**A wave of change at NWTC**

*Northeast Wisconsin Technical College unveils a new logo*

EMBARGO: The new logo graphic is embargoed until August 13, 2019 at 9:30 a.m. Media, feel free to report NWTC unveiling ahead of the embargo, please do not show the logo online or on air until August 13 at 9:30 a.m.

(August 13, 2019) GREEN BAY – With the pull of a banner, Northeast Wisconsin Technical College (NWTC) officially launched its new brand transformation Tuesday, August 13 as NWTC President Dr. Jeff Rafn revealed a new College logo for the first time in more than 30 years.

“The future expectations of our students are changing the face of higher education,” Rafn said. “Our role at NWTC is to help them shape their story and prepare with purpose. We have undergone a significant shift in our facilities and our programs to meet the needs of our students and our community through technology, flexibility, and workforce demand. Amidst these changes, we wanted to change the college’s logo and tagline in a way that reflected the ever evolving NWTC experience and journey of our students.”

The logo symbolizes strength and confidence, and the upward and forward movement represent success for NWTC students and the Northeast Wisconsin community.

“The new logo honors the tradition of the College and represents where we are going as we look ahead to our role as the first choice to prepare people for careers that are ever-changing and challenging,” said Rafn.

The College also unveiled a new tagline, **Soar Higher**, which came directly from an NWTC student during a Student Senate meeting. “The student talked about how NWTC helps people reach for their dreams, higher than they thought they could,” Rafn said. “Everyone, no matter where they are in their personal and professional journeys, can dream big and rise above their current place. Everyone can **Soar Higher**.”

The new logo replaces the “wave logo” which had been in place since 1987 when the College name changed from Northeast Wisconsin Technical Institute (NWTI).
Green Bay Major Eric Genrich acknowledges the College's long history and dedication in the community with a proclamation declaring August 13, 2019, NWTC Day through the City of Green Bay.

NWTC is a gathering place for students and community members. “We invite community members and leaders to come to campus, take a tour or hold a meeting in one of our great facilities,” Rafn said. “You will be impressed by the beauty of this campus and what it offers.”

The new brand logo was designed by the NWTC Creative Services team after receiving feedback from NWTC faculty, staff, students and community members.

“NWTC is passionate, smart, transformative, bold, and student centered,” NWTC Marketing Director Erica Plaza said. “Simply put, we are dedicated to help our students Soar Higher.”

The new logo is on display around NWTC’s three campuses in Green Bay, Marinette and Sturgeon Bay. It will also soon appear at the College’s five Regional Learning Centers in Crivitz, Oconto Falls, Shawano, Aurora and Luxemburg.

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