

Gordon-Conwell Theological Seminary

**VISUAL IDENTITY GUIDELINES**

2026

GORDON  CONWELL  
THEOLOGICAL SEMINARY

## Introduction

We are pleased to introduce Gordon-Conwell Theological Seminary's Visual Identity Guidelines and Strategy. A visual identity is a system of visual communications, graphically coordinated in such a way that the public easily identifies Gordon-Conwell, its constituent parts and its activities.

The Gordon-Conwell Visual Identity Guidelines and Strategy establishes official policy and standards for the logo, typography, colors and design principals representing the seminary, both externally and internally. Design or color alterations to the specifications outlined in this manual are prohibited without the consent of the Marketing and Communications Office.

The visual identity guidelines section describes specific rules and usages to be followed by authors and editors. Adhering to these standards will help ensure that communications from every campus, department and office speak with a clear and uniform voice that best represents the visual identity and brand of Gordon-Conwell.

It is important that Gordon-Conwell projects an image of excellence and cohesiveness to our many audiences.

Questions concerning usage of the new logo in print or digital publications should be directed to the Art Director at [nrim@gordonconwell.edu](mailto:nrim@gordonconwell.edu).

### **Marketing & Communications Office**

## The Seminary Logo

The logo is a “word mark” – a combination of a graphic image and designed text that is treated as a single identifying mark. It consists of Gordon-Conwell’s shield and specified positioning of the “Gordon-Conwell” name. This logo, in combination with the color palettes, typefaces and imagery specified within this document, is the primary element of the Gordon-Conwell visual identity.

### Primary Logo

The logo consists of two parts: the logotype and the shield. The name “Gordon-Conwell” appears in a customized Linux Libertine OC typeface, as well as the “Theological Seminary” in a smaller size below. The type-set logo should always be used in its original form.



### Secondary Logo

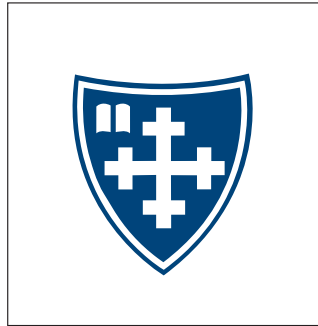
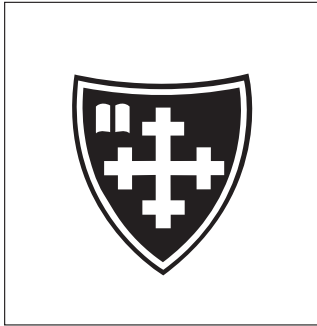
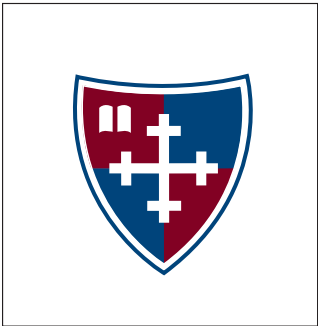
Implementation of this alternative configuration is intended for signage application or formats where space constraints make it difficult to use the primary logo (i.e., social media).



## The Shield

The Gordon-Conwell shield can be used as a branded icon in these specific instances: on social media profiles or digital posts where space does not allow for the use of the primary or secondary logos, and on marketing materials in which the full logo appears elsewhere (e.g., the shield can be used on the inside pages of a document if the full logo is on the cover). All other uses of the shield require permission from the Marketing and Communications Office.

There are 4 versions of the shield (full color, navy, black and white).



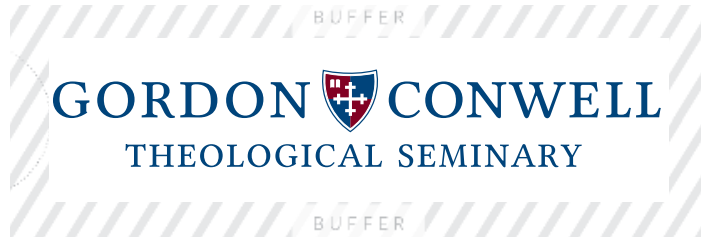
## The Seal (limited use)

The Gordon-Conwell seal is reserved for official documents (i.e. diplomas, commencement, inauguration) and should not be used for marketing materials unless special permission has been granted.



### Buffer Zone

Maintaining a sufficient spatial relationship around the logo (shown below) is required when using the logo so that it could stand apart from other visual elements.



No elements or text should be placed within the box. This includes lines and type. The buffer space is intended for the logo to sit comfortably on a page with enough negative space for balance.



No elements or text should be placed within the box.

### Size Recommendations

The logo is intended as a visual identifier (not a title block) and should be scaled as such. In general publication usage, the logo should appear no smaller than 1.5 inches and no larger than 3 inches.

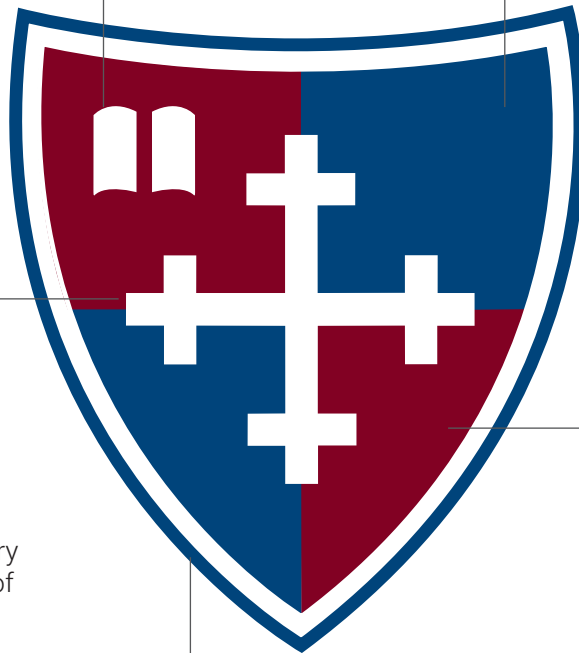
These sizes allow for accurate reproduction of the intricate shield symbol detail. Exceptions to the maximum size include banners, displays and poster or external usage.

If a larger logo is required, please run it first by the Marketing & Communications Office for review.



**Bible**  
Representing Gordon-Conwell's allegiance to the authority of Scripture

**Navy**  
Representing Gordon College



**Cross**  
The specific cross, often referred to as a crosslet or "missionary cross," is composed of four crosses pointing to the four points of the compass, representing the united and all-embracing task to "bring Christ to all the world"

**Burgundy**  
Representing Temple University

**Shield**  
The oldest such form in heraldry

## Color Applications of the Gordon-Conwell Logo

The full-color version of the logo is used for formal use, including formal invitations, formal programs, and ceremonial banners and signage. It also may be used on fullcolor backgrounds to render the logo prominently against multiple colors. The one-color reverse treatment is acceptable only on black, burgundy, and navy backgrounds. This is to avoid wide and varied color rendering of the logo, which generally is not permitted for trademarked logos.



## Location Based Logo

In support of the “One Gordon-Conwell” vision, the Gordon-Conwell logo is our primary logo for all campuses. Because of the Boston campus’ historic association with the CUME name/acronym, it may use a secondary, location-based logo for campus-specific marketing needs. The secondary (horizontal) version of the logo with CUME spelled out will be the standard logo to be used on marketing materials while the tertiary logo (square) will be used for social media purposes or when the dimensions call for a more compact logo.

### Primary CUME Logo

The logo that contains the spelled out version of “CUME” ought to be used for front facing marketing purposes since many will not know what the acronym “CUME” stands for.

CAMPUS FOR URBAN MINISTERIAL EDUCATION  
**GORDON**  **CONWELL**  
THEOLOGICAL SEMINARY

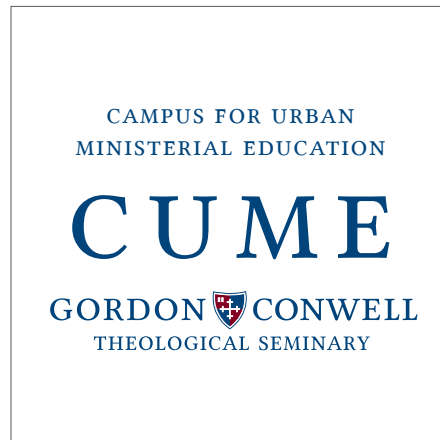
### Secondary Logo

The secondary logo has two components: the wordmark (CUME) and it spelled out below with the wordmark/logo of Gordon-Conwell below it. It should generally be used together (logo lockup); however, in cases where it is placed on a brochure or letterhead, it may be unlocked so long as both wordmarks are visible on the same page.

Implementation of this alternative configuration is intended for internal constituents. The secondary logo should NOT be used for external purposes other than the following:

- social media profile image (square format)
- square-shaped thumbnails
- paraphernalia that limit the space to a small square)

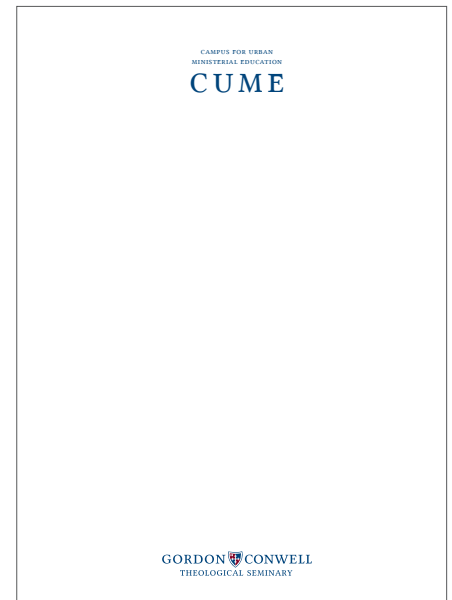
The third logo is a vintage logo recreated from the 1980s. This logo is only to be used sparingly (for special occasions, i.e., anniversaries) and will need permission from the Marketing and Communications office for its usage.



Logo lockup



Vintage logo (PERMISSION NEEDED)



Unlocked

# Color Palette for Gordon-Conwell

There are two colors that make up Gordon-Conwell's primary logo. To ensure consistency in production and reproduction, these colors cannot be lightened, darkened or adjusted. Please ensure that the correct color references are used at all times by following the specifications. A set of secondary colors that complement the colors in the primary visual identity allow for broader artistic expression while also harmonizing with the primary color palette. Pantone colors available upon request.

## Primary Brand Colors

Intended for external and internal print/digital/website purposes



**Navy**  
 HEX: 00417a  
 CMYK: 100,57,0,40  
 RGB: 0,68,124



**Burgundy**  
 HEX: 7c0027  
 CMYK: 0,100,60,55  
 RGB: 130,0,36

## Supporting Brand Colors

Intended for external and internal print/digital/website purposes



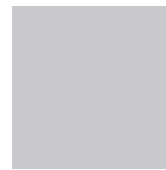
**Dark Navy**  
 HEX: 012648  
 CMYK: 100,81,35,50  
 RGB: 1,38,73



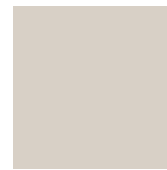
**Muted Blue**  
 HEX: 53729b  
 CMYK: 73,52,20,2  
 RGB: 83,113,155



**Dark Grey**  
 HEX: 414042  
 CMYK: 0,0,0,90  
 RGB: 65,64,66



**Light Grey**  
 HEX: c8c8cd  
 CMYK: 21,16,13,0  
 RGB: 200,200,205



**Sand**  
 HEX: d8d0c7  
 CMYK: 14,14,18,0  
 RGB: 216,208,199



**Dark Mauve**  
 HEX: a99c94  
 CMYK: 11,18,21,29  
 RGB: 169,156,148

## Supplementary Brand Colors

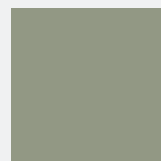
Intended for internal usage only. Permission needed to use for external purposes.



**Plum**  
 HEX: 887072  
 CMYK: 46,54,46,12  
 RGB: 136,112,114



**Slate**  
 HEX: 6d7e92  
 CMYK: 62,45,31,4  
 RGB: 109,126,146



**Moss**  
 HEX: 929884  
 CMYK: 45,32,49,3  
 RGB: 146,152,132



**Mint**  
 HEX: a0b3b1  
 CMYK: 39,21,28,0  
 RGB: 160,179,177



**Copper**  
 HEX: 9b6f54  
 CMYK: 27,51,64,22  
 RGB: 155,111,84



**Gold**  
 HEX: ccb258  
 CMYK: 22,26,79,0  
 RGB: 204,178,88

## Typefaces for Gordon-Conwell

Typefaces and how they are arranged are as important to Gordon-Conwell's identity as the use of color and graphics. Typography that is selected, arranged and spaced well is what distinguishes professional print and digital publications. Linux Libertine is the primary serif typeface for the seminary. It appears in the Gordon-Conwell logo and has a classic, proportional type style that was inspired by 19th century book type. Roboto is a sans serif typeface that looks more contemporary and pairs nicely with Linux Libertine.

### Primary Typeface: Linux Libertine

Linux Libertine Regular | Gordon-Conwell Theological Seminary

*Linux Libertine Italic* | *Gordon-Conwell Theological Seminary*

***Linux Libertine Semibold Italic*** | ***Gordon-Conwell Theological Seminary***

**Linux Libertine Semibold** | **Gordon-Conwell Theological Seminary**

**LINUX LIBERTINE O C** | **GORDON-CONWELL THEOLOGICAL SEMINARY**

Please note that **Linux Libertine Bold** was intentionally not included among the font variants. This is because the bold version appears too bulky. For emphasis, please use Linux Libertine Semibold or Linux Libertine OC. When using Linux Libertine OC (all caps typeface), **do not use capital letters**. All type should be lowercase, so that the height of the letters are consistent. Avoid using Linux Libertine Bold and instead, use Linux Libertine Semibold for added weight.

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### Secondary Typeface: Roboto

Roboto Light | Gordon-Conwell Theological Seminary

Roboto Regular | Gordon-Conwell Theological Seminary

*Roboto Italic* | *Gordon-Conwell Theological Seminary*

**Roboto Bold** | **Gordon-Conwell Theological Seminary**

**Roboto Black** | **Gordon-Conwell Theological Seminary**

### **Desktop and Digital Options**

Gordon-Conwell's standard typefaces may not always be available in various desktop publishing applications or web or digital interfaces, including email platforms and blogs. When the official Gordon-Conwell standard fonts are unavailable, two of the most commonly available fonts, Garamond and Arial, should be used as substitutes to most closely match Gordon-Conwell's official fonts.

### **Primary Substitute Font: Garamond**

**Garamond Regular** | Gordon-Conwell Theological Seminary

*Garamond Italic* | *Gordon-Conwell Theological Seminary*

**Garamond Bold** | Gordon-Conwell Theological Seminary

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### **Secondary Substitute Font: Arial**

**Arial Regular** | Gordon-Conwell Theological Seminary

*Arial Italics* | *Gordon-Conwell Theological Seminary*

**Arial Bold** | **Gordon-Conwell Theological Seminary**

## Ministry Logos of Gordon-Conwell

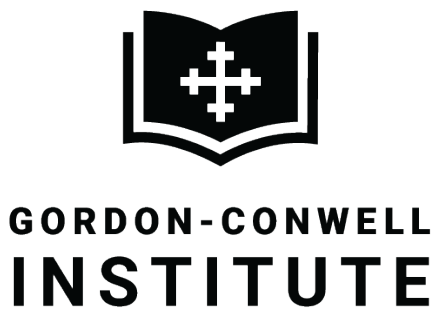
Within Gordon-Conwell, a number of Gordon-Conwell entities have identity systems that lock up with the official Gordon-Conwell logo. For ministries such as Doctor of Ministry and Latino & Global Ministries, their names will be placed directly above the Gordon-Conwell logo.

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## Logo for Gordon-Conwell Institute (GCI)

The Gordon-Conwell Institute (formerly known as the Ockenga Institute) has its own logo/identity system within the holistic Gordon-Conwell branding system, of which it is subject to as endorsed brand, since its initiatives and specialized operations are relating to an audience that stretches beyond the current or prospective student. For detailed instruction on the Gordon-Conwell Institute's identity guidelines (i.e., logo lock up with each of its centers), please contact Dr. Eun Ah Cho, Dean of the Gordon Conwell (Ockenga) Institute at [echo3@gordonconwell.edu](mailto:echo3@gordonconwell.edu).



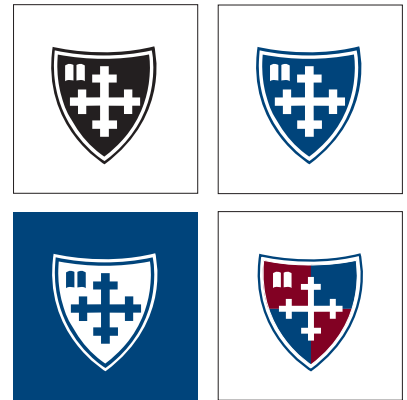
## Logo for Gordon-Conwell Student Association

The SA and SA groups can use the SA logo (below) or one of the shields (see page 5). If a group within SA group would like to specify their group name, they can either include it in the title or provide text specificity (e.g., "Hosted by the Latino Student Association").

For internal purposes, the student groups and associations are free to develop their own artwork and independent style (see below), but all logo use is required to stay within the Gordon-Conwell brand guidelines. Any materials developed for external purposes must be approved by MARCOM.

# HAMILTON Student Association

GORDON  CONWELL  
THEOLOGICAL SEMINARY



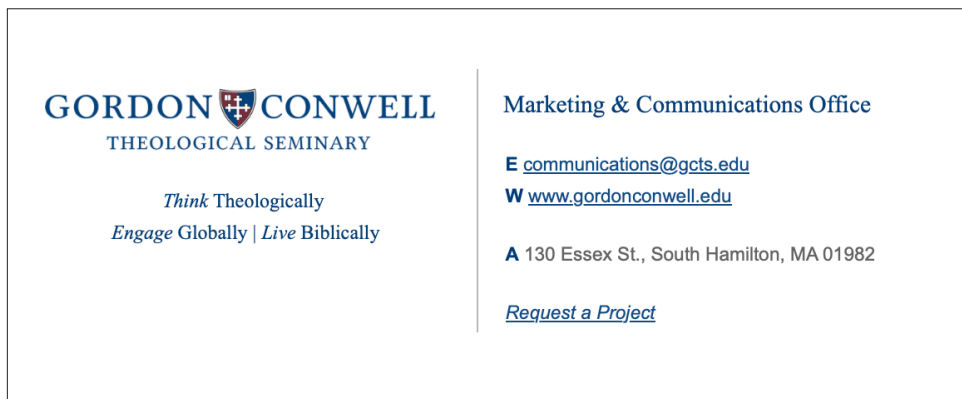
## Gordon-Conwell Email Signature

Email signatures for Gordon-Conwell staff will be standardized to the examples below. For consistency sake and due to a limited number of fonts used via email, Garamond will be used in lieu of Linux Libertine since it's a web safe font (a web safe font is one that is installed on almost every Windows and Mac device by default, which means that if you use it in an email signature, it will look the same on the recipient's end).

In the examples below, the first option will have the staff name and title on one line, separated by a comma if the title is short. If a staff member has a longer title, they could use the second option which has no comma between the name and the title, with the title on the second line.

If you would like to add your mobile number, please place it after the phone number /pipe with a burgundy 'm' that stands for mobile; the website can be pushed down to the next line.

To stay brand consistent with the overall Gordon-Conwell brand, please do not include any other information or url links aside from the format that you see below. Exceptions are made for institution or ministry based centers (GCI, DMIN and LGM) as well as Tech Services.



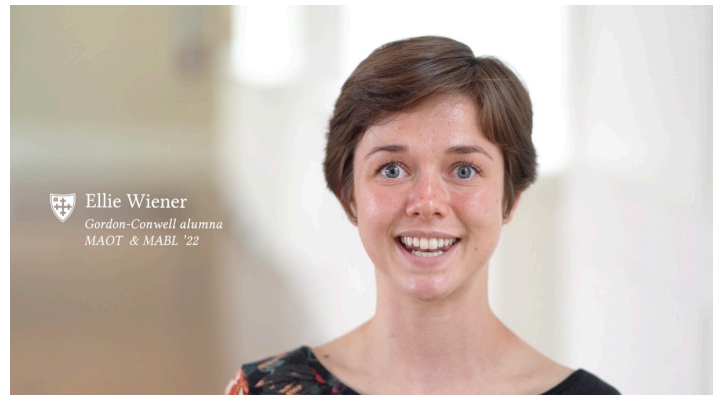
An email will be sent out by IT with the instructions for the email signature. Please keep in mind:

- Font will be Garamond.
- Font style will be regular for most everything except the name and degree (if applicable) in bold and the title in italics.
- Font color will be navy blue, except for the w and p which should be in burgundy/bold (w stands for website and p stands for phone number).
- Font size for name and degree will be 11.
- Font size for title, address, phone number and website will be 10.
- Color logo should be added at the end.

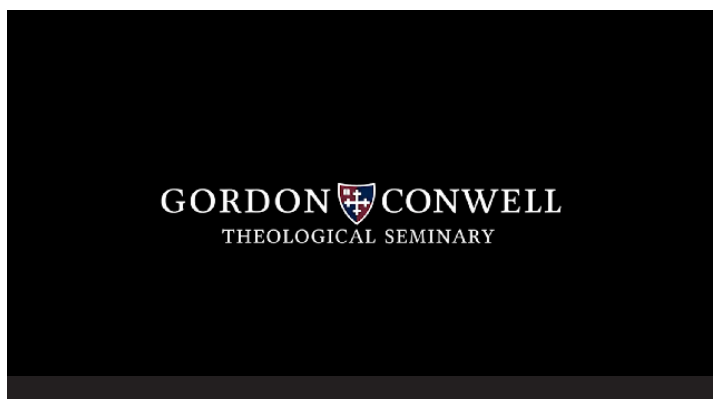
## Gordon-Conwell Video Standards

For any internal or external videos being produced, please use a lower thirds (see below) that consist of the white shield, the name and title over the background (if it is dark enough) or over a translucent navy band for readability. The ending slide should contain our Gordon-Conwell bumper (see below). Please contact [nrim@gcts.edu](mailto:nrim@gcts.edu) for permission to use the template lower thirds and bumper.

Lower thirds (animated shield and text)



Bumper (navy and black option)



## **EXAMPLES OF LOGO USAGE**

## Examples of Logo Misusage

Please review the following logos below to make sure that the logo is not used in these ways.

~~Gordon-Conwell  
Theological Seminary~~ 

Do not use older versions of the logo.

~~GORDON  
CONWELL  
THEOLOGICAL SEMINARY~~


Do not use logo without the shield.  
Do not reformat the logo.

~~GORDON  CONWELL~~

Do not increase the kerning of the type

~~GORDON  CONWELL  
theological seminary~~

Do not italicize type

~~GORDON  CONWELL~~

Do not use the shield as a tint, and never run  
type over it.

~~gordon  conwell  
theological seminary~~

Do not swap GCTS colors.

~~Gordon  Conwell~~

Do not set the typeface of the logo in any secondary or alternative typeface.

~~GORDON  CONWELL  
THEOLOGICAL SEMINARY~~

Do not make the logo bold.

~~GORDON  CONWELL  
THEOLOGICAL SEMINARY~~

Do not set logo flush left or right

~~GORDON  CONWELL  
THEOLOGICAL SEMINARY~~

Do not adjust the leading (space in between the lines) of the logo.

~~GORDON  CONWELL  
THEOLOGICAL SEMINARY~~

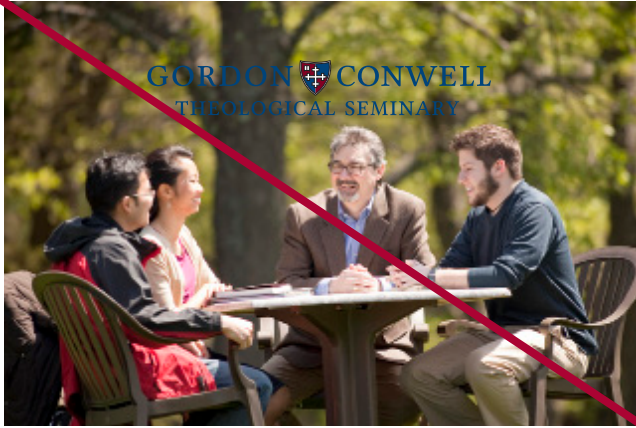
Do not stretch logo.

~~GORDON  CONWELL  
THEOLOGICAL SEMINARY~~

Do not condense logo.

~~GORDON  CONWELL  
THEOLOGICAL SEMINARY~~

Do not use logo with shield where half the quadrants are filled in.



Do not place the full color logo over dark imagery



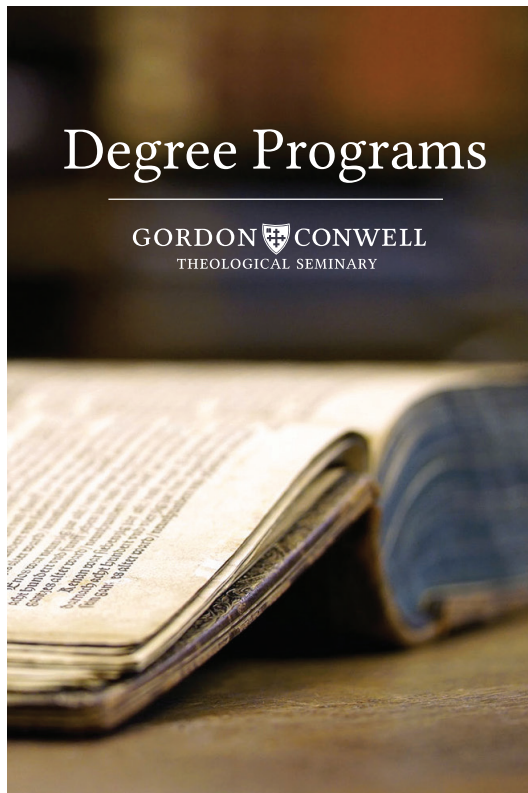
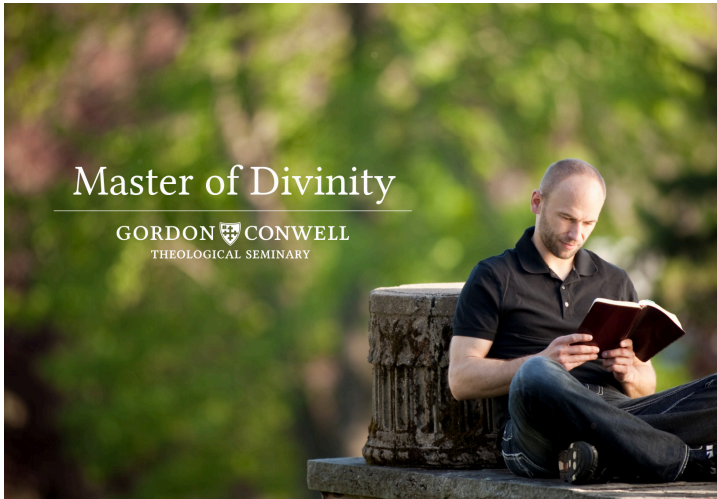
Do not place logo over high contrast imagery



Do not use the solid black logo on top of photographs

# Examples of Logo Misusage

Please review the following logos below to make sure that the logo is not used in these ways.





## When Your Church Family Joins the Partnership Program

Together, you will **equip the next generation** of pastors, church leaders, evangelists, missionaries, and other servants of the Kingdom.

Together, you will **raise up leaders who are grounded in biblical principles** with the ability to engage our culture for Christ.

Together, you will **help students go directly into ministry after graduation**, less burdened by debt and equipped with fundraising and stewardship skills.



*"Gordon-Conwell's Partnership Program is an invaluable resource for seminarians and for the broader Church. I would never have been able to afford seminary, but because of the Partnership Program, I completed a Masters of Divinity debt-free. What's more, the training for fundraising and the relationship building it requires are needed skills for years to come."*

—Adam, M.Div. '16  
GCTS and Partnership  
Program Alumnus

## Partner with Us

*For more information about the Partnership Program, please contact:*

Partnership Office (978) 646-4027  
partnership@gordonconwell.edu

*For questions about giving, please contact:*

Stewardship Office (978) 646-4017  
stewardship@gordonconwell.edu

*Please mail completed form and tax-deductible gift to:*

Gordon-Conwell Theological Seminary

Attn: Stewardship Office  
130 Essex Street  
South Hamilton, MA 01982

*Or give online at:*  
[www.gordonconwell.edu/partnershipgiving](http://www.gordonconwell.edu/partnershipgiving)

Partnership  
PROGRAM

GORDON-CONWELL  
THEOLOGICAL SEMINARY  
HAMILTON • BOSTON • CHARLOTTE • JACKSONVILLE

## CHURCH INFORMATION



Partnership  
PROGRAM

GORDON-CONWELL  
THEOLOGICAL SEMINARY

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## NEW STUDENT ORIENTATION

& Welcome Week for All New Students



Thurs. & Fri.  
**8/29-30** **International Student Orientation**

Tue.  
**9/3** **Dorm Student Move In Day and Cookout**  
Move In | 9 a.m. - 12 p.m.  
Cookout | 5 p.m. | Kerr Dining Hall Patio

Wed. & Thurs.  
**9/4-5** **All New Student Orientation**  
Various Locations

Fri.  
**9/6** **Kick-Off Worship and Ice Cream Fellowship**  
6 p.m. | Kaiser Chapel

Sat.  
**9/7** **All Seminary Chowderfest & Softball Game**  
Softball | 1:30 - 4:30 p.m. | Field Down the Hill  
Free for students and their families

Chowderfest | 5 - 6 p.m. | Kerr Dining Hall Patio

Tue.  
**9/10** **Seminary Spouses Orientation**  
7 - 9 p.m. | Retreat House  
Child care provided. Sign up with Student Life Services.

Wed.  
**9/11** **Fall Convocation**  
11:10 a.m. - 12 p.m. | Kaiser Chapel

**GORDON CONWELL**  
THEOLOGICAL SEMINARY

130 Essex Street, South Hamilton, MA 01982  
p: 978 646 4071 | e: stulife@gcts.edu  
www.gordonconwell.edu



**FLEXIBLE  
& ACCESSIBLE  
Theological Education**



**Over 60 scholarships**  
available  
for students



**Over 4 million books**  
at your  
fingertips



**Over 1000 courses**  
offered every  
academic year



**Learning Formats:**  
Residential,  
Online & Intensive Courses



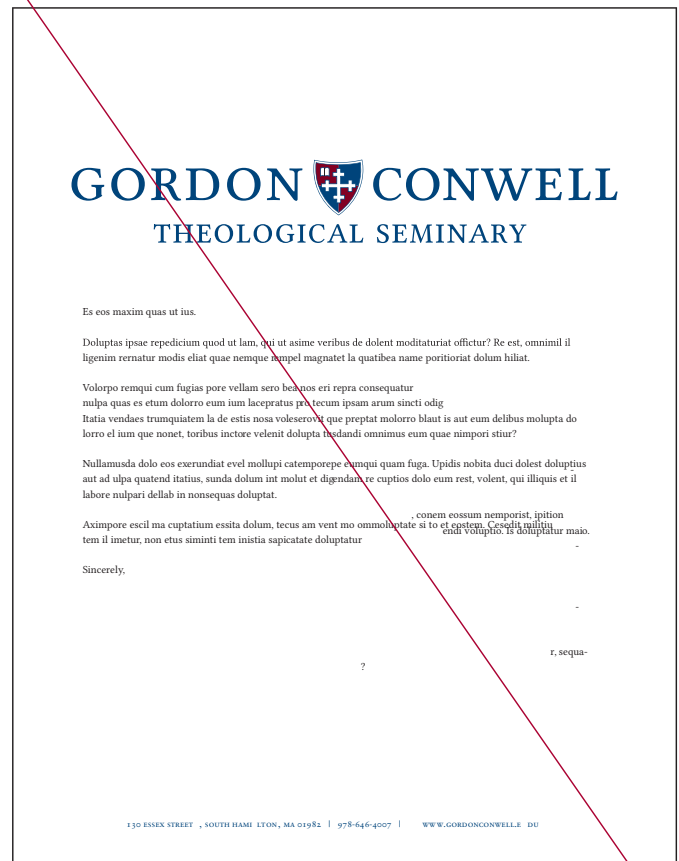
**Courses offered**  
in English, Español,  
Portugués, 中文 & 한국어

**gcts.edu**

## Gordon-Conwell Logo Size and Placement

When using the logo, never enlarge the logo so that it stretches across the document (i.e., letterheads, flyers, brochures and folders). Sufficient negative space needs to be provided around the logo so that it is situated comfortably and elegantly within the layout. The logo should generally be used in a smaller form, not exceeding the length of 2" for letterheads, 3.25" for flyers/brochures and not exceeding 6" for folders. Because the logo is centered in its format, it is generally recommended that the logo's placement is also centered on the document; however, there are exceptions to this rule when it is flush left or right (i.e., footer, banners).

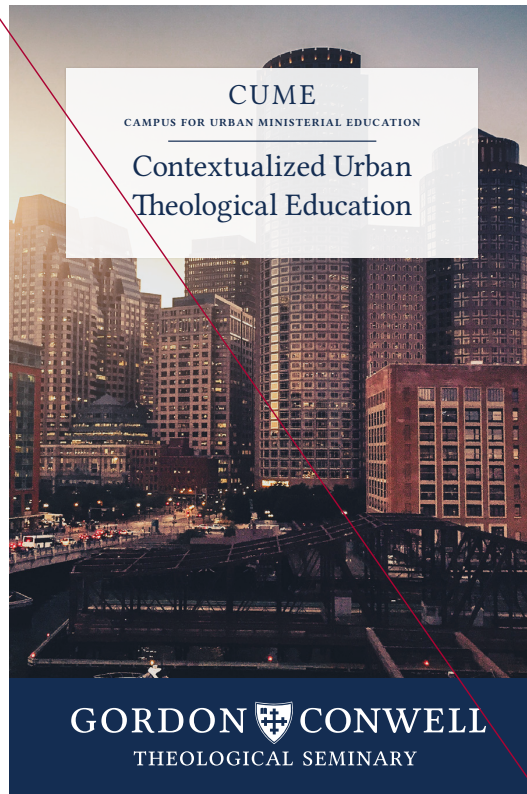
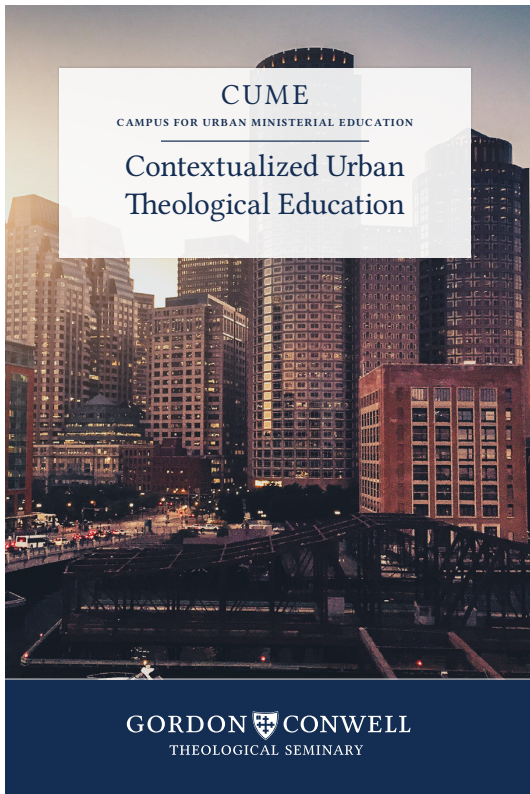
### Example of letterhead



Example of a folder



Example of a brochure



# APPENDIX

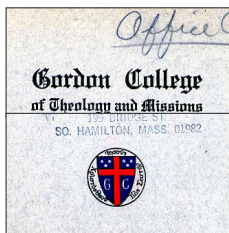
# A Visual History of Gordon-Conwell's Logo

The redesigned logo was developed in 2012 to reflect our seminary's unique history as well as to honor and retain the specifications given by those originally appointed to prepare an arms and seal for the seminary (see the following page for more details) in 1972.

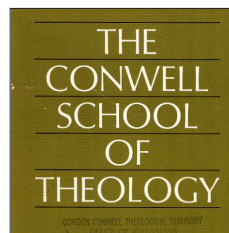
The orientation/layout of the elements of the logo represent the joining of schools formed by A.J. Gordon (Boston Missionary Training School) and Russell Conwell (Conwell School of Theology, later Temple University) in 1969.

The logo contains the two originally specified colors—navy and burgundy, keeping in line with Gordon-Conwell's traditional and classic style.

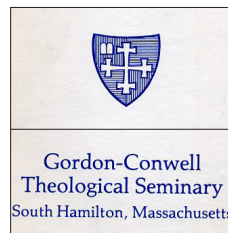
The typeface used for the redesigned logo is Linux Libertine, a proportional typeface with sufficient variants of weight and slightly rounded serifs for an understated elegance.



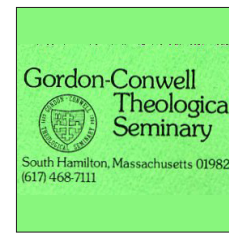
1944



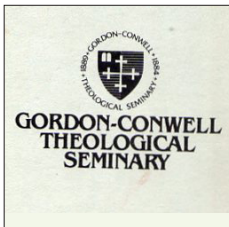
1968



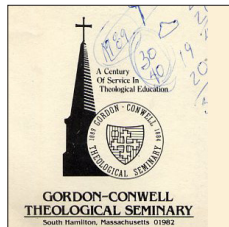
1975



1978



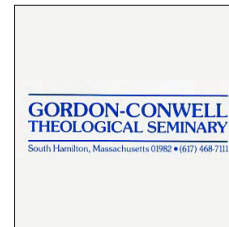
1982



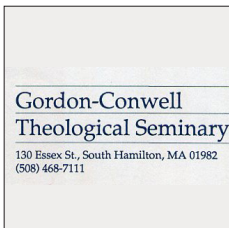
1984



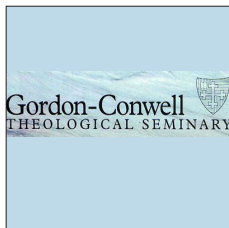
1987



1988



1990



1998



2000



2003



2012



2020

OCT. 16 1972

Gordon-Conwell Theological Seminary

Sirs:

Those named below, who were appointed by you to prepare an Arms and Seal for the Seminary, have completed the work and present the following report:

The task required of them seemed small at first. But in fixing upon a suitable device, and in establishing the same on sound heraldic principles and art, much care, research, and consultation have been found necessary.

They have received valuable assistance from W. R. Willis of the 1776 House in Boston, R. L. White of Halberts' in Bath, Ohio, Anthony W. C. Phelps of the Western Reserve Historical Society in Cleveland, J. P. Brooke-Little at the College of Arms in London, Yves Metman of the Ministère des Affaires Culturelles in Paris, and Alexander Schaffner of Basel. They are also indebted for judicious suggestions to numerous members of the seminary faculty.

They have unanimously concluded that the accompanying devisals, by Alexander Schaffner, are highly suitable for the seminary. They are persuaded that such are based on the pure heraldic principles of simplicity and clarity and represent features appropriate to the institution.

The Escutcheon (shield) is supposedly the oldest such form in heraldry. The Quarters of the same are in deep Azure (blue) and deep Gules (red), from Gordon College and Divinity School and Temple University respectively, so representing in a symphony of color the merged character of the institution. The lone bearing, a Cross-crosslet, in Argent (white/silver) for purity, indicates the united, all-embracing, and world-wide nature of its task. The overall result is at once richly traditional and strikingly contemporary.

They recommend, therefore, the adoption and use by the institution of this Arms and Seal.

If so adopted, they recommend further:

1. that the institution's legal counsel arrange as soon as feasible for the necessary registration of the Arms and Seal at the appropriate copyright office;
2. that Mr. Schaffner be commissioned to execute the necessary plates and dies for reproduction;
3. that all due precautions be taken to safeguard the proper use of both the Arms and Seal, namely:
  - a. that the Arms alone, in color or in lined representation thereof, be employed only on official stationery and publications, as letterheads, catalogs, bulletins, and the like, and in color on white, pale gray, or silver surfaces in order to preserve the Argent (white/silver) color of the Cross-crosslet;
  - b. that the Arms and Seal together, by die in lined representation of the colors, be employed only by authorized persons, as the President, Academic Dean, and Registrar, on official documents, as degrees, certificates, and transcripts;
  - c. that the Seal never be employed redundantly with the Arms on letterheads, catalogs, and the like where the name of the institution appears otherwise in English (see Fig. I for proper use of Arms with English designations);
  - d. that the employment of the Arms with an English designation be allowed on school chairs, and perhaps on rings, with full regard for heraldic propriety - but that crass commercial usage of the same on tie clasps, cuff links, ear rings, automobile decals, at cetera be expressly forbidden;
  - e. that a Custodian of the Arms and Seal be designated to ensure these specific recommendations.

They are prepared and willing to assist the seminary with the implementation of this report and its recommendations.

Respectfully submitted,

Roger R. Nicole  
Addison H. Leitch  
James R. Hiles

10 October 1972

Copy to: President Harold John Ockenga

# Basic Branding Guidelines Quick Reference

This section summarizes the basic elements—logos, colors, fonts and email signature. Each element is further explained on the following pages.

## Logos



## Colors



**Navy**  
HEX: 00417a  
CMYK: 100,57,0,40  
RGB: 0,68,124  
  
(Lead color)



**Burgundy**  
HEX: 7c0027  
CMYK: 0,100,60,55  
RGB: 130,0,36

## Fonts

### Primary Typeface: Linux Libertine

Gordon-Conwell Theological Seminary  
*Gordon-Conwell Theological Seminary*  
***Gordon-Conwell Theological Seminary***  
Gordon-Conwell Theological Seminary  
GORDON-CONWELL THEOLOGICAL SEMINARY

### Secondary Typeface: Roboto

Roboto Light | Gordon-Conwell Theological Seminary  
Roboto Regular | Gordon-Conwell Theological Seminary  
*Roboto Italic* | *Gordon-Conwell Theological Seminary*  
**Roboto Bold** | **Gordon-Conwell Theological Seminary**  
**Roboto Black** | **Gordon-Conwell Theological Seminary**

## Email Signature

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*Art Director*  
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**w:** www.gordonconwell.edu

