

GORDON COLLEGE

# Brand Refresh

+ overview +

SPRING 2023



## Gordon Renewed

**After a thorough process of research and discernment, we are relaunching Gordon's brand with our students' aspirations at the center.**

We know that students want to become thriving contributors to society, and we enable them to do that through an experience that fuses career-focused academics with life-shaping Christian community so that they can graduate confident in who God made them to be, prepared to make a difference, with hope in the face of a changing world.

**In short, a Christian school where students are known, grown and prepared.**

The elements of this relaunch work together to holistically transform a strong and polished brand into a more personal and adventurous reflection of Gordon's warm community of growth, challenge and support, drawing from our coastal New England location and highlighting the hope and potential our graduates bring into the world.

# Updated color palette

Building off Gordon's blue and cyan and expanding into new coastal-inspired highlights.

The most prominent of the new colors is **Nautical Red** that can be used as an action color and highlight. **Sea Spray** allows us to create new gradients and highlights. Including the **light-cyan** formalizes a trend we began in the past year. Finally, we replace Gordon's dark gray with a new **night marsh** that serves as a grounding dark tone (a stand-in for black).

## New color combos in use:

### Experience Gordon

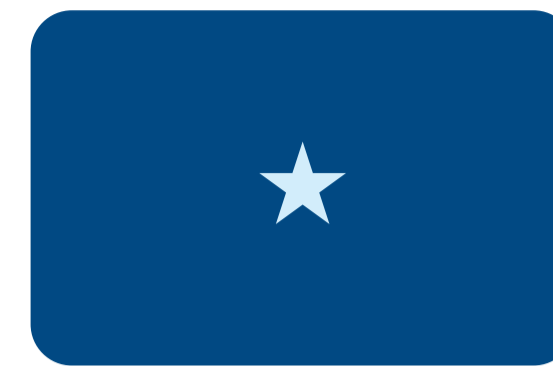
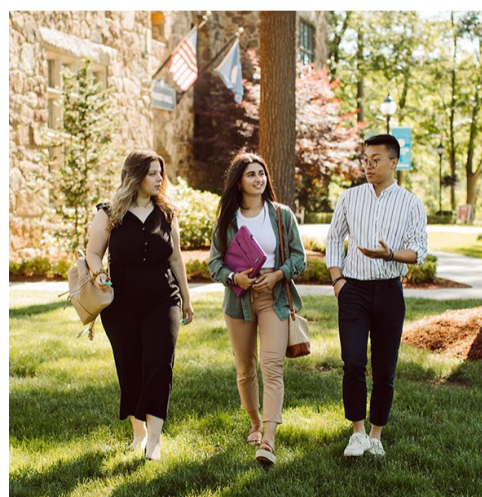
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CLICK ME

### Find your people in Wenham, MA

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**Gordon Blue** | #014983 | 100-69-7-30  
PMS 294



**Scottie Cyan** | #00AEEF | 100-0-0-0  
Process Cyan



**Snow Day** | #D5F0FE | 15-0-0-0



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



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



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



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

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## New headline font, Amster

A new serif font that compliments our primary san-serif font, Gotham, with some added personality and flair to build off Gordon's clean and modern aesthetic.

**GORDON COLLEGE** — **gordon college** — GRAPEVINE ROAD

hearts & minds

**A. J. Gordon Chapel** + **HOPE / THRIVE / SERVE**

Strength for today and bright hope for tomorrow

***Go Scots!***

**learn to *thrive***

gordon

thrive

learn

hope

**abound**

**college**



# GORDON COLLEGE



## GORDON COLLEGE

### A bold and streamlined logo for promotion and marketing.

A less-abstract marketing logo that is easier to read at small sizes will help with impact and recall and dovetail with our recently articulated brand story.

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

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

*The seal will remain in the mix as a formal symbol representing our quality and heritage—think diplomas, signage and letterhead.*

# LEARN TO *thrive*

A Christian college where you are known, grown and prepared.

Academics that  
**build a career**

Experiences that  
**build confidence**

Christian community that  
**builds character**

## Bringing students into the Gordon story

The tagline serves as the tip of the iceberg for the new messaging framework, which centers the student and their ambition to become a thriving contributor to society.

The line 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.

**Marketing Brand**



LEARN TO *thrive*

The refreshed marketing brand provides a consistent, compelling message centered on our students. The logo, tagline and brand style combine to more directly communicate the value Gordon offers Christian learners aspiring to become thriving contributors to society.

**Gotham**

Gordon's primary font

**Amster**

A secondary font for headlines

Updated color palette pulls from Gordon's primary blue, popular cyan and expands into newer, coastal-inspired highlights.



**Institutional Seal**



The College's seal represents our heritage, values and quality.

In the updated system, it is intended for formal contexts where it serves as a badge of quality. The seal would be used most often on its own, rather than arranged with "Gordon College" as a title.



Classic Gordon Blue

**Athletics Brand**

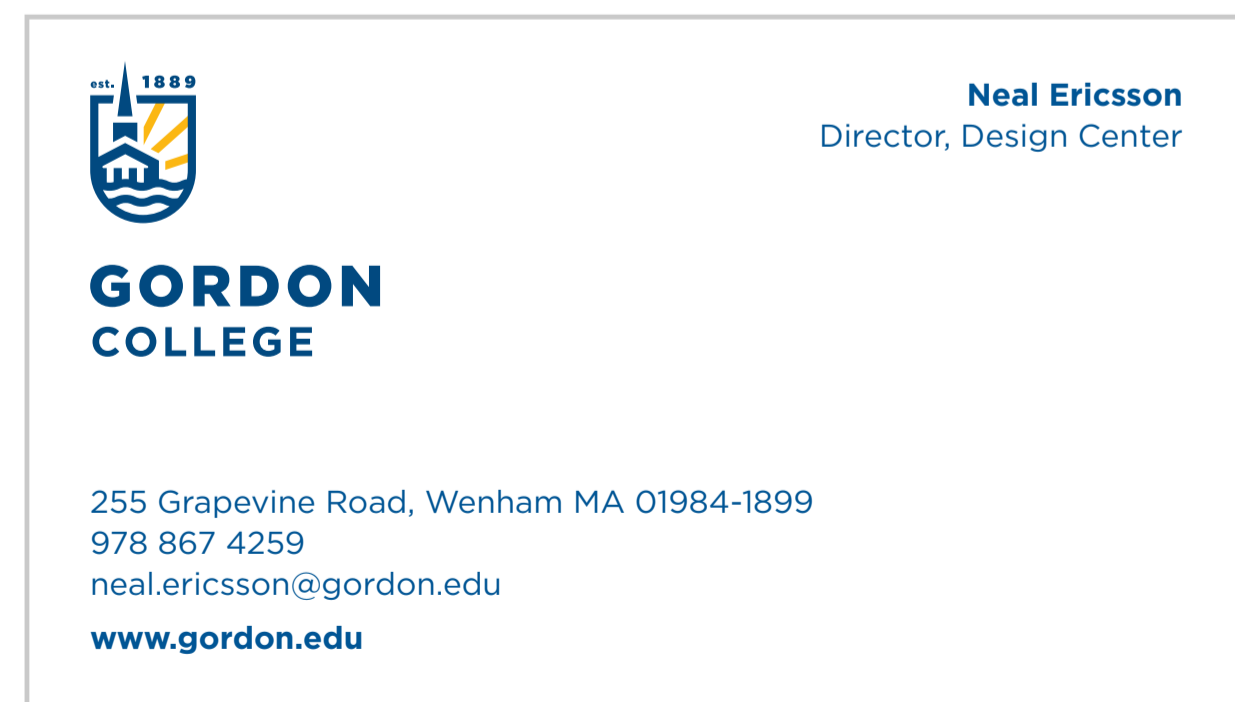


The Lion Rampant is the official logo for the Fighting Scots and the basis for our school mascot.

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

**Athletics Navy & Cyan**





**learn to thrive**

Students should be equipped to flourish in an uncertain and changing world. At Gordon College, a **life-shaping academic experience** fuses with a **life-giving faith community** to prepare young Christians to confidently build a better world.





# GORDON COLLEGE

LEARN TO *thrive*

