

wits Building Communities.
Empowering Readers.

Brand Kit



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WITS Logo



WITS Logo - Vertical



WITS Logo – Horizontal



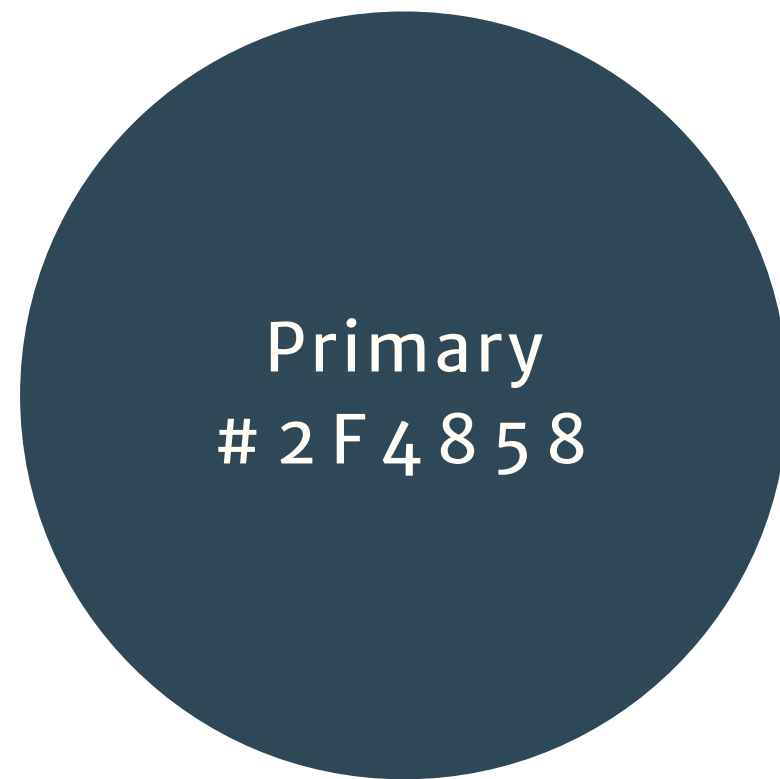
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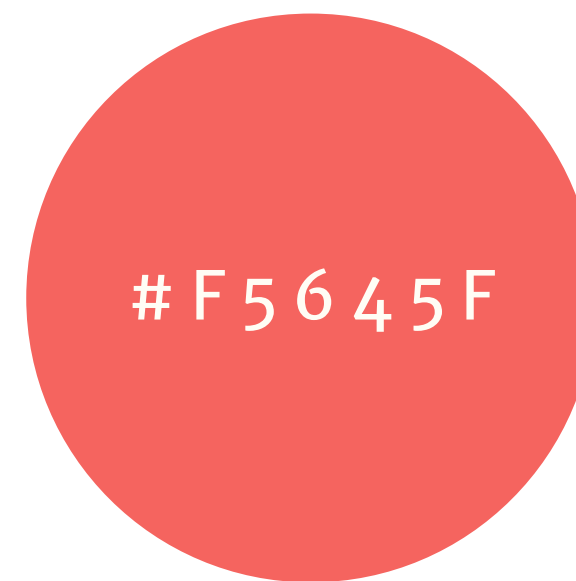
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Brand Colors



Secondary



Font

Aa

Merriweather Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0



The WITS Mission

WITS believes that literacy is the foundation on which all other learning develops. Our mission is to empower Chicago elementary students to discover themselves through reading while developing foundational literacy skills. We do this by creating community through literacy-based mentorship, enabling teachers to build diverse classroom libraries, and promoting book ownership at home.

About WITS

WITS (Working in the Schools) is dedicated to empowering Chicago's elementary students by fostering a lifelong love of reading while developing essential literacy skills. Through literacy-based mentorship programs and initiatives that place diverse books in classrooms and homes, WITS ensures that students not only learn to read but thrive emotionally and socially. With over three decades of service, WITS has become an integral partner in addressing the literacy gap within Chicago Public Schools and is working to address critical deficits in reading fluency and comprehension exacerbated by the Covid-19 pandemic.

By pairing students with dedicated mentors, WITS offers consistent, personalized support, transforming students' attitudes toward reading and positively impacting their academic success and emotional well-being. The organization's programs are responsive to the needs of students and educators, with a focus on providing enriching literacy experiences rather than prescriptive tutoring. As WITS continues to expand its reach and impact, it remains committed to bridging the literacy gap and nurturing vital social connections for Chicago's young people, all offered at no cost to the schools or families. In short, WITS is helping students build brighter futures, one book—and one relationship—at a time.

wits

Marketing Contact

Kellie Romany
Marketing Director

kellie@witschicago.org

