Branding Guidelines

This guide provides a summary of the visual identity system and messaging for the Wentworth Institute of Technology. It outlines the framework for logo standards, typography, and color, and provides examples of the system in use. These guidelines will help you create materials that are distinct and recognizable, visually positioning Wentworth as an important and respected educational institution.
The logo

The logo is the primary identifier for Wentworth. The unique mark positions Wentworth as a dynamic institution, dedicated to building a framework for success in the innovation economy. The thoughtful and consistent application of the logo is crucial to maintain high standards of visual representation.

THE PRIMARY LOGO

The official logo is composed of the traditional school shield with the modern Wentworth Institute of Technology wordmark. The wordmark uses Apex New, one of Wentworth's typefaces.

THE STACKED LOGO

While the horizontal logo should be used in most cases, the stacked version can be used when there are horizontal space constraints.
The school shield

The Wentworth shield is the central mark of the institute. It should appear on all documents produced by the institute, especially those for external consumption, on either the front or back cover, or both. The Wentworth shield should appear in black, red, white, or full color.

Arthur Williston, Wentworth’s first principal, created the institute seal based on the Arioch Wentworth’s family shield, which was fashioned by William Wentworth of Yorkshire, England, and dated back to the 13th century. Williston framed the shield with a banner bearing four fundamental virtues: honesty, energy, economy, and system. Contemporaries of Arioch Wentworth told Williston that the founder had placed great stock in these virtues during his lifetime. Learn more at www.wit.edu/about/traditions.html
Logo proportions

While the school shield and wordmark may exist in isolation, most often the two components will be used together. The relative proportions and distances between the elements should always be consistent.

THE PRIMARY LOGO

The distance between the shield and the wordmark is twice that of the line spacing within the wordmark.

THE STACKED LOGO

The distance between the shield and the wordmark is twice that of the line spacing within the wordmark.
Logo size and spacing

It is important to be conscious of the amount of clean space around the logo. Ample space helps establish the importance of the logo, especially in environments where it competes with other graphic elements for attention.

**CLEAR SPACE**

To ensure visual balance, the logo should always be surrounded by an ample amount of space clear of text and graphic elements. The minimum clear space required is equal to the width of the W in ‘Wentworth.’ The vertical space is equal to the W turned on its side.

**MINIMUM SIZE**

For the best legibility, the primary logo should not appear smaller than 0.25 inches (print) or 18 pixels (screen) high. The stacked logo should not appear smaller than one inch (print) or 72px (screen) wide.
Placement of Wentworth logo

The placement of the Wentworth logo should remain consistent across materials. There are several possible configurations and alignment options, so choose what works best for the composition at hand.

**POSSIBLE CONFIGURATIONS**

The logo may be left-aligned with the edge of the composition, with clear space equal to the width of the W in ‘Wentworth’ along each edge.

When the logo is right-aligned, the center of the shield should pass through the center of the composition.

Only for large, high-impact uses (such as campus banners) can the wordmark be turned on its side while the shield remains upright. This configuration should be either right- or left-aligned within the composition.
Color variations

FULL-COLOR LOGO

Red (PMS 186), yellow (PMS 109), and black are the primary colors for Wentworth and all should be used in most cases. The three-color logo can appear on top of light colors and off-white paper stocks if legibility is not compromised.

LOGO ON DARK BACKGROUND

A version of the logo with white type and white-outlined shield may be used in instances where the black type isn’t legible. On a dark color or the dark area of an image, the logo should be knocked out.

Always try to place the knocked-out logo in an area of an image with relatively little visual clutter. The logo spacing guidelines (see page 5) should be considered when creating a clear space for the logo to exist on top of an image.

ONE-COLOR LOGO

A one-color version of the logo may be used in instances where the three-color logo isn’t legible or if printing constraints do not allow for multiple colors. On a white or light background the logo should appear in any color from the palette. On a dark color or the dark area of an image, the logo should be knocked out.
Identity  Color  Messaging  Design Elements  Photography  Typography  Application

Logo no-no’s

To maintain a high and consistent level of visual sophistication, legibility and quick recognition, the logo should never be manipulated. Below are examples of some changes that should never be made.

**DO NOT ALTER THE LOGO IN THE FOLLOWING WAYS**

1. **Do not adjust the layout or the proportions of the logo elements.**

2. **Do not reverse or alter the colors of the three-color logo.**

3. **Do not use a color outside of the logo color palette for the one-color logo variation.**

4. **Do not have typographic or graphic elements fill the clear space of the logo.**

5. **Do not place a background behind one logo element and not the other.**

6. **Do not place the knocked out logo in an area of an image with visual clutter.**

7. **Do not stretch horizontally, vertically, or add perspective to the logo.**

8. **Do not drop shadows to the logo.**
Color

**PRIMARY LOGO COLORS**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>186</td>
<td>5/100/100/0</td>
<td>227/31/38</td>
<td>E21E26</td>
</tr>
<tr>
<td>Yellow</td>
<td>109</td>
<td>0/12/95/0</td>
<td>255/218/25</td>
<td>FFD919</td>
</tr>
<tr>
<td>Rich Black</td>
<td>BLACK</td>
<td>40/30/20/100</td>
<td>255/218/25</td>
<td>000000</td>
</tr>
</tbody>
</table>

**SECONDARY COLOR VARIATIONS**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Red</td>
<td>187</td>
<td>20/100/100/0</td>
<td>201/37/44</td>
<td>C9242B</td>
</tr>
<tr>
<td>Red</td>
<td>186</td>
<td>5/100/100/0</td>
<td>227/31/38</td>
<td>E21E26</td>
</tr>
<tr>
<td>Orange</td>
<td>158</td>
<td>0/75/90/0</td>
<td>242/101/49</td>
<td>F16531</td>
</tr>
<tr>
<td>Yellow Orange</td>
<td>130</td>
<td>0/45/100/0</td>
<td>249/157/28</td>
<td>FB9C18</td>
</tr>
<tr>
<td>Yellow</td>
<td>109</td>
<td>0/12/95/0</td>
<td>255/218/25</td>
<td>FFD919</td>
</tr>
<tr>
<td>Metallic Silver</td>
<td>877</td>
<td>0/0/0/40</td>
<td>167/166/166</td>
<td>8E8F9D</td>
</tr>
</tbody>
</table>

**PANTONE MATCHING SYSTEM (PMS)**

For high-end printed documents, specifying spot colors will allow for the highest level of color accuracy. The PMS codes refer to the industry color specification standard for printing applications. Please refer to actual PMS color chips for true color representation. The PMS colors specified for Wentworth are for printing on uncoated surfaces. The Wentworth silver is specified as a metallic ink.

**FOUR-COLOR PRINTING**

If the final application of your design will be produced with either four-color offset or digital printing, use the CMYK color values listed below each color swatch.

**FOR SCREEN VIEWING**

When designing a presentation that will be viewed solely on screen (iPad, iPhone, desktop, projection, web), use the RGB values listed for the color, and set the document to an RGB color space. For development on the web, use the HEX values listed for the color.
Messaging and content

Complementing its new visual identity, Wentworth also has new messaging components that help to distinguish and differentiate its offerings from the competition. These should be applied consistently and appropriately to ensure that institutional publications and other marketing vehicles leverage the approved language and make an impression on readers.

NAME OF INSTITUTION

Wentworth Institute of Technology
Wentworth is acceptable; do not use WIT

TAGLINE

Innovation in the Making

Though not an official tagline for Wentworth, most of the current Admissions materials feature the line, Innovation in the Making. This phrase is intended to emphasize the maker culture at Wentworth and its commitment to conceiving, supporting, and helping to launch innovative new solutions to challenges facing society. This tagline should not be used for any of the individual colleges within Wentworth.
The Five Factors of Career Success

A key differentiator for Wentworth, the Five Factors of Career Success (or, Five Factors) define the components of Wentworth’s offering and culture that equip students to launch rewarding and meaningful careers upon graduation. The Five Factors represent a seamlessly integrated program of learning, building, and doing that help ensure career success.

**THE FIVE FACTORS**

1. **Focused Academics**
   
   Wentworth’s strong academic offerings are guided by our commitment to EPIC Learning (Externally collaborative, Project-based, Interdisciplinary Curricula). Our programs emphasize both curricular and extracurricular learning, enabling students from different majors to collaborate on complex projects—just as they would in the workplace.

2. **Cooperative Learning**
   
   Wentworth requires a minimum of two semesters of cooperative learning experiences (co-ops), in which students apply classroom knowledge in real-world environments. Through co-ops, students become adept at handling unpredictability in situations where the stakes are as real as the difference their solutions can make.

3. **Innovation & Entrepreneurship**
   
   Tomorrow’s leaders won’t be in the business of repackaging what already exists. Wentworth provides opportunities for students to identify and fulfill technical, societal, and economic needs with innovative ideas and solutions that the world has never seen before. Students from every major are encouraged to adopt an entrepreneurial mindset and create value.

4. **Collaboration & Partnerships**
   
   Wentworth collaborates with the Colleges of the Fenway as well as a host of universities, corporations, neighboring communities, and other partners on a wide range of projects. These opportunities provide students with hands-on experience as well as important professional connections. Our partners understand the benefit of working with Wentworth students as they gain valuable capabilities and an early peek at emerging talent.

5. **Ideal Location**
   
   The Wentworth campus is conveniently located within a world-class center of technology, business, and culture. Some of the most respected institutions of higher learning, medicine, and finance are based in Boston—which even boasts an area known as the Innovation District. The combination of these elements creates ideal work and learning opportunities for Wentworth students.
The Five Factors W

A key differentiator for Wentworth is its Five Factors of Career Success: Focused Academics, Cooperative Learning, Innovation & Entrepreneurship, Collaboration & Partnerships, and Ideal Location. The “Five Factors W” represents these pillars iconically and can be used in several different ways.
The Five Factors W

EXAMPLES IN USE

To maintain legibility at different sizes, the negative space between blocks changes depending on the size of the Five Factors W.

When the Five Factors W is greater than 4 inches wide, the space between the five blocks is decreased. When the Five Factors W is less than 4 inches wide, the space between the five blocks is increased.

When a simplified graphic is needed, the W may be filled with solid colors from the palette.

The five squares that make up the W can be embedded with colored images that correspond with each of Wentworth’s Five Factors.

The five squares may also be embedded with the numbers and titles of Wentworth’s Five Factors. The order of the factors should never be changed.
Applying the W

EXAMPLES IN USE

BLEED
The W may be enlarged to bleed off the edge of the page to create an asymmetric composition as shown on this viewbook cover.

BRAND MARKER
As depicted here on a college brochure cover, the W can also serve as a small icon in the bottom right corner.

SECTION MARKER
The W can also be used as a section-marking device when emphasizing each of the Five Factors.

Innovation in the Making
Wentworth's cooperative education program (co-op) is one of the most comprehensive in the country and forms the basis for our high placement rate for graduates among leading organizations—locally, nationally, and worldwide. At Wentworth, two semesters of co-op placements are required (a third semester is optional). The simple reason for this is that the 21st-century economy moves too quickly to allow newly minted professionals time to get their feet wet and their hands dirty. Wentworth graduates hit the ground running and achieve career success because they already have extensive experience applying classroom knowledge to real-world situations.

Co-ops allow students to become adept at handling new situations where the stakes are real—as are the deadlines, the budgets, and the expectations. Selected with the help of an advisor, co-op experiences are directly related to a student’s major course of study. They typically begin after the second year at Wentworth (Architecture majors do their first co-op in their sophomore year), ensuring that the student has a solid foundation of skills and knowledge to apply in the field. During co-op terms, students earn income yet do not pay tuition; furthermore, if the co-op placement is local, students can choose to live on campus, maintaining close connections to friends and to Wentworth activities.

For our students, co-op experiences are some of the most memorable of their Wentworth years. They can have the longest and strongest impact, as well: Though a majority of co-ops take place in New England, there are no geographic limits. Recently, students have worked in the mid-Atlantic states, Arizona, California, Florida, North Carolina, Texas, and Washington, as well as outside the U.S. in such countries as Australia, China, and France.

In 2013 almost half of Wentworth’s graduates received a job offer from a previous co-op employer.
Adapting the W

In most cases the Five Factors W should only be used according to the parameters outlined on pages 12–14. However, the W can be adapted for other uses through color and imagery as long as it does not conflict with the Five Factors concept. No text should appear on the squares other than the five factors. The applications below provide examples of how the W was adapted to satisfy new functions.

EXAMPLES IN USE

PARENT TIMELINE BROCHURE
For the Parent Timeline Brochure, the Five Factors W is displayed with numbers knocked out of the blocks. The numbers relate to five different chronological steps in the college application process detailed on the inside spread.

COLLEGE OF ENGINEERING AND TECHNOLOGY
Display banners designed for the College of Engineering and Technology depict the Five Factors W with imagery specific to the College as opposed to university-wide imagery. The colors have also been shifted to signify a slight departure from the Admissions visual identity.

WENTWORTH FUND
The Wentworth Fund co-opted the Five Factors W for its logo. The colors in the W graduate from yellow to red and are paired with “WENTWORTH FUND” set in Minion.
Wentworth Fund logo

The Wentworth Fund logo is constructed from components within Wentworth's visual identity. The logo is the primary identifier for the Wentworth Fund and should be used according to the guidelines below to ensure consistent application.

THE PRIMARY STACKED LOGO

The primary logo is composed of an altered Wentworth Five Factors W where yellow gradates to red. The W is paired with the text “WENTWORTH FUND” set in the typeface Minion.

The minimum clear space required is equal to the width of the W in 'Wentworth.' The vertical space is equal to the W turned on its side.

For the best legibility, the primary logo should not appear smaller than 0.75 inches (print) or 72 pixels (screen) wide.

THE SECONDARY HORIZONTAL LOGO

While the stacked logo should be used in most cases, the horizontal version can be used when there are vertical space constraints.

The minimum clear space required is equal to the width of the W in 'Wentworth.' The vertical space is equal to the W turned on its side.

For the best legibility, the stacked logo should not appear smaller than 1.5 inches (print) or 108 pixels (screen) wide.
The color bar

The color bar is a visual device used to integrate Wentworth’s school colors throughout a range of printed and digital collateral. It can serve as a subtle edge, or be used more boldly across an entire cover.

EXAMPLES IN USE

SIDE BORDER
Seen on the viewbook cover

FULL PAGE
Seen on the event folder

SIDE BORDER WITH COLOR OVERLAY
Seen on the college brochure covers

TOP BORDER
Seen on the campus banners
Image treatment

FOUR-COLOR IMAGES

Rich four-color images can be used in concert with stylistic duotone imagery to supplement content. In most cases, four-color imagery will be used to depict what is written in body text. Four-color images can be used on their own or in a square grid of other images. This type of image should only be used if there is ample contrast, resolution, and saturation.

SILVER DUOTONE IMAGES

Silver duotone images can be created when metallic ink is available. For a light duotone, the background should be white and the image should be a 10% tint of PMS 877. For a dark duotone, the background should be a 75% tint of PMS 877 and the image should be black. Silver can also be combined with red (PMS 186) to create a colored metallic duotone image.

COLOR DUOTONE IMAGES

Color duotones are a way to incorporate subtle imagery into a layout. Created out of shades from the palette, they can be used as background images with white text knocked out of them, or to serve as visual color fields when used amongst other four-color photos.
Types of images

The following are suggested uses of imagery as depicted in the Admissions collateral.

PEOPLE IN ACTION

Wentworth is a school that prides itself on hands-on, engaging learning. When depicting students or faculty in their learning environment, they should be shown actively working. Whether in a medical tech lab or a traditional academic classroom, the subject should appear engaged in the environment and subject material. This technique can also be applied to student life and athletic photography.

CONTEXTUAL SCENES

Contextual scenes establish a visual setting in addition to giving viewers an inside look into what the campus, classrooms, and labs at Wentworth are like. There are many signature spaces on campus that may be highlighted for their unique technology or design. While it is ideal to show students in these spaces, there may be instances where the space should be shown without students.

TECHNICAL DETAILS

The rigorous, practice-based teaching and emphasis on emerging technology at Wentworth can be highlighted by depicting close-up shots of technical instruments, electrical and mechanical components, and complex student projects. This type of imagery can be paired with contextual and action shots or used as a background texture.
Primary typefaces

There are two primary typefaces in Wentworth's identity system: Apex New and Minion. While the typefaces were chosen to serve different purposes, they were also selected because of their compatibility. If you do not have access to the primary typefaces, replace them with the alternatives specified on page 21.

**APEx NEW**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**ABOUT APEX NEW**

Apex New is a modern sans serif, forward-looking but not futuristic, precise but not cold and geometric, consistent but not soulless. It is a revision of the previously released Apex Sans. Apex New can be used to set body text, captions, callouts, and headlines. The Apex New family can be purchased online at www.vllg.com.

**MINION**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**ABOUT MINION**

Minion is a digital typeface designed by Robert Slimbach in 1990 for Adobe Systems. The name comes from the traditional naming system for type sizes, in which minion is between nonpareil and brevier. It is inspired by late Renaissance-era type. The typeface is highly legible at small sizes and is best used for setting body text. The typeface includes calligraphic italics, small capitals, ligatures, and roman and oldstyle numerals. The Minion family can be purchased online at www.fonts.com.
Alternative fonts

For internal communications (when the primary typefaces are not available) Arial and Georgia should be used in place of Apex New and Minion, respectively. These typefaces are included in the font libraries for most operating systems. Arial and Georgia may also be used when designing digital communications.

**ARIAL**

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**GEORGIA**

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Web fonts

Source Sans is a free Google font that should be used in the place of Apex New for web and mobile devices. It can be downloaded from [www.google.com/fonts/specimen/Source+Sans+Pro](http://www.google.com/fonts/specimen/Source+Sans+Pro).

**SOURCE SANS PRO**

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```
In use: viewbook

The new identity can be effectively applied to Wentworth collateral in a myriad of ways. Here, we provide some sample viewbook pages in which the color bar, “Five Factors W,” and color duotone images are put to use.
In use: brochure covers

The color bar, silver duotone photography, and the “Five Factors W” can be applied across Wentworth’s various brochure covers. Here, we provide some examples.
In use: campus banners
In use: table banners

Colleges and Degrees

**College of Architecture, Design and Construction Management**
- Architecture
- Concentrations in Adaptive Interventions, Emerging Technologies, or Urbanism
- Construction Management
- Industrial Design
- Interior Design

**College of Arts and Sciences**
- Applied Mathematics
- Option for three- or four-year program
- Business Management
- Option concentrations in Entrepreneurship or Technology Project Management
- Computer Information Systems
- Facility Planning and Management

**College of Engineering and Technology**
- Biomedical Engineering
- Civil Engineering
- Computer Engineering
- Computer Engineering Technology
- Computer Networking
- Computer Science
- Electrical Engineering
- Electromechanical Engineering
- Five-year program with an optional concentration in Biomedical Systems Engineering
- Electronic Engineering Technology
- Engineering - Interdisciplinary
- Mechanical Engineering

**Cooperative Education (Co-op)**
- Two semesters of co-op are required for all majors.
- Students graduate with real-world experience in their field.
- Wentworth is a proud supporter of the Yellow Ribbon Program for veterans.

Campus Life

- Small, private co-ed college
- Member of Colleges of the Fenway consortium
- Wireless campus
- Community service-learning center

Sports

**Men’s Teams**
- Baseball
- Basketball
- Cross Country
- Golf
- Ice Hockey

**Women’s Teams**
- Basketball
- Lacrosse
- Rowing
- Soccer
- Tennis
- Volleyball

Innovation in the Making

wit.edu
In use: display banners
In use: transfer poster

A framework for success

Wentworth Institute of Technology offers exciting opportunities for students looking for a framework for success in the innovation economy. Our unique interdisciplinary curriculum combines technical studies, career training experiences, and an environment focused on opportunities to collaborate and innovate, meaningful opportunities for students looking to build a framework for success.

Colleges and Degrees

Innovation in the Making

Considering a transfer?

Here you can build
- Skills
- Networks
- Experience
- Models
- Businesses
- A portfolio
- Your future

wit.edu
In use: acceptance packet

Congratulations on joining the Wentworth community.

Here, we emphasize innovation and includes design and entrepreneurial solutions. Classes challenge you to think independently and bring your imagination to the forefront. Innovation is encouraged (even if this means making a mistake). You will work with faculty and peers, and you will learn to create and evaluate your own work.

Wentworth offers a unique combination of five factors that help ensure career success through a seamlessly integrated program of theory and practice. Only at Wentworth do all these factors converge and prepare you for the career you envision and the challenges you’ll face. The Five Factors are:

1. **Focused Academics**
2. **Innovation & Entrepreneurship**
3. **Collaboration & Partnerships**
4. **Ideal Location**
5. **Cooperative Learning**

550 Huntington Avenue, Boston, Massachusetts 02115-5998
1.800.556.0610 or 617.989.4000 | admissions@wit.edu | wit.edu
@witadmissions /wentworthadmissions /WentworthInstTech

One of the best ways for you to experience all that Wentworth has to offer is to visit us on campus during an Accepted Student Day. You will receive an invitation and formal information on how to register for the event. Contact the Admissions Office if you have any questions. In the meantime, join the Wentworth community right now by following us across a range of social media.

Every student receives a new laptop computer, the cost of which is included in your tuition. Each laptop is equipped with the complete suite of software you’ll need for your academic program—all of which is supported by our IT staff. You get to keep your laptop during the course of your studies (typically, during junior year laptops are replaced by newer models).
In use: digital viewbook (desktop)
In use: digital viewbook (mobile and tablet)
In use: Wentworth Fund identity

Donations to the Wentworth Fund play a significant role in ensuring that we continue to deliver an inspirational, hands-on education that prepares future generations of innovators and entrepreneurs with the tools and training they need to make substantial contributions to society and lead successful, fulfilling careers. Here are two important facts you should know about your gift.

**Your gift keeps that spirit of innovation alive**

**Your investment pays rich dividends for current students.**

Gifts to the Wentworth Fund support current use operating expenses. Your support has an immediate impact on the life of our community, whether by funding renovations to our lab spaces, sponsoring student presentations at academic conferences, or providing scholarships that ensure access to learning materials.

**Your participation truly counts—no matter the size of your gift.**

Not only will your gift support the diverse needs and activities of our community, your participation helps to demonstrate the value of a Wentworth education. Gifts in all amounts strengthen both our rankings and our ability to secure donations from foundations and other sources, and help raise our profile among prospective students and families.

**Join us.**

We hope you’ll join our fellow community members in expressing your commitment to Wentworth’s enduring, creative vision. Whether through your gift in the Wentworth Fund (or by encouraging your friends and family to do the same), you have the power to shape the future of an educational experience that will live up to the high standards expected of Wentworth’s students—a heritage that’s as real and relevant today as it was more than a century ago.

Our record number of incoming first-years will have an even better experience if we can enlist a greater degree of support from our community through their contributions to the Wentworth Fund. I urge you to join that effort by renewing or increasing your investment. Please accept my sincere thanks for your generosity.

Warm regards,

Paula Sakey
Vice President for Institutional Advancement

P.S. The President’s Society is a circle of recognition for our closest friends and advisors who contribute $10,000 or more annually. Please make your gift using the enclosed form or through a secure online donation at wit.edu/wentworthfund. Again, thank you for your support.