



LOGOTYPE (LOGO)

LONGWOOD
UNIVERSITY

FULL LOGOTYPE



LONGWOOD

SOLO LOGOTYPE



The official logotype or logo for Longwood University combines the Longwood wordmark and Rotunda symbol in a specific configuration, although the elements are designed to work independently in certain circumstances.

The logo can be used on a variety of publications including stationery, note cards, invitations, business cards, and vehicular and campus signage.

For best print reproduction, use only the high-resolution images available electronically online at go.longwood.edu/logos. The logo should always be printed in one color—never two—except when used with office and department nameplates (see Page 5).

LONGWOOD
UNIVERSITY



LONGWOOD



Minimum recommended size:
width 2.5" including Rotunda

Please Note: As part of the overall integrated marketing plan, the branding strategy for Longwood University does not allow for individual departmental or divisional logos with the exception of adaptations such as the college nameplates on Page 6. Contact the Office of Marketing, Communications and Engagement for more information.

LONGWOOD
UNIVERSITY



LONGWOOD



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LONGWOOD



ROTUNDA SYMBOL

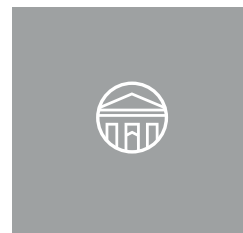
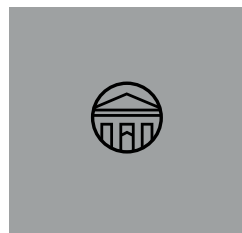
The Rotunda symbol is based on an earlier rendering of the Rotunda building.

The symbol is abstract and stylized to reflect Longwood University's traditional roots and contemporary outlook.

The symbol may print in black or in either of the university's official colors: **PMS 282** (Longwood blue) or **PMS 422** (Longwood gray). It may also be used as a reverse, i.e., white type over a darker background.

Size proportionately; never expand or condense the Rotunda symbol.

The Rotunda symbol is available electronically online at go.longwood.edu/logos.



Minimum recommended size: 0.375"

UNIVERSITY SEAL

The official Longwood University Seal is reserved for formal applications such as diplomas, certificates, invitations, official documents and other approved uses. For more information, contact the Office of Marketing, Communications and Engagement.



WORDMARK

LONGWOOD
UNIVERSITY

LONGWOOD
UNIVERSITY

LONGWOOD
UNIVERSITY

FULL WORDMARK

LONGWOOD

LONGWOOD

LONGWOOD

SOLO WORDMARK

Size proportionately; never expand or condense the wordmark.

Please do not attempt to create this wordmark yourself. The wordmark is available electronically online at go.longwood.edu/logos.

The wordmark may print in black or in either of the university's official colors: PMS 282 blue and PMS 422 gray. When used with the word "UNIVERSITY," both lines of the wordmark should always print in the same color.

We recommend using either option to ensure a consistent Longwood University identity.

LONGWOOD
UNIVERSITY

Minimum recommended size:
Width 2"

LONGWOOD

Minimum recommended size:
Width 2"



DEPARTMENT AND OFFICE NAMEPLATES

LONGWOOD 

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

Primary departmental nameplate for use in stationery and all other applications where the shape of the space accommodates the horizontal format.

Minimum recommended size:
Width 2.5" including Rotunda

LONGWOOD 
COOK-COLE COLLEGE
OF ARTS AND SCIENCES



LONGWOOD

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

Centered departmental nameplate for limited use in applications where a less horizontal nameplate is dictated by the shape of the available space.

Minimum recommended size:
Width 2"


LONGWOOD
COOK-COLE COLLEGE
OF ARTS AND SCIENCES

To promote the individual colleges, divisions, departments and offices, special identity nameplates have been created for each of those major university divisions and departments.

The nameplates may be used in the two-color format, as illustrated (PMS 282 blue and PMS 422 gray), in all black, or as a reverse, i.e., white type over a darker background.

These logotype adaptations extend the brand of Longwood University to the college and department level and may be used for a wide range of promotional items in both print and electronic media. If logos are to be used in embroidery applications, please contact the Office of Marketing, Communications and Engagement at marcom@longwood.edu to request artwork that will meet these specialized requirements.

LONGWOOD 

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

LONGWOOD 

COOK-COLE COLLEGE
OF ARTS AND SCIENCES



LONGWOOD

COOK-COLE COLLEGE
OF ARTS AND SCIENCES



LONGWOOD

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

LONGWOOD

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

Using the primary departmental nameplate without the Rotunda symbol also is an option.

Minimum recommended size:
Width 2"

TYPOGRAPHY

Chronicle Text (Hoefler & Co.)

Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Semibold *Italic* ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Gotham (Hoefler & Co.)

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Book Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Medium *Italic* ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Bold *Italic* ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Black ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Ultra ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Ultra *Italic* ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Trade Gothic Next for web use

Trade Gothic Next
Compressed

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$\$%^&*?

Trade Gothic Next Bold
Compressed

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$\$%^&*?

Trade Gothic Next Heavy
Compressed

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$\$%^&*?

PALETTE Together

Primary Colors

The two primary colors are **Longwood blue** and **Longwood gray**.



LONGWOOD BLUE
282C
 100/90/13/68
 4/30/66
 041e42



90% 80% 70% 60% 50% 40% 30% 20% 10%

281 (alt.)



LONGWOOD BLUE
281
 100/85/5/36
 0/32/91
 00205b

PMS 282 often looks black when used in smaller type and areas of color. **PMS 281** is an alternative that reads as Longwood blue when used in smaller type and areas of color.



LONGWOOD GRAY
422C
 19/12/13/34
 158/162/162
 9ea2a2



90% 80% 70% 60% 50% 40% 30% 20% 10%

423 (alt.)



LONGWOOD GRAY 423C
423
 22/14/16/45
 137/141/141
 898d8d

PMS 422 is sometimes too light when used in smaller type and areas of color. **PMS 423** is an alternative that reads as Longwood gray when used in smaller type and areas of color.

Visual Tone

SELF-ASSURED
 THOUGHTFUL
 GENUINE
 RELATIONSHIPS
 TOGETHER
 CONFIDENT

When using color builds, always use the color values listed here. These values have been adjusted for the best reproduction in print and on screen and do not match Pantone® Color Bridge builds. Do not convert PMS spot colors for CMYK or RGB applications in Adobe Creative Suite as the color builds will not be accurate.

Secondary Colors

The secondary palette is composed of four main colors in graduated hues that can be used in a “tone on tone” system. Complementary accents can also be judiciously used.

sample color usage



paired with primaries



secondary



PMS 1797C
 CMYK 2/97/85/15
 RGB 202/35/45

secondary



PMS 2945C
 CMYK 100/53/2/16
 RGB 0/95/158

secondary



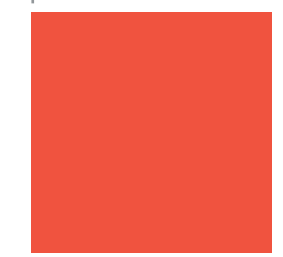
PMS 7715C
 CMYK 97/0/36/57
 RGB 0/94/99

secondary



PMS 7743C
 CMYK 71/6/100/50
 RGB 37/104/38

tertiary



PMS 178C
 CMYK 0/83/80/0
 RGB 240/83/63

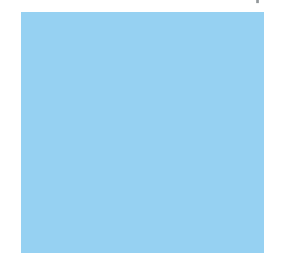


PMS 1565C
 CMYK 0/30/60/0
 RGB 252/187/118

tertiary



PMS 2925C
 CMYK 85/21/0/0
 RGB 0/154/218



PMS 291C
 CMYK 38/4/0/0
 RGB 0/95/158

tertiary



PMS 632C
 CMYK 90/0/30/0
 RGB 0/176/189



PMS 304C
 CMYK 34/0/18/0
 RGB 166/219/214

tertiary



PMS 7489C
 CMYK 60/0/100/0
 RGB 114/191/68



PMS 382C
 CMYK 35/0/80/0
 RGB 196/216/46



Relationships
matter.

Relationships
matter.

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Particular campaigns or areas, such as Athletics or Admissions, may develop a unique look for consistency, drawing more on secondary colors than primary colors, when appropriate.

“Because of the Honors College, I was able to study abroad in Spain, which not only opened my eyes to the rest of the world but also forced me out of my comfort zone.”

—CORRI CALANDRA '20



Corri Calandra '20

MAJOR: Chemistry/secondary education

A GOOD SPORT: Corri is a member of Longwood's Division I lacrosse team and says it has been an "invaluable experience" that's taught her about discipline, leadership and cooperation.

CHEMICAL REACTION: Sharing her fascination with chemistry with high-school students is one thing Corri sees in her future.



IN HER CORNER

Dr. Jonathan White, assistant professor of chemistry. "Dr. White has gone out of his way to help me understand the concepts of biochemistry and to be successful in the research we've done together. He always takes time out of his day to help me and others learn."

“The majority of my growth has come from the **community of scholars at Longwood.** I don’t think I would have found such a marvelous, supportive group of individuals at any other school in the country.”

—DEREK HOLMBERG '20



Derek Holmberg '20

MAJOR: Physics

APPLY DAILY: Derek’s idea of fun is applying physics principles in his everyday life. “This is my second year as president of the Society of Physics Students, and I’ve led our organization in several fun projects, like making homemade ‘Dippin’ Dots’ with liquid nitrogen.”

SAVED FROM OBLIVION: “Taking unique honors classes like Place as Text opened my eyes to new perspectives to which I otherwise would have remained forever oblivious.”



IN HIS CORNER

Dr. Kenneth Pestka, associate professor of physics. “I did my research internship with Dr. Pestka. He has given me advice and skills that will be invaluable in the workforce or graduate school. I am deeply indebted to him.”



IMAGERY GUIDANCE

Relationships

We prioritize Longwood community members in **authentic dialogue and engagement with one another**. That may look like documenting an assist in basketball, a professor-student conversation in a classroom or a high-five on Brock Commons.

Tips

- Relationships mean showing up for each other. We can show a range of emotions in our photos, including moments of reflection and quiet.
- Choose naturalistic photos of relationships in action rather than posed group shots.
- When choosing campus shots, highlight locations that build relationships.



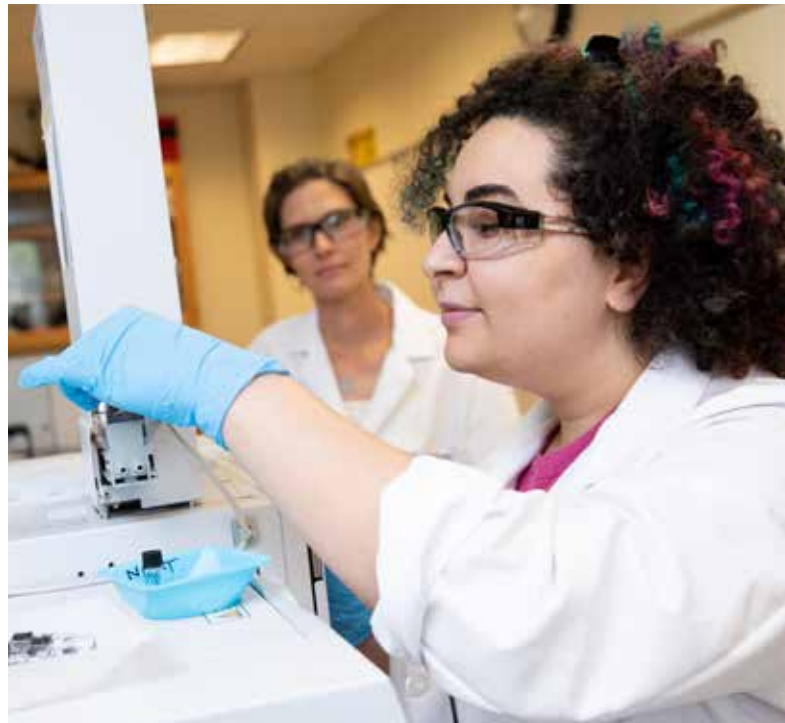
IMAGERY GUIDANCE

Agency

We prioritize photos those that convey a sense of action—that could be a student actively participating in a service project, presenting research, talking to an employer at a career fair, or leading a Zumba class.

Tips

- Look for engaged body language.
- Choose photos of Lancers in action in all kinds of scenes—indoor/outdoor, academic/athletic, etc.



IMAGERY GUIDANCE

Warm & Welcoming

Nothing can capture that **warm, welcoming feeling** when you step on Longwood's campus—but photos and video can come close.

Tips

- Help virtual visitors feel at home by choosing naturalistic photos in warm, natural light (without flash or fluorescence) when possible.
- Capture a similar feeling with select photo filters when appropriate.



IMAGERY GUIDANCE

Self-Assured & Genuine

Our brand should feel comfortable in its own skin. That means our photos convey the range and scope of experiences at Longwood as naturalistically as possible—avoiding staged photographs when we can. We can combine photos of high-stakes academic moments with Color Wars. We can capture the quirks of our community. We can be funny and serious.

We can be ourselves.

Tips:

- Use photos to showcase our unique traditions.
- Choose photos that convey a range of emotions, not just big smiles.



IMAGERY GUIDANCE

Not “Anywhere, USA”

While not always possible, we prioritize images that are uniquely Longwood and don't reflect every other college or university in America. **Capture the unique qualities of our community.** That could be the action reflected in the photo or something in the photo that clearly brands it as taken at Longwood.

Tip

- Try this simple test: Would the photo work in marketing materials for another university? If so, explore other options.

