

Surround yourself with distinction. Surround yourself with UW-La Crosse. UW-L Chancellor, Joe Gow, says this new theme, or tagline released today, is the product of extensive work conducted over the past year and a half by their University Branding Committee.

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Gow says three components came into play when designing the new theme. They include the exceptional quality and value of their academics, the surrounding natural beauty of the La Crosse region and the strong hometown feel of the local community. UW-L departments will be encouraged to utilize their existing stocks of printed materials that have the old theme on them before switching over to newly designed materials.