Visual Brand Style Guide

Logotype (Logo)

LONGWOOD
UNIVERSITY

LONGWOOD

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.

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 36. Contact the Office of Marketing, Communications and Engagement for more information.

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 through Printing Services. The logo should always be printed in one color—never two.

Wordmark

LONGWOOD
U N I V E R S I T Y

LONGWOOD
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LONGWOOD
U N I V E R S I T Y

LONGWOOD
U N I V E R S I T Y

LONGWOOD

LONGWOOD

LONGWOOD

LONGWOOD

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.

Size proportionately; never expand or condense the wordmark.

Please do not attempt to create this wordmark yourself. The wordmark is available electronically through Printing Services or the Office of Marketing, Communications and Engagement.

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 blue or PMS 422 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.

LONGWOOD

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

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

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.

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.

Lorem ipsum
more type
to check leading

Nameplate

Minimum recommended size:
height: 0.5"

LONGWOOD
COOK-COLE COLLEGE
OF ARTS AND SCIENCES

LONGWOOD
COOK-COLE COLLEGE
OF ARTS AND SCIENCES

Longwood Mark
Chronicle Text Roman

Longwood Nameplate
Gotham Medium

LONGWOOD
COOK-COLE COLLEGE
OF ARTS AND SCIENCES

LONGWOOD
COOK-COLE COLLEGE
OF ARTS AND SCIENCES

Color Palette

Primary Colors

Longwood Blue

RGB   0/33/71
CMYK   100/90/13/68
HEX   002147
PMS   282

Longwood Gray

RGB   162/164/163
CMYK   19/12/13/34
HEX   A2A4A3
PMS   422

Secondary Colors

Teal

RGB   0/117/130
CMYK   100/10/0/49
HEX   007582
PMS   7474

Coral

RGB   255/88/93
CMYK   0/70/60/0
HEX   FF6F61
PMS   16-1546

Dark Green

RGB   71/106/48
CMYK   70/37/100/29
HEX   476A30
PMS   18-0135

Bright Blue

RGB   0/61/165
CMYK   100/69/0/4
HEX   003DA5
PMS   293

Light Blue

RGB   155/203/235
CMYK   38/4/0/0
HEX   9BCBEB
PMS   291

The colors above are recommended color applications when black is not used.

Darker colors should be used for body copy, lighter colors as accents.

Each of the above colors can be used individually with Longwood blue to create two-color printed pieces.

Typography
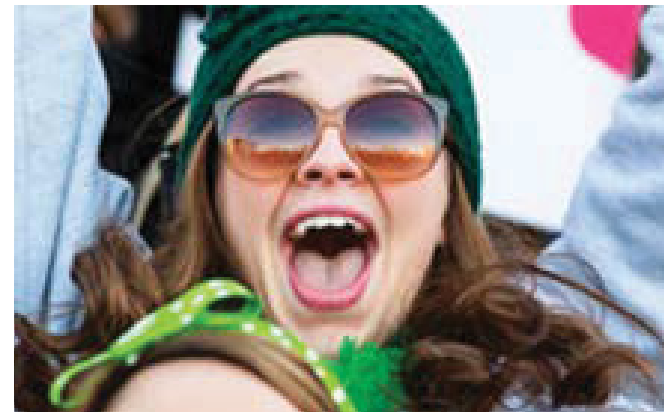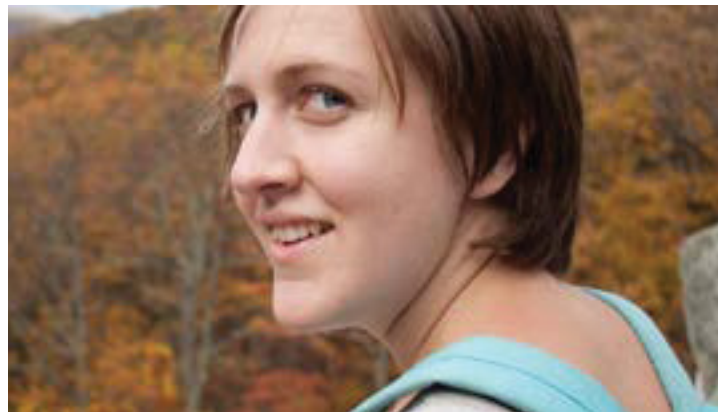
Chronicle Text Family
use as the primary font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*?

Gotham Family
use for all secondary text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*?

Melbourne Family
use sparingly on the web and in Admissions publications

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&*?

Our images are warm, revelatory & authentic

Our photos bring the Longwood campus experience to life for the whole community, from prospective student to long-ago alum. Choose photos that capture our tone visually, with warm colors, natural smiles, natural light (avoid flash), and authentic campus experiences rather than staged shots.

Warm

Prioritize events and photo opportunities that occur out-doors, especially at "the golden hours" (sunrise or sunset).

Avoid flash whenever possible.

When selecting from indoor shots, choose diffuse or natural sunlight over fluorescent.

Good examples

Consider alternatives

Revelatory

Show the moment of discovery—whether academic, social or athletic.

For background/campus shots, utilize depth of field to create texture and a sense of a visual "reveal."

Highlight "braggable" photo content to showcase Longwood at its best—capture the quirks and unique qualities of our community.

Good examples

Consider alternatives

Authentic

Avoid "say cheese" smiles whenever possible. Consider re-shooting faculty and staff portraits to create a more natural/authentic feel.

Highlight a range of positive emotions in photography—not just "happy." Try to capture reflection, curiosity, etc.

Update dated faculty/staff portraits to convey the warmth of relationships and showcase faculty/staff in their element.

Good examples

Consider alternatives