

**WE HAVE SO MANY
UNIQUE AND INSPIRING
STORIES TO TELL.**

**SPRINGFIELD
COLLEGE**



THE BIGGEST ONE OF ALL?

The story of
Springfield College itself.

Humanics calls for educating the whole person—spirit, mind, and body—for leadership in service to others. Since our beginning, we've been inspired by this philosophy. This is **our mission**.

OUR PERSONALITY

These characteristics describe how we look, feel, and talk.

WE ARE CURRENT

relatable, timely,
and responsive

WE ARE FRIENDLY

welcoming, inclusive,
and valuing relationships

WE ARE GENUINE

humble and
giving to others

WE ARE DISCIPLINED

driven, hardworking,
and focused

WE ARE ENGAGED

active and spirited

WE ARE TIME-HONORED

respecting history and tradition

OUR LEXICON

This is how we tell our story.

There is only one Springfield College.

We are unique. Abbreviating our name invites confusion. Say Springfield College.

Humanics.

While we have an intimate understanding of what it means, it's not easy to explain in just a few seconds. Use "spirit, mind, and body" to describe our philosophy of educating the whole student and inspiring them to serve others.

Smarter students. Better people.

Our students are doers. Our Humanics philosophy demands that students actively seek ways to use what they've learned to improve our world, starting with their individual corners of it.

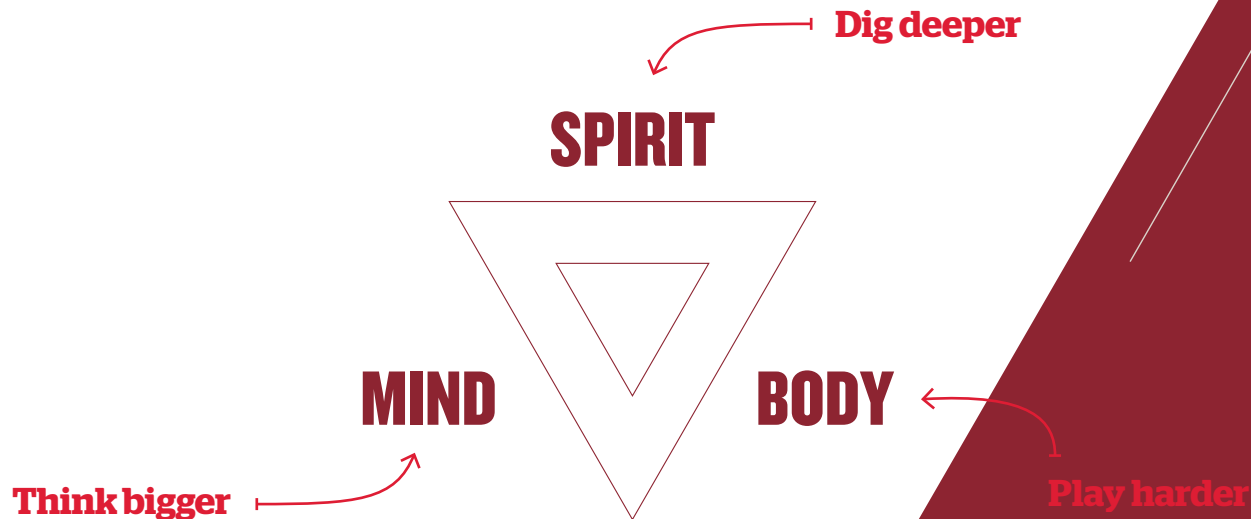


Spirit, mind, and body.

It is the guiding principle of our Humanics philosophy. But it's about more than simply educating the whole student. It's about educating the whole student for leadership in service to others.

Dig deeper, think bigger, and play harder.

We use this phrasing to inspire the work of students, faculty, and staff outside of the classroom, across campus, or in the community.



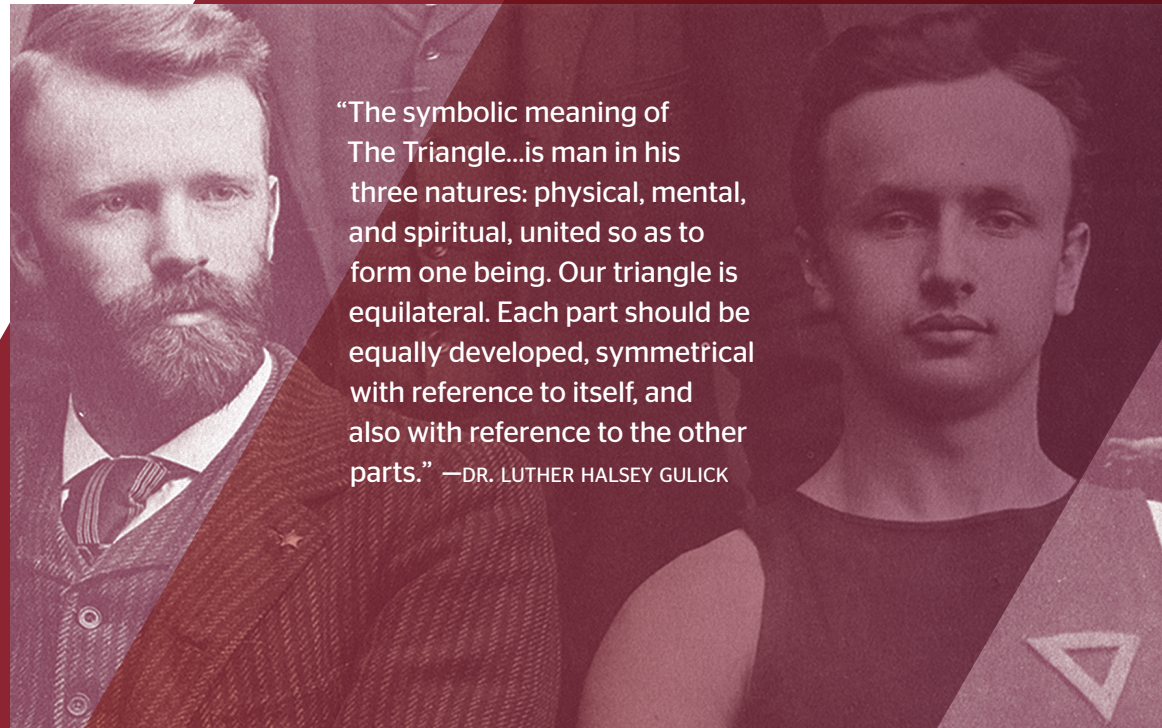
OUR LOGO

An individual's emotional, intellectual, and physical lives are interconnected. Our triangle represents this ideology and symbolizes our Humanics mission.

SPRINGFIELD
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“The symbolic meaning of The Triangle...is man in his three natures: physical, mental, and spiritual, united so as to form one being. Our triangle is equilateral. Each part should be equally developed, symmetrical with reference to itself, and also with reference to the other parts.” —DR. LUTHER HALSEY GULICK



OUR SEAL

The Springfield College seal is a significant part of our college's heritage. Today, it's reserved for official business only, such as communications from the Office of the President or diplomas.



OUR COLORS

Springfield College is represented by **maroon** and **white**.





**OUR STORY ISN'T JUST
SOMETHING WE TELL PEOPLE.**

It's something we show them. It's something we live.

**SPRINGFIELD
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