

Brand Messaging

What We Believe

Education should
shape lives.

Education should do more than prepare students for careers. It should help students discover who they are, grow into the best version of themselves, and build lives of purpose, contribution, and meaning.

Our Brand Promise

Do well. Do good.
Become more.

Illinois Wesleyan prepares students to succeed in their lives and careers, contribute meaningfully to the lives of others, and continue growing throughout their lives.

Do well means developing the knowledge, skills, and confidence to succeed.

Do good means using those abilities to contribute to others and make a meaningful difference.

Become more means continuing to discover your strengths, expand your possibilities, and become the best version of yourself.

Our Brand Platform

Become More.

“Become More” is the central expression of the Illinois Wesleyan brand.

It is an invitation to explore new possibilities, discover your strengths, expand your perspective, and become more fully yourself.

At Illinois Wesleyan, becoming more does not mean becoming someone else. It means gaining the experiences, relationships, knowledge, and confidence to become the best version of who you already are.

What Our Messages Should Communicate



Growth

Students explore possibilities, discover their strengths, and become more fully themselves.



Humanity

Students are known, supported, challenged, and connected through meaningful relationships.



Participation

Students grow by actively participating in research, internships, leadership, athletics, the arts, service, entrepreneurship, and study abroad.



Success With Purpose

Students prepare for successful futures while learning to use their knowledge and abilities to make a meaningful difference.

Our Brand Story

For more than 175 years, Illinois Wesleyan has helped students build an education that shapes their lives.

Through meaningful relationships, hands-on experiences, and a culture of participation, students discover their strengths, expand their perspectives, and prepare for successful lives with purpose.

Every student's journey is different.
The opportunity is the same.

Become More.

How We Prove It

- Personal faculty mentorship
- Meaningful relationships and a supportive community
- Hands-on learning and real-world experiences
- Leadership opportunities
- Career and graduate-school preparation
- A broad, adaptable liberal arts education
- Research, internships, athletics, arts, and service
- Study-abroad opportunities
- Five Centers of Excellence
- More than 175 years of shaping lives

