



Western Illinois University

Your potential. Our purpose.

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.

BRAND 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.

AUDIENCES

Undergraduates

Graduates

Faculty

Staff

Alumni

Donors

TOPICS

Academics

Collaboration

Community

Diversity

Experience

Success

Values

STRATEGIC DRIVERS

Limitless Potential

Resiliency in the Face of Adversity

Power of Perspective

BRAND PILLARS

A connected community.

A valuable academic experience.

The power of student perspective.

VOICE & TONE

Resolute Loyalty

(spirited, unified, fortified)

Encouraging Mentorship

(trustworthy, compassionate)

Eager Willingness

(motivated, ambitious, inspire)

CREATIVE STRATEGY

Visual Storytelling:

Instead of telling, show your program's essence through emotive, straightforward, and illustrative imagery. Avoid heavy exposition and wordy paragraphs. Opt for images that reinforce your message.

Audience First:

Prioritize content that's highly relevant to your target audience. Identify their information requirements and design content that's easy to navigate, following a clean and user-friendly layout.

Uniqueness Emphasis:

Showcase your program's distinctive qualities compared to competitors. Utilize content and imagery that unmistakably demonstrate the reasons for choosing your program.

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