WE’RE TOUGH ENOUGH TO DO GREAT THINGS AND THE WORLD NEEDS TO KNOW IT.

The Tough Enough Handbook

As a member of the Wheelock College community, you play an important role in communicating the new “Tough Enough” brand to external audiences.

This handbook was created to help you, whether you are speaking to prospective students and parents, writing new content for Lucy’s Ledger, creating a new announcement, or need to reuse an existing one.

History

When Mindpower, Wheelock’s design agency, came to listen to you—faculty, students, and alumni—they heard something that gave them focus: outsiders think it’s easy to learn—and do—what we do. They heard your frustration, and in it they sensed a solution to the design challenge we had given them. Wheelock’s leadership asked them to come up with a way to break out of the competitive pack and build esprit de corps. Their solution was elegant in its simplicity – add three words to our tagline: “Tough enough to.”

Marketing tested “Tough enough to inspire a world of good” with current students, prospective students, faculty, staff, Trustees and alumni. The majority expressed excitement and identified with it. The prospective students said no other college got their attention like this did.

Quick Facts

- While it looks simple, incorporating this language and design into everyday communications has proven to be challenging. Until we all get a lot more comfortable in how to do it, run all written communications for external audiences by Marketing before going to production or pressing Send.
- Please use the Helvetica Neue typeface, or its variations (Bold, Light, Roman) for all written and projected communications. For the Web, if Helvetica Neue is unavailable, please use Helvetica or Arial.
- This Handbook will help you understand how to infuse the new brand messaging in your written and verbal communications; a subsequent publication on how to choose and use graphics and photos is in development and will be available soon.
- If you need advice or have questions please don’t hesitate to call us at x2355 or email marketing@wheelock.edu

So what is “Tough Enough” all about?

We all know that Wheelock’s mission is “To improve the lives of children and families,” which is often used in conjunction with our tagline, “inspire a world of good.”

With the simple expansion to “tough enough to inspire a world of good,” we are telling the world that it takes a special kind of person to do the admirable yet often challenging work...
that Wheelock faculty, alumni and students engage in. Students who come to Wheelock are passionate about making a difference; they have a drive and strong commitment to improve the world.

A conscious choice

Those who choose Wheelock College are making a conscious decision to follow a path that will change their own life and positively impact the lives of others who they encounter along this path, as they move through their education, careers, and life.

A Wheelock education provides the foundation for their success. Our classes and field experiences challenge and excite them. Our community supports and nurtures them, ultimately preparing them to assume leadership roles where their commitment to making a difference can have an even larger impact.

Students who choose Wheelock have a strong character and a willingness to take on the challenges that others consider less meaningful, or too difficult. This fortitude is what makes them tough enough to succeed—as teachers, scientists, social workers, advocates—and to reap the rewards and joy derived from overcoming challenges.

Tough…but in a good way

The truth is, it is tough the first time you walk into a new school as a teacher; it is daunting when you are asked to lead a project or step into an environment that will change and impact lives; it is challenging to report on a story that has human impact and communicate that effectively to others; it is tough to participate on a service learning trip to post-Katrina New Orleans, or Ghana, or anywhere where your goal is to improve life for the people there.

So of course when we talk about being tough enough, we are not talking about being mean, intimidating, rough or aggressive. We want to communicate that being strong enough, bold enough, tough enough is about being positive, persistent, patient, and resilient enough to make a difference, whether it is one student, one story, one family, or one organization.

We’re tough—but we’re not superheroes

Our toughness doesn’t make us impervious or invulnerable; we are tough enough to be emotionally available and understanding of the needs of others. We are compassionate and empathetic and concerned about social justice. We have confidence in our individual abilities and also welcome and value teamwork and collaboration.

Those who are “tough enough” draw their strength from compassion and empathy. They are strong enough to be open and present with people who need them. And they have confidence in their ability to make a difference.

Through its mission, Wheelock is committed to inspiring a world of good and our students and alumni have the fortitude to take on the challenges inherent in this work.
THE TOUGH ENOUGH HANDBOOK

More than just tough enough

While “tough enough” is the anchor for Wheelock’s new brand messaging, there are times when it may be appropriate to add other words before “enough” — words that also describe characteristics inherent in Wheelock students and alumni. For example:

- Bold enough
- Wise enough
- Caring enough
- Strong enough
- Brave enough
- Compassionate enough

However, if used in a sequence, it is important that it ends with “tough enough,” e.g., “Are you bold enough, wise enough, tough enough to inspire a world of good?” And here’s why:

The New York Times reports that consumers are exposed to anywhere between 3,000 to 20,000 messages each day.

The higher number includes small things like the labels on the clothing we wear. Regardless, we regularly filter out most of these messages; we have to! Our brains might overload if we tried to process them all. So the brands that are most successful at establishing a foothold in the consumer’s brain are those that define their product or service in a way that is simple and distinct.

Can you think of any other college or university that has ever described themselves, their students or alums as being “Tough Enough”? It’s simple, memorable, and unique. And because we don’t have the same marketing budget of say, McDonald’s, it is critical that we communicate our brand messaging in a consistent way.

Avoid using “tough” in trite or predictable ways

Since “Tough Enough” is our core message, it is important that we not create confusion by using the word tough in combination with other words, or in ways that imbue the word with a different meaning. For example, avoid “Wheelock tough,” “hang tough,” or “tough school to beat.”

Other suggestions for integrating the on-brand messaging into external communications.

You already have a purpose for your current communications — explaining the Mattahunt and Wheelock College Partnership, telling the world about Community Service and Civic Engagement at Wheelock, soliciting donations for the capital campaign, conducting a campus tour for prospective students — and the bulk of these communications do not need to be changed.

Ideally, you will find ways to reference the tough enough messaging at the beginning and end of your communications and there may be opportunities to reference “Tough Enough” as a highlight (e.g., an alumna who is “tough enough” to spend a year working with
impoverished villages in Tanzania, might be highlighted in the Community Service brochure).

Before and After Samples

Fall Family Weekend Save The Date Postcard Copy

BEFORE…

FALL FAMILY WEEKEND 2013
Friday, October 18 – Sunday, October 20
We sincerely invite you to participate in our annual Fall Family Weekend. It’s an exciting time to see first-hand the academic, social, and cultural quality of life that your student absorbs in their home-away-from-home! There are plenty of opportunities to meet and greet important players in your student’s success, get a taste of the rich and interactive classroom experience, and enjoy special family-themed events as your student takes you through the Wheelock campus and beautiful Boston.

AFTER…

FALL FAMILY WEEKEND 2013
Friday, October 18 – Sunday, October 20
Welcome to Wheelock, a community of change agents! Your student is about to learn firsthand that it takes courage and fortitude to inspire a world of good. You will no doubt start hearing soon that the work is hard. But it’s also incredibly rewarding.

Fall Family Weekend is an opportunity to experience the change in your student and see up close the academic, social, and cultural quality of life that they are immersed in.

Come talk to the faculty and staff—important players in your student’s success. Get a taste of the rich, interactive classroom experience and enjoy special family-themed events as your student takes you through the Wheelock campus and beautiful Boston.

Note: This version of the postcard also prominently features “Are you tough enough to inspire a world of good?” in a graphic. Notice the difference in the words? There is actually no use of the question in the text; it’s a clean, direct voice about what Wheelock is about, what parents can expect to hear from their student, and a call to action to attend.

Summer Visit Day Email Invitation

BEFORE…

Subject line: The surprise of the summer is coming up
(First name), sign up to attend Wheelock College’s August 16 Summer Visit Day and get ready for a few surprises.
Like our campus location—in the heart of Boston and yet surrounded by trees and rivers.
And there’s Wheelock’s size—small, and yet you’ll have access to all five colleges of the Colleges of the Fenway.
And then there’s our people. I guarantee you’ll be surprised by just how much you like them, and how much—like you—they are committed to helping children and families.
Register now and join us on Friday, August 16.
You may be surprised to find yourself thinking about Wheelock in a whole new way.

AFTER…

Subject line: Wheelock summer visit day—are you tough enough?
Header: Inspire a world of good | Wheelock College
ARE YOU TOUGH ENOUGH TO INSPIRE A WORLD OF GOOD?
(First name), Wheelock College is not for everyone.
Specifically, we strive to improve the lives of children and families from Boston to Benin.
The work is incredibly rewarding – but it will put you to the test.
So…are you tough enough?
Come find out. Register now to attend Wheelock’s Summer Visit Day on Friday, August 16.
Explore our campus. Talk with current students. And discover all the ways we’ll help you to inspire a world of good.

Again, this postcard prominently features “Are you tough enough to inspire a world of good?” And again, the text is direct, spare, and calls for the reader to decide if they want to be a part of what Wheelock is doing.

What typeface do we use?

In written communications, the full range of Helvetica Neue is at your disposal; bold should be used for headlines and when you want to create added emphasis in body copy.

Helvetica Neue Thin (or Light) is preferred for body copy but keep in mind, the smaller this typeface gets, the more difficult it is to read. Use your best judgment but feel free to also use Helvetica Neue Light or Helvetica Neue Roman weight, while giving preference to the lightest versions of these typefaces.

On the web and in emails every attempt should be made to use Helvetica Neue at least in headlines. If it’s unavailable, Helvetica or Arial are acceptable substitutes.

The typeface in this handbook is Helvetica Neue.

Questions? We’re here to help!

Such a transition is never easy (it’s tough!). There is a guide to graphics and imagery available if you want more information. Most important at this point is your assistance in converting our messages to a new voice. If what you are developing is for an external
audience or uses the new brand voice, run that by Marketing before going to print or hitting Send on an email. It won’t take long, but plan an extra day – you know there are a lot of activities promoted around here!

If you need advice or have a question please don’t hesitate to call (x 2355) or email marketing@wheelock.edu.

Addendum: Finding our voice

The Wheelock voice is bold, direct, optimistic, inspirational and aspirational. Our attitude is can-do. In verbal and written communications, this is best translated by using active verbs. Below, while not intended to be a complete or exclusive list, are some suggested active verbs that are also positive in their connotations:

- Accelerate
- Accomplish
- Achieve
- Activate
- Aid
- Alleviate
- Augment
- Begin
- Believe
- Benefit
- Build
- Catalyst
- Cause
- Challenge
- Conceive
- Conduct
- Construct
- Contribute
- Convince
- Coordinate
- Collaborate
- Create
- Decide
- Defend
- Define
- Deliver
- Deploy
- Develop
- Discover
- Discuss
- Distill
- Drive
- Emerge
- Enable
- Engage
- Enhance
- Enlarge
- Enhance
- Ensure
- Equip
- Establish
- Evaluate
- Evolve
- Exemplify
- Exhibit
- Expand
- Explore
- Express
- Extend
- Facilitate
- Find
- Focus
- Foster
- Form
- Formulate
- Fulfill
- Gain
- Galvanize
- Generate
- Give
- Grow
- Guide
- Handle
- Help
- Justify
- Lead
- Loosen
- Make
- Maximize
- Minimize
- Model
- Monitor
- Obtain
- Offer
- Open
- Optimize

Inspire a world of good | WHEELOCK COLLEGE
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