



Western Illinois
University

Brand Guidelines

COMMUNICATION & IDENTITY STANDARDS

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Overview

Western Illinois University's brand showcases our history and brings new initiatives to light that move us forward. Together, we will position Western as one community to reach more students who share our Leatherneck values.

This guide helps all ambassadors—anyone representing WIU—apply the brand. These standards help build and maintain consistent visual and verbal communication.

About WIU

VISION

Western Illinois University will be the leader in educational quality, opportunity, and affordability among regional public universities.

MISSION

Western Illinois University empowers students, faculty, and staff to lead dynamic and diverse communities. We provide student-centered undergraduate and graduate programs characterized by innovative teaching, research, and service, grounded in interdisciplinary, regional and global perspectives. We engage our students in educational opportunities guided by a professional and diverse faculty and staff in collaboration with alumni and community partners.

STRATEGY

With research-backed insights, we developed a strategy to uncover the WIU brand. The following section outlines the base of our communication efforts.

Strategic Drivers

Strategic drivers help us take direction in the brand strategy development. We pull consistent themes from our research.

LIMITLESS POTENTIAL

WIU provides a place for success for anyone who dreams of getting an education. We realize not all students are given the tools they need to prepare for college, but we're committed to helping them grow and change. Because of the practical and relevant experience they get here, our students' opportunities extend well beyond the boundaries of Macomb, Quad Cities, and Illinois.

RESILIENCY IN THE FACE OF ADVERSITY

Leathernecks tackle every battle with honor, courage, and commitment. At WIU, we channel that same Marine ethic—an unwavering fighting spirit—in our values. Whatever the next challenge or change we face, our community stands together. Guided by that Leatherneck loyalty, we're committed to doing what it takes for our University to thrive.

THE POWER OF PERSPECTIVE

At WIU, we empower our students to expand their perspectives. We ask them to learn from their diverse campus community—meeting and accepting others who come from all walks of life. Embraced by that culture, our students feel understood by compassionate faculty and staff, making a lasting impact during their experience and into their future. When they leave, they're well-prepared to overcome challenges and grow new ways of thinking.

Positioning

Our positioning statement serves as the foundation of the strategy. It's the concise, practical way to tell our core audiences what they will get from Western. It identifies what product or service we offer, what differentiates us, and what the ultimate outcome means for them.

For eager and determined students who want to create a more promising future for themselves, Western Illinois University provides a learner-centered approach to education that prepares students for success. Our encouraging and compassionate faculty, staff, and administration firmly believe in where our students' potential will take them. With strength and determination, the Western community comes together to create a dynamic learning environment that fosters and encourages each student's individual goals for their future. As a result, our students not only leave with a degree but with the confidence to take on the world, no matter where their passions take them.

Pillars

We created three pillars, guided by the positioning statement, to shape our brand. Think of pillars as the support needed for the brand to stand tall. They should resonate as what the collective Western community thinks and feels. The pillars are a distilled version of what we want our audiences to know about our unique qualities.

BELIEFS (EDUCATIONAL OPPORTUNITY)

A connected community.

WIU provides a place for success for anyone who dreams of getting an education. At Western, we believe that every student matters and we are committed to helping them grow. Through the lived experiences of our faculty and staff, we are able to connect and create unique learning opportunities for our students, enabling them to map their own future.

ACADEMICS (EXCELLENCE)

A valuable academic experience.

Our small class sizes allow us to create an active learning experience that is much more applicable in today's world. Combined with that practical approach to learning, we also strive to remove any financial barriers our students may face. As a result, our students gain opportunities that extend well beyond the boundaries of Macomb, Quad Cities, and Illinois.

STUDENT EXPERIENCE (SOCIAL RESPONSIBILITY & PERSONAL GROWTH)

The power of perspective.

At WIU, we empower our students to expand their perspectives. We ask them to learn from their diverse campus community—meeting and accepting others who come from all walks of life. Embraced by that culture, our students feel understood by compassionate faculty and staff, making a lasting impact during their experience and into their future. When they leave, they're well-prepared to overcome challenges and grow new ways of thinking.

Reasons to Believe

Reasons to believe—quick snippets of what makes our audience trust us as an institution. These can feel both practical and aspirational. These attributes should explain a difference from other schools and convey value to prospects. They also serve as proof points for the positioning statement and pillars. These further strengthen the brand’s base.

A solid support system.

Our faculty and staff truly care about our students. They are personally invested in ensuring a quality experience for every student. They embrace them and teach them to succeed, both during their time at WIU and in their careers.

Diversity creates opportunities for growth.

The collective Western community grows by embracing the value of every individual on campus. We each bring our own unique backgrounds, talents, and dreams for the future. The diverse student body provides endless possibilities for growth when paired with caring and compassionate staff who work to promote what diverse ways of thinking can provide in an academic setting.

Strength in size.

Unlike many other public schools, students are far more than “just a number” at Western. Our community is small enough to create an individualized experience for each and every student, but also large enough to provide our students with boundless opportunities during their time here. When our students are ready to leave the walls of Western, those opportunities continue to extend. They tap into our vast alumni network that holds connections in every industry to start their careers, putting what they’ve learned into practice in the real world.

A community committed to success.

Leathernecks tackle every battle with honor, courage, and commitment. At WIU, we channel that same Marine ethic—an unwavering fighting spirit—in our values. Whatever the next challenge or change we face, our community stands together. Guided by that Leatherneck loyalty, we’re committed to doing what it takes for our University to thrive.

Voice & Tone

Think of WIU as a person with certain traits and characteristics. To share that personality, we must speak and write in a consistent way that is uniquely WIU. In every method of communication, we affect how core audiences perceive us.

We have three key phrases paired with tonal words to help you understand what each idea means. Beneath each phrase, there's a short description of how that may come to life in messaging.

Resolute Loyalty

Our Western loyalty should feel **spirited**, **unified**, and **fortified** to rally our community together.

We embrace change and overcome any challenges thrown our way. There's a persevering spirit felt on campus, and each individual contributes to strengthening our outlook for the future.

Encouraging Mentorship

Relationships on campus should feel **trustworthy** and **compassionate** to show mentorship at Western.

The WIU campus offers an accepting, encouraging place for students of all backgrounds. The faculty and staff strive to form meaningful connections with students, guiding them throughout the college journey and as they go into their careers.

Eager Willingness

Our academics and campus life should feel **motivated**, **ambitious**, and determined to **inspire** our audiences.

We're ready to gain new perspectives and explore ideas that will take us to the next level. We work together to uplift the campus, community, and region with dedication.

Brand Story

With more than 100 years as a regional university, Western has a rich story to tell. The purpose of a brand story is to collect the overall feeling at the University, honoring the past and moving toward the future. It also brings together the established voice and tone, along with the other differentiating points for WIU. It's meant to spark a connection between our core audiences who experience Western in different ways. Our ultimate goal is to evolve the University as one community to reach more students who share our Leatherneck values.

The Western Story

Rooted in teaching tradition, the desire to impact lives through education marks our Western identity.

We believe every student with the hope to succeed deserves the chance at our institution. We're invested in honing each student's individual strengths to turn that hope into promise. Our commitment shows in everything that we do.

It guides our faculty with empathy.
It grows our students with courage.
It moves each of us with purpose.

In Macomb and Quad Cities, all walks of life meet to share cultures, ideas, and aspirations. Together, our students welcome new perspectives, helping them bring true value wherever they go next.

Whatever the next challenge or change we face, our fighting spirit strengthens and evolves. With fortitude, we remain devoted to our vision.

Brave and loyal, we stand as Leathernecks. For our students. Our region. Our state. And beyond.

When we stand together, we stand up for what matters—going forth as one. And that unity takes us far beyond what we've ever imagined.

Messaging

Messaging will sound different for certain subjects and audiences. When developing communication pieces, it's important to refer back to the voice and tone. The examples below show how that may come across depending on the situation at hand. They should allude to the positioning and proof points to back each message with credibility and cohesion.

While it's important for all written and verbal communication to capture the brand, high-level language should feel emotional and moving, while focused subject matter will become more straightforward and practical.

AUDIENCES

Students

Alumni

Donors

TOPICS

Academics

Beliefs

Experience

Prospective Student Messaging

Our primary target audience is prospective students (this naturally includes language that meets the needs of current students as well). It's essential to put yourself in a prospect's shoes and think about what they want and need from WIU communications. We show examples below of how the voice and tone, along with the rest of the strategy, work for this group and how that shifts depending on the subject.

ACADEMICS **Empowered by perspective.**

Western Illinois University's tradition is rooted in teaching. Our professors lead with that passion every day through a student-centered approach to education. Through personal mentorship and active learning, you'll explore your talents in a place where you belong. And when you graduate, you'll take those experiences and connections to start a meaningful future.

When speaking to a prospect about the academic life at Western, we draw on the experience of gaining skills and finding relationships. The messages should never feel transactional, because WIU's supportive faculty and staff care about students and their futures.

BELIEFS **Destined for success.**

Western Illinois University is for students of all ages, cultures, and backgrounds. We're committed to your success no matter where you're at in your educational journey. No matter where you come from, no matter what you want to do, we believe in where your potential will take you when you're fully supported by a connected community. When we work hard and come together, we go further than we realized possible.

When speaking to a prospect about what we believe at Western, we show them that regardless of who they are and where they come from, we will accept them with open arms, that acceptance is an important part of the Western values.

EXPERIENCE **The power of community.**

As an individual, you bring powerful value. When you join a university, you take your background and experience to a new community. At Western Illinois University, we embrace those new perspectives that teach the unfamiliar. In a place where stories and ideas meet with respect, we grow to become global citizens with compassion. That commitment to collaboration lies at the heart of what we do and who we are.

When speaking to a prospect about what they will experience at Western, we bring in the differentiating factor that Western provides a diverse community. It shows how they gain value from exposing themselves to new ways of thinking.

Other Messaging

We use the brand to communicate with secondary audiences as well. While these messages may live in more specific mediums, it remains important to speak in a consistent, clear manner.

ALUMNI

Take pride in where you're going and where you came from.

WIU stands proud to call you one of our own. From your days on campus to now, we continue to see your growth and success. No matter where you go next, take your unwavering Leatherneck loyalty with you.

When speaking to an alumni audience, we take them back to the positive feelings they had during their college days. The language helps build the connection needed for them to want to connect and involve themselves with the University as a former student.

DONORS

Opportunity should serve everyone.

Western Illinois University serves as a regional hub for opportunity. On our campuses, we believe accessible and affordable education changes lives. Not only does it directly better each student, but it also impacts the community they go on to live in and the industry they choose to work in. An investment in higher education brings positive growth for generations to come.

When speaking to a donor audience, we convey the change they're able to make in student and community member lives by making an investment. It urges them to want to become a part of a cause (higher education) bigger than themselves.

IDENTITY

The following section outlines the ways to apply the WIU brand and how to do so while adhering to usage rules.

Naming

Use our full name, **Western Illinois University**, on first reference and in formal communication materials. The acronym, **WIU**, and shortened name, **Western**, are appropriate after first reference.

Western Illinois University

FULL NAME

WIU

ACRONYM

Western

SHORT-HAND

Tagline

WIU believes in and embraces fostering student potential. This belief creates a connection and gives a sense of community support for each student. It also promises that we're dedicated to their experience, education, and future.

Your potential. Our purpose.

Academic Logos

The WIU logo is the cornerstone of our visual identity system and must appear on all academic WIU communications.



HORIZONTAL LOCKUP



STACKED, CENTERED LOCKUP



WORDMARK



CENTERED WORDMARK

Athletic Logos & Marks

Where the academic logo is the cornerstone of our University's visual identity system, the athletic marks do the same for our teams, spirit, and community.



HORIZONTAL LOGO



FULL-COLOR ROCKY HEAD



WESTERN ILLINOIS
UNIVERSITY

STACKED LOGO



ONE-COLOR ROCKY HEAD

LEATHERNECKS™

LEATHERNECKS WORDMARK



BLOCK W

WESTERN ILLINOIS
LEATHERNECKS

STACKED LEATHERNECKS WORDMARK



WIU MONOGRAM

Background Colors

When using our logos, ensure they are positioned on a clean, clear background of good contrast in the approved colors.

Logos must be reproduced using the WIU purple, white, or with the full-color Rocky face. Accent colors may not be used on logos.



PURPLE LOGO
ON A WHITE BACKGROUND



GOLD W + WHITE LOGO
ON A DARK BACKGROUND
FOR LOGO MERCHANDISE &
COMMUNICATIONS



PURPLE LOGO
ON A LIGHT BACKGROUND



WHITE LOGO
ON A DARK BACKGROUND
FOR PURPLE & GOLD
COMMUNICATIONS



PURPLE LOGO
ON A WHITE BACKGROUND



WHITE LOGO
ON A DARK BACKGROUND



PURPLE LOGO
ON A LIGHT BACKGROUND



PURPLE LOGO
ON A WHITE BACKGROUND



WHITE LOGO
ON A DARK BACKGROUND



PURPLE LOGO
ON A LIGHT BACKGROUND

Clearspace

Utilize the height of the W or the height of the Rocky face as clearspace to avoid placement of additional graphic elements too close to the logos. It is important to avoid the appearance of creation of a new logo by placing graphics too close to the logos.



Group Names

Departments and divisions who would like to have a department logo may utilize the approved design to add the department/division name. All logos must be approved and created through University Marketing prior to printing/production.



Incorrect Logo Usage

Ensure legibility and maintain integrity of the brand when using the logo artwork files.






Incorrect Logo Usage

Ensure legibility and maintain integrity of the brand when using the logo artwork files.



Logo Usage

Below you'll find a chart outlining best practices and correct use cases for each of our different brand marks, from academics to athletics.

				
Academic Communications to Students/Parents	X			
Admissions Events/Collateral	X			
Admissions Communications to Prospective Students	X	X*	X*	
3rd Party Comms/Websites	X			
Business Communications to Community, Partners, News	X			
Communications to Employees	X			
On-Campus Outdoor Signage	X			X
Campus Life Indoor Signage/ Comms: Rec Center, Housing		X	X	
Off-Campus Signage	X	X		
Website Homepage	X			
Social Media			X	
TV/Digital Advertising	X			
Logo Merchandise	X	X	X	X
Athletics	X	X	X	X
Marching Band Uniforms	X	X	X	X

*secondary element for use in school spirit applications

School/Team/Community Spirit ► Rocky + Athletic Wordmark

Academics/Advertising/Business Communications ► Academic Assets

Where the Rocky and Academic assets are used alone, they must be either in context of Western Illinois University or utilize the wordmark with the asset. The University Seal is reserved for presidential use only.

Co-Marketing

When utilizing the WIU logos with additional logos from third parties on WIU communications, ensure that the WIU logo is greater in prominence.



Color Palette

Color serves as one of the most recognizable aspects of our identity. Using these colors appropriately helps ensure our communications remain consistent and cohesive.

Logos must be reproduced using the WIU purple, white, or with the full-color Rocky face. Accent colors may not be used on logos.

Just like with type or imagery, proper color usage helps create a consistent visual aesthetic in our communications and convey the right visual messages at the right moments.

When using color builds, always use the color values listed here as they have been adjusted for the best reproduction on screen and in print. Using the correct values when working with color ensures consistency.

PRIMARY

Our primary color palette should always be the most prevalent in any piece of collateral or communication.

WIU Purple should be balanced with equal parts white to convey confidence and create areas of visual rest, with gold being added in as an accent element.

<p>PURPLE</p> <p>PMS 2607 C</p> <p>CMYK 81/100/0/7</p> <p>RGB 102/51/153</p> <p>Hex #663399</p>	<p>GOLD</p> <p>PMS 116 C</p> <p>CMYK 0/21/100/0</p> <p>RGB 255/204/0</p> <p>Hex #FFCC00</p>	<p>WHITE</p> <p>PMS Spot White</p> <p>RGB 255/255/255</p> <p>Hex #FFFFFF</p>
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TONAL

Our tonal color palette provides additional opportunities to create dimensional compositions and flexibility when setting typography and graphic elements.

<p>PMS 2617 C</p> <p>CMYK 79/100/0/40</p> <p>RGB 59/13/106</p> <p>Hex #3B0D6A</p>	<p>PMS 130 C</p> <p>CMYK 0/32/100/0</p> <p>RGB 255/168/0</p> <p>Hex #FFA800</p>	<p>PMS Black C</p> <p>CMYK 63/62/59/94</p> <p>RGB 44/44/44</p> <p>Hex #2C2C2C</p>
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ACCENT

Our accent color palette was created to supplement the primary and tonal color palettes and should be used occasionally and sparingly. A color from this palette should never become the predominant color in a communication.

<p>PMS 814 C</p> <p>CMYK 60/70/0/0</p> <p>RGB 144/84/244</p> <p>Hex #9054F4</p>	<p>PMS Yellow C</p> <p>CMYK 0/0/100/0</p> <p>RGB 255/247/0</p> <p>Hex #FFF700</p>	<p>PMS Cool Gray 1</p> <p>CMYK 4/2/4/8</p> <p>RGB 242/242/242</p> <p>Hex #F2F2F2</p>
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Typography

Inspired by and paired with our voice and tone, our typography serves as a further extension of our brand. When used correctly, it's a powerful way to convey meaning and mood. Below are guidelines on how to execute from high impact statements to informational copy.

PRIMARY

Open Sans is our primary typeface and should be used as display type for headlines and all body copy.

OPEN SANS

Lorem ipsum...

Aa Aa

Extrabold, Extrabold Italic

Aa Aa

Bold, Bold Italic

Aa Aa

Semibold, Semibold Italic

Aa Aa

Regular, Italic

Aa Aa

Light, Light Italic

SECONDARY

Lora is our secondary typeface and our primary serif option. It should be used for accent typography and pull quotes.

LORA

Lorem ipsum...

Aa Aa

Bold, Bold Italic

Aa Aa

Regular, Italic

Type Usage Example

Below is an example application of the type hierarchy and style.

Open Sans Extrabold used as a headline reflects our personality traits of spirited, motivated, and confident.

HEADLINE

Open Sans
Weight: Extrabold
Size: 40
Line-Height: 40
Letterspacing: -30

Lorem ipsum dolor sit amet ius sent voles.

INTRO/SUBHEAD

Lora
Weight: Regular
Size: 16
Line-Height: 19
Letterspacing: 0

Puditia quia pres sinvel eum es am eles et
quis et explab ius sent voles reium delest
voloria serovita dolupis et etur alibus et.

Odici as voluptae paribusam, sit, es dollit harum ipsam, con natem sam, ium idi ut et dolende rfererum aute volorum inti sed ellupit latius aut quiamus anihici blaut offic te optam voluptium qui dolum aut quamus et, sape consequere erepel.

DESCRIPTOR

Open Sans
Weight: Extrabold
Size: 8
Line-Height: 16
Letterspacing: 0

LOREM IPSUM

Occus ab ium es simi, am intio corepero tecus esequodion cuptatur, vit minullique volupta tibusam ressit laut parum quam qui ut quibus aliqua cus doloribust, ut fugite ex es vollaut lab is ut et, que.

Ciandignam, offic tem et moluptis et voluptur abori odipisquiam aut dolorem re est qui temquunditis qui ut lacepernat. Vit minullique volupta tibusam. I um idi ut et dolende rfererum aute volorum inti sed ellupit latius aut quiamus anihici blaut offic te optam voluptium qui dolum aut quamus et, sape consequere erepel.

BODY COPY

Open Sans
Weight: Light
Size: 10
Line-Height: 13
Letterspacing: 0

Athletic Typography

Gust is our primary athletics typeface and should be used as display type for all high-impact athletic applications.

GUST

LEATHERNECKS

**ATHLETICS
FOOTBALL
WOMEN'S BASKETBALL
MEN'S BASKETBALL
TENNIS
TRACK & FIELD
VOLLEYBALL
CROSS COUNTRY
BASEBALL
SOFTBALL
MEN'S GOLF
WOMEN'S GOLF
WOMEN'S SOCCER
MEN'S SOCCER
SWIMMING & DIVING**

Photography

WIU photography should help tell our story visually. All photos should feel on-brand. Select photos with people connecting with one another instead of people looking directly into the camera. Focus imagery on positive experiences and the benefits that WIU brings to students. Think engaged vs. staged. Utilize photography with natural lighting in realistic environments. Avoid stock photography where possible.



Monotone Imagery

Monotone imagery provides a nice accent to our standard photography library. These images can act just as that, an accent element in a collateral piece, or as a grounding, textural element in a larger composition. The Monotone effect is applied through a few specific steps in Adobe Photoshop, outlined below.

A single communication should utilize no more than 10% accent imagery.

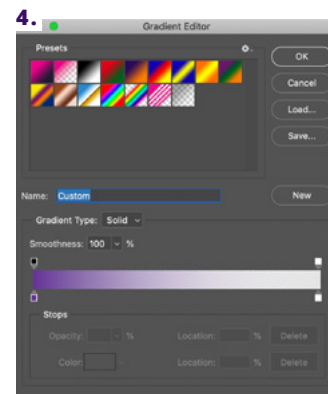
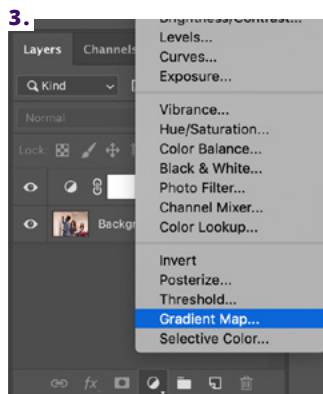
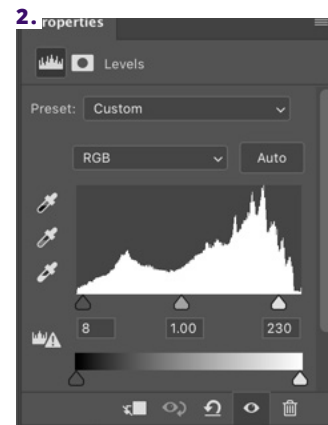
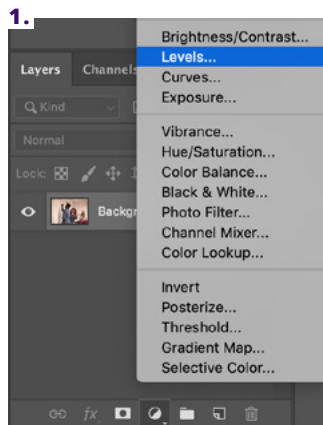
1. Open the image in Photoshop and add a Levels Adjustment Layer from the bottom of the layers panel.

2. On the Levels Adjustment Layer, adjust the darks and lights sliders to ensure your image has enough contrast.

3. Add a Gradient Map Adjustment Layer and double click on the gradient in the Properties panel to open the Gradient Editor window.

4. In the Gradient Editor window, double click on the bottom color sliders to change the color values to the desired colors. The left color slider should be the darkest of the tones, the right should be white.

NOTE: For an image to take this effect, it must have a balanced tone to work with as to not be too washed out or have too much contrast once the effect is applied.



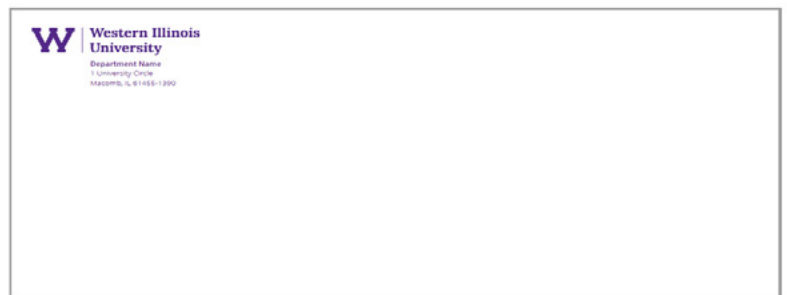
EXAMPLES

The following examples are in-application uses of the brand.

Stationery

Stationery is available for ordering through Document and Publication Services. Visit wiu.edu/DPS to place your order.

Before ordering new stationery, please exhaust existing supplies to efficiently use our resources. The brand transition will be a phased approach.



Viewbook Spread



Out-of-Home Advertising



Out-of-Home Advertising



Print Advertising



Poster



Poster



Program Brochure

W Western Illinois University
 1 University Circle
 Steves Hall 403
 Macomb, IL 61455 USA
 309.298.1038

Western Illinois University

LEAD AND SERVE
Law Enforcement and Justice Administration
 We're committed to your success in law enforcement, public safety, corrections, juvenile justice, homeland security, counterterrorism, industry security, law, and fire services careers.

EXPLORE WIU
 We encourage you to schedule a visit and go through a day in the life as a LEA student. We'll personalize your visit so that you meet with faculty members and tour where your classes and activities will take place. We host daily visits on both campuses.
wiu.edu/leja | leja@wiu.edu

MAJORS & MINORS
 The School of Law Enforcement and Justice Administration houses two separate disciplines: the study of policing and criminal justice and the study of fire protection. We collaborate with industry experts and LEA faculty members to design coursework and experiences that will set you apart during and after your program.

Law Enforcement and Justice Administration
 The LEA major consists of core classes in criminal justice, juvenile justice, investigation, management, ethics, criminal law, criminological theories, and criminal procedure. The undergraduate major is offered at both the Macomb and Quad Cities campuses.

YOU'LL CHOOSE A REQUIRED MINOR TO COMPLEMENT YOUR SPECIFIC INTERESTS:

- Fire Administration
- Legislative Studies
- Corrections
- Homeland Security
- Security Management
- Criminology

If you've completed your bachelor's degree, you may pursue a Master of Arts in Law Enforcement and Justice Administration that further advances your skills and prepares you for doctoral or law programs.

Fire Protection Services
 The undergraduate program features a comprehensive major with two separate study options.

FIRE SCIENCE
 Concentration course for students preparing for a career in the fire service.

FIRE ADMINISTRATION
 Course focuses on working firefighters seeking promotion to lower leadership positions.

Post-Baccalaureate Certificate
 This graduate-level certificate provides professional development for aspiring law enforcement executives seeking to progress through police supervisory ranks.

EARN AN AFFORDABLE DEGREE
 We offer more than 10 LEA-specific scholarships to make your education possible both at the undergraduate and the integrated masters level.

COMBINE THEORY AND PRACTICE
 Your professors will share their relevant firsthand knowledge from their diverse roles as public leaders, administrators, policy makers, chiefs, and more. You'll take what you've studied in textbooks into real-world applications like crime scene processing and photographing, fingerprinting, blood spatter, shoe treading, crime scene sketches, interviewing and interrogating individuals, interviewing police fire surveys, and fire scene cleanup and origin investigations. We look to the Department of Justice, International Chiefs of Police Association, the FBI, the Office of Juvenile Justice and Delinquency Prevention, the National Fire Protection Association, and the National Fire Authority to determine the most relevant standards to address in your program.

Internships
 During your year in your program of choice, you'll complete a semester-long internship with a local, state, or federal criminal justice law enforcement agency or with one of our numerous private security corporations.

Clubs & Organizations
 We offer the LEA professional organizations to help you build both personal and professional relationships needed to get your foot in the door. Our clubs include: Career experts, an ambassador, and extensive events highlighting employment opportunities.

- Alpha Phi Sigma (National Honor Society for Criminal Justice)
- American Society for Professional Security (APSS)
- Corrections Club
- Fire Student Club
- Investigators Club
- Legislative Action Edition (The American Criminal Justice Association)
- Minorsites in Our Field

Largest criminal justice program in Illinois
25 majors and minors in the U.S.
100% scholarship availability for public safety majors and minors programs
1.4k applications for working opportunities

Spirit Wear: Department

When reproducing the W logo lockup on a purple background, highlight the W in gold. Maintain the typography as white for best legibility.



Spirit Wear



Spirit Wear



Spirit Wear



Logo Merchandise

When one color reproduction is necessary on smaller items, and on a purple background, maintain the typography as white for best legibility.





CONTACT

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