GORDON
COLLEGE

Brand Overview

BRAND STYLE GUIDE + MESSAGING FRAMEWORK

GORDON
COLLEGE

LEARN TO *thrive*

Gordon is the top Christian college in New England, where students are known, grown and prepared.

Our brand is a personal and adventurous reflection of Gordon's warm community of growth, challenge, and support. We draw from our coastal New England location and highlight the hope and potential our graduates bring into the world.

This guide outlines Gordon's visual brand identity and the messaging framework that connects Gordon to our students' journey and aspirations.









A bold and streamlined logo for promotion and marketing.

The marketing logo communicates Gordon's Christian faith foundation through our campus landmark, the Chapel; highlights our coastal location; and nods to the hope and potential our graduates bring to the world.

It's less-abstract and easier to read at small sizes than our institutional seal and dovetails with our recently articulated brand story.

Stylistically, it reflects Gordon's warm community of growth, challenge, and support through a more adventurous and down-to-earth presentation.

The Gordon logo identifies the College and must appear on any official material. It cannot be stretched or altered.

Supporting symbols, such as the institutional seal and school and athletic logos are explained on the following pages.

Gordon's academics are organized around a set of schools:

GORDON COLLEGE
ADAMS SCHOOL *of*
MUSIC AND THE ARTS

GORDON COLLEGE
HERSCHEND SCHOOL
of EDUCATION

GORDON COLLEGE
SCHOOL *of* BUSINESS

GORDON COLLEGE
SCHOOL *of* HUMANITIES
AND SOCIAL SCIENCES

GORDON COLLEGE
SCHOOL *of* MINISTRY, THEOLOGY,
AND BIBLICAL STUDIES

GORDON COLLEGE
SCHOOL *of* PSYCHOLOGY
AND HUMAN SERVICES

GORDON COLLEGE
SCHOOL *of* SCIENCE,
TECHNOLOGY, AND HEALTH

A consistent brand system highlights each school in harmony with Gordon's name and visual mark, allowing the schools to showcase their elevated status while lifting Gordon's brand as a whole.

Due to Gordon's modest brand awareness, it's critical that school-specific marketing reinforces Gordon's identity rather than pulling away from it.

This brand system allows the relevant school logo to be used in place of the College marketing logo on school materials.

Institutional Seal



The institutional seal represents our heritage, values, and quality.

It is intended for formal contexts where it serves as a badge of quality. The seal must be used on its own, rather than arranged with “Gordon College” and **never in place of the logo**.

Athletics Mascot



The *Lion Rampant* is the official logo for the Fighting Scots and the basis for our school mascot.

It draws from Gordon's Scottish heritage and reflects the energy and competitive spirit of our athletes.

Department Logos



When necessary, department titles may be arranged with the Gordon logo to create a department logo.

This is most appropriate when the intended audience has a level of familiarity with the College. For external audiences, consider whether using the primary logo in conjunction with a heading would be more clear.

Unique Sub-brand logos: The College very rarely creates unique visual symbols for departments due to the risk of brand fragmentation. To be considered, a compelling case for differentiation and brand independence must be made (for instance, La Vida).

Gordon's color palette is grounded in our traditional blue, with cyan as the primary highlight.

A range of secondary colors are inspired by our coastal New England location and historical ties.

Primary Brand Colors:



Secondary Colors:

Snow Day 15-0-0-0 #D5F0FE PMS 545

Nautical Red 0-75-59-0 #FF5D53 PMS 179

Barrington Gold 0-30-100-0 #FDB913 PMS 130

Sea Spray 22-0-24-0 #C7EFCF PMS 621

Night Marsh 86-29-21-75 #023947 PMS 3035

PRIMARY FONT

Gotham | Gordon College in Wenham, MA.

Gordon's primary font is a strong and clear san-serif that works in a wide variety of contexts.

SECONDARY FONT

Amster | Gordon College in Wenham, MA.

A serif font that compliments Gotham with some added personality and flair to build off Gordon's clean and modern aesthetic. Intended for use on headlines, callouts, and accents.

GORDON COLLEGE

A. J. Gordon Chapel

Go Scots!

GRAPEVINE ROAD

Strength for today and bright hope for tomorrow

academics that **build a career**

Life at Gordon

Authentic and inviting photography

Gordon's photographic style is naturally vibrant, authentic rather than staged, and representative of our student body.

Gordon portraits make use of a **Snow Day**-colored backdrop and clean studio lighting for a gently colorful aesthetic and consistent appearance across our website.











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Bringing students into the Gordon story

Learn to thrive works in two ways. First, students are being equipped to thrive during their time at Gordon; they are gaining the tools they need to flourish in their career and community, and to have hope in the face of a changing world. But it also elevates the academic experience, which is crucial to both students and parents, and suggests that perhaps thriving can't be fully realized without being challenged; students are learning in order to thrive.

TAGLINE

LEARN TO *thrive*

VALUE STACK

Academics that
build a career

Experiences that
build confidence

Christian community that
builds character

BRAND POSITION

New England's top Christian college

The Brand Story reminds us that our customer is the hero of their own story, and Gordon is the guide that helps them achieve their success. It provides focus by keeping us on-script with the core problem we solve for our students and informs external language.

A Character

Christian learner

What do they want?
A Christian college where they are:
• Known • Grown • Prepared

Aspirational identity:
From: passionate but unprepared
To: thriving contributor to society

With a Problem

External:
Coming of age in a divided and uncertain world is increasingly hard.

Internal:
Overwhelmed and anxious

Philosophical:
You should have a college experience that equips you with what you need to thrive.

Meets a Guide

Empathy:
We recognize the sea of possibilities is both overwhelming and exciting, which is why we're here to help you chart your unique course.

Authority:
We combine academic exploration, experiential learning and spiritual formation to help students thrive.

Who Gives Them a Plan

1. Tell your story and be known before you even arrive on campus.

2. Through community, grow in heart and mind.

3. Step into the world confidently prepared to serve God and neighbor.

And Calls Them to Action

Direct:
Apply now

Transitional:
Inquire; various benefits such as virtual tour, college prep resources

And Ends in Success

Confident in who God made you to be, Prepared to make a difference, with Hope in the face of a changing world.

That Avoids Failure

Lack what you need to pursue what matters most

The elevator pitch sums up the challenge, solution and successful result in a succinct statement that can be used externally:

We believe students should be equipped to flourish in an uncertain and changing world. At Gordon College, career-focused academics blend with a life-giving faith community to prepare young Christians to make a difference with hope and confidence.

Top messaging lines drawn from brand story and tagline:

Learn to thrive at a Christian college where you are known, grown and prepared.

Be known, grown and prepared at New England's top Christian college.

You were made to thrive.

Build your career, confidence and character at New England's top Christian college.

The Brand Story reminds us that our customer is the hero of their own story, and Gordon is the guide that helps them achieve their success. It provides focus by keeping us on-script with the core problem we solve for our students and informs external language.

A Character

Values-driven professional

Aspirational Identity:
Thriving difference-maker in their career

What do they want?
A graduate program where they are:
• Known • Grown • Prepared

With a Problem

External:
Many professionals find themselves wanting to make their next move but lacking adequate training to excel.

Internal:
Underprepared and unsure

Philosophical:
You should have a graduate experience that fits into your life, understands your work and equips you to thrive.

Meets a Guide

Empathy:
Our faculty have been in your shoes; our curriculum was designed entirely by professionals, for professionals, so they know what it takes to thrive.

Authority:
At Gordon College you'll learn from experts and practitioners with years of experience, so your degree is highly relevant and immediately applicable.

Who Gives Them a Plan

1. Get out of your own way! You *can* fit this into your life, and it won't break the bank.

2. Connect with a director to figure out which courses and timeline suit you best.

3. Move forward in your career with increased competence and confidence.

And Calls Them to Action

Direct:
Apply now

Transitional:
Connect with a director

And Ends in Success

- **Confident in yourself and your career.**
- **Empowered to excel and make a difference.**
- **Connected to a strong professional network.**

That Avoids Failure

Lacking what you need to pursue what matters most.

The elevator pitch sums up the challenge, solution and successful result in a succinct statement that can be used externally:

Are you looking to move forward in your career or start a new career path? Gordon's flexible online and hybrid graduate experiences prepare you by offering practical classes designed with your busy life in mind, equipping you to make a difference in your community.

Top messaging lines drawn from brand story and tagline:

Equipping you to thrive

Pursue an education tailored to your work and passion.

Find your next right step.

Flexible online and hybrid graduate experiences prepare you through practical classes designed with your busy life in mind.



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