

Longwood University

BRAND STORY | July 2022



THE HERO'S JOURNEY

Our brand guide is built on a classic narrative template — the hero's journey. In these tales, an unsuspecting **hero** meets a **mentor** who calls them into an adventure to heal the broken world around them, win treasure, and live out their **values** more fully. Typically, the mentor hands the hero a **gift** that will come in handy as they face the challenges ahead. As they build new alliances and face more and more difficult challenges, the hero gains new insights about themselves, heals what is broken in their world, and returns with tales from the journey and wisdom to share - what we know as the **moral** of the story.

Brand hero - our target audiences

Brand mentor - Longwood

Core values - shared between Longwood and our audiences

Brand gift - what differentiates us & supports our heroes on the journey

Moral - our core message

Joseph Campbell studied stories from around the world and throughout history to articulate this common template — the arc of beloved tales from Wizard of Oz to Star Wars and Harry Potter.

OUR BRAND STORY

OUR HEROES:

- ❖ The Thousand
- ❖ The Lancer

OUR CORE VALUES:

- Relationships
- Agency
- Courage

BRAND GIFT:

Civitae

Our brand story creates a simple, memorable north star for all of our communications with our audiences.

OUR MENTOR ARCHETYPE:

THE TORCHBEARER

We know that democratic values will falter unless every generation re-ignites the flame. **We offer students deep roots so they can rise to meet the challenges of their day.**

OUR ARCHETYPE GUIDES OUR TONE:

*As torchbearer, our tone is **self-assured, thoughtful, and genuine.***

MORAL:

Relationships are the foundation of our future.

OUR HEROES

THE THOUSAND

Across Virginia and the region, talented young adults are searching for a place just like Longwood. Our heroes are curious, open-minded, and committed to their relationships and their communities.

They're up for a challenge, but may not yet see themselves as leaders. Students come to Longwood with purpose and potential, eager to find their path toward a meaningful career and life.

THE LANCER

Longwood students, faculty, staff and alumni thrive off of our close-knit, engaged community. **Lancers are the lifeblood of Longwood**, and our best brand ambassadors.

Our audiences, not Longwood, are the heroes of our brand story. We meet our audiences on the level of core values and offer them a path forward. While we customize messaging for each individual audience, The Thousand and the Lancer represent two primary audiences for Longwood.

VALUES & MORAL

CORE VALUES

- Relationships
- Agency
- Courage

MORAL

Relationships are the foundation of our future.

Relationships — dialogue and engagement with loved ones and with strangers — not only scaffold brain development, they are the fabric of our democracy. **Each of us — and Longwood itself — is evolving all the time, and we learn, grow, and teach in the context of our relationships.** We live in a moment of cultural reckoning, but Longwood has adapted and flourished through those that have come before. The deep roots of our community allow for continual evolution and the courage to rise to the challenges of our day.

The moral of our story is closely aligned with our core values. Both guide our messaging to our audiences.

BRAND GIFT

CIVITAE

We used to describe our brand gift as Citizen Leadership, and this language will continue to be used across campus. We now offer students a pathway through their experience at Longwood that intentionally builds the skills and qualities necessary for a meaningful life, career success, and civic life. **Our brand gift refers both to the Civitae curriculum and to the larger ethos of engaged dialogue, critical thinking, and participation in our communities.**

The brand gift represents a true differentiator — something we offer to heroes as they begin their journey that comes in handy as they grow and face challenges along the way.

WORDS WE LOVE

CONTRIBUTE

FOUNDATION

PARTNER

ROOTS

INQUIRY

QUALITIES

PARTICIPATE

TOGETHER

CURIOUS

CIVIC LIFE

EVOLVE

PATH

DIALOGUE

ENGAGE

GROW

LEADER

DISCOURSE

VISION

CHALLENGE



Longwood University

TACTICAL BRAND TOOLS | JUNE 2022

CIVITAE

HOW DO WE CONVEY THE UNIQUE VALUE OF CIVITAE?

Every student comes to Longwood with their own passion, skills, and questions. Where will they take you? Our unique Civitae curriculum provides a four-year path to orient toward your own north star and build a compass to guide your life and career. Employers are looking for creative, strategic thinkers and doers, and these same skills are essential for participation in civic life. Through Civitae, you'll engage in thought-provoking courses and co-curricular experiences that enhance your major while building the 21st century skills needed for engaged citizenship and any career you choose.

Shorthand:

- Through Civitae you will build skills that guide your life, career, and engagement with your community.
- Through Civitae, you'll find your north star and build a compass to guide your life and career.
- Civitae enhances your major, equipping you with knowledge and skills no other [nursing] program can offer.

Philosophically:

Democracy is ours to build and shape. In the long arc of history, democracy is still in its infancy. Its ideals have never been fully realized, but every generation of citizens takes up the torch of progress. Education is itself a commonwealth, and Longwood lives our values through the Civitae curriculum and our commitment to engaged, liberal arts education for the common good.

OUR ADMISSIONS HEROES

WHO ARE WE SEEKING?

Each year, we welcome approximately 1,000 seniors from Virginia and the region — curious, open-minded young adults who are engaged in their communities and eager to find their path. **Civitae will arm them with the skills and knowledge to lead a meaningful life and career, but these students may not always identify as leaders when they begin.**

Over the years, we have found a few key indicators that a student is likely to thrive at Longwood:

- **They're up for a challenge** — they have taken at least 1 AP course
- **They participate** — they care about an issue in their community
- **They're beloved members of their communities** — they have close relationships and show up for their friends and families
- **Their eyes light up** — they have opinions, but they're seeking dialogue and deeper engagement

*While our primary target audiences during the admissions process are prospective students with these qualities, **parents, school counselors** and other **influencers** are key allies who will help our heroes see themselves at Longwood if they're a good fit. Parents are likely to be focused on perceived value, career-readiness, safety and reputation. School counselors and other influencers may also focus on perceived value and Longwood's reputation.*