

WITTENBERG UNIVERSITY

GRAPHIC IDENTITY - QUICK OVERVIEW

Wittenberg University has adopted a new graphic identity that reflects the institution's distinguished tradition and sense of mission. By projecting a consistent and bold image of Wittenberg, the new graphic identity will help foster awareness of, and recognition for, the university.

All requests for copies of the logo – available in a variety of formats – as well as approvals for usage should be routed through the Office of University Communications. If you require further direction on usage of the university's graphic elements in production of your materials, please contact the office at (937) 327-6116.



The Wittenberg Gothic logo

The logo features the word "wittenberg" in a bold, black, gothic-style font with a decorative flourish on the right side of the letter 'g'. Below it, the word "UNIVERSITY" is written in a smaller, black, sans-serif font.The logo features the word "wittenberg" in a bold, red, gothic-style font with a decorative flourish on the right side of the letter 'g'. Below it, the word "UNIVERSITY" is written in a smaller, red, sans-serif font.The logo features the word "wittenberg" in a bold, white, gothic-style font with a decorative flourish on the right side of the letter 'g'. Below it, the word "UNIVERSITY" is written in a smaller, white, sans-serif font, all set against a solid black rectangular background.

Designed by a typographer specifically for Wittenberg University, the gothic font was officially unveiled in the early 1970s. Known as the Wittenberg Gothic logo, this is the main university logo.

The official look of Wittenberg University for generations, the Wittenberg gothic logo appears on most university-sponsored materials. Beginning in 2006, the cupola, which appeared with the Wittenberg gothic logo during the Defining Moments Campaign (1995-2001) and up until 2006, was officially dropped in light of the new secondary logo.

Color Options

The logo can appear in red, black or white. Please consult the Office of University Communications at (937) 327-6116 for specific color mixtures.

The Wittenberg Pass It On logo



PASS IT ON



PASS IT ON



PASS IT ON

Introduced in May 2006, the Pass It On logo, is the university's secondary logo. As such, it should only be used as an accent mark. The logo reflects the light that is continually passed on at Wittenberg from professor to student and vice versa, and then from each student to the world.

Color Options

The logo can appear in red, black or white. Please consult the Office of University Communications at (937) 327-6116 for specific color mixtures.

The Wittenberg Tiger logo

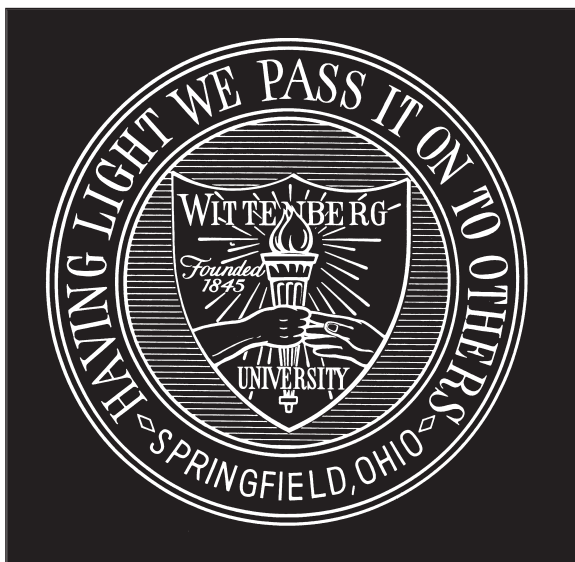


The official logo for Wittenberg's athletics program, the Tiger W appears in numerous publications and on a variety of athletics-related merchandise. Questions regarding official use of this logo should be directed to the Office of University Communications at (937) 327-6116.

Color Options

The logo can appear in red, black or white. Please consult the Office of University Communications at (937) 327-6116 for specific color mixtures.

The Wittenberg Seal



Introduced in 1959, the official university Seal reflects the change from college to university and includes the Wittenberg motto: Having Light We Pass It On To Others.”

Although debate still continues today regarding the translation of the motto from Greek to English, the actual Greek quotation from Plato’s *Republic* is “Lampadia Exontes Diadosousin Allelois,” which forms the basis for the modern version of the motto.

Questions regarding use of the Seal should be directed to the Office of University Communications at (937) 327-6116.

Color Options

The Seal can appear in red, black or white. Please consult the Office of University Communications at (937) 327-6116 for specific color mixtures.

Typography

Frutiger 55 Roman

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

Frutiger 45 Light

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

Bembo

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

Bembo Bold

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

University Fonts

Wittenberg branding will be greatly enhanced by using complementary type style within publications. For that reason, Frutiger has been chosen as the standard font family. Captions, headings, sidebars and highlighted materials use this font family. Bembo is the preferred font family to use for body text. Bembo Bold can be used for body text accents.

If necessary the substitute fonts Helvetica and Times, maybe be used, respectively.

Questions regarding official fonts should be directed to the Office of University Communications at (937) 327-6116.