

LONGWOOD  
UNIVERSITY

*Identity Standards  
and Style Manual*



# INTRODUCTION

*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 p. 19.*

*The guidelines and standards in this manual apply to all media, whether print, electronic, or broadcast, where Longwood University identity marks are used. The manual is also available online at [www.longwood.edu/assets/pr/stylemanual.pdf](http://www.longwood.edu/assets/pr/stylemanual.pdf)*

*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 Public Relations at 434.395.2020.*

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## WORDMARK

*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  
UNIVERSITY

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LONGWOOD  
UNIVERSITY

The wordmark may print in black or in either of the University's official colors: PMS 280 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 Public Relations web site.

## ROTUNDA SYMBOL

*The updated Rotunda symbol is based on an earlier rendering of Ruffner Hall.  
The new 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 280 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 Public Relations Web site.

## LOGOTYPE (LOGO)

*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 p. 6. Contact the Office of Public Relations for more information.*

LONGWOOD  
UNIVERSITY



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.

## COLLEGE AND GRADUATE SCHOOL IDENTITY NAMEPLATES

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

LONGWOOD  
UNIVERSITY

---

COOK-COLE COLLEGE OF ARTS AND SCIENCES

LONGWOOD  
UNIVERSITY

---

COLLEGE OF BUSINESS & ECONOMICS

LONGWOOD  
UNIVERSITY

---

COLLEGE OF EDUCATION AND HUMAN SERVICES

LONGWOOD  
UNIVERSITY

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GRADUATE STUDIES

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

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

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.

## UNIVERSITY SEAL

*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 Public Relations at 2020.*



## TYPOGRAPHY

*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  
TYPOGRAPHY will create a coherent identity for the admissions  
materials while allowing flexibility and variety among individual  
pieces. Altho

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).

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*ADOBE GARAMOND ITALIC 12 on 13 point*  
*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU*  
*XYZ 1234567890 CONSISTENT USE OF TYPOGRAPHY will*  
*create a coherent identity for the admissions materials while allowing flex-*  
*ibility and variety among individual pieces. Although we recommend that*

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

---

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. Although*

## COLORS

*Historically, the official colors of Longwood University have been blue and white. In recent years, gray has been added to the palette 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 280



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.

## INCORRECT USAGE



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



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



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



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

## STOCK

*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 Roland Opaque, 70lb 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 30 percent recycled fiber including 30 percent post-consumer waste. It is EcoLogo certified.

### **MAILING LABEL**

IMPACT Pressure Sensitive Label Stock from BW Wilson Paper Company.

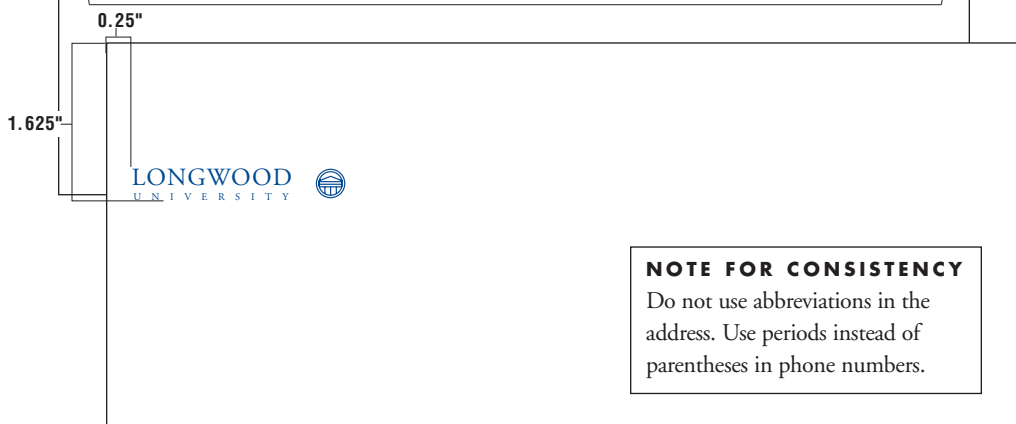
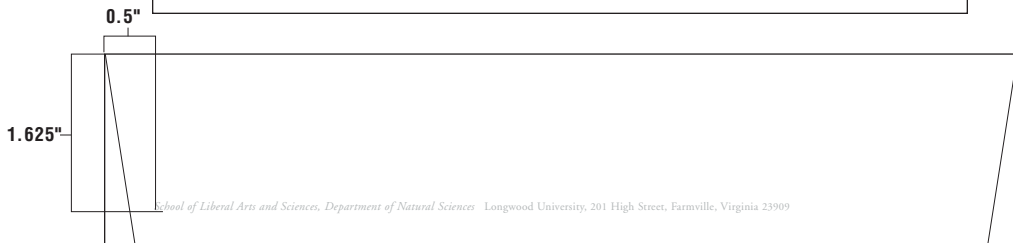
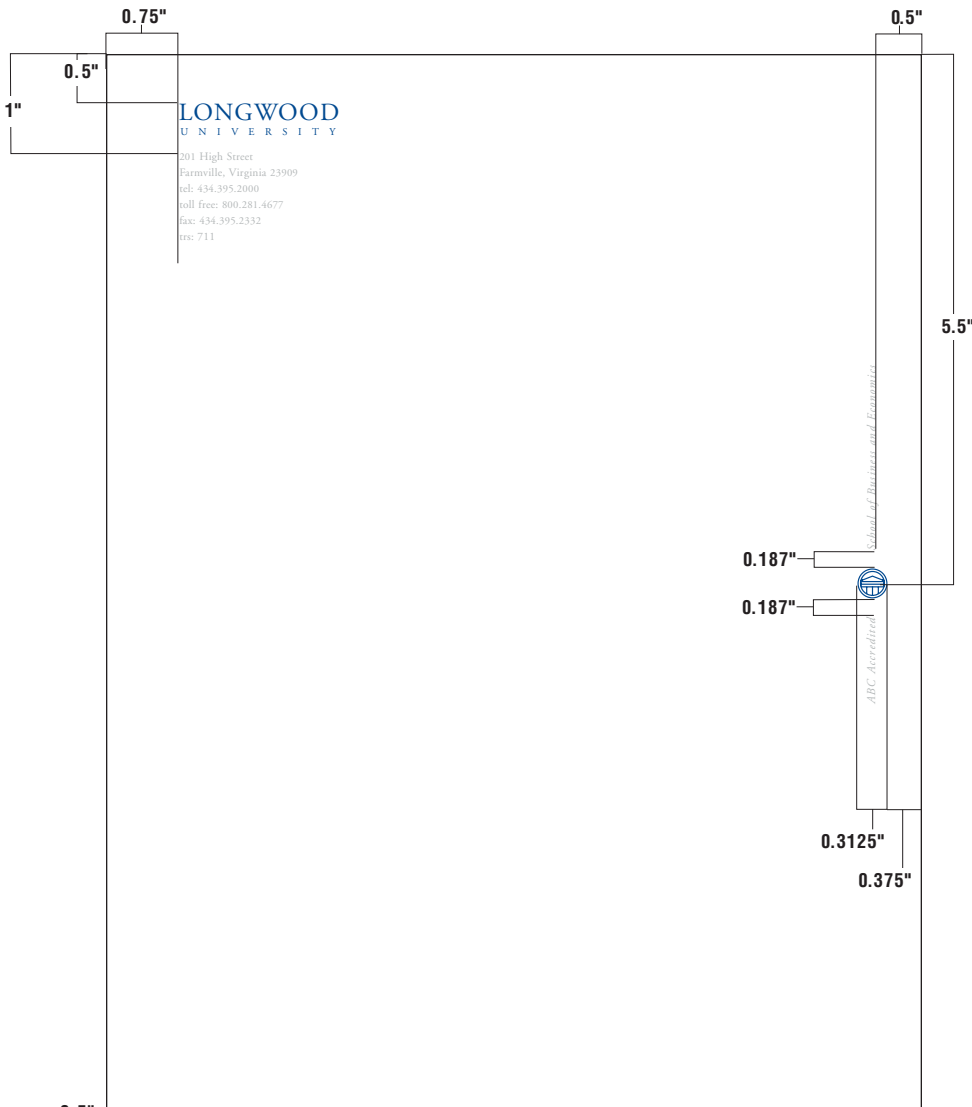
### **BUSINESS CARDS**

Roland Opaque, 80lb cover, 30 percent recycled Bright White.

### **NAME BADGES**

Roland Opaque, 65lb cover, 30 percent recycled Bright White.

# DEPARTMENTAL STATIONERY



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

**STOCK** Roland Opaque, 70lb 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 positioned 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 remain the same.

**LONGWOOD**  
UNIVERSITY

201 High Street  
Farmville, Virginia 23909  
tel: 434.395.2000  
toll free: 800.281.4677  
fax: 434.395.2332  
trs: 711

**SAMPLE**

month, day, year

Dennis A. Sercombe  
Associate Vice President for Marketing and Communications  
Longwood University  
201 High Street  
Farmville, Virginia 23901-9990

Dear Dennis,

This is the new 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. 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.

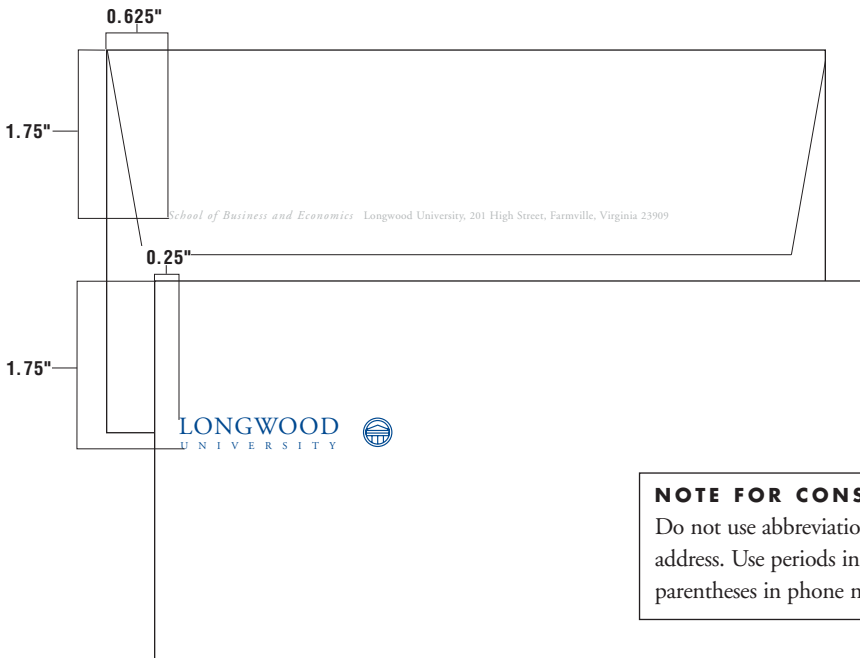
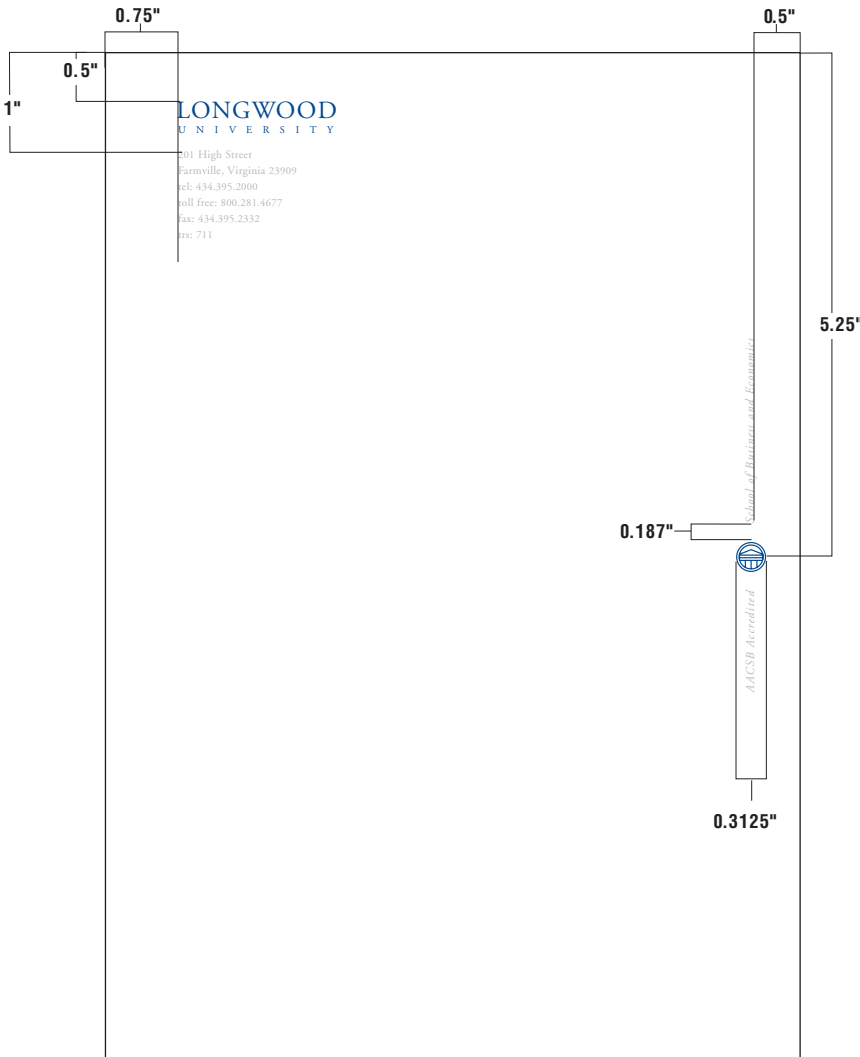
The close should follow after two returns, with four returns after the complimentary close to the signature.

Sincerely,

David Whaley  
Director of Publications and Visual Arts

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.

# MONARCH STATIONERY



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

**STOCK** Roland Opaque, 70lb 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 280 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 remain the same.

**LONGWOOD**  
UNIVERSITY

201 High Street  
Farmville, Virginia 23909  
tel: 434.395.2000  
toll free: 800.281.4677  
fax: 434.395.2332  
trs: 711

**SAMPLE**

month, day, year

Dennis A. Sercombe  
Associate Vice President for Marketing and Communications  
Longwood University  
201 High Street  
Farmville, Virginia 23901-9990

Dear Dennis,

This is the new 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.

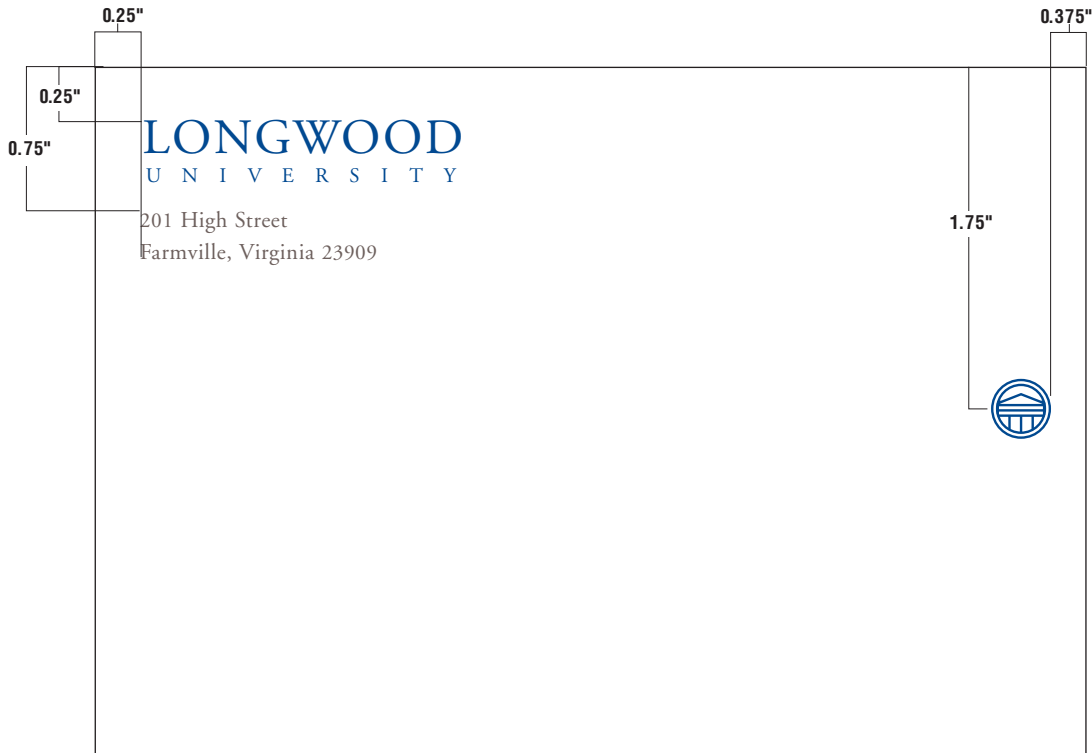
Sincerely,

David Whaley  
Director of Publications and Visual Arts

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



## MAILING LABELS

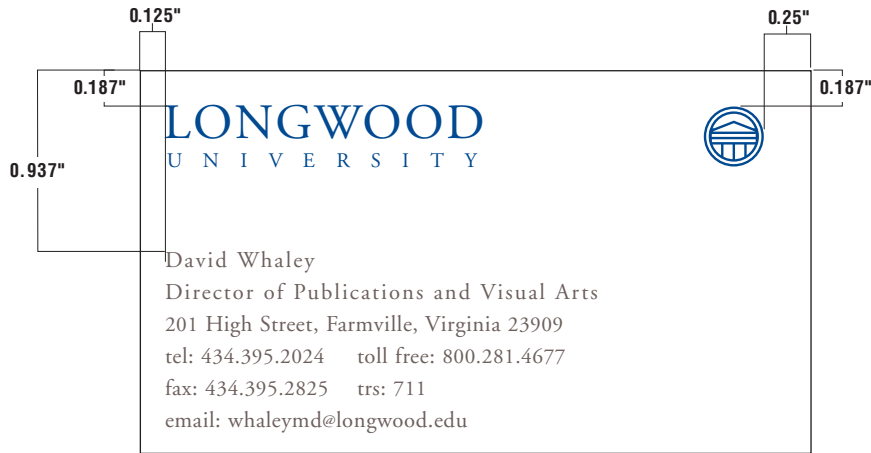


**STOCK** IMPACT Pressure Sensitive Label Stock from BW Wilson Paper Company, Bright White.

**SIZE**  
5" x 3.5"

**POSITION**  
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



### BUSINESS CARD

**STOCK** Roland Opaque, 80lb cover, Recycled Bright White

### SIZE

3.5" x 2"

**INK** 2/0: PMS 280 blue for wordmark and Rotunda symbol; PMS 422 gray for all other type.

### POSITION

The wordmark is positioned 0.125" to the right and down 0.187" from the upper left corner of the card. The Rotunda symbol is positioned 0.25" to the left and 0.187" down from the upper right corner of the card. Name and address block is positioned 0.125" to the right and down 0.937" from the upper left corner of the card. See diagram at left.

### ADDRESS BLOCK

**Style** Adobe Garamond, 8.5 point

**Leading** 12 point

**Tracking** 5

### NAME AND TITLE

**Style** Adobe Garamond, 8.5 point

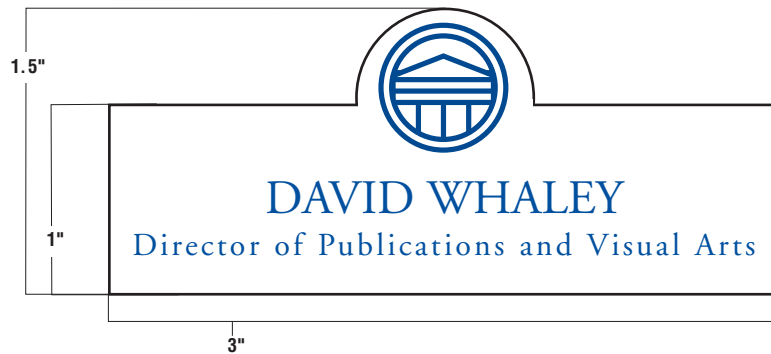
**Leading** 12 point

**Tracking** 18

### NOTE FOR CONSISTENCY

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

## NAME BADGES



### NAME BADGES

The following standard format should be used for name/identification badge. Contact Printing Services or the Office of Public Relations for vendor referral and ordering.

**SIZE** 3.5"x1.5"

**MATERIAL** White plastic

### TYPE STYLE

**Font** Adobe Garamond

**Name** 18 point, all caps

**Title** 12 point, mixed caps, leading 16 point, tracking 20

**Color** PMS 280

### ROTUNDA SYMBOL

**Color** PMS 280

## LONGWOOD LANCERS

*The new Longwood Lancers logo, conceived and created by nine Longwood undergraduate graphic design students, is more symbolic and historically accurate than Lancer logos of the past. Introduced in 2006, the new logo reflects the British cavalry regiments of the 18th and 19th centuries, such as the Queen's Own Lancers.*



Version 1



Version 2



Version 3



Version 4

**There are four approved versions of the Longwood University Lancers logo.**

1. Version 1: used on white backgrounds
2. Version 2: used on blue, or dark colored backgrounds
3. Version 3: used on grey, or medium colored backgrounds
4. Version 4: black and white version

It is important that the logo be used in its entirety. No individual items, such as the lance or horse head, may be pulled out of the logo and used alone.

### Logo Colors

PMS 280  
CMYK: 100-72-0-18



PMS 422  
CMYK: 0-0-0-33



### *DO NOT...*

1. Create any other color versions of the logo
2. Alter or distort the logo in any way
3. Put a border or shape around the logo
4. Link or add other elements to the logo
5. Use any of the logo elements alone

## **LONGWOOD UNIVERSITY LICENSING GUIDE**

*The purpose of Longwood University's licensing program is to ensure Longwood's brand identity is properly represented on products and services marketed to the public. The licensing program is responsible for determining if a product and design are consistent with the goals and image of the university and to ensure that the quality, liability, production and other distribution of products meets the university's standards. Longwood has contracted with the Licensing Resource Group (LRG) to help manage the university's licensing program.*

### **THE LICENSING RESOURCE GROUP**

LRG was founded in 1991 and currently represents more than 160 universities, conferences and special interests. LRG works with the University Advancement office to ensure that the use of any Longwood mark is consistent with the standards and goals of the university. LRG helps facilitate the licensing process for licensees; executes licensing agreements; monitors the marketplace for unlicensed use of trademarks; collects royalties, and conducts compliance review audits of licensed manufacturers.

Manufacturers or retailers who want to become licensed or learn more about the licensing process, should contact LRG at 616.395.0676 or download an application online at [www.lrgusa.com](http://www.lrgusa.com).

### **WHAT IS THE UNIVERSITY'S LICENSING POLICY FOR STUDENT ORGANIZATIONS AND DEPARTMENTS?**

Student organizations and university colleges and departments interested in using university marks on apparel (shirts, hats, golf shirts, etc.) or gift items (mugs, key chains, pens, jewelry, etc.) must use a manufacturer that is licensed with Longwood University. A list of approved licensees may be obtained through the University Advancement office. If you would like to have a particular manufacturer approved for license, please contact the University Advancement office.

# LONGWOOD UNIVERSITY LICENSING GUIDE

## LICENSING EXEMPTIONS

University departments and colleges do not need permission to use university marks on products that are intended for normal business operations such as official university forms, stationery, brochures, student applications, and other collateral materials as long as the marks conform to the guidelines in this style manual. If the merchandise is to be sold, we ask that you gain permission from the University Advancement office which handles the licensing for Longwood University.

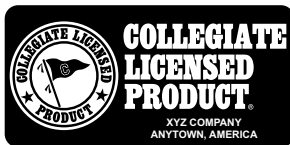
## LONGWOOD UNIVERSITY REGISTERED TRADEMARKS

A trademark is a word, phrase, symbol or design, or combination of words, phrases, symbols or designs that identifies and distinguishes the goods of one party from those of others. A trademark is a brand name. Longwood University owns and controls the words, phrases, insignias and designs that have come to represent the university to the public. These marks include but are not limited to:

**LONGWOOD UNIVERSITY      LONGWOOD**  
**LONGWOOD LANCERS      LANCERS**

## WHAT IS THE ROYALTY RATE FOR OFFICIALLY LICENSED PRODUCTS?

All licensees are required to remit royalty reports and payments on a quarterly basis to LRG who collects these payments on behalf of the university. Longwood has established a royalty rate of 8 percent of the wholesale price of an individual product.



## LOOK FOR THE LABEL

Licensed products have become one of the most popular ways for Longwood fans to exhibit their loyalty to the university. The Collegiate Licensed Product label verifies that a product has been approved by the university and a portion of its sale goes to support university programs.

## FOR MORE INFORMATION

To learn more about Longwood University licensing policies and procedures, contact:

Dennis A. Sercombe  
Associate Vice President  
for Marketing and Communications  
Longwood University  
201 High Street  
Famville, Virginia 23901-9990  
Ph: 434.395.2081  
Fax: 434.395.2825  
sercombeda@longwood.edu

Licensing Resource Group Inc.  
442 Century Lane, Ste. 110  
Holland, MI 49423  
Ph: 616.395.0676  
Fax: 616.395.2517  
www.lrgusa.com

## **PRINTING SERVICES**

*Located in Graham Hall, Longwood Printing Services provides professional services to the entire campus community — from on-demand black & white copies, high resolution digital color printing 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 Services department, you must submit a Printing Requisition Form which is available at the service counter or online at [www.longwood.edu/printingservices/](http://www.longwood.edu/printingservices/) or by phone (Ext. 2480) or fax (Ext. 2124). 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, phone X2645, or email [printing4u@longwood.edu](mailto:printing4u@longwood.edu) that you would like to discuss your project.

### **PAPER SELECTION AND PURCHASE**

On projects other than stationery, Printing Services will assist you in selecting 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 in the correspondence.

### **CREATIVE SERVICES**

The Printing Services department offers composition, design and editorial assistance to faculty, staff, and students upon request. If your project requires such creative work you may request a cost estimate for these services.

## PRINTING SERVICES

### PROOFING AND APPROVAL PROCESS

Proofreading is your responsibility. When submitting a digital project for production, you may request a proof for inspection and corrections. After review and revision (if needed) you will be required to sign a final proof.

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 Associate Vice President for Marketing and Communications directly or via Printing Services
- Primary publications targeted to off-campus constituencies must be approved by the Associate Vice President for Marketing and Communications via Printing Services
- A release must be obtained from the Director of Printing 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 Public Relations, the Director of Publications and Visual Arts or the Associate Vice President for Marketing and Communications 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 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 ensure that your project is completed as requested, you should plan 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 office or submitted electronically by the 15th of the month prior — allowing two weeks for typesetting, design, revision and printing.

## **PRINTING SERVICES**

### **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 project to fit into the overall production schedule.

### **COPY CENTER PROCEDURES**

The Copy Center offers a pick-up and delivery service for copy job requests. Just phone the Center (Ext. 2480) before 9:30 a.m. 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 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 may pick it up when ready — just inform the counter representative your preference. If your project weighs over 40 lbs., arrangements will be made through Materiel Management for delivery to your department.

## EDITORIAL STYLE AND GUIDELINES

*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 Public Relations prior to production.*

*Both the Office of Public Relations 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:	Times Roman
Size:	12 point
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

## **EDITORIAL STYLE AND GUIDELINES**

### **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:

Dr. Patricia P. Cormier, president of Longwood University, announced that...

Listing:

Dr. Patricia P. Cormier, President, Longwood University

Title Preceding:

President Patricia P. Cormier (first reference)

President Cormier (subsequent references) or Dr. Cormier

### **CLASS YEAR DESIGNATION**

As header or photo caption:

Marge Lancaster, Class of 2001

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

Marge Lancaster, '01,

If part of a series, use semi-colons to separate:

Marge Lancaster, '01; Ron Ruffner, '88; Jerry Jarman, '02;

## EDITORIAL STYLE AND GUIDELINES

### 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., Ph.D., 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 Anthropology  
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. – subsequent 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.

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