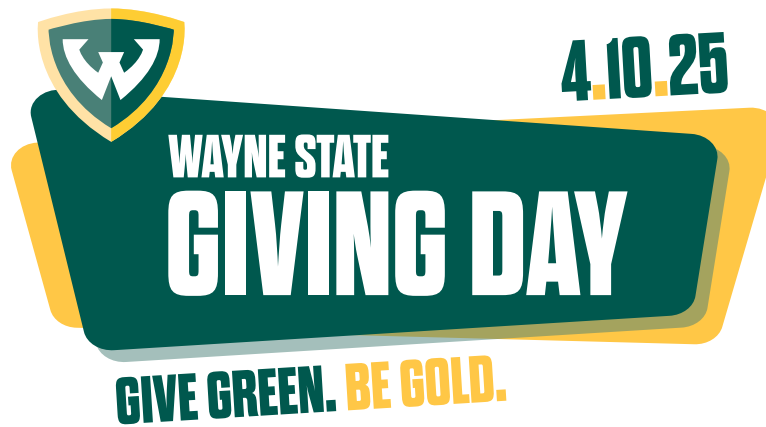


# Wayne State Giving Day 2025: Time-Honored Treasure



**Theme:** Wayne State is a time-honored treasure rather than a hidden gem — a gold standard of educational excellence and a prominent force in Detroit.

**Tagline:** Give Green. Be Gold.



Primary Logo (White/Light Backgrounds)



Reverse Logo (Color/Busy backgrounds)

**Font Family:** Dharma Gothic (Adobe Fonts)

**GREEN**



Pantone - 561 C  
CMYK - 92 42 68 48  
RGB - 12 84 73  
HEX - #0C5449

**GOLD**



Pantone - 1225 C  
CMYK - 0 22 84 0  
RGB - 255 204 51  
HEX - #FFCC33

## Concept Messages:

- Wayne State is not a hidden gem. We're a time-honored **treasure** in the heart of Detroit.
- Our **gold** is our triumph. We're resilient Warriors and shining leaders.
- Our green is our growth. We're committed to learning and shaping Detroit and our world's tomorrow.
- Warriors are leaders. By investing in Wayne State, you're investing in a community/Detroit built to shine—strong, resilient, **golden**.
- Give Green, be part of a **Golden** Legacy. Fuel the future of our Warriors, our city, our community.

## Prosperity Agenda/Impact Statements:

- Together, we accelerate student success, empower Detroit's health, and fuel the city's innovation. Give Green. Be part of Wayne State's **Gold**.
- Stand with Detroit's Warriors. Give Green. **Be Gold**.
- Ready to make an impact? Join us today to support the bright, **golden** future of our students and community.

## Other Words/Phrases:

- Classic, timeless, strong, valuable, precious
- We're here and always have been.
- Shining examples, leaders, prominent, Top 100 (Gold Medal)