Gordon College | Undergraduate Brand Story



A Character

Christian learner

What do they want?

A Christian college where they are:KnownGrownPrepared

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.

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 Calls Them to Action

Direct:

Apply now

Transitional:

In development

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.

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.



Lack what you need to pursue what matters most

Gordon College | Undergraduate Brand Script

At Gordon College we know that you want to be a thriving contributor to society. In order to do that you need a Christian college where you are known, grown and prepared. The problem is coming of age in a divided and uncertain world is increasingly hard, which can make you feel overwhelmed and anxious.

We believe you should have a college experience that equips you with what you need to flourish. We recognize the sea of possibilities is both overwhelming and exciting, which is why we're here to help you chart your unique course. By combining academic exploration, experiential learning and spiritual formation Gordon helps students thrive. Here's how we do it: 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.

Apply today so you can avoid lacking what you need to pursue what matters most and instead be confident in who God made you to be, prepared to make a difference, with hope in the face of a changing world.

Gordon College | Undergraduate Elevator Pitch

The "elevator pitch" is a succinct micro story consisting of the problem, solution and successful result:

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.