
PENNWEST LAUNCHES NEW BRAND STRATEGY: WITHIN REACH



January 21, 2026

PennWest University announced the launch of its evolved brand strategy and new marketing campaign, *Within Reach*, a bold initiative reflecting the university's ongoing commitment to providing accessible, achievable, and life-changing education.

"*Within Reach* represents the heart of PennWest — a community built on opportunity, connection, and purpose," said President Jon Anderson. "It reflects our shared belief that education should be accessible, achievable, and life-changing. Across our campuses, we bring together expertise, understanding, and opportunity to help every student succeed."

Developed through extensive market research, collaboration, and community input across PennWest's California, Clarion, Edinboro, and Global Online campuses, *Within Reach* highlights the university's values of resiliency, community, practicality, and empowerment.

"These values guide how we support our students, one another, and the region we serve," Anderson said. "Together, we are stronger and ready for what's ahead."

The refreshed brand includes a dynamic visual identity that represents momentum and growth, an expanded color palette, and a modern photography style that captures the authentic PennWest experience.

Faculty, staff, and students will begin seeing the new look across digital and print advertising, streaming platforms, and throughout PennWest's campuses this spring. The university has also refreshed its website and launched an updated Brand Center with official brand guidelines, including strategy, logos, fonts, colors, templates, and more.

"In a rapidly changing higher education landscape, *Within Reach* ensures that PennWest's story — our voice, values, and visuals — comes through clearly and cohesively everywhere we share it," said Kelly Repinski, Vice President for University Communications and Marketing. "This campaign empowers every member of the PennWest community to be a brand ambassador — sharing the pride, purpose, and power of what it means to be PennWest."

In the coming weeks, University Communications and Marketing will host brand onboarding and in-depth training sessions for divisions and departments. These sessions will provide practical guidance on applying PennWest's brand voice, visual identity, content strategy, and writing style, as well as using the full library of templates and toolkits.

To learn more and access PennWest's brand resources, visit pennwest.edu/brand.