



**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.

We refreshed our brand in 2023 to expand a polished identity into a more personal and adventurous reflection of Gordon's warm community of growth, challenge and support, while drawing from our coastal New England location and highlighting 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.



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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
HERSCHEM 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.

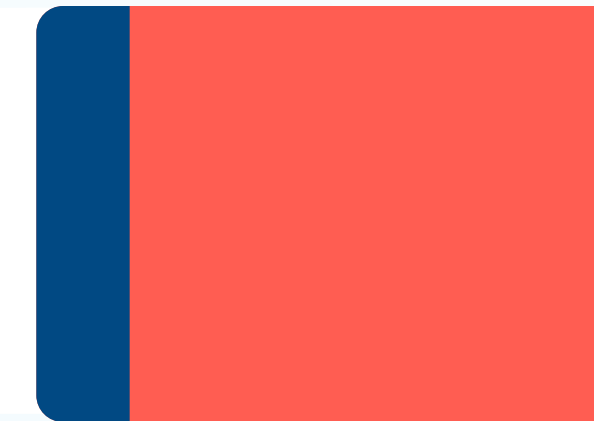
Primary Brand Colors:



Secondary Colors:



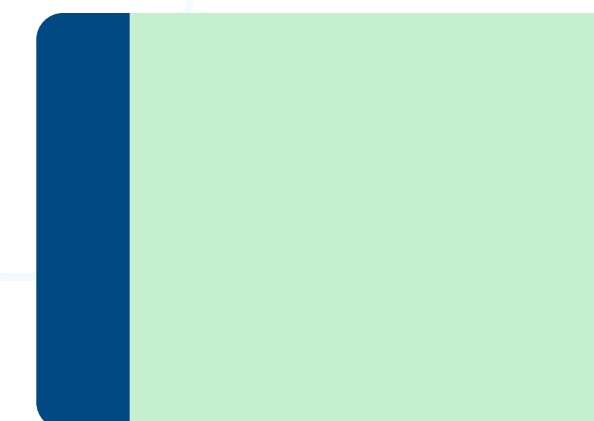
Snow Day | 15-0-0-0 | #D5FOFE
15% Cyan



Nautical Red | 0-75-59-0 | #FF5D53



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



Sea Spray | 22-0-24-0 | #C7EFCF



Night Marsh | 86-29-21-75 | #023947

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.



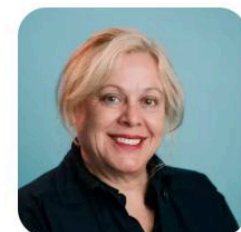
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Associate Professor of Economics
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Patrick Daly
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Stephanie Hadden
Associate Professor in the Practice of Accounting
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Dami Kabiawu
Associate Professor in the Practice of Business
[School of Business](#)



Mandy Liu
Assistant Professor of Economics
[School of Business](#)



Steven R. Nelson
Dean, School of Business
[School of Business](#)



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

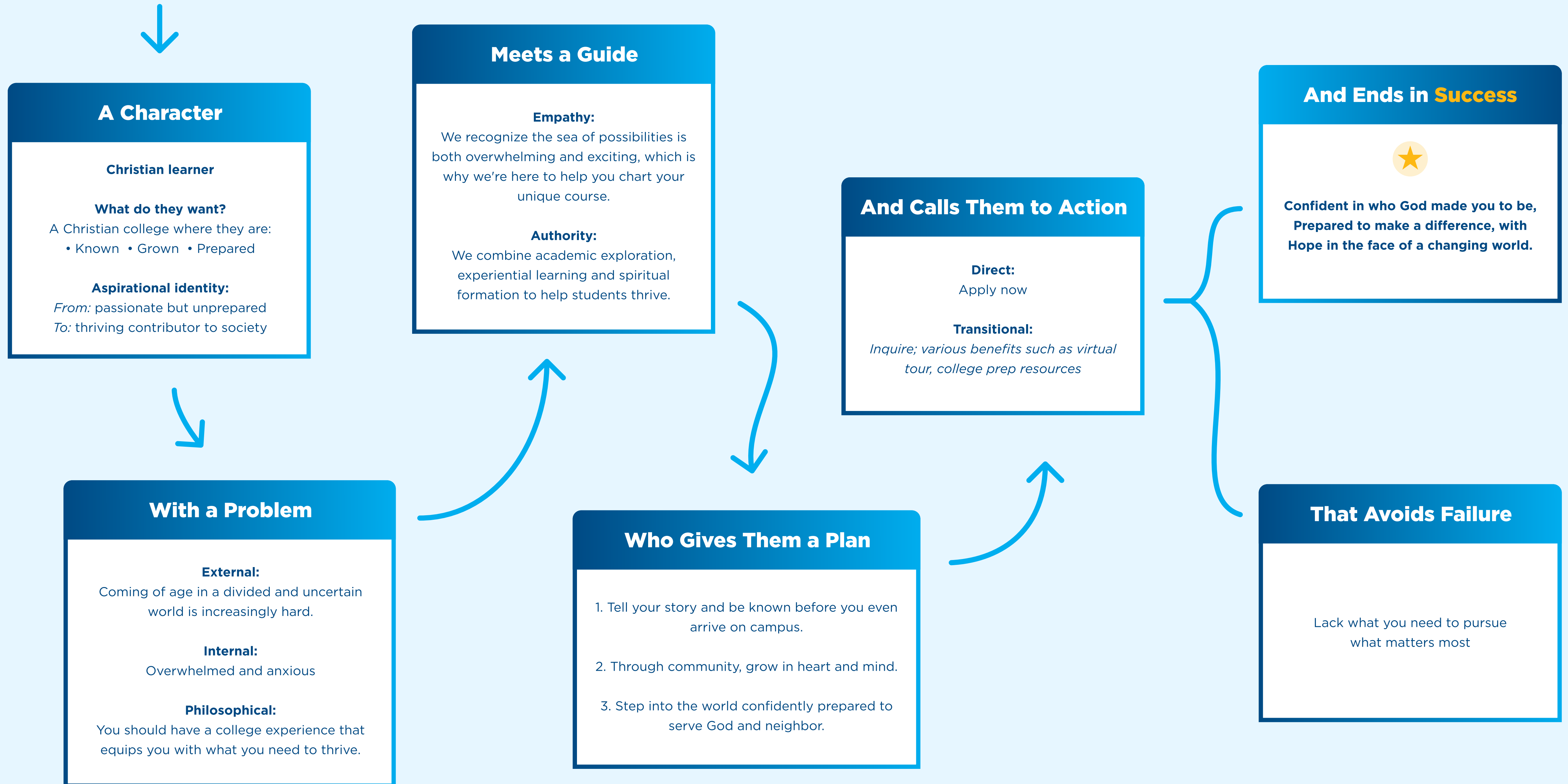
Experiences that
build confidence

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.



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:

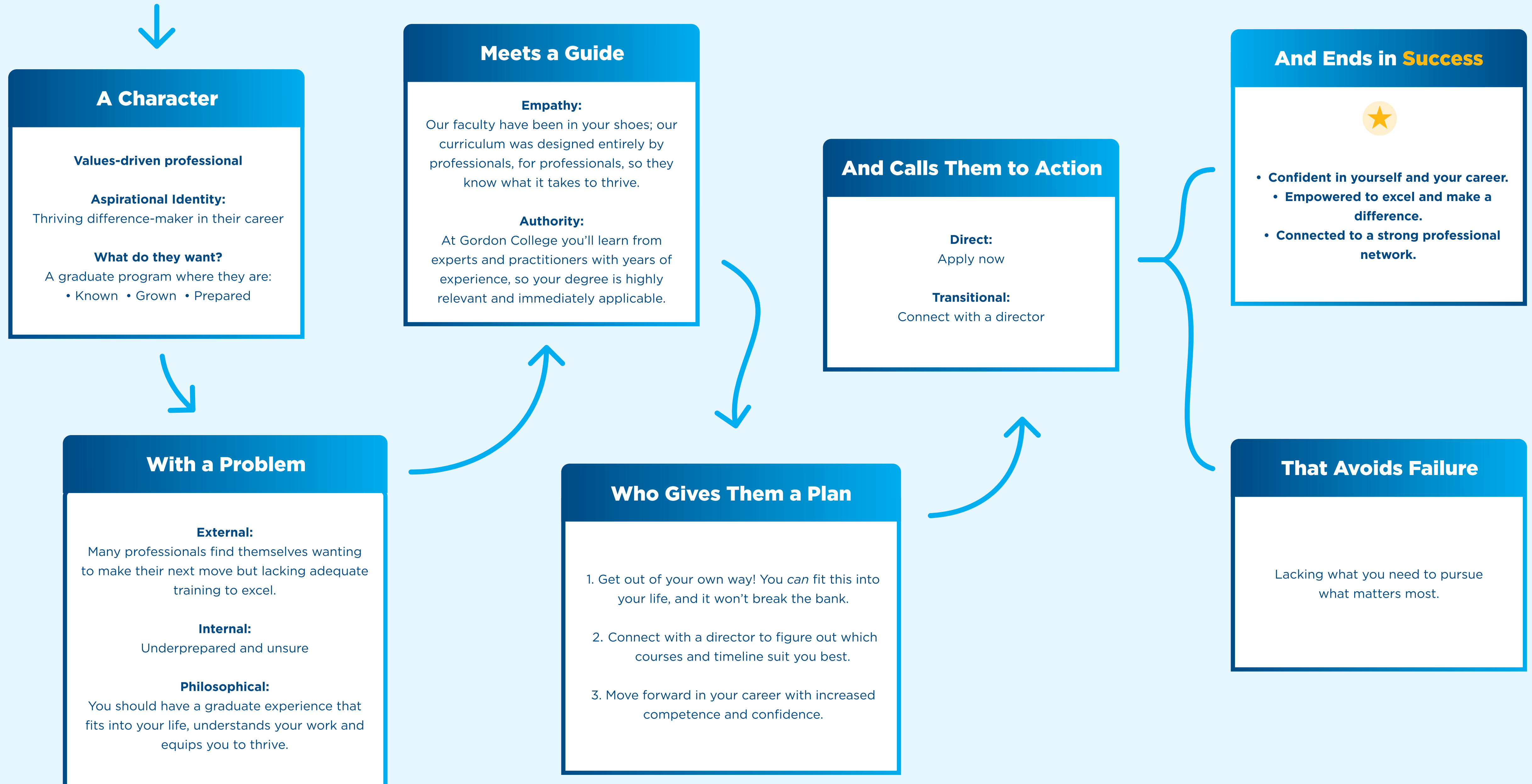
Learn to thrive at a Christian college where you are known, grown and prepared.

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.



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.



GORDON COLLEGE

LEARN TO *thrive*

