LONGWOOD
U N I V E R S I T Y

GRAPHIC IDENTITY
STYLE MANUAL

2015

This revised Longwood University Identity Standards & Style Manual provides guidelines and specifications for the use of all official wordmarks, logos, symbols, and other graphic representations, which form the graphic identity and branding policies of Longwood University.

It is important that all departments project a consistent and cohesive image for Longwood University that complements our overall marketing plan while conveying a professional image to our various audiences and constituencies. The branding strategy for Longwood University does not allow for individual departmental or divisional logos.

Please note that all Longwood University graphic images included in this manual are copyrighted and may not be used by outside resources or vendors unless they have been officially licensed by the Licensing Resource Group. To learn more about licensing procedures and marketing opportunities, please see page 18.

The guidelines and standards in this manual apply to all media, whether print, electronic, or broadcast, where Longwood University identity marks are used. This manual is also available online as a PDF at go.longwood.edu/style.

By following these graphic standards, we can all speak with a clear and consistent voice that will ensure a positive image for Longwood University. For more information, please contact the Longwood University Office of Marketing and Communications at 434.395.2020.

CONTENTS

The wordmark for Longwood University is set in Adobe Garamond. The wordmark consists of two lines. It has been carefully typeset so that all character pairs are balanced and even.

LONGWOOD
U N I V E R S I T Y

LONGWOOD
U N I V E R S I T Y

LONGWOOD
U N I V E R S I T Y

LONGWOOD
U N I V E R S I T Y

LONGWOOD
U N I V E R S I T Y

LONGWOOD
U N I V E R S I T Y

The wordmark may print in black or in either of the University's official colors: PMS 282 blue and PMS 422 gray. 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 in hard copy or electronically through the Printing Services department and is available also on the Longwood University Marketing and Communications web site.

The rotunda symbol is based on an earlier rendering of Ruffner Hall. 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 and PMS 422 gray.

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

Size proportionately; never expand or condense the Rotunda symbol.

The Rotunda symbol is available in hard copy or electronically through the Printing Services department and is available also on the Longwood University Marketing and Communications web site.

HISTORY

The rotunda symbol was designed by Domenica Genovese, principal of the renowned design firm GCF, in coordination with David Whaley, director of design, to celebrate the launch of a new graphic identity for the university at the dawn of a new millenium in 2000. The symbol is based on the bold lines of the Jeffersonian architecture of the Ruffner Hall Rotunda. The rotunda symbol was honored with publication in *Graphis Logo Design 5.*

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 6. Contact the Office of Marketing and Communications for more information.

LONGWOOD
U N I V E R S I T Y

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

For best print reproduction, use only the high-resolution images available through the Printing Services department. The logo should always be printed in one color – never two.

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

LONGWOOD

COOK–COLE COLLEGE
OF ARTS AND SCIENCES

These logotype adaptations extend the branding mission of Longwood University to the College and Departmental level and may be used for a wide range of promotional items in both print and electronic media.

LONGWOOD

COOK–COLE COLLEGE
OF ARTS AND SCIENCES

The nameplates may be used in traditional format, as illustrated, or as a reverse, i.e., white type with blue or black background.

LONGWOOD

DEPARTMENT OF HISTORY,
POLITICAL SCIENCE
AND PHILOSOPY

For best print reproduction, use only the high-resolution images available through the Printing Services department. The nameplate should always be printed in either the two color variation, as shown, or as a single color in PMS 282, PMS 422 or in white as a reverse, i.e., white type with blue or black background.

LONGWOOD

DEPARTMENT OF HISTORY,
POLITICAL SCIENCE
AND PHILOSOPHY

The official Longwood University Seal is reserved for use on diplomas, certificates, official documents, and other approved applications. For more information, contact the Office of Marketing and Communications at 2020.

HISTORY

The Longwood University Seal, designed by David Whaley, director of design, was unveiled on July 1, 2002, when Longwood College became Longwood University. The design is based on the 1976 Longwood College Seal, which featured an original drawing of the Ruffner Hall Rotunda by Barbara L. Bishop '60, professor of art, 1965-90.

The Longwood University standard typographic family is Adobe Garamond. This font, originally designed by Claude Garamond, circa 1560, is a true classic. It offers excellent legibility and flexibility over a range of applications by varying point size, color, weight and placement.

ADOBE GARAMOND   12 on 13 point

abcdefghijklmnopqrstuvwxyz   ABCDEFGHIJKLMNOPQRSTU VWXYZ   1234567890   CONSISTENT USE OF TYPOGRA-PHY will create a coherent identity for the admissions materials while allowing   flexibility   and   variety   among   individual   pieces.

ADOBE GARAMOND ITALIC   *12 on 13 point*

abcdefghijklmnopqrstuvwxyz   ABCDEFGHIJKLMNOPQRSTUVW XYZ   1234567890   CONSISTENT USE OF TYPOGRAPHY will create a coherent identity for the admissions materials while allowing flexibility and variety among individual pieces.

TIMES ROMAN   12 on 13 point

abcdefghijklmnopqrstuvwxyz   ABCDEFGHIJKLMNOPQRSTU VWXYZ   1234567890   CONSISTENT USE OF TYPOGRA-PHY will create a coherent identity for the admissions materials while allowing flexibility and variety among individual pieces.

TIMES ROMAN ITALIC   *12 on 13 point*

abcdefghijklmnopqrstuvwxyz   ABCDEFGHIJKLMNOPQRSTU VWXYZ   1234567890   CONSISTENT USE OF TYPOGRAPHY will create a coherent identity for the admissions materials while allowing flexibility and variety among individual pieces.

At left are samples of the recommended font usage for Longwood University materials.

Generally, body copy should be set in Adobe Garamond. It should not be set smaller than 10pt with 12pt leading (10/12).

Note: We recommend specifying Adobe Garamond for body copy, but if it is not available, Times Roman may be substituted.

Historically, the official colors of Longwood University have been blue and white. In recent years, gray has been added to the palate as an accent and contrast for certain applications, particularly in sports promotion. If a metallic color is to be used in a project we encourage the use of silver rather than gold or bronze, etc. For printing purposes, the specific color code numbers (Pantone Matching System) are as follows:

PMS 282   **PMS 422**

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 black to create two-color printed pieces.

1)

LONGWOOD
U N I V E R S I T Y

To avoid unacceptable usage, only use the logotype, word-mark and Rotunda symbol available through the Printing Services department or Public Relations.

1) Do not overlap or superimpose graphic elements. The word-mark should never print on top of the Rotunda symbol.

2)

LONGWOOD
U N I V E R S I T Y

2) The wordmark should never be replaced by another font. The correct font is Adobe Garamond, available from Adobe Type. The wordmark should not be recreated. Camera-ready artwork is available through the Printing Services department.

3)

LONGWOOD
U N I V E R S I T Y

3) No element of the graphic identity should be skewed or angled.

4) The wordmark or logotype should never print in two colors.

4)

LONGWOOD
U N I V E R S I T Y

Paper stock, color, texture and weight add richness and aesthetic appeal to the university's correspondence. The following stock is recommended and available through the Printing Services department.

DEPARTMENTAL
LETTERHEAD
For general campus use, specify Neenah Classic Crest,
24lb Recycled Bright White, and matching envelope with square flap.

This is a premium sulphite, recycled writing paper designed for superior press performance at an economical price. Recycled content carries a minimum of 50 percent recycled fiber including 30 percent post-consumer waste. It is EcoLogo certified.

MAILING LABEL
Matching Fasson* CRACK'N PEEL* Pressure Sensitive Label Stock from Avery Dennison, Neenah Classic Crest, 70lb, smooth, Recycled Bright White.
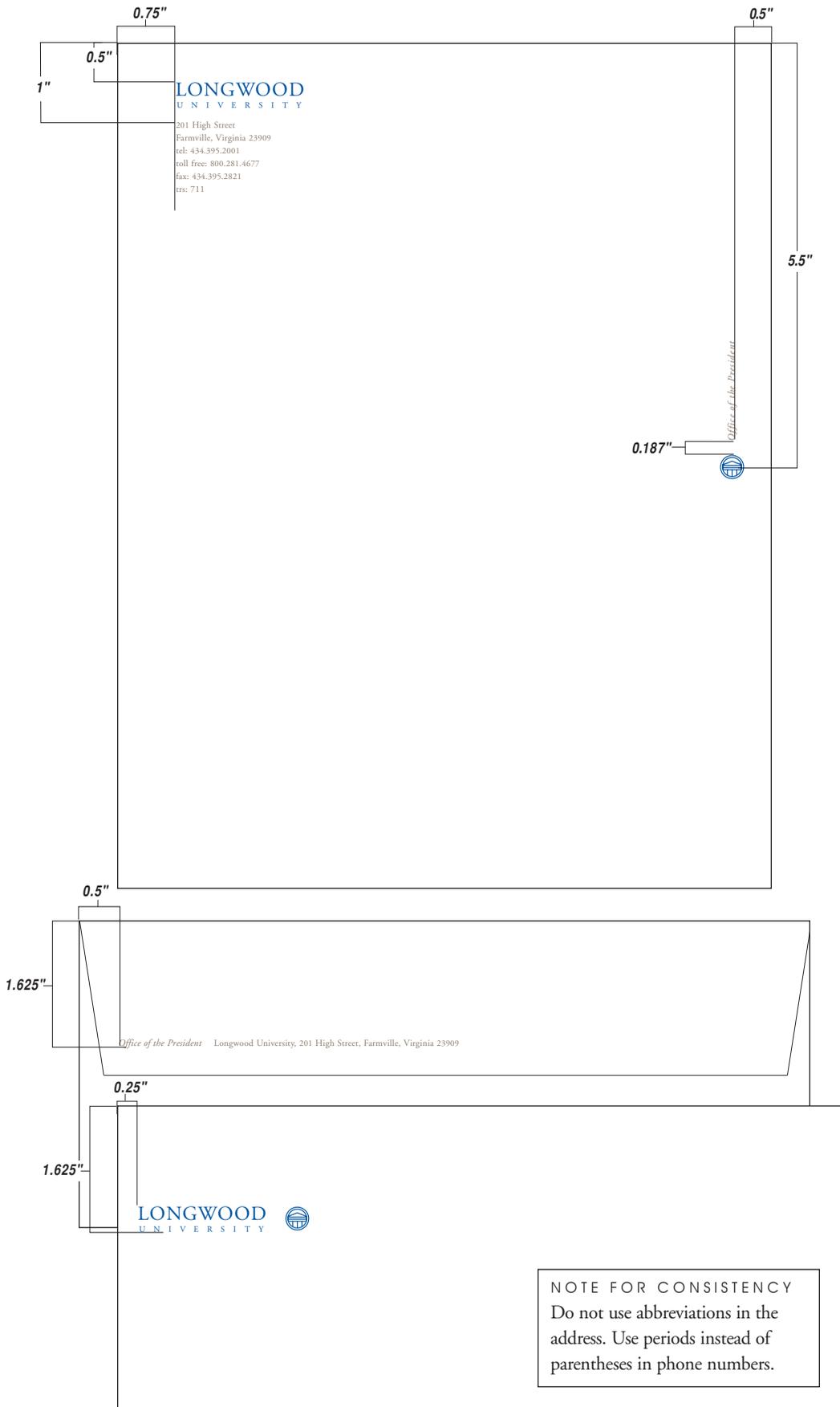
BUSINESS CARDS
Neenah Classic Crest, 80lb cover, Recycled
Bright White

NAME BADGES
Match Neenah Classic Crest, Bright White

Fasson and CRACK'N PEEL* are registered trademarks of
 Avery Dennison Corp., 1997

0.75"
0.5"
0.5"
1"

LONGWOOD
UNIVERSITY

201 High Street
Farmville, Virginia 23909
tel: 434.395.2001
toll free: 800.281.4677
fax: 434.395.2821
trs: 711

5.5"

Office of the President

0.187"

0.5"

1.625"

Office of the President   Longwood University, 201 High Street, Farmville, Virginia 23909

0.25"

1.625"

LONGWOOD
UNIVERSITY

NOTE FOR CONSISTENCY
Do not use abbreviations in the
address. Use periods instead of
parentheses in phone numbers.

STOCK   Neenah Classic Crest,
24lb Recycled Bright White, and
matching envelope with square flap.

LETTERHEAD SIZE   8.5" x 11"

ENVELOPE SIZE   Standard #10,
with square flap.

INK   2/0: PMS 280 blue for
"Longwood University" and
Rotunda symbol; PMS 422
gray for all other type.

LETTERHEAD POSITION   The
logotype is positioned 0.5" below the
top edge and 0.75" in from the left
edge. The address block is aligned
with the wordmark and begins 1"
from the top edge. The Rotunda
symbol is centered from the top and
bottom edges and placed 0.375"
from the right edge of the page.
Department name begins 0.187"
above the Rotunda symbol and
prints vertically. The baseline of this
type is 0.5" from the right edge. If
there is an additional division/
accreditation line, it appears 0.187"
below the Rotunda symbol. See
reduced diagram at left or full-sized
sample in this manual.

ENVELOPE POSITION
The baseline of the logotype is posi-
tioned 1.625" below the top edge
and 0.25" in from left edge of the
envelope.
Flap   Return address begins 0.5"
from edge of envelope, the baseline is
positioned 1.625" below the top
edge. See reduced diagram at left.

TYPE
DEPARTMENT NAME
Font   Adobe Garamond Italic
Size   9 point SIZE 8 point
Leading   12 point
Tracking   20

ADDRESS BLOCK
Font   Adobe Garamond
Size   8.5 point
Leading   12 point
Tracking   5

NOTE   All numbers are set in 8
point, all other specs stay the same.

LONGWOOD
U N I V E R S I T Y

SAMPLE

Month, Day, Year

W. Taylor Reveley IV
President
Longwood University
201 High Street
Farmville, Virginia 23901-9990

Dear Taylor,

This is the correct format for Longwood University letterhead. The date should be placed two and one half inches from the top of the page. Return two times and type the outgoing address. Return two more times for the greeting. Return two times to start the body of the letter. The left margin is three-quarters inch from the edge of the page. The right margin is one and three-quarters inch from the edge of the page.

Return two times between paragraphs with no paragraph indents, flush-left/ragged right. When available, use Times Roman. The size is 10 point with 12 points of leading. If not available, use a traditional serif font.

This is greeking. It is here to show size style and amount of copy in this space. This is greeking. It is here to show size style and amount of copy in this space. Do not read. It is here to show size style and amount of copy in this space. This is greeking. It is here to show size style and amount of copy in this space. Do not read. It is here to show size style and amount of copy in this space. Do not read. This is greeking. Do not read.

This is greeking. It is here to show size style and amount of copy in this space. This is greeking. It is here to show size style and amount of copy in this space. Do not read. It is here to show size style and amount of copy in this space. Do not read. It is here to show size style and amount of copy in this space. Do not read.

The close should follow after two returns, with four returns after the complimentary close to the signature.
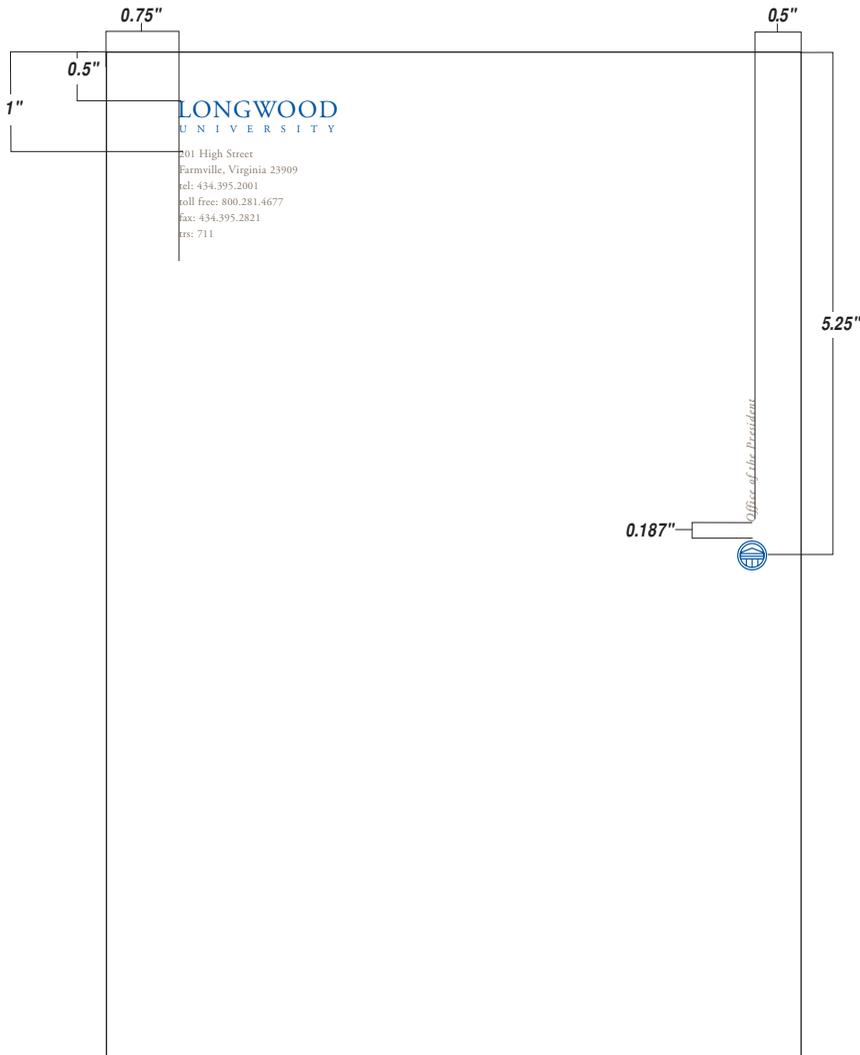
Sincerely,

David Whaley
Director of Design

P.S. Postscripts should be started three returns after the correspondent's title line. Any codes or typists' initials should follow after three returns. Type should not run below one inch from the bottom of the page.

Office of Marketing and Communications

0.75"

0.5"

0.5"

1"

LONGWOOD
U N I V E R S I T Y

201 High Street
Farmville, Virginia 23909
tel: 434.395.2001
toll free: 800.281.4677
fax: 434.395.2821
trs: 711

5.25"

Office of the President

0.187"

0.625"

1.75"

Office of the President   Longwood University, 201 High Street, Farmville, Virginia 23909

0.25"

1.75"

LONGWOOD
U N I V E R S I T Y

NOTE FOR CONSISTENCY
Do not use abbreviations in the address. Use periods instead of parentheses in phone numbers.

STOCK   Neenah Classic Crest, 24lb Recycled Bright White, and matching envelope.

LETTERHEAD SIZE
7.25" x 10.5"

MONARCH ENVELOPE SIZE
3.875" x 7.5"

INK   2/0: PMS 282 blue for "Longwood University" and Rotunda symbol; PMS 422 gray for all other type.

LETTERHEAD POSITION   The wordmark is positioned 0.5" below the top edge and 0.75" in from the left edge. The address block is aligned with the logotype and begins 1" from the top edge. The Rotunda symbol is centered from the top and bottom edges and placed 0.375" from the right edge of the page. Department name begins 0.187" above the Rotunda symbol and prints vertically. The baseline of this type is 0.5" from the right edge. See reduced diagram at left or full-sized sample in this manual.
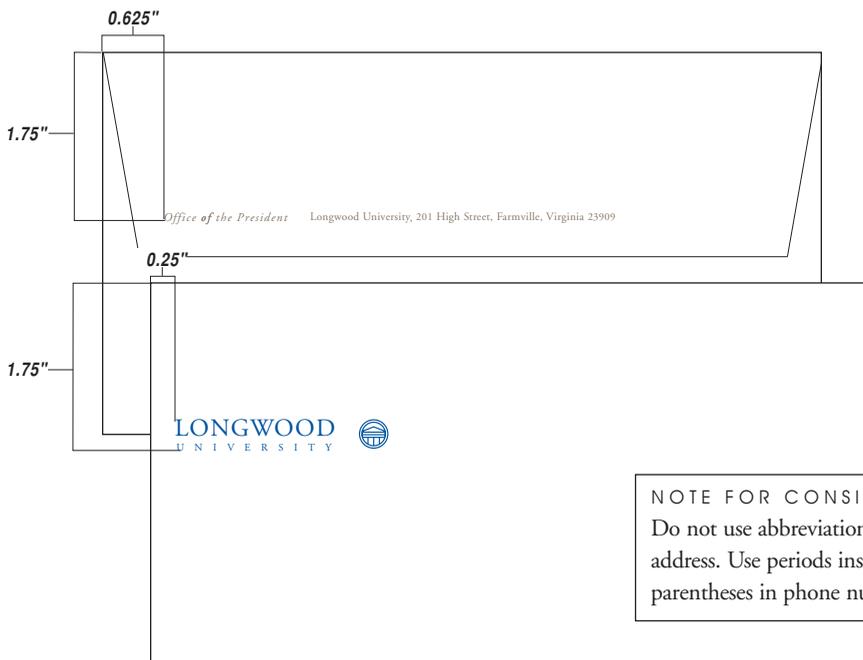
ENVELOPE POSITION
The baseline of the logotype and Rotunda symbol are positioned 1.75" below the top edge and 0.25" in from left edge of the envelope.
Flap   Return address begins 0.625" from edge of envelope, the baseline is positioned 1.75" below the top edge. See reduced diagram at left.

TYPE   All type is set in Adobe Garamond.

DEPARTMENT NAME
Font   Adobe Garamond Italic
Size   9 point SIZE 8 point
Leading   12 point
Tracking   20

ADDRESS BLOCK
Font   Adobe Garamond
Size   8.5 point
Leading   12 point
Tracking   5

NOTE   All numbers are set in 8 point, all other specs stay the same.

LONGWOOD
U N I V E R S I T Y

SAMPLE

Office of Marketing and Communications

Month, Day, Year

W. Taylor Reveley IV
President
Longwood University
201 High Street
Farmville, Virginia 23901-9990

Dear Taylor,

This is the correct format for Longwood University monarch size letterhead. The date should be placed two and one half inches from the top of the page. Return two times and type the outgoing address. Return two more times for the greeting. Return two times to start the body of the letter. The left margin is one half inch from the edge of the page. The right margin is one and one quarter inch from the edge of the page.

Return two times between paragraphs with no paragraph indents, flush-left/ragged right. When available use Times Roman. The size is 10 point with 12 points of leading. If not available use a traditional serif font.

This is greeking. It is here to show size style and amount of copy in this space. This is greeking. It is here to show size style and amount of copy in this space. Do not read. It is here to show size style and amount of copy in this space.

The complimentary close should follow after two returns, with four returns after the complimentary close to the signature.
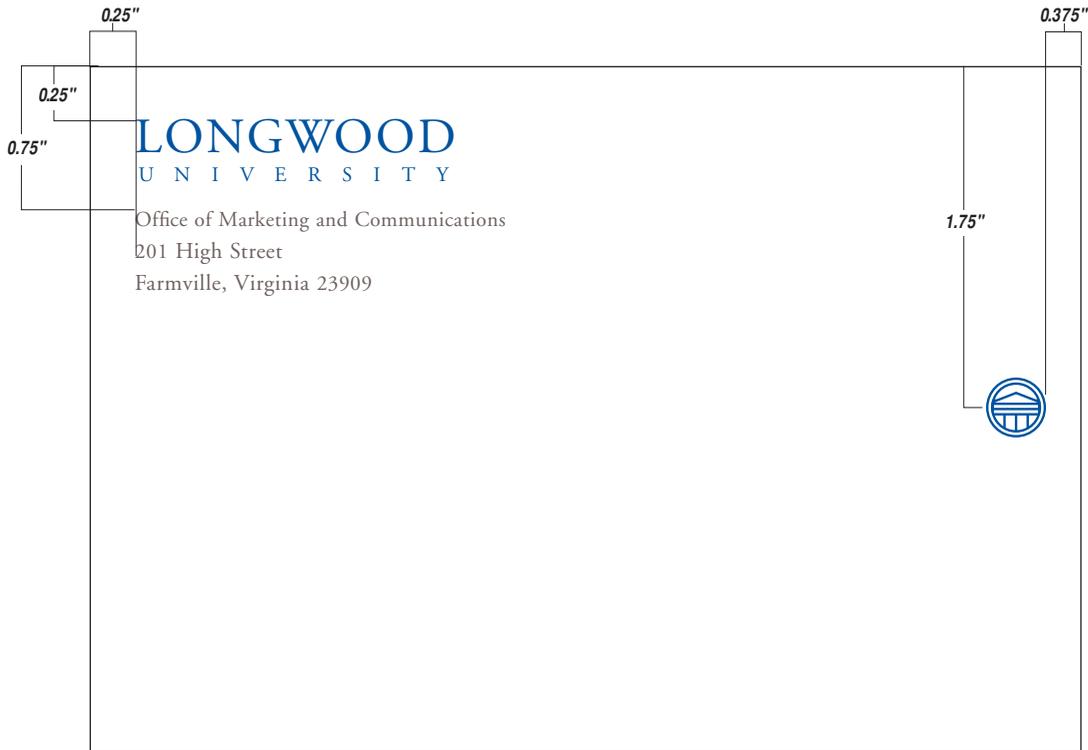
Sincerely,

David Whaley
Director of Design

P.S. Postscripts should be started three returns after the correspondent's title line.
Any codes or typists' initials should follow after three returns.

0.25"

0.375"

0.25"

0.75"

LONGWOOD
U N I V E R S I T Y

Office of Marketing and Communications
201 High Street
Farmville, Virginia 23909

1.75"

S T O C K   Matching Fasson*
CRACK'N PEEL* Pressure Sensitive
Label Stock from Avery Dennison,
Neenah Classic Crest, 70lb, smooth,
Recycled Bright White.

S I Z E
5" x 3.5"

Fasson and CRACK'N PEEL*
 are registered trademarks of Avery
 Dennison Corp., 1997

P O S I T I O N
The wordmark is positioned 0.25"
down and to the right from the
upper left corner of the label. The
Rotunda symbol is centered from the
top and bottom edges and placed
3/8" from the right edge of the page.
See diagram above.

BUSINESS CARDS

0.125"   0.25"

0.187"   0.187"

LONGWOOD
UNIVERSITY

0.937"

David Whaley
Director of Design
201 High Street, Farmville, Virginia 23909
tel: 434.395.2024   toll free: 800.281.4677
fax: 434.395.2825   trs: 711
email: whaleymd@longwood.edu

NAME BADGES

1.5"

DAVID WHALEY
Director of Design

1"

3"

Located in Graham Hall, Longwood Printing and Mailing Services provides professional services to the entire campus community — from on-demand copying to the design and production of letterhead, envelopes, business cards, forms, brochures, posters, and other materials.

PRINTING PROCEDURES

In order to process your job through the Printing and Mailing Services department, you must complete the Printing Requisition Form which is available in the Center or online at http://web.longwood.edu/printingservices/index.html or by phone (Ext. 2480) or fax (Ext. 2278). Requisition forms may be submitted in person, electronically, or through the campus mail.

PRE-PRODUCTION

Many projects require a pre-press meeting or consultation with our production coordinator to determine the best design, paper, ink, size, and other variables to meet your needs. Just indicate on your requisition that you would like to meet.

PAPER SELECTION AND PURCHASE

On projects other than stationery, Printing and Mailing Services will work with you to select a paper stock that is appropriate for your project and will purchase the paper for you per project specifications. Be sure to include your budget code on the top of your printing requisition.

CREATIVE SERVICES

The Printing and Mailing Services department offers typesetting, design and editorial assistance to faculty, staff, and students upon request. If your project requires such creative work you will receive a cost estimate for these services. A separate printing services requisition form is required and should be submitted with the printing requisition.

PROOFING AND APPROVAL PROCESS

Proofreading is your responsibility. When your project is "camera-ready" for press, you will receive a proof for inspection and corrections. After review and revision (if needed) you will be required to sign a final proof in the "Approval to Print" line.

When developing your project, please use this manual as a guide and follow the applicable Longwood University approved editorial style and graphics standards.

■ Print projects requiring multiple ink colors must be approved by the Director of Design or Director of Printing and Mailing Services

■ Primary publications targeted to off-campus constituencies must be approved by the Director of Design

■ A release must be obtained from the Director of Design or Director of Printing and Mailing Services before print jobs can be produced off-campus using external resources

■ For primary, marketing-oriented publications that are created and produced through the Office of Marketing and Communications, the Associate Vice President for Brand Marketing and Publications or the Director of Design will determine whether on- or off-campus printing resources will be used. This decision will be made in accordance with state regulations and will be contingent upon the client's budget allocation.

■ Failure to comply with these procedures may result in budgetary restrictions

PLANNING YOUR PROJECT

Printed materials such as letterhead, envelopes, brochures, etc., are produced on a press and require more production time than the copy process. Factors that influence production include: ink drying time, quantity, and bindery requirements (folding, collating, stapling, etc.).

Most print projects require a minimum of seven working days — more during peak production times or if substantial creative work is included. Larger publications such as books, and multiple ink color jobs will also require greater lead-time for production.

To make sure that you get your job when you need it, you should look ahead to the date needed and make allowance for pre-production and printing. For example, if you need a multi-color brochure by the first of the month, all copy and design elements for the project should be delivered to the print shop by the 15th of the month prior — allowing two weeks for typesetting, design, revision and printing.

DEADLINES

When filling out your printing requisition, be sure to include a specific deadline for delivery date. "ASAP" is not an acceptable deadline — you should be as specific as possible to allow your job to fit into the overall production schedule.

COPY CENTER PROCEDURES

The Printing and Mailing Services department offers a pick-up and delivery service for copy job requests. Just phone the Center (Ext. 2480) before 9:30 am and a staff member will pick up your copy job, process, and return it to you in the afternoon. Immediate needs and walk-in business will be handled on an "as-you-wait" basis depending upon volume and overall production schedule.

CONFIDENTIAL MATERIALS

Sensitive or confidential materials, such as student documents or examinations, will be seen and copied only by staff members of the Printing and Mailing Services department. When placing such an order, please notify staff of the sensitive nature of the document. Originals will be returned to the department in a sealed, initialed envelope.

DELIVERY

Your project can be delivered to your department or you can pick it up when ready — just let Printing and Mailing Services know your preference. If your project weighs over 40 lbs., we will make arrangements through Facilities Management for delivery to your department.

When creating a primary publication for distribution to off-campus constituencies, it is important that all copy, layout, and design project a positive image for Longwood University that complements our overall branding strategy and integrated marketing plan. All such primary publications must be approved by the Office of Marketing and Communications prior to production.

Both the Office of Marketing and Communications and Longwood Printing Services are available to assist you in the development of a publication that reflects well on your department and Longwood University. See other sections of this official Longwood University Identity Standards and Style Manual for additional information including use of logos, wordmarks, and graphics.

MANUSCRIPT PREPARATION (PREFERRED)

Software:	Microsoft Word document
Font:	Adobe Garamond or Times Roman
Size:	12 pt
Leading:	1.5 lines (vertical space between lines)
Typeset:	Flush left, ragged right
Pagination:	Lower right footer starting with Page 2
Chapters:	Numbered and titled, e.g., CHAPTER 1: The Early Years
Sections:	Should be subtitled within chapters, e.g., Our Founding Year: 1839
Paragraphs:	Indent first or lead sentence of paragraph (standard 5 spaces) Subsequent paragraphs should be flush left

PHOTOGRAPHS

jpeg format; 300 dpi minimum; archival photos can be scanned;
photos should be named and keyed to copy manuscript.

SPELLCHECK AND PROOF ALL COPY BEFORE SUBMISSION

TITLES

Capitalized when preceding name: Vice President for Student Affairs Tim Pierson

Not capitalized when following: Tim Pierson, vice president for student affairs,

Capitalized in list: Tim Pierson, Vice President for Student Affairs

PRESIDENTIAL PROTOCOL

First reference:

W. Taylor Reveley IV, president of Longwood University, announced that ...

Listing:

W. Taylor Reveley IV, President, Longwood University

Title Preceding:

President W. Taylor Reveley IV (1st reference)
President Reveley (subsequent references)

CLASS YEAR DESIGNATION

As header or photo caption:

Marge Lancaster '01

In narrative copy: (name, apostrophe, year, comma)

Marge Lancaster '01,

ACADEMIC DEGREES

Format   bachelor's degree (e.g., He has a bachelor's degree)

master's degree

Bachelor of Arts (actual title;) could include:

Bachelor of Arts in English, Master of Science

Abbreviations:

B.S., B.A., M.A., etc.

(normally used after name to establish credentials)

EXAMPLE:

He received a B.A. from Longwood University in 1998.

or (formal):

He received a Bachelor of Arts in English

from Longwood University

or (less formal):

He received his bachelor's in business from Longwood University

INSTITUTIONAL NAME

In narrative copy, Longwood College (historic reference) or Longwood University is used in first reference. – later references may use only Longwood.

University is not capitalized when used alone in narrative copy, i.e., the university is located in Farmville, Virginia. *Preferred:* Use Longwood University or Longwood if university has already been established.

CONTACTS

David Whaley
Director of Design
201 High Street, Farmville, Virginia 23909
tel: 434.395.2024   toll free: 800.281.4677
fax: 434.395.2825   trs: 711
email: whaleymd@longwood.edu

Tim Trent
Director of Printing and Mailing Services
201 High Street, Farmville, Virginia 23909
tel: 434.395.2645   toll free: 800.281.4677
fax: 434.395.2124   trs: 711
email: trentjt@longwood.edu