



LONGWOOD UNIVERSITY | VISUAL BRAND GUIDE

Updated Summer 2024

LOGOTYPE (LOGO)



FULL LOGOTYPE



SOLO LOGOTYPE

CLEAR SPACE REQUIREMENTS



Always leave clear space all the way around the logotype if any other type or graphic elements will appear on the merchandise item, printed publication, digital graphic element or webpage. **Please refer to the graphic showing how to measure the clear space and how much clear space is required.**

WHAT NOT TO DO

Size proportionately.
DO NOT stretch or compress.



Never place type or another graphic element on top of the 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.

For best print reproduction, use only the high-resolution images available online at go.longwood.edu/logos.

The logo should always be used in one color—**never two**—except when used with office and department nameplates (see Page 4).

Acceptable colors for the logotype are **black**, **Longwood blue (PMS 282)** and **Longwood gray (PMS 422)**. The logotype may also be reversed out of a **solid color**.



Minimum recommended size:
Width 2.5" including Rotunda

A **centered logotype** also is available for limited use in applications where a less horizontal mark is dictated by the available space.



WORDMARK

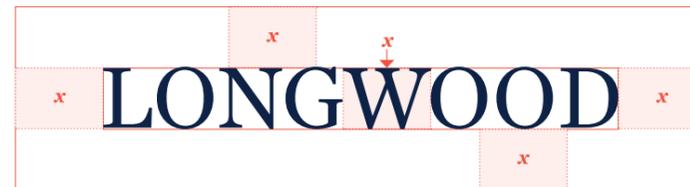


FULL WORDMARK



SOLO WORDMARK

CLEAR SPACE REQUIREMENTS



For best print reproduction, use only the high-resolution images available online at go.longwood.edu/logos.

The wordmark should always be used in one color — never two. Acceptable colors for the wordmark are **black**, **Longwood blue (PMS 282)** and **Longwood gray (PMS 422)**. The logotype may also be reversed out of a **solid color**.



Minimum recommended size:
Width 2"

Always leave clear space all the way around the wordmark if any other type or graphic elements will appear on the merchandise item, printed publication, digital graphic element or webpage. **Please refer to the graphic showing how to measure the clear space and how much clear space is required.**

WHAT NOT TO DO

Size proportionately.
DO NOT stretch or compress.



Never place type or another graphic element on top of the wordmark.



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.

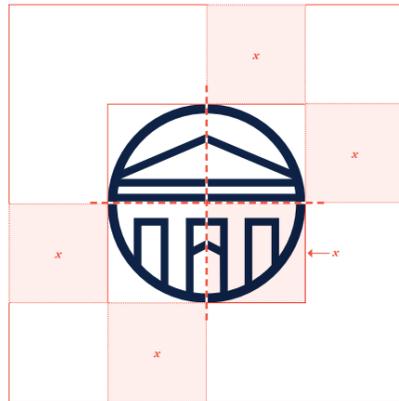
For best print reproduction, use only the high-resolution images available online at go.longwood.edu/logos.

Acceptable colors for the Rotunda symbol are black, Longwood blue (PMS 282) and Longwood gray (PMS 422). The Rotunda symbol may also be reversed out of a solid color.



Minimum recommended size: Width 0.375"

CLEAR SPACE REQUIREMENTS



Always leave clear space all the way around the Rotunda symbol if any other type or graphic elements will appear on the merchandise item, printed publication, digital graphic element or webpage. **Please refer to the graphic showing how to measure the clear space and how much clear space is required.**

WHAT NOT TO DO

Never place type or another graphic element on top of the Rotunda symbol.



Never use the Rotunda symbol as a substitute for the letter "O," either uppercase or lowercase, or for a zero.

LONGWOOD
UNIVERSITY

Size proportionately.
DO NOT stretch or compress.



Never use the Rotunda symbol as a substitute for a round or oval shape that is an integral part of a graphic element or logo.



(This type of usage is "grandfathered" in for a few pre-existing graphics but will not be approved for new graphics.)

LONGWOOD UNIVERSITY SEAL

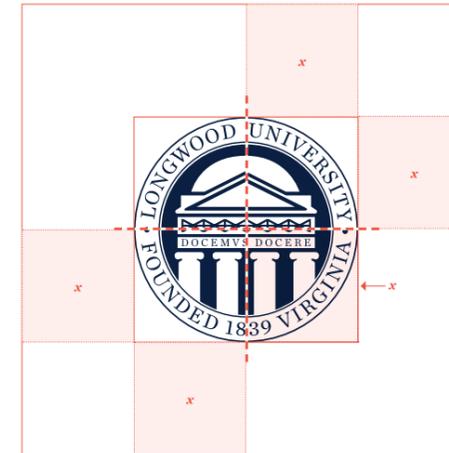


The official Longwood University Seal is reserved for approved formal applications such as diplomas, certificates, invitations, official documents and other approved uses. For approval, please contact the Office of Marketing Communications and Engagement at marcom@longwood.edu.

If you have received approval to use the seal from the Office of Marketing, Communications and Engagement, please observe the following guidelines:

Acceptable colors for the seal are black, Longwood blue (PMS 282) and Longwood gray (PMS 422). The seal symbol MAY NOT be reversed out of a solid color.

CLEAR SPACE REQUIREMENTS



Always leave clear space all the way around the seal if any other type or graphic elements will appear on the merchandise item, printed publication, digital graphic element or webpage. **Please refer to the graphic showing how to measure the clear space and how much clear space is required.**



Minimum recommended size: Width 1"

WHAT NOT TO DO

Size proportionately.
DO NOT stretch or compress.



Never place type or another graphic element on top of the seal.



Never use the seal as a substitute for the letter "O," either uppercase or lowercase, or for a zero.

LONGWOOD
UNIVERSITY

DEPARTMENT AND OFFICE NAMEPLATES

PRIMARY DEPARTMENT NAMEPLATE (HORIZONTAL FORMAT)

The primary department nameplate should be used for stationery and all other applications where the shape of the space accommodates the horizontal format.

LONGWOOD 

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

LONGWOOD 

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

CLEAR SPACE REQUIREMENTS



Always leave clear space all the way around the nameplate if any other type or graphic elements will appear on the merchandise item, printed publication, digital graphic element or webpage. **Please refer to the graphic showing how to measure the clear space and how much clear space is required.**

To promote individual colleges, divisions, departments and offices, nameplates have been created to align Longwood's components with the overall university branding strategy and visual identity. As part of the overall integrated marketing plan, Longwood's branding strategy does not allow for other types of individual departmental or divisional logos. Contact the Office of Marketing, Communications and Engagement at marcom@longwood.edu if you have questions.

The nameplates are available in two configurations: **horizontal (primary department nameplate) and centered (for limited use, dictated by the shape of available space)**. The primary department nameplate may also be used without the Rotunda symbol.

Accepted colors for nameplates are the two-color format, comprising Longwood blue (PMS 282) and Longwood gray (PMS 422); all PMS 282; and all black. Nameplates may also be reversed out of a background color.

If nameplates 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

Minimum recommended size:
Width 2.5" with Rotunda

LONGWOOD

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

Minimum recommended size:
Width 2" without Rotunda

PRIMARY DEPARTMENT NAMEPLATE WITHOUT ROTUNDA SYMBOL

LONGWOOD

DEPARTMENT OF CHEMISTRY
AND PHYSICS

LONGWOOD

DEPARTMENT OF CHEMISTRY
AND PHYSICS

CENTERED DEPARTMENT NAMEPLATE

The centered department nameplate is intended for limited use in applications where a less horizontal nameplate is dictated by the shape of the available space.



LONGWOOD

COOK-COLE COLLEGE
OF ARTS AND SCIENCES



LONGWOOD

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

CLEAR SPACE REQUIREMENTS



LONGWOOD

COOK-COLE COLLEGE
OF ARTS AND SCIENCES

Minimum recommended size:
Width 2"

SPIRIT LOGOS

These spirit logos provide members of the Longwood community with more casual and flexible options for merchandise while still staying within the university's visual brand. These marks may be used by student organizations; club sports; academic programs, departments and colleges; administrative offices; and any other group that is part of the Longwood community.

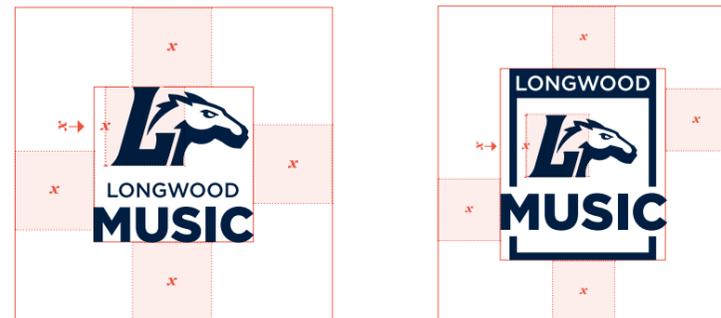
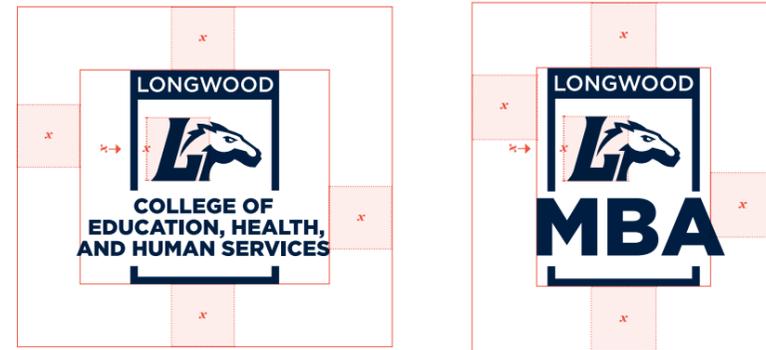
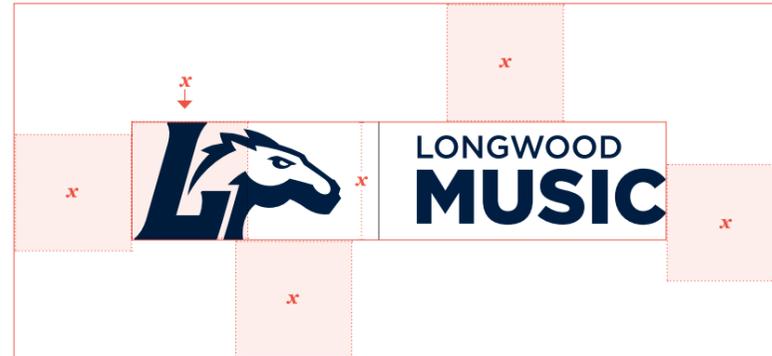
The Spirit Logos are offered in 3 different designs. In addition to 1-color and 2-color options, each of the designs offers a "reverse" option, which would appear as white on dark background.

To request customized artwork for Spirit Logos, please follow these instructions:

LONGWOOD EMPLOYEES (faculty and staff): Please submit a request through Longwood's online project request system at go.longwood.edu/prprojects. Please be sure to include the number(s) and letter(s) of the design(s) you are requesting as well as the exact wording for the name of your department/group/team, etc., as you would like it to be included.

LONGWOOD STUDENTS: Please send an email to marcom@longwood.edu with your request. Please word the subject line of the email in this manner: (name of sport/organization/club) Spirit Logo Request. In the email, **please be sure to include the number(s) and letter(s) of the design(s)** you are requesting as well as the exact wording for the name of your team/organization/club, etc., as you would like it to be included.

CLEAR SPACE REQUIREMENTS



LONGWOOD SPIRIT LOGO VERSION 1

1A (2 Color)



1B (1 Color)



1C (Reverse)



LONGWOOD SPIRIT LOGO VERSION 2

2A (2 Color)



2B (1 Color)



2C (Reverse)



LONGWOOD SPIRIT LOGO VERSION 3

Note: This version does not offer a 2-color option.

3A (1 Color)



3B (Reverse)



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



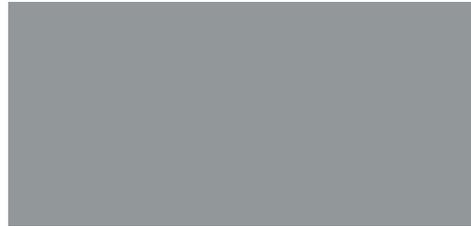
90% 80% 70% 60% 50% 40% 30% 20% 10%

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.

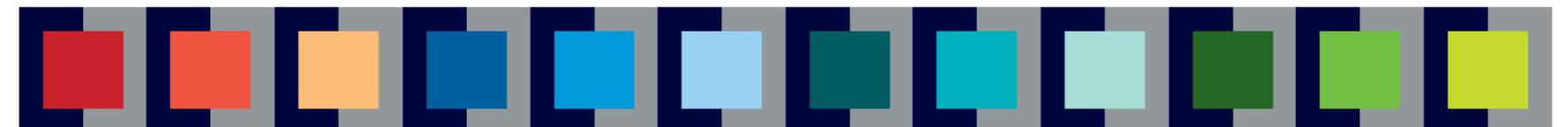
Secondary Colors

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
 HEX df2833



PMS 2945C
 CMYK 100/53/2/16
 RGB 0/95/158
 HEX 005f9e



PMS 7715C
 CMYK 97/0/36/57
 RGB 0/94/99
 HEX 005e62

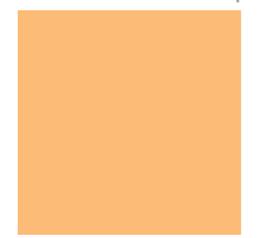


PMS 7743C
 CMYK 71/6/100/50
 RGB 37/104/38
 HEX 256826

tertiary



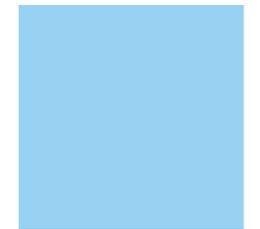
PMS 178C
 CMYK 0/83/80/0
 RGB 240/83/63
 HEX f0533f



PMS 1565C
 CMYK 0/30/60/0
 RGB 252/187/118
 HEX fcbb76



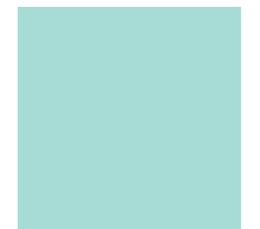
PMS 2925C
 CMYK 85/21/0/0
 RGB 0/154/218
 HEX 009ada



PMS 291C
 CMYK 38/4/0/0
 RGB 150/209/242
 HEX 96d1f2



PMS 632C
 CMYK 90/0/30/0
 RGB 0/176/189
 HEX 00b0db



PMS 304C
 CMYK 34/0/18/0
 RGB 166/219/214
 HEX a6dbd6



PMS 7489C
 CMYK 60/0/100/0
 RGB 114/191/68
 HEX 72bf44



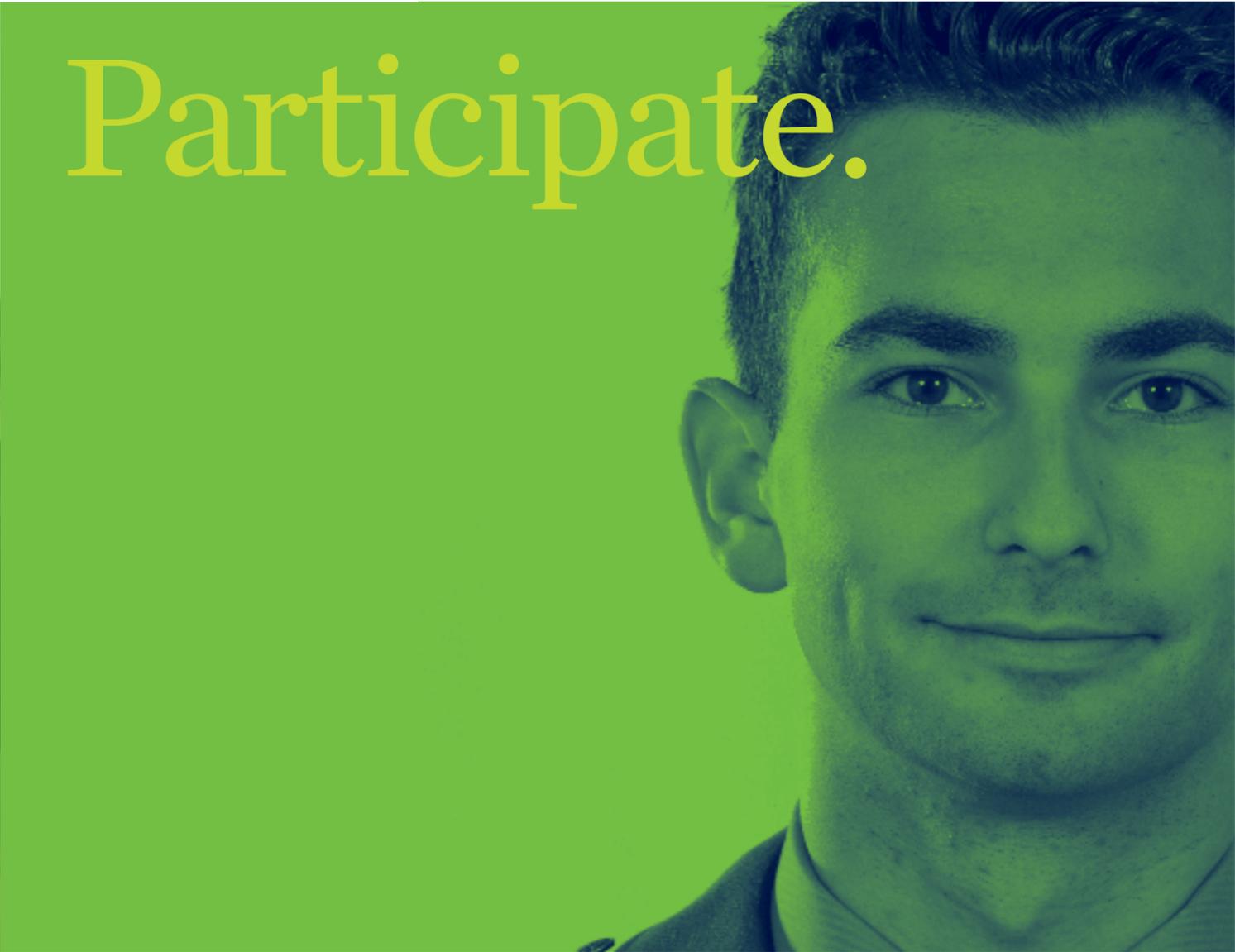
PMS 382C
 CMYK 35/0/80/0
 RGB 196/216/46
 HEX c4d82e



Relationships
matter.







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.

