Frank’s three children — all daughters — have attended Wartburg during his presidency.*

### NON-

The rules of prefixes apply. Do not use a hyphen when forming a compound that does not have special meaning and can be understood if not used before the base word (nonprofit, nonmusic). Use a hyphen before proper nouns or in awkward combinations, such as non-Christian and non-nuclear.

### NUMBERS

In general, spell out whole numbers below 10; use figures for 10 and above: *The professor teaches three classes on Monday. Her largest class has 50 students, while her smallest class has nine students.*

**With ordinal numbers, spell out first through ninth when they indicate sequence in time or location.**

**Starting with 10th, use figures:** *He was first in line. The runner finished in 12th place.*

**Always use figures for ages:** *The student enrolled at Wartburg when she was only 16. The baby is 8 months old.*

**Use figures for percentages and spell out “percent” instead of using the symbol:** *Alumni giving increased 3 percent.*

**Use figures for money:** *5 cents, \$1.05, \$2.8 million.*

### POSTGRADUATE, POSTDOCTORAL

One word. *He received a scholarship for postgraduate study at Stanford University.*

### PUNCTUATION

Use a comma before “and” in a series (a deviation from the AP Stylebook): *Alumni, parents, and friends support the college.* Use a comma before “and” or other conjunctions if what follows is a complete sentence.

Commas and periods go inside quotation marks. Semicolons and colons go outside quotation marks: *Alumni recall the cries of “Outfly,” which usually began the night before a big test. They called the tradition “Outfly”; it was a day off for students and faculty.*

### ROOM NUMBERS

Capitalize room when it precedes the number of a room in a campus building: *Luther Hall Room 106 or Room 106, Luther Hall.*

### SPACES

Use one space after a period between sentences. The old rule of two spaces after a period was created in the days of typewriters, when type was monospaced. Computers provide proportionally spaced letters, numbers, and punctuation marks. Using two spaces after the period creates unnecessary space.

### SPORTS TERMS

**All-American and Academic All-American are always capitalized:** *He was a wrestling All-American. “All” is not capitalized in conference honors: She was an all-conference selection. He was named to the first-team all-Conference.*

**Cross country:** No hyphen, which is an exception to AP style: *Wartburg hosted the cross country meet.*

**Field goal; field-goal:** Two words as a noun, hyphenated as an adjective. *The Knights made a field goal to win the game. His field-goal attempt was no good.*

**Free throw; free-throw:** Two words as a noun, hyphenated as an adjective. *She shot a free throw. He was the free-throw champion.*

**First-team:** Lowercase and hyphenate.

**Halftime:** One word. *The Wartburg Dance Team will perform at halftime.*

**Home plate:** Two words.

**Home run:** Two words as a noun, hyphenated as an adjective.

**Nonconference:** One word. *The Knights open the season with a nonconference game.*

**Place-kicker:** Hyphenated in all uses.

**Playoffs:** One word when used as a noun or adjective. *Wartburg made the playoffs. The Knights won the playoff game.*

**Postseason, preseason:** No hyphen. *The team began preseason training.*

**Running back:** Two words.

**Shut out; shutout:** Two words as a verb, one word as a noun or adjective. *The Knights shut out their opponents. Wartburg leads the league in shutouts.*

**Turn around; turnaround:** Two words as a verb, one word as a noun or adjective. *The coach hopes to turn around the team’s losing streak. Jackson’s turnaround jump shot sent the game into overtime.*

**Student-athlete:** Always hyphenated.

## TELEPHONE NUMBERS

**No parentheses around area code:** 319-352-8200.

**Abbreviate extensions:** 319-352-8200, ext. 8347.

**Toll-free number:** 1-800-772-2085.

**Fax:** Fax 319-352-8301.

## THEATRE VS. THEATER

Theatre is the program. Theater is the location. In general, only use theatre if it is the specific name: Players Theatre but a movie theater; Wartburg theatre courses.

## TIME

Use figures and no colons with the hour. Lowercase a.m. and p.m.: 11 a.m., not 11:00 a.m.; 11:30 p.m.

Spell out noon and midnight: noon, not 12 p.m.; midnight, not 12 a.m.

## TITLES (ACADEMIC AND OCCUPATIONAL)

**Doctor:** Abbreviate: *Dr. Penni Pier, Dr. Daniel Black*. Used in news releases to denote a medical doctor only.

**Reverend:** Abbreviate and include “the” in front of the title: *the Rev. John Smith*.

**Formal titles:** Capitalize and spell out titles, such as president, professor, or dean, when they precede a name: President Darrel Colson, not Pres. Darrel Colson; Professor Kim Folkers, not Prof. Kim Folkers. Do not capitalize titles when they are used without a name: *The president awarded the degrees. The dean chaired the meeting. The pastor led the worship service.*

**Occupational titles:** Do not capitalize, unless it precedes a name: *Dr. Dan Kittle, vice president for student life and dean of students; Dr. John Zelle, professor of computer science; Jennifer Sassman, director of financial aid.*

## TITLES (COMPOSITION)

Internally, titles of books, magazines, newspapers, movies, operas, plays, poems, songs, hymns, television and radio programs, and video games should be italicized: *War and Peace, Atlantic Monthly, Chicago Tribune, Don Giovanni, Macbeth, The Star-Spangled Banner, American Idol, All Things Considered*. In news releases, such titles, except newspapers and reference titles, should be put in quotation marks.

Capitalize the principal words, including prepositions and conjunctions of four or more letters: *Time After Time*.

Capitalize articles (a, an, the) or prepositions of fewer than four letters if they are the first or last word in a title: *A Farewell to Arms, On the Street Where You Live*.

## UPPERCLASS VS. UPPER CLASS

When referring to third- and fourth-year students, upperclass is one word. Upper class is used when referring to an economic status.

## WARTBURG COLLEGE VS. THE COLLEGE

Capitalize college when it is used with Wartburg. Lowercase when it stands alone. *Wartburg College is one of Waverly's largest employers. The college reported a record year in enrollment.* Similarly, Wartburg College Board of Regents as the proper name. Board of Regents or regents elsewhere. This rule may be broken in institutional messages.

## WEBSITE

One word, not capitalized within a sentence. *More details about Christmas with Wartburg are available on the college website.*

## COMMON LANGUAGE

The following descriptors can be used in press releases and programs and for various departments and endeavors. If you have a need for an individualized boilerplate identifier, **please contact your account executive** at [www.wartburg.edu/marketing](http://www.wartburg.edu/marketing).

## COLLEGE IDENTIFIERS

**General (short)** — Wartburg, a selective four-year liberal arts college of the Lutheran Church (ELCA), is internationally recognized for community engagement. The college enrolls X,XXX students from XX U.S. states and XX countries.

## General (long, used with hometown news releases)

Wartburg, a four-year liberal arts college internationally recognized for community engagement, enrolls X,XXX students. Wartburg is affiliated with the Evangelical Lutheran Church in America and named after the castle in Germany where Martin Luther took refuge disguised as a knight during the stormy days of the Reformation, while translating the Bible from Greek into German.

## WAYS TO TALK ABOUT WARTBURG STUDENTS, OUR COMMUNITY, AND OUR PROGRAMS

The most important thing is considering your audience. The public will not understand educational jargon or “academese.” News releases should be written in simple language that most middle school students can understand. As stated before, these recommendations do not apply to academic and technical writing.

Be wary of words that could have double meaning or be considered pejorative. See examples below.

### Avoid

Anxious

Received (honors, degrees)

Dormitory

### Preferred

Eager

Earned

Residence hall

The college also has a preferred lexicon that should be used, when possible, to maintain consistency across campus.

Avoid	Preferred
Small community	Tight-knit community
Extra-curricular	Co-curricular
Whole person	Well-rounded
Multidisciplinary, interdisciplinary	Integrative
Vocation ( <i>used in canonical documents</i> )	Calling ( <i>discovering your purpose, unlocking your potential</i> )

### TIPS FOR A PUBLICATION

#### Always Include a Call to Action

You want people to do more than read your content. You need them to DO something. Here are some examples of next steps.

- Read more (preferably link to another page in [www.wartburg.edu](http://www.wartburg.edu)).
- Watch a video.
- Request more info.
- Apply now.
- Sign up.
- Come to our event/register.
- Fill out a form.

#### Make Your Content Easy to Scan

Users don't always read all the content; they scan through it for relevant or interesting information.

To keep your information easy to scan:

- Break content into smaller sections.
- Use headlines to define sections.
- Use bulleted lists.
- Provide context and don't use insider language.
- Use keywords (Wartburg College, your department name, your specialties) in your text.
- Use active, simple, personal language.

### DESKTOP PUBLISHING

Computer software programs have made it possible for college departments and organizations to design their own fliers and brochures for on-campus distribution. It may be helpful to review basic guidelines when using these programs.

The best advice is to use restraint. Resist the impulse to use more than one or two design elements, even if you have several fonts to choose from and an almost limitless number of style options and graphic symbols (e.g., 3 0 8' ] q e† £) at your disposal. One or two of these elements may be effective. Using more cheapens the piece and makes it a less-effective communication tool.

Remember that the materials we produce reflect either positively or negatively on Wartburg's image as a quality institution. **Please contact your account executive at [www.wartburg.edu/marketing](http://www.wartburg.edu/marketing).**

### PROOFREADING

Use spell check, but don't rely on it to catch all your errors. The wrong word may be spelled correctly (they're, their, there). Check dates to make sure the day and date coincide. Proofread carefully. The best way is to read the material aloud.

### UNDERLINING, ITALICS, AND EMPHASIS

Use italics or boldface, rather than underlining, for emphasis: *Read the following information carefully* or **Read the following information carefully** instead of Read the following information carefully.

Don't use double emphasis. A **word in bold** will stand out. A *word in italic* will stand out. You don't have to bold, italicize, and underline something to get the reader's attention.

Avoid outline and shadow text completely as methods of emphasis.

When selecting a word or phrase to italicize, select the space before as well. Italic fonts tend to take up less space. By italicizing the space before the word or phrase, you'll avoid the distracting bit of extra space that would otherwise occur.

### ACCOUNT EXECUTIVES

The easiest way to work with the Marketing & Communication Office is to work with your account executive. This person will help you in the planning stages and will then work with all the necessary creative strategists on the marketing and communication team to make sure your ideas are executed in a timely manner. Account executives will keep things on track, and they will be your liaison in reviewing proofs, making changes, and generally ensuring you get what you need.

**STEP 1:** Develop your goals for marketing. Consider your audiences, placement of messages, and a call to action.

**STEP 2:** Meet with your account executive and discuss the marketing strategy details. They can help you identify the right communication vehicle to accomplish your goals.

**STEP 3:** Contact your account executive **at least six to eight weeks** before you need your final product. Discuss timelines, delivery dates, and quantities of printed materials.

**STEP 4:** Account executives will work with creative staff to:

- Create a design and style to cover your electronic and print media.
- Set up photo/video shoots.
- Update or create a website.
- Launch a social media campaign.
- Determine format and volume of printed projects based on budgets.

**STEP 5:** Participate in timely review of proofs.

**STEP 6:** Receive your final product and offer feedback to your account executive, and if necessary, the vice president of marketing and communication so we can continue to improve.



# Logo and Identity

# Logo Formats

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.

## *The Wartburg Chapel icon*

The chapel symbol indicates the college's Lutheran heritage of leadership and service as an expression of faith and learning. The logo pulls elements from the physical chapel spires on campus—one of the most iconic landmarks of Wartburg College.

## *'Wartburg College' in Pantone 158, with official, specialized Garamond typesetting*

The Wartburg College wordmark is based off the elegant Adobe Garamond Regular, a serif font from the time of Martin Luther. The type itself is modified from the original, and its letters are individually spaced to fit the block area correctly. **Please don't try to imitate the 'Wartburg College' typesetting with a similar font.**



Chapel Icon

Wordmark, not to be used by itself

**Wartburg**  
COLLEGE

This alternative wordmark will be used when a more bold masthead is needed for design and web publications.

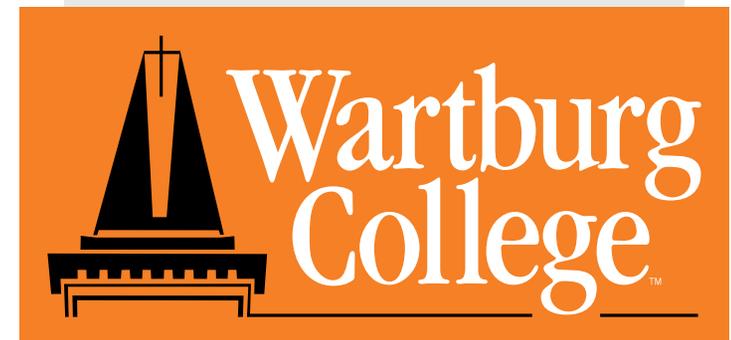
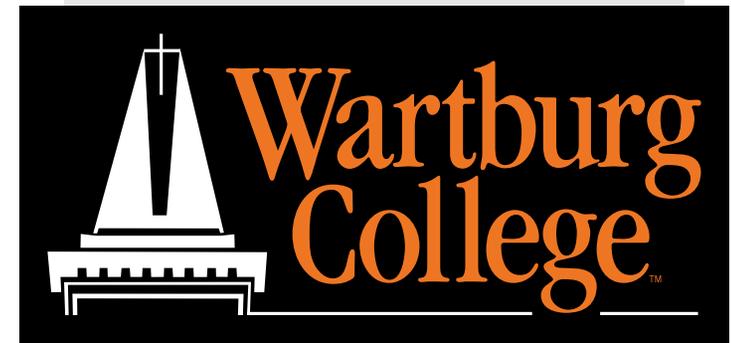
Logos can be found at [www.wartburg.edu/logos](http://www.wartburg.edu/logos).

# Logo on Different Backgrounds

**When the logo is displayed on a white background,** it should be two colors: orange logotype (PMS 158 or CMYK build) and black chapel. In instances where the logo must be reproduced in one color, use PMS 158 or black.

**When the logo is displayed on a black background,** it should be two colors: orange logotype (PMS 158 or CMYK build) and white chapel. In instances where the logo must be reproduced in one color, use PMS 158 or reversed as white.

**When the logo is displayed on an orange background,** it should be two colors: white logotype and black chapel. In instances where the project must be reproduced in one color, use black or reversed as white.



# Minimum Size and Clear Space

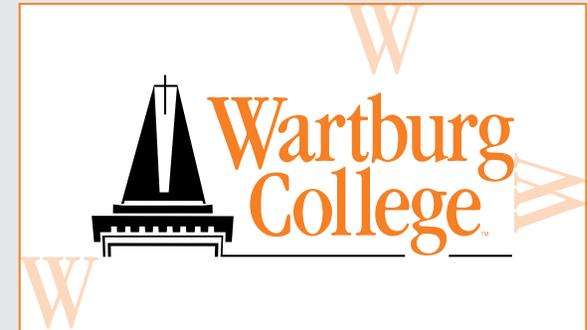
These specifications outline the minimum size allowance (1.25 inches wide) and mandatory clear space (eyeballing a 'W' around the logo) for each format of the Wartburg College logo. In those rare instances that may require a smaller reproduction, contact Wartburg College Marketing & Communication for guidance.

## Standard Departmental Logos

Standardized unit logos are available for departments as well as administrative offices that demonstrate the need.

Department logos should include the chapel logo with the department name underneath. Marketing & Communication will provide departments with an appropriate logo upon request.

### Clear space around logo



The mandatory clear space on all four sides of the logo is shown here. All text, graphic elements, and page edges must be outside of this clear space.

### Minimum size of logo



1.25 inches wide



# Improper Logo Usage

The examples on this page and the next demonstrate some improper uses of the Wartburg College logo.

Logo has been distorted vertically or horizontally



Logo has been tilted/rotated, not in line with the project's design



The logo elements have been arranged into a different configuration



Logo has been cropped, cutting into the graphic



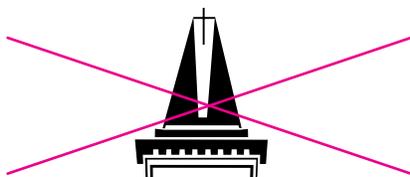
The logo has been recreated and/or substituted with another typeface



The proportions and colors of the logo elements have been altered



The chapel is used without the logotype



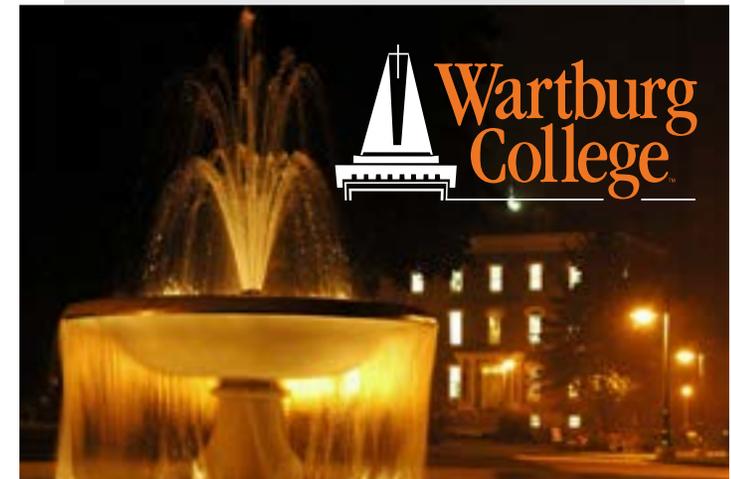
The logotype is used without the chapel



# Logo on Image

The Wartburg College logo may be reversed out as white on a photographic background, as long as contrast and legibility are properly maintained. The examples to the right show photographs with backgrounds that provide acceptable simplicity and contrast. The logo should never be used on a background that compromises legibility by creating a contrast that is too subtle or weak. The examples below show backgrounds that are too complex and busy or don't provide enough contrast to be considered properly legible.

Acceptable logo backgrounds



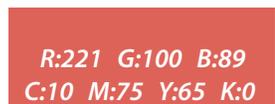
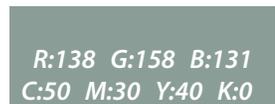
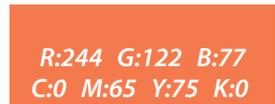
Unacceptable logo backgrounds



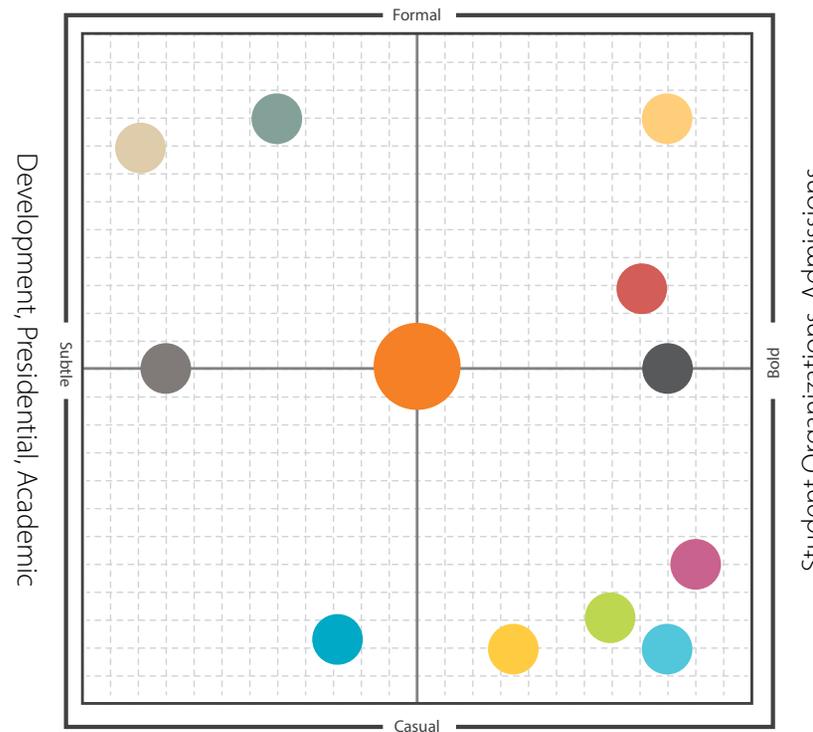
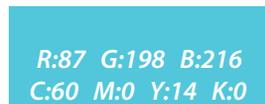
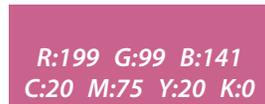
# Color Palette

The colors shown below constitute the approved complementary color palette for all Wartburg College marketing vehicles. Chosen from the palette of campus, the colors can be used with a tonal grid to help guide projects.

## Formal supplemental colors



## Informal supplemental colors



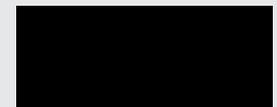
## Primary Colors

Everyone knows that Wartburg is synonymous with “Be Orange,” and we take the color orange seriously. Our Wartburg orange is a distinctive color and needs to remain consistent on any print or web communication.



<b>PMS 158</b>	<b>#f58025</b>
C 0	R 245
M 61	G 128
Y 97	B 37
K 0	

*PMS 172, a more red orange, may sometimes be used for athletic swag.*



<b>No PMS</b>	<b>#000000</b>
C 0	R 0
M 0	G 0
Y 0	B 0
K 100	

*The grid to the left can be used as guidance in selecting colors for a project. The lower right quadrant is casual and bold—so it’s acceptable to use for student organizations and admissions.*

*As you move to the upper left, the tone gets more formal and subtle—perfect for more formal audiences, such as the President’s Office, donors, or the Board of Regents.*

# 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.

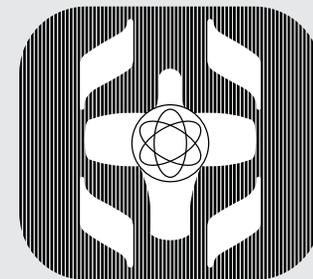
The seal is restricted to legal documents and diplomas, it is most often used on materials whose message is primarily academic, historical, or distributed by the President's Office.

When appearing on a dark or colored background, the entire seal should reverse out as white. When appearing on a white or light background, the entire seal should be black. If unique circumstances arise concerning use of the seal, please contact Marketing & Communication for guidance.

**College Seal**



**President's Seal**



The President's Seal is only used by the President's Office and not to be used by any other entity.

# Athletic Logo

It could be argued that more people experience the Wartburg College brand through athletics than any other medium. Therefore, it is vitally important that we protect this entity of the college with consistent standards. If you have any questions about the athletics standards, please contact our sports information director or graphic designer. The official Wartburg College logo is not required to appear with athletic logos.

Primary logo



Black/White/Grey logo



Athletic logo options with team wordmark underneath



**VOLLEYBALL**



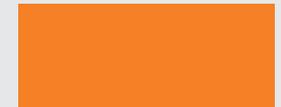
**TENNIS**



**FOOTBALL**

The typeface used for "Knights" is 'Weiss Rundgotisch', which isn't used anywhere else.

Instead, try pairing the athletic logo up with **United Italic Cond Black.**



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

*PMS 172 may sometimes be used for athletic material.*

# Athletic Logo

Versions of the athletic logo with minimal inks, shown at right, are for merchandise only. When possible, use the full athletic logo with the circle (see page 23).

Given the inexact nature of color matching when embroidering or silkscreening, a broader palette of white, gray, orange, and black may occasionally have to be considered. This is especially true as different vendors and materials are used. For clothing fabric, please stay close to the white, gray, orange, and black within the college palette. When printing a background color, please reference the brand standards for CMYK or PMS colors (see page 23).

Visit [www.wartburg.edu/licensing](http://www.wartburg.edu/licensing) for more information on licensing.

1-ink logos:



# Other Marks

Some programs, services, or student organizations may warrant a specialized mark. In those instances, faculty and staff must consult with Marketing & Communication on the design and use.

## Student Life Logos

For marketing purposes, most student organizations are free to create and use their own marks (with approval of Student Life). These student organizations are invited, but not required, to use Marketing & Communication for design and implementation consulting. Only approved student organizations can use the Wartburg College name. **It is recommended that the student logo contains elements of the Wartburg brand—orange, the common ‘W,’ and the phrase ‘Wartburg College.’** The Wartburg College name cannot be manipulated with iconography without express permission of the college.

These logos should be used when communicating with an internal audience only. Any communication with an external audience (tier-one organizations, such as music groups, athletic teams, tour organizations, etc.) should be created by and with Marketing & Communication.



## Time-limited events

Examples of events that might warrant a special design for promotion:

RICE Day	St. Elizabeth Week
MLK Week	Christmas with Wartburg
Homecoming	UKnight Day



## Tier-One Logos

Tier-one logos should be used when a student organization regularly communicates with an external audience, e.g., music groups, athletic teams, and tour organizations. These logos should be created by and with Marketing & Communication.



Music



Student Life



Athletics



Development



Campaign



Admissions



The Wartburg Store



The W



Academics



President's Office





# Printing and Posting

# Publication Guidelines

Getting your files ready for print begins with design, art, and text. Following these guidelines will increase the quality of your printing, and the speed at which you get your job back and may even save you money!

Remember the materials we produce reflect either positively or negatively on Wartburg's image as a quality institution.

## WHY BLEEDS COST MORE

It takes more paper and requires the document be trimmed at least four times (for every edge that bleeds). This translates into wasted paper and extra labor.

Trim Marks



1/8" Bleed Trim 1/16 Safe Zone

## Print Center Suggestions

### MARGINS AND SAFE ZONE

Material printed by the Digital Print Center requires a 1/4-inch margin on all sides. All critical elements (text, images, logos, etc.) must be kept "safe" at least 1/16" (.0625") inside the edge of the trim. Anything too close to the edge may be cut off.

### BLEEDS

If your artwork goes to the edge of the document, an 1/8" (.125") bleed is required. Choose *File > Adobe PDF Presets > [High Quality Print]*. In the *Marks and Bleeds* section, select *Crop Marks* in the Marks area, and check *Use Document Bleed Settings* in the Bleed and Slug area. Make sure ".125" shows up (it will if the document was created with bleeds. If not, go back to *Page Setup* and add the bleeds.)

### IMAGE RESOLUTION

We advise you to send 300 dpi files. This resolution will ensure that your design is sharp instead of blurry. High resolution means more image detail. Images downloaded from the Internet are usually at a lower resolution of 72 dpi and are not suitable. Make sure all files are linked before exporting to PDF.

### FONTS

Limit yourself to one or two fonts in a document. You may want to use a serif font for the body copy and a sans serif font for the headlines: Myriad Pro headlines and Garamond body copy, for instance.

### OTHER CONSIDERATIONS

The best way to ensure your file is printed exactly as you designed it is to convert your fonts to outlines and save the file as a PDF.

# File Types

Use publishing programs like Adobe InDesign or Adobe Illustrator to design complex layouts. Adobe Photoshop is not an ideal program for designing detailed layouts. It is photo editing software used to correct and resize images, not a page layout program.

Software like Microsoft Word, PowerPoint, and Publisher are great for word processing at your desk when you can print to your printer. Limitations in these types of software make it difficult to do proper, efficient layout.

## .ai

Logos, illustrations, and typography in Adobe Illustrator  
**Logos/Illustrations**

## .eps

Drawing created with Adobe Illustrator  
**Logos/Illustrations**

## .gif

Very low web graphics, supports transparency, often symbols or icons  
**Web/Photography**

## .jpg

Lossy, compressed photos, small size for web up to large size for print  
**Photography**

## .psd

Photo manipulation, layers, enhancing, editing, resizing  
**Photography/Web**

## .pdf

Artwork and layout exporting; retains fonts  
**File Exporting**

## .indd

Professional page layouts—posters, books, magazines, flyers  
**Publications**

## .tiff

Industry standard for photos—large files  
**Photography**

## .zip

Compresses multiple files for sending  
**File Compression/Exporting**

## .png

Lossless web graphics, supports transparency  
**Web/Photography**

## File Format 101

### BITMAP IMAGES (RASTER)

Bitmap images are the most common graphic file type. All bitmaps can be broken down into pixels, a mosaic of colored squares. When bitmap images are resized, the pixels can cause the image to look distorted, or pixelated. Bitmaps can have the following file extensions: jpeg, jpg, bmp, tiff, raw, png, gif, and psd.

### VECTOR IMAGES

Vector images are made up of paths that are defined by points, lines, and curves. Vector graphics can be scaled to any size and retain their sharpness and detail with no loss in quality. Vectors can have a file extension of eps or ai.

Vector artwork is required for any promotional material, such as pens, waterbottles, keychains, etc., and is the preferred artwork type for large marketing materials like banners and signage. Having a vectorized logo will allow you endless printing and promotional advertising options.

### WHAT IS A RAW PHOTO?

Rather than letting the camera process the image for you and automatically exporting into a final JPEG image, shooting in raw allows you to process the image to your liking on editing software, such as Lightroom or Photoshop. Raw files are much larger than JPEGs, so they take up more room on a memory card. Having to process raw files means more time in post-production, but the end result is generally worth it.

# Poster Policy

All Wartburg College students, faculty, and staff may display posters at the discretion of the Marketing & Communication Office. Student organizations must have events approved by Campus Programming before submitting posters to Marketing & Communication. If posters are produced by Marketing & Communication, approval is implied, though the posters must still be stamped. Posting is limited to specific designated areas detailed below.

All posters must include the organization sponsoring the activity as well as the **date, time, and location** of the activity. Posters also must include a **point of contact**, with an email and/or phone number.

Posting in **skywalks and academic and administrative buildings** must be approved by Marketing & Communication.

A maximum of **15 posters total will be allowed in academic buildings**. Posters must not obstruct other posters.

Posters for **residence halls** must be approved by the Student Life Office. No more than **20 copies** may be provided for posting.

Posters **CANNOT** be placed on walls, windows, doors, seats, benches, ledges, or practice room boards. If found in these locations, they will be removed and recycled.

Posting in **restrooms** is reserved for specific purposes and not generally available.

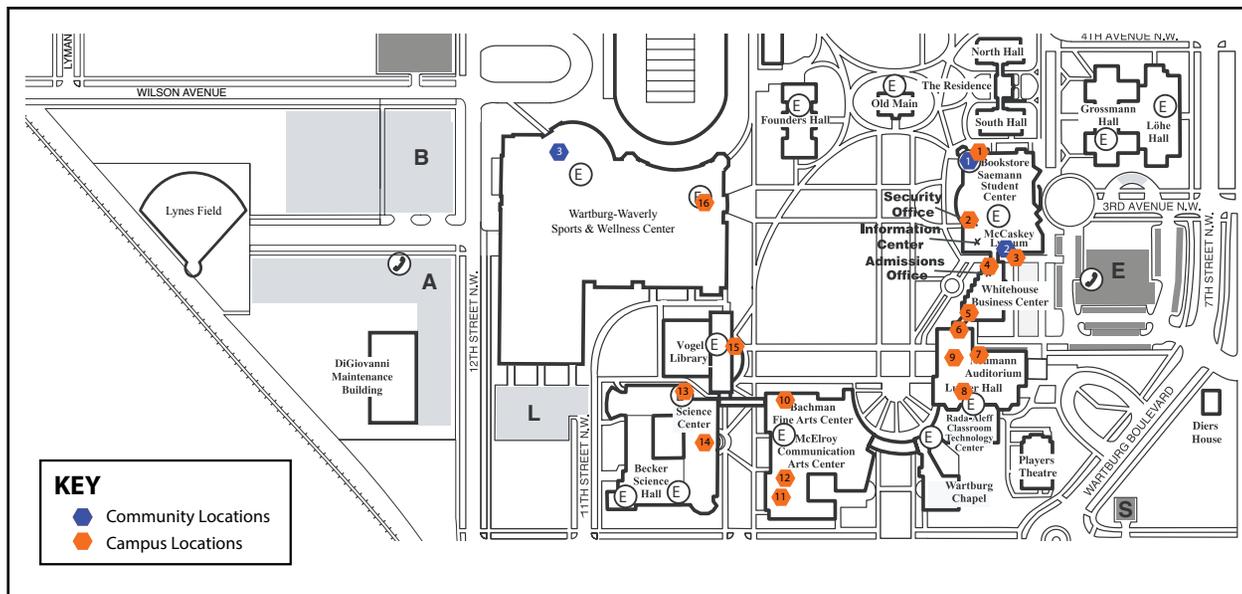
Posting on **department bulletin boards, building doors, and faculty offices** is not allowed.

Off-campus organizations may be eligible to post on specific **community-designated boards** with permission from Marketing & Communication. No advertising for business promotion will be permitted.

Wartburg College prohibits advertising that promotes the sale or irresponsible use of alcohol (such as drink specials) and the sponsorship of alcoholic beverages.

**Reservations can be made to hang large posters or banners on Saemann Student Center stairways.** Please make reservations with the camps, conferences, and event scheduling manager (ext. 8286).

For the full posting policy, please visit <http://info.wartburg.edu/Student-Life/Student-Organization-Guide/Posting-Policies.aspx>.



# Table tents

To reserve up to 118 table tents (4"x8") in the Mensa, Den, Zesty Orange, and Konditorei call ext. 8303.

# Digital signs

Digital signs are 1920px x 1080px and should be submitted as a jpg or mp4 (movie) file to Marketing and Communication via a form at [www.wartburg.edu/posters/#digital](http://www.wartburg.edu/posters/#digital).

Contact [joshua.petersmith@wartburg.edu](mailto:joshua.petersmith@wartburg.edu) with questions.



4" x 8" Table Tent



1920px x 1080px Digital Sign



# Design Elements

# Typography

**Adobe Garamond Pro** and **Myriad Pro** are the typefaces approved for use in all materials. Garamond is generally used for substantial copy or text areas of formal tone, and can also be used in brochure or ad headlines. Myriad Pro is generally used informally, for supporting copy, headlines, etc. Feel free to use either of these for departmental letterheads.

Certain projects call for separate typography needs. Many admissions projects, such as the Viewbook, use a combination of Formata, Avenir, and Hipster Script for headlines. Many athletic projects feature United Italic Condensed Black. For beginners, stick with the basics. Once you're more comfortable, feel free to experiment. If you have questions or need additional information about appropriate typographic solutions, contact the Marketing & Communication graphic designer.

## Additional headline typefaces

*Hipster Script*

*Try using Hipster Script as a flourish to your headlines.*

**AVENIR BLACK**

*Pairing Avenir light and black is a great modern alternative for headlines.*

**UNITED ITALIC COND BLACK**

*United has a variety of styles—italic condensed black works well for athletics*

## 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

## Formata

Formata, a more modern typeface, is used in many places, usually bold headlines.

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

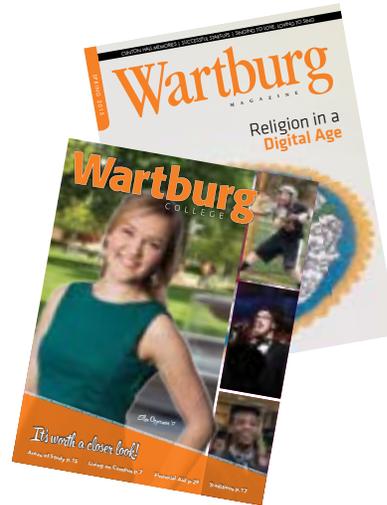
# Publication Examples



Ads



Business Cards



Magazines



Fliers



Web

# Photography

One of the things Wartburg does best is provide students with real-world experience and hands-on learning as part of a liberal arts education. We like to show that in photography. Images should be carefully selected. Cartoons, line drawings, clip art, etc., are not appropriate in our visual system.

Photos should communicate a personality that is inviting, real, and honest. They should be intriguing, simple, and always chosen with the purpose of telling a story. Our design guidelines allow for the use of a strong horizontal photo (as long as the subject matter is still visually strong and recognizable).

Photos do not necessarily need to be centered. Use the rule of thirds and a lower depth of field.

To request photographs, fill out a form at <http://info.wartburg.edu/Offices/Marketing-Communication/Media-Publicity/Photography-Request.aspx>.

## Show people working in their environment



## Express sincerity and authenticity



## Have people as the focal point



### TIPS

- Avoid busy patterns on clothing and backgrounds for the best imagery, unless you're photographing Bill Withers or Roy Ventullo. Avoid photos that show clothing with logos of other colleges.
- If using mugshots, keep face sizes consistent.



**Web + Video**

# Social Media

Wartburg College encourages its community members to engage, build networks, stay connected, share information, and help promote the college's goals and mission online. Today, that often happens through social media channels like Facebook, Twitter, Instagram, and YouTube. The college's primary social media presence (Facebook, Twitter, Instagram, YouTube, and LinkedIn) can help promote your academic department, event, or organization. If you have information you would like posted through one of these channels, please contact your account executive in Marketing & Communication to discuss this option. Social media guidelines can be found at <http://vip.wartburg.edu/docs/SMpolicy.pdf>.



Wartburg College



@WartburgCollege



WartburgCollege



Wartburg College



Wartburg College

Listen and engage. Social media is all about interaction. Spend time listening to your audience. What issues are they interested in and what content do they want to see? Develop content that will add value to the information they already are gathering elsewhere. Then comment on, like, and share what they are doing. Social media should be a two-way conversation.



## Website Brief

The college's homepage, [www.wartburg.edu](http://www.wartburg.edu), is the public face of the college. Its mission is to communicate strategic messages to external audiences, with particular focus on telling the stories of extraordinary accomplishments by our community. The primary audience is prospective students, but also includes alumni, donors, parents, faculty, and staff.

## Video Tip

In 2014, the average length of Facebook videos was 44 seconds, and research indicated that 21-second videos were most frequently watched in full. Shorter, snappier videos that you know your audience will enjoy should be placed on Facebook. Longer videos should find a home on YouTube.

Source: <http://blog.hootsuite.com/facebook-video-vs-youtube-video>

# Video Guidelines

Video has become an increasingly effective way to communicate. Whether posted on a website, used in social media, sent to an outside audience, or shown at an event, Wartburg's videos should reinforce the brand standards of the college. By following the guidelines set below, you will maintain a level of professionalism and consistency when communicating with our viewers.

If you have questions or need additional information about video standards, contact the Marketing & Communication digital media producer.



## FRAMING AN INTERVIEW

- When shooting an interview, it's important to make the shot look nice. Use the rule-of-thirds to position your subject ([en.wikipedia.org/wiki/Rule\\_of\\_thirds](http://en.wikipedia.org/wiki/Rule_of_thirds)).
- Find an interesting, but not overly distracting, background. Make sure there isn't anything there you don't want. Make sure nothing appears to be sticking out of your subject in awkward ways.
- Pay attention to the amount of space between the subject's head and the top of the frame (called head room). Eyeball this, but it should be about 10% of the total height of the shot.

## Video Guidelines

- Unlicensed use of copyrighted music, photos, or video footage on any public website, social media outlet, or email is illegal.
- Video for web viewing should be no longer than three minutes. Statistics reinforce that people stop watching after 2:20. Ideal timing for event videos is five minutes or less.
- Everything is shot in widescreen, so hold your camera/phone horizontally. Or, if you want to think about it this way, how would your shot look on your TV at home?
- Avoid busy patterns on clothing and backgrounds for the best imagery on screen.
- Avoid filming in heavily trafficked or noisy areas to ensure good-quality sound.
- The college logo should be included at the end of any video.
- Please see design and web brand guidelines for the appropriate fonts, colors, and graphic standards.

## Music Rights

- Please budget for licensed music in your projects. If you need direction or suggestions with this, please contact the digital media producer.

### The Truth About Music Licensing:

Here's a quick guide on music licensing:  
<http://bit.ly/legalmusic>

# Cellphone Video

Nearly everyone has a cellphone and most can output good, high-definition footage. It's important for the camera operator to understand how this tool works and to have knowledge of some basic videography rules. Here are a few tips and tricks on how to use your cell phone camera to capture solid, documentary-style footage. Many of these tips will be useful whether using a cell phone or camcorder.

## AUDIO

Getting good audio is very important, but is difficult to do at events. Try these tricks:

- Move slightly away from the crowds.
- Move in closer to your subject.
- If they are a soft talker, ask them to speak up.
- Consider purchasing a cellphone microphone or microphone adapter.

## LIGHTING

Is the room bright enough? If the light seems dim to your eyes, it is likely too dark for your camera. Move to a brighter room if possible.

Don't backlight your subject—avoid placing bright lights, windows, or other light sources directly behind your subject.

## CAMERA OPERATION

### Video Quality Settings

Cell phones have either HD (1280 x 1080p) or Full HD (1920 x 1080p) options. Choose, at minimum, the HD settings for a good-quality video.

### Crop Settings

To ensure a seamless video, stay consistent with your crop settings.

- Wide (16:9)
- Regular (4:3)
- Square (1:1)

## Stabilization

*Hold the camera steady.* Tucking your elbows into your body and using a “defensive stance” will turn your body into a natural tripod. If you can, use a tripod or monopod for stabilization.

## Orientation

*Keep your phone flipped to landscape mode, not portrait, unless the video is for vertical, social media stories.*

Filming in the portrait orientation will create “black bars” on either side of your shot.

## B-Roll

B-roll is supplemental or alternate footage that gets intercut with the main shot in an interview or documentary film. Basically, b-roll covers the details of all the stuff around your subject—shots of crowds, landscapes, or anything to give reference. Here are a few guidelines:

- You can never have too much b-roll.
- Shot length should be at least 10 seconds, longer if action directs.
- Try different camera angles when shooting b-roll. Shoot low, high, close-up, then get closer.

## Common mistakes

*Avoid zooming in and out* with your camera. Your cell phone camera likely only has digital zoom. This means it isn't actually zooming, but is simply magnifying the pixels, which results in poor image quality later. Zooming in and out during a shot can make the viewer uncomfortable.

*Avoid walking/moving shots* as much as possible, as they create shaky, unusable footage.



**Thank You!**