



GARDNER-WEBB  
UNIVERSITY

BRAND  
GUIDELINES

# Contents



## WHAT IS A BRAND?

Brand Pillars.....	6
Brand Attributes.....	7
Positioning Statement.....	8
Tagline.....	9

## UNIVERSITY LOGOS

GWU Logo.....	11
Sub-branded Logos.....	19
University Seal.....	21
Runnin' Bulldog Logo.....	23

## TYPOGRAPHY

Primary Typefaces.....	29
Secondary Typefaces.....	30
Typography Usage Guidelines.....	31
Layout Guidelines.....	33

## BRAND COLORS

Primary Colors.....	35
Secondary Colors.....	36
Color Usage Guidelines.....	37

## GRAPHIC ELEMENTS

Patterns, Shapes, Gradients.....	39
Icons.....	46
Letterforms.....	41
Layout Elements.....	42

## PHOTOGRAPHY

Top Photos.....	44
Photography Guidelines.....	45

## APPLYING THE BRAND

Stationery.....	47
Email Signature.....	48
Parking Decals.....	49
Apparel.....	50

## INTRODUCTION

# Welcome

### About the GWU brand

The Gardner-Webb University brand and identity system was developed over the course of approximately one year and was officially rolled-out in early 2014. The collaborative and inclusive process that was employed in the creation of this system—including deep research and exploration, as well as feedback from faculty, students, prospective students, leadership, alumni and other community members—was instrumental in the final result: a comprehensive brand and identity system that positions Gardner-Webb University as the outstanding Christian university it truly is.

This document is your comprehensive resource for all things related to the Gardner-Webb University brand. Refer to this document when representing the University in marketing and communication efforts (creating content, designing branded materials, telling the brand story, etc.). As the brand is put into use over time, situations will present themselves that will require revisions and updates to this document. Please check with University Marketing and Communications to make sure you have the most recent version of this document. For questions about anything not addressed in this document, please contact University Marketing and Communications.

PILLARS | ATTRIBUTES | POSITIONING | MOTTO | TAGLINE

# What is a brand?

**ANSWER:**

## A brand is *not* a logo.

A brand is what people say, feel and think about your institution. It manifests itself in everything from your institution's visual identity (logo, colors, design treatments, etc.), to the voice and tone of your content, to the way you give a tour to a prospective student and beyond. The following pages provide a fundamental understanding of the true spirit of the Gardner-Webb brand. The subsequent sections offer guidelines for how to communicate that brand consistently to your audience.

# Our Brand Pillars



Brand pillars focus on what the organization delivers and are typically more about benefits and differentiators.

## › Christian Community

Our values and belief system are founded on the teachings of Christ. Regardless of what we do, be it nursing, business, teaching, serving the community or what have you, we do it with the highest ethical standard, just as Christ would do. Responding to needs, doing what's right and leading by example even when it's not easy—*especially* when it's not easy. The Gardner-Webb community offers its students a variety of opportunities for spiritual growth.

## › Partnership

We are true partners in your academic and professional journey. You are not thrown in on your own, nor are you expected to start your life beyond graduation alone. Every student faces challenges along his or her path to higher education, and every young professional encounters obstacles while finding a place in the real world. No matter what type of challenge you face—academic, personal, financial, etc.—we want you to know that you are not alone. You will leverage the experience and expertise of the University. And as with any successful partnership, we'll not only support each other, we'll challenge each other too. We'll learn and grow together, and we'll proudly watch as you venture out into the world well-prepared and ready to make significant contributions for God and humanity.

## › Student-Centered

It sounds obvious that an institution of higher education should be focused on its students, but unfortunately this is not always the case. At Gardner-Webb we ensure that things like internal politics, making bottom-line numbers and personal agendas do not become distractions to our mission: to provide an outstanding educational experience for every student in the Gardner-Webb community.

## › Small School, Small Town

Whether you're walking the streets of Boiling Springs, joining one of our many online offerings, or attending class at one of our satellite campuses, you're going to get all the wonderful benefits that come with a small town and a small school. At Gardner-Webb you'll find a friendly smile and 'hello,' a helping hand, and a true community of people who care about you and your success as if it were their own. Our small class sizes, individualized attention, readily available faculty and staff, and warm, nurturing environment make for an experience and feeling that you may not be able to describe, but that you will cherish and never forget.

## › Preparing Students Broadly and Deeply

Yes, we're a liberal arts university that provides our students with broad experience and skill sets, but our programs also train our students with deep skills in specific disciplines. The traits of a foundational liberal arts education—critical thinkers, well-rounded, problem solvers—dovetail seamlessly with our wide range of degree offerings to make for a better prepared individual.

## › Challenging and World-Class Academics

The design of our curriculum, along with our passionate faculty members, continually challenges our students to achieve at the highest level—and it shows in the reputation and quality of our programs. Gardner-Webb is renowned and recognized in everything from health sciences and divinity to education and business. Our recruiting and selection process focuses on bringing in the type of students who not only rise to the challenge, but end up performing at levels they themselves did not know they were capable.

# Our Brand Attributes



Attributes can be seen as personality traits that help define the personality or culture of the organization.

## › Accepting and Welcoming environment

It's safe to be yourself here. You'll *feel* welcomed because you'll be welcomed in by friendly people all around you; from staff to faculty to fellow students ... right down to the housekeeping crew. From the on-campus experience to our online programs, Gardner-Webb is a warm environment where you can learn, grow and be yourself. And you'll probably find out more about yourself than you ever imagined. In fact, you just might surprise yourself.

## › Dedicated and Passionate community

It takes dedication, passion and hard work to be successful. You'll see these qualities in everyone here and in everything we do. From academics, to Division I sports, to our dedication to our students, we go above and beyond. Even in the face of challenging times and obstacles, we dig deeper to achieve the goals we set for ourselves.

## › Faith In Action

We exhibit our values through action, not just words. We roll up our sleeves and serve. We take great effort and pride in getting our hands dirty and actually living our values. Where there's a need, you'll find us. Not talking about it ... doing something about it.

## › Aware and Globally Conscious

Our founding campus may be in a small rural town in Western N.C., but our people are globally conscious and understand how the issues of the world impact them and how they in turn can impact the world. This is not from watching cable news, surfing websites, or scanning social media, but from venturing out into the world itself and learning through experiences.

# Our Positioning Statement



A positioning statement is your elevator pitch. It's a concise statement that defines three main points about an organization:

- 1) the organization's considered set  
*what you do*
- 2) the organization's target audience  
*who you serve*
- 3) the organization's differentiator  
*what makes you unique*

## › GWU Positioning Statement

A private Christian university offering undergraduate and graduate programs, Gardner-Webb University takes pride in a student-centered approach where faculty, staff, and community members partner closely with students throughout their academic journeys and beyond, guiding each student's unique sense of purpose and empowering graduates to be difference makers for God and humanity.

## Our Tagline

Gardner-Webb’s tagline, “Where Bright Futures Ignite,” conceptually connects the logo with Gardner-Webb’s attributes and pillars.

While there is only one official tagline (“Where Bright Futures Ignite”) it has been designed to allow for the use of a flexible system that can adapt to certain situations based on context.

The “Ignite your...” system has grown out of the official tagline and can be used in places where there is an opportunity for a more active tone (marketing and communications with students and prospective students), situations that precede a call-to-action (recruitment materials) and/or places where a string of messages is appropriate (ad campaigns, banners, multi-paged marketing materials). This extended tagline system must always begin with “Ignite your” and must be followed by a one-word noun.

### Approved Nouns for extended taglines:

- › Calling
- › Career
- › Community
- › Confidence
- › Connections
- › Curiosity
- › Devotion
- › Faith
- › Future
- › Goals
- › Intellect
- › Interests
- › Leadership
- › Life
- › Mind
- › Network
- › Possibilities
- › Purpose
- › Service
- › Spirit

### HORIZONTAL TAGLINE LOCKUP

Primary typesetting

---

Where Bright Futures *Ignite*

### STACKED TAGLINE LOCKUP

Secondary typesetting

---

where  
bright  
futures  
*ignite*

Ignite your *future*

Ignite your *career*

Ignite your *faith*

### EXTENDED TAGLINE LOCKUP

The “approved noun” is always in italics.

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SEAL | GWU LOGO | SUB-BRAND | ATHLETICS

# University Logos



**GARDNER-WEBB**  
UNIVERSITY

The Gardner-Webb logo is the centerpiece of the University's visual identity. Consistent usage of the logo and its supporting elements across all marketing and communications materials is extremely important. When done properly, adherence to these guidelines will improve brand recognition, and strengthen the overall perception of the University.

## GWU Logo Concept

The Gardner-Webb University logomark is designed to be used as a storytelling device. Its two main components—the flames and the shield—are used to represent the University’s primary brand pillars:

› **Christian Community**

The flames are a longstanding symbol of Christianity and the number three represents the Holy Trinity.

› **Partnerships**

Three interwoven flames working together combine with the shield to form a unified visual symbol.

› **Student-centered**

The large, orange flame represents the student at the center of this strong, thriving institution.



**The interwoven flames represent:**

- › The student (bright and passionate)
- › Christ (the light of the world)
- › The warm, welcoming community of Gardner-Webb University

**The shield** represents a steady environment where you are provided the opportunity for spiritual and intellectual growth.

## GWU Logo

### **PRIMARY, HORIZONTAL LOGO**

The horizontal, shaded logo is the default, primary logo treatment for Gardner-Webb University. Use this logo treatment whenever possible.

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### **SECONDARY, STACKED LOGO**

The stacked, centered, shaded logo should only be used when there is not enough space for the horizontal logo.

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# GWU Logo Variations



← **FULL COLOR, SHADED LOGO (Default)**  
The Gardner-Webb full color, shaded logo is the preferred default logo. However, there are certain instances when an alternate logo is necessary (see the variations below).



← **FULL COLOR LOGO ON BLACK BACKGROUND**  
When the full color, shaded logo is on a black background, use the version with white text.



← **ALL WHITE LOGO**  
The all white logo may be used for single-color print jobs, or when the logo is placed on a solid color. The solid color must be a brand-approved color: GWU Red, Dark Red, Bright Red, Dark Orange, Light Orange, Medium Gray, Dark Gray and Black (see pages 36–37).



← **ALL BLACK LOGO**  
The all black logo should only be used for one-color print jobs.



← **4 COLOR FLAT LOGO**  
For these logos, the flame/shield is not shaded—it's flat. These logos should only be used when the full color, shaded logo cannot be printed. There is also a version that has white text with the flat-colored flame/shield. Usage example: embroidery on apparel

## GWU Logo Isolation

GARDNER-WEBB  
UNIVERSITY

GARDNER-WEBB  
UNIVERSITY

GARDNER-WEBB UNIVERSITY

← **UNIVERSITY WORDMARK** (text only)

Isolation of the wordmark is used in special circumstances, and only with written approval from University Marketing and Communications.



← **FLAME / SHIELD** (symbol only)

Isolation of the flame/shield is used in special circumstances, and only with written approval from University Marketing and Communications.

# GWU Logo Placement Guidelines

The Gardner-Webb logos are central to the University’s visual identity and should be used on all communications and branding materials within the organization, including official university documents, branding collateral, marketing materials, stationery, business cards and on the website. Using the logo in a consistent manner will enhance the recognition of the logo within the community.

## › Scaling and Proportion

The Gardner-Webb logos must always be scaled proportionally, so that they do not stretch either vertically or horizontally. **PRO TIP:** When scaling the logo, hold down the shift key to keep the logo proportional.

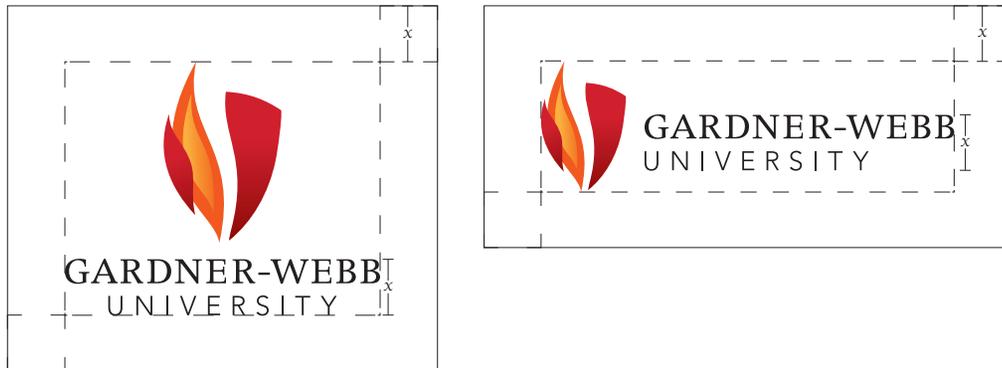
## › Size

The horizontal logo must be at least 1.5 inches wide on any print form. The vertical logo must also always be at least 1 inch wide on any print form.



## › Clear Space Requirements

To ensure the impact and integrity of the logo, a certain amount of white space is required around the logo on all sides. A space of ‘x’ (marked in the example provided), which is measured from the height of the logotype, should be given on all sides of the logo.



## Unacceptable GWU Logo Treatments

Do not alter the logo in any way, including changing the type, the spacing, the size of the mark or adding outlines or embellishments.



**DO NOT STRETCH**

**PRO TIP:** To scale the logo proportionally, hold down the shift key as the scale is adjusted.



**DO NOT DISTORT**



**DO NOT CHANGE THE TYPEFACE**



**DO NOT ADD A STROKE**



**DO NOT ADD A DROP SHADOW**



**DO NOT PLACE ON A NON-GWU COLOR**



**DO NOT ISOLATE LOGO PARTS**

*This is only permissible with written approval from University Marketing and Communications.*



**DO NOT ALTER SPACING**



**DO NOT MAKE NEW SHAPES**



**DO NOT ADD PHOTOS OR GRAPHICS**

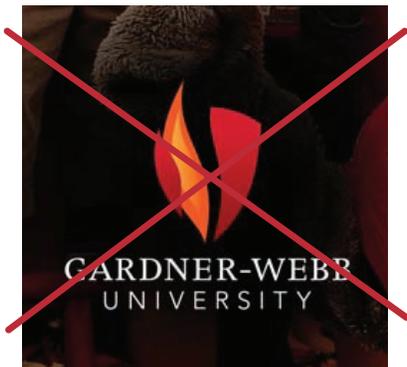
## GWU Logo Treatment on Photography

When using the logo on top of a photograph, the area of the photo behind the logo should be burned. This requires a very soft-edged darkening in the area where the logo will be placed. This is different than adding a drop shadow or solid black box, neither of which are acceptable. The logo should be placed on a part of the photograph that is not busy. Burning should look natural, not manufactured or forced.

### PROPER LOGO TREATMENT



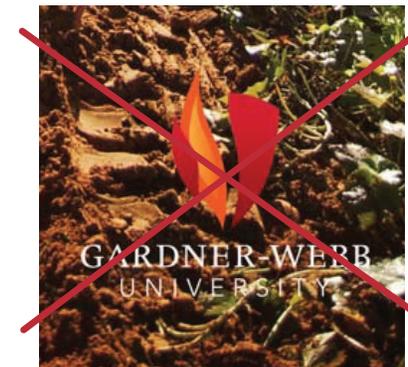
### IMPROPER LOGO TREATMENT



Burning is too dark/unnatural



Burning is too light



Background is too busy

## Sub-brand Logos



### GARDNER-WEBB UNIVERSITY HUNT SCHOOL *of* NURSING

Sub-branded logos are used for donor-sponsors, school logos, departments, programs, and clubs. These logos pair with the Gardner-Webb wordmark. Never break the logos apart or use them beside core institutional brand logos.

# Sub-brand Logos and Brand Architecture

Brand architecture is a top-level plan to manage the relationship between an institution’s brand, sub-brands, campaign brands and partner brands. Done well, brand architecture helps guide the various entities within an organization in the creation and governance of a brand’s visual elements.

## What Brand Architecture Does

- › It reinforces the Gardner-Webb brand by encouraging consistency across individual university departments.
- › It extends the virtues associated with the Gardner-Webb brand to all Gardner-Webb departments—establishing and building value in each.
- › It simplifies Gardner-Webb’s communications—both internal and external—and bolsters the viewer’s perception of the university.



### CORE INSTITUTION BRAND

The core institution brand represents Gardner-Webb University as a whole. Use only the primary horizontal logo, or its vertical counterpart, displayed below. The horizontal logo is preferred if the design allows. Otherwise, use the vertical logo.



### PRIMARY SUB-BRANDS

Donor-Sponsored Logos and School Logos

Use the primary sub-brands for donor-sponsored logos and school logos. These logos pair with the Gardner-Webb wordmark. Never break the logos apart or use them beside core institution brand logos.



### SECONDARY SUB-BRANDS

Departments, Programs and Clubs

Use secondary sub-brands for departments, programs and clubs. Never place these logos beside the core institution brand logos.

## University Seal



The Gardner-Webb University seal is, and always will be, an important part of the Gardner-Webb brand. Use of the seal indicates institutional sanction for official, legal, and ceremonial purposes, and should be reserved for these special uses. If you would like to request use of the seal, contact University Marketing and Communications.

# University Seal Color Variations



**PRIMARY LOGO (OPTION 1)**

- › Black letters
- › White background



**PRIMARY LOGO (OPTION 2)**

- › Black letters
- › Transparent edges



**SECONDARY LOGO (OPTION 1)**

- › White letters
- › White background



**SECONDARY LOGO (OPTION 2)**

- › White letters
- › Transparent edges



**BLACK AND WHITE**

- › White letters
- › White background



**BLACK AND WHITE**

- › White letters
- › Transparent edges



**ALL BLACK**



**ALL WHITE**



**ONLY FOR FOIL STAMPING**

- › The white stamps in silver
- › PMS 186 (GWU Red)

## Runnin' Bulldog Logo



The Gardner-Webb Runnin' Bulldog logo is only used for athletic-related materials unless special permission is requested and approved.

## Runnin' Bulldog Logo Color Variations



### FULL COLOR, PRIMARY LOGO

- › White body
- › Red shirt (PMS 186)
- › Black outline



### BLACK & WHITE LOGO

- › White body
- › White shirt
- › Black outline
- › May only be used on one of these solid brand colors (GWU Red, dark red, white, medium gray, dark gray)



### BLACK LOGO FOR 1 COLOR PRINTING OR FOR MONOCHROMATIC LOOK (see page 27)

- › Black outline
- › Transparent body
- › May only be used on one of these solid brand colors (GWU Red, dark red, white, medium gray, dark gray)



### WHITE LOGO FOR 1 COLOR PRINTING

- › White outline
- › Transparent body
- › May only be used on one of these solid brand colors (GWU Red, dark red, black, medium gray, dark gray)

# Unacceptable Runnin' Bulldog Logo Treatments

Do not alter or manipulate the logo in any way, without written consent from Athletics and University Marketing and Communications. Any exceptions must be approved by both offices.



**DO NOT STRETCH OR DISTORT**

**PRO TIP:** To scale the bulldog logo proportionally, hold down the shift key as the scale is adjusted.



**DO NOT ISOLATE BODYPARTS\***

*\*This is only permissible with written approval from Athletics and University Marketing and Communications.*



**DO NOT ROTATE**



**DO NOT FACE THE OPPOSITE DIRECTION**



**DO NOT ADD A STROKE**



**DO NOT PLACE ON A NON-GWU COLOR**



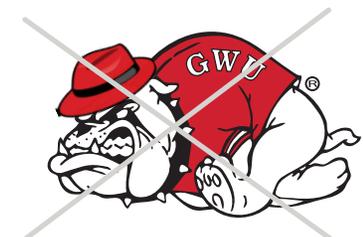
**DO NOT ALTER COLORS**



**DO NOT ADD A DROP SHADOW**

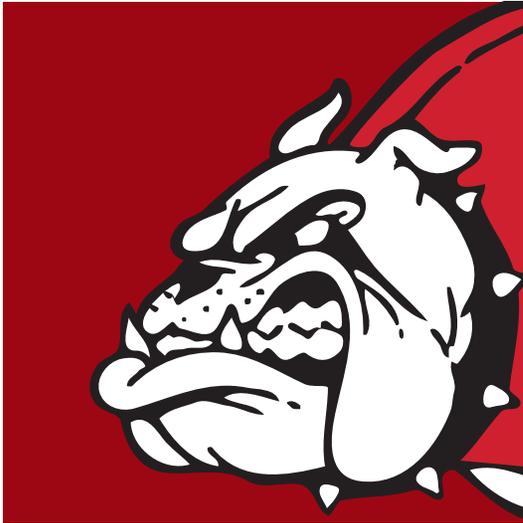


**DO NOT ADD OBJECTS ON OR AROUND THE LOGO**



**DO NOT ADD APPAREL**

## Acceptable Runnin' Bulldog Logo Cropping



### FULL COLOR LOOK WITH CROPPING

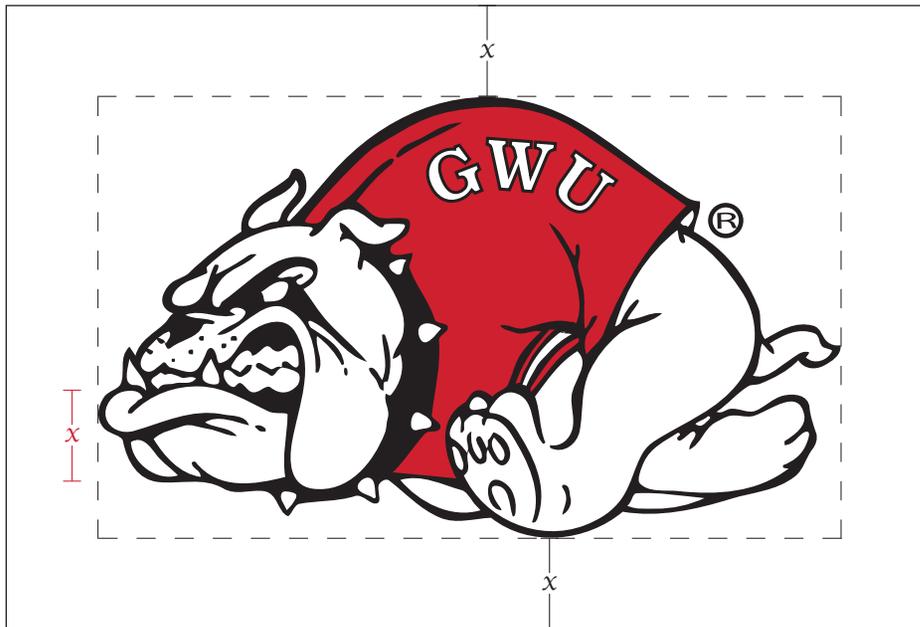
- › **Bulldog Logo:** Full color, primary logo
- › Bulldog body extends to the edge of the artwork
- › Collar must be shown
- › A brand color background must be used



### MONOCHROMATIC LOOK WITH CROPPING

- › **Bulldog logo:** Black Logo
- › Software required: Photoshop, InDesign, or Illustrator
- › Solid background must be “GWU Red” (PMS 186)
- › Collar must be shown
- › Set the bulldog logo to “multiply” and adjust the opacity to 65%, or similar, to achieve a red-on-red look

## Runnin' Bulldog Logo Placement



### › Clear Space Requirements

To ensure the impact and integrity of the mark, a certain amount of white space is required around the logo on all sides. A space of 'x' (marked in the example provided), which is measured from the jaw line to lip line, should be given on all sides of the logo.

TYPEFACES | TYPOGRAPHY USAGE | LAYOUT GUIDELINES

# Typography

## Primary Typography

In order to create and maintain a consistent look throughout all Gardner-Webb's materials, the same families and styles of typography should be used at all times. These primary fonts can be found on [fonts.adobe.com](https://fonts.adobe.com) (free with an Adobe Creative Cloud subscription).

### Stix Two Text

#### FONTS

STIX Two Text Regular

*STIX Two Text Italic*

*Do not use:*

Bold, Bold Italics

#### USAGE

- › Large titles
- › Callouts / Quotes
- › Small italic accent text
- › Formal University materials
- › Large graphic numbers
- › Large intro text, if a title is not available

#### SUBSTITUTE FONT

Stix Two Text should be used as the primary **serif** typeface for Gardner-Webb. However, if it is not able to be used, either from lack of access or technological limitations, the substitute typeface **Times New Roman** may be used.

### Source Sans Pro

#### FONTS

Source Sans Pro Regular

*Source Sans Pro Italic*

**Source Sans Pro Semibold**

*Source Sans Pro Semibold Italic*

**Source Sans Pro Bold**

*Source Sans Pro Bold Italic*

**Source Sans Pro Black**

(for bullet symbol only)

*Do not use:*

ExtraLight, ExtraLight Italic, Light, Light Italic, Black Italic

#### USAGE

- › Body copy
- › Small headers (caps and no caps)
- › Large intro text

#### SUBSTITUTE FONT

Source Sans Pro should be used as the primary **sans serif** typeface for Gardner-Webb. However, if it is not able to be used, either from lack of access or technological limitations, the substitute typeface **Arial** may be used.

## Secondary Typography

Secondary fonts should be used sparingly and only as an accent typeface or for specialized purposes. They should never be used as body copy.

**WINNER**

**FONT**  
**WINNER NARROW EXTRA BOLD**

- USAGE**
- › GWU and GW letterforms
  - › School spirit ('sko dawgs), or when referring to athletics
  - › Bridges the gap between the University brand & athletics brand

**WINNER SANS**

**FONTS**  
**WINNER SANS NARROW BOLD**  
**WINNER SANS NARROW EXTRA BOLD**

- USAGE**
- › Complementary font to Winner
  - › School spirit ('sko dawgs), or when referring to athletics
  - › Bridges the gap between the University brand & athletics brand

*Authenia*

**FONTS**  
*Authenia Solid*  
*Authenia Textured*

- USAGE**
- › Informal, casual script font
  - › Holiday cards and collateral

TITLE HEADER GOES HERE

# Set Large Titles in Stix Two Text Regular

Intro Text—set as Source Sans Pro Regular. This is 11 points and 17 leading—adjust as needed. Qui doles aut repudae sseque et pel ma nessunt vendiam audamet, aliae volorrovit aped qui aliquatecta poria velitem quidellupidi berit, quiaero tem aut audae venimus dopid ut quiduntiosam qui simus que nus ut as modi nestia atur?

## Body Copy Header

Qui doles aut repudae sseque et pel ma nessunt vendiam audamet, aliae volorrovit aped qui aliquatecta poria velitem quidellupidi berit, quiaero tem aut audae venim. Qui doles aut repudae sseque et pel ma nessunt vendiam audamet, aliae volorrovit aped qui aliquatecta poria velitem audae veniumque vendam.

## Body Copy Sub-header

quos auta serfera dest rectaquo ma et harchicimet ipsum endae. Ut eos eos ipenditi undi nimusdam volupta quia quident iaerum quat. aut audae venimus dolupid ut quiduntiosam qui simus que nus ut as

modi nestia atur? Issim intro textUs, solore, sequuntur? Qui doles aut repudae sseque et pel ma nessunt vendiam audamet, aliae volorrovit aped qui aliquatecta poria velitem quidellupidi berit, quiaero tem aut audae venimus dolupid ut quiduntiosam qui simus que modi nestia atur? Issim rerersped quibus apit molorio.

## Body Copy Sub-header

Remquod itatemp orerumquia cum ditaquam hil ipit mos enihitatur sinctem volo expliquiam illantur, sum quist, quatumque vendam, quos auta serfera dest rectaquo ma et harchicimet ipsum endae. Ut eos eos ipenditi undi nimusdam volupta quia quident iaerum quat.

## Title Header

- › Source Sans Pro Bold
- › Tracking set to +50
- › Always in GWU Red
- › Always 10–12 points

## Large titles

- › Stix Two Text Regular

## Intro Text

- › Source Sans Pro Regular
- › Ok to use Stix Two Text Regular, if there's no title available

## Body copy

- › Source Sans Pro Regular
- › 9.5 points, 13 leading
- › Always black
- › Alignment: flush left, ragged right
- › No indents
- › Gutter = .125"

## Body copy headers

- › Source Sans Pro Bold
- › 9 points
- › Tracking set to +50
- › Always GWU Red

## Body copy sub-headers

- › Source Sans Pro Semi-bold or Regular
- › 10 points
- › Always GWU Red

# Typography Usage Guidelines

25

quick fact goes  
under the number

3

quick fact goes  
under the number

102

quick fact goes  
under the number



## Large numbers with quick facts

- › Number: Stix Two Text Regular
- › Quick fact: Source Sans Pro Semi-bold or Regular

## TYPESETTING TIPS

- › Phone numbers should be in this style:  
(000) 000-0000
- › Our website should not include the “www”:  
gardner-webb.edu
- › Only one space should follow periods (not two).
- › Avoid orphans and widows.
- › Line weights are set to 0.35 points.

Large callout or quote from students, faculty or staff. Set in Stix Two Text Regular.



## Callouts and Quotes

- › Stix Two Text Regular
- › GWU Red or Black

## SMALL HEADER

- › Temolupti am im qui del
- › moloribusae dolorepedi del iumet et, odiae plaborem
- › Temolupti am im qui del
- › moloribusae dolorepedi del iumet et, odiae plaborem



## Bullets

- › Use Source Sans Pro Black for the bullet symbol. If this bullet is not available, use a circle: •
- › Indent bulleted text to 0.125”

# Layout Guidelines

0.6"

**BODY COPY HEADER**  
Qui doles aut repudae sseque et pel ma nessunt vendiam audamet, aliae volorrovit aped qui aliquatecta poria velitem quidellupidi berit, quiaero tem aut audae venium. Qui doles aut repudae sseque et pel ma nessunt vendiam audamet, aliae volorrovit aped qui aliquatecta poria velitem audae veniumque vendam.

**Body Copy Sub-header**  
quos auta serfera dest rectaquo ma et harchicimet ipsum endae. Ut eos eos iplenditi undi nimusdam volupta quia quident iaerum quat. aut audae venimus dolupid ut quiduntiosam qui simus que nus ut as modi nestia atur? Issim intro textUs, solore, sequuntur? Qui doles aut repudae sseque et pel ma nessunt vendiam audamet, aliae volorrovit aped qui aliquatecta poria velitem quidellupidi berit, quiaero tem aut audae venimus dolupid ut quiduntiosam qui simus que modi nestia atur? Issim rerersped quibus apit molorio.

**BODY COPY SUB-HEADER**  
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**BODY COPY HEADER**  
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0.6"

**Margins:** 0.6" on all sides, preferable



## GARDNER-WEBB UNIVERSITY

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**Copy Alignment:** Consider aligning body text with the “G” in the Gardner-Webb logo.

PRIMARY | SECONDARY | COLOR USAGE

# Brand Colors

## Primary Color Palette



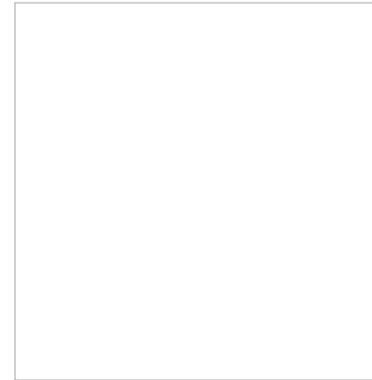
### **GWU RED**

PMS 186  
CMYK 12, 100, 91, 3  
Hex #BB0000  
RGB 187, 0, 0



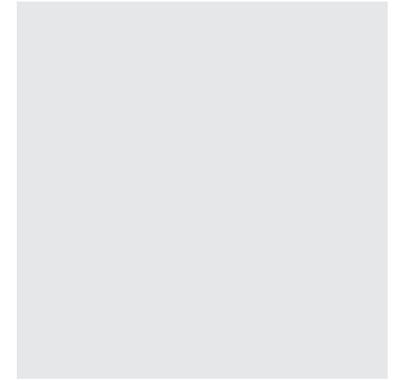
### **RICH BLACK**

CMYK 0, 0, 0, 100  
Hex #141414  
RGB 20, 20, 20



### **PURE WHITE**

CMYK 0, 0, 0, 0  
Hex #FFFFFF  
RGB 255, 255, 255



### **PALE GRAY**

CMYK 0, 0, 0, 10  
Hex #E6E7E8  
RGB 230, 231, 232

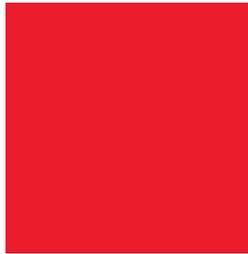
Color helps aid in creating a cohesive brand by developing a consistent look and feel. Gardner-Webb's colors of red, black, pure white and pale gray comprise the Gardner-Webb primary color palette.

## Secondary Color Palette



### DARK RED

PMS 187  
CMYK 0, 100, 93, 40  
Hex #9A0000  
RGB 154, 0, 0



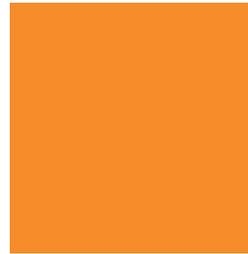
### BRIGHT RED

PMS 185  
CMYK 0, 100, 100, 0  
Hex #FF0000  
RGB 255, 0, 0



### DARK ORANGE

PMS 166  
CMYK 0, 80, 100, 0  
Hex #F05A22  
RGB 240, 90, 34



### LIGHT ORANGE

PMS 715  
CMYK 0, 54, 87, 0  
Hex #F5851F  
RGB 245, 133, 31



### TANGERINE

PMS 1235  
CMYK 0, 36, 100, 0  
Hex #FBAD17  
RGB 251, 173, 23



### BRIGHT YELLOW

PMS 115  
CMYK 0, 13, 89, 0  
Hex #FDD633  
RGB 253, 214, 51

Gardner-Webb's secondary palette is made up of warm colors, including dark red, dark orange, orange and yellow. These colors should be used as supporting colors to the primary red and black. They may be used very sparingly and primarily as accent colors that call the viewer's eye to important information like calls-to-action.



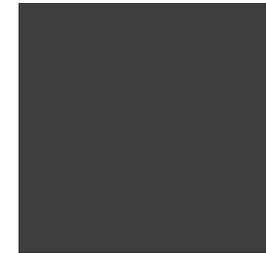
### LIGHT GRAY

PMS Tint of black  
CMYK 0, 0, 0, 40  
Hex #A7A9AB  
RGB 167, 169, 171



### MEDIUM GRAY

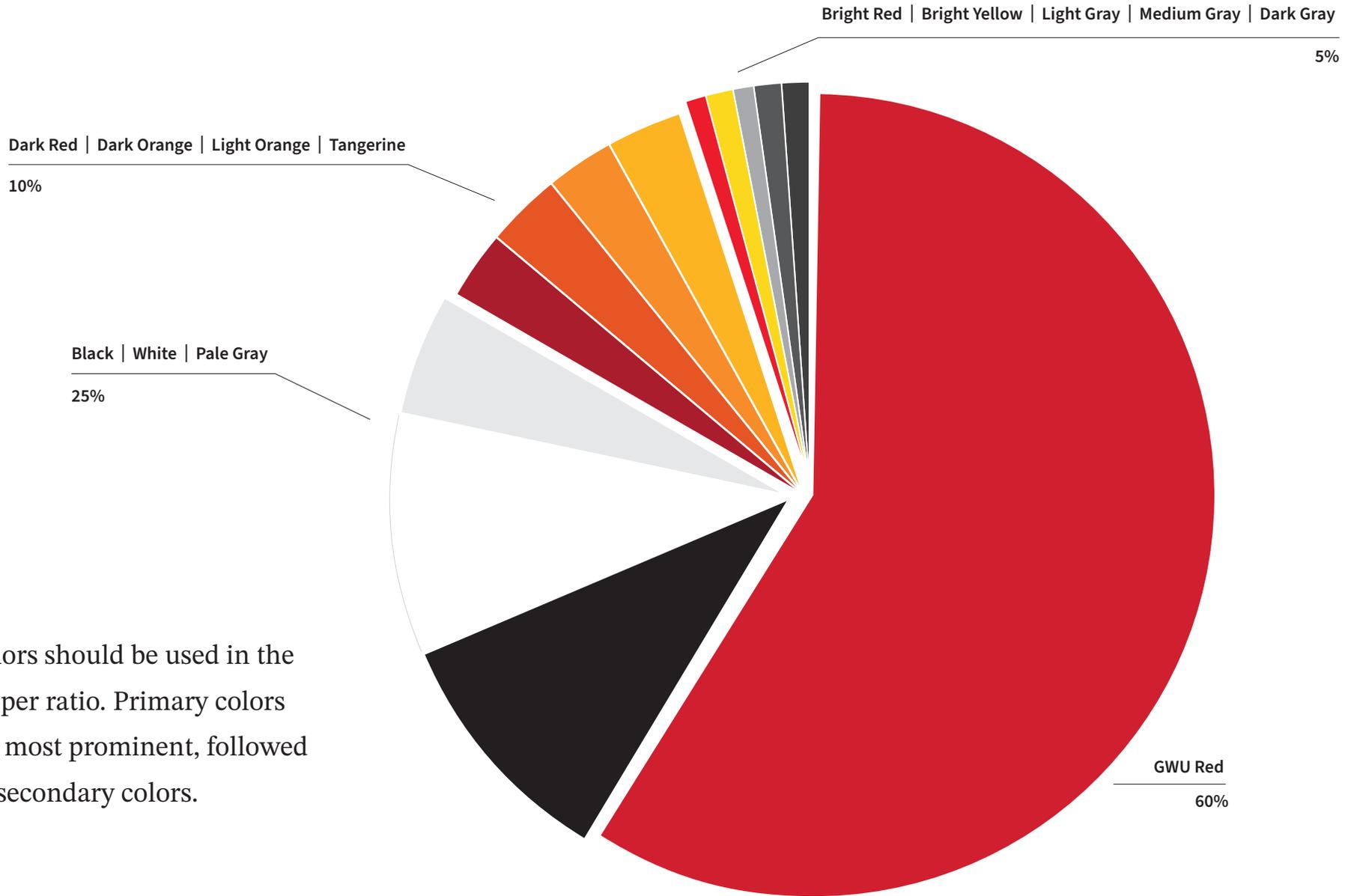
PMS Tint of black  
CMYK 0, 0, 0, 80  
Hex #58585B  
RGB 88, 88, 91



### DARK GRAY

PMS Tint of black  
CMYK 0, 0, 0, 90  
Hex #404041  
RGB 64, 64, 65

# Color Usage Guidelines



Colors should be used in the proper ratio. Primary colors are most prominent, followed by secondary colors.

PATTERNS | ICONS | LETTERFORMS | LAYOUT

# Graphic Elements

## Patterns, Shapes, and Gradients



### GRADIENT

This gradient is used as a partial overlay on top of photos. Colors: Light Orange to Bright Yellow, or Dark Red to GWU Red.



### SOLID SWOOP

The swoop may be used as a solid block of color in a design. Acceptable colors: GWU Red, Black, any of the branded Grays, or whites.



### SWOOP GRADIENT

The gradient swoop is a mix between the “solid swoop” and “gradient,” as shown above. Colors: Light Orange to Bright Yellow, or Dark Red to GWU Red.



### PATTERN

Use patterned backgrounds to accent branded materials. These help add texture and interest to the design in a subtle and sophisticated way that references the curves of the Gardner-Webb flame. There are two versions: black and GWU red.



## PAW PRINTS

Paw print icons may be used as background texture, as a pattern, or as subtle graphic elements in designs. **They may not be rotated, distorted or skewed or used in isolation** (just using one paw), unless there's written approval from University Marketing and Communications. The paw prints do not replace any official GWU logos—they are purely graphic elements in designs. Paw prints may be set in black, GWU red, any of the grays in the GWU color palette, or white.

## Letterforms

Both of these letterforms bridge the gap between University branding and athletics branding. They are used to show school spirit and as a graphic element to support the brand and culture. These letterforms should never replace any official University logos.

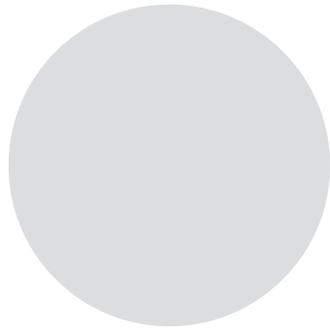
The image shows the letters 'GWU' in a bold, red, blocky font. The letters are thick and have a slightly irregular, hand-drawn appearance. The 'G' is on the left, 'W' is in the middle, and 'U' is on the right. They are all connected together.

### **GWU LETTERFORM**

As a University, we use “GWU” in everyday language—from publications, to social media, to conversation. The letters reflect our culture and present a unique way to tie the University brand with the athletics brand for a more cohesive look. This type treatment may be used on everything from T-shirts to college day fairs, or simply as a subtle graphic in publications.

The image shows the letters 'GW' in a bold, black, blocky font with a red outline. The letters are thick and have a slightly irregular, hand-drawn appearance. The 'G' is on the left and the 'W' is on the right. They are connected together.

# Layout Elements



### CIRCLE PHOTOS

Use circles for profile photos, especially when alongside a quote.



Nequo eum et laccus aut rem quiasse dipit, et fuga. Il et utempos mod quis experspedit ex expla idicatisit autestota deliquia evelessin con res qui blabor raecus aut magnisti tem porestem simposam re num faceritas eaqui dunt reperum utem invendus que.

—STUDENT NAME, *Major*

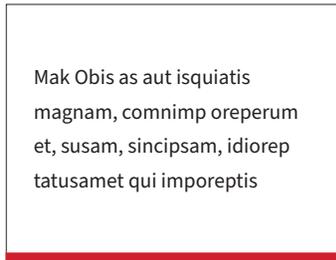
### LARGE QUOTE MARKS

Use quote marks as a subtle graphics behind quotes (set in Winner Narrow Extra Bold).



### PHOTO ALIGNMENT

Emphasize the use of white space when using free-floating photos. Use a grid to align photos and keep the margins between the photos substantial.



Mak Obis as aut isquiatis  
magnam, connimp oreperum  
et, susam, sincipsam, idiorep  
tatusamet qui imporeptis

### FRAME AND BAR

For accentuating text. The black frame is at 0.35 points and the red line is 4 points.

### GRAY BOX & BARS

- > Bullet point one
- > Bullet point two
- > Bullet point three

### GRAY SIDEBAR FOR BULLETED TEXT

Use a gray box as a sidebar for bullets. Divide content with a solid or dotted line.

TOP PHOTOS | COLOR USAGE

# Photography

## Top Photos (campus beauty)



Dover-chapel-interior-12\_alt



GWU-SpringGen2017-19\_alt



GWU-General2018-11\_alt



DoverChapelSpring2016-5\_alt



GWU-Fall2016-3\_alt



20130513\_graduation3pm\_MH012\_alt



GWU-SnowDec2017-9\_alt



SummerMay12-15\_alt



SummerMay12-16\_alt



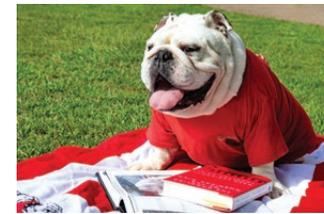
IMG\_6707\_alt



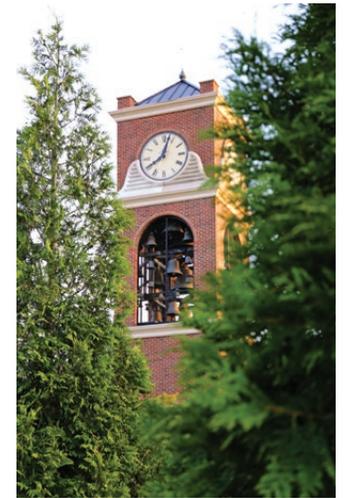
June 27\_SummerMay12-26\_alt



Springtime Roebuck 2\_alt



IMGL0005\_alt



IMG\_6846\_alt



IMG\_6335\_alt



20141027\_fallgeneral\_MH50\_alt



IMG\_6933\_alt



IMG\_6851\_alt



IMG\_7061\_alt

## Photography Guidelines



To emphasize our brand, incorporate the GWU red color (primarily), or orange/yellow into the apparel and composition of photos. Avoid using photos that are poorly lit or disproportionately scaled. Photos should remain above 300 DPI when scaled to their printed size.

### Technical Guidelines

- › Photos must be high resolution.
- › Photo size minimum: 9 in by 12 in, 2700 x 3600 pixels
- › Image Resolution: 300 DPI
- › Format: JPEG, TIFF or RAW

STATIONERY | EMAIL SIGNATURE | PARKING DECALS | APPAREL

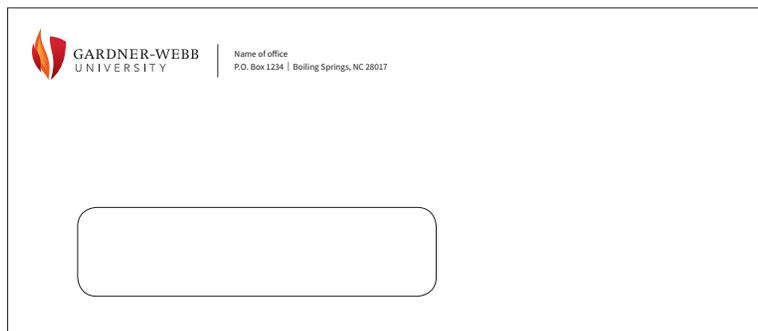
# Applying the Brand

# Stationery

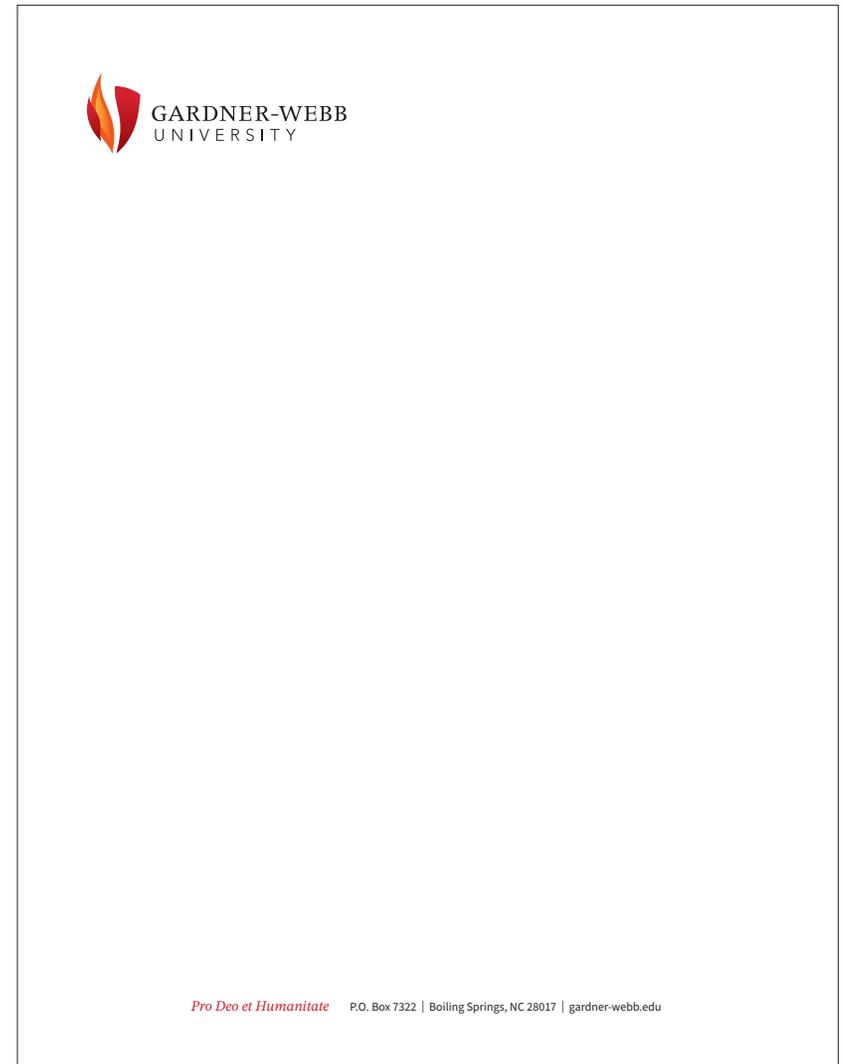
Stationery is an important factor in creating a unified look for a university. To order printed letterhead and envelopes, contact the Campus Store. To order business cards, visit the GWU online design portal.



**BUSINESS CARD**



**ENVELOPES**



**LETTERHEAD**

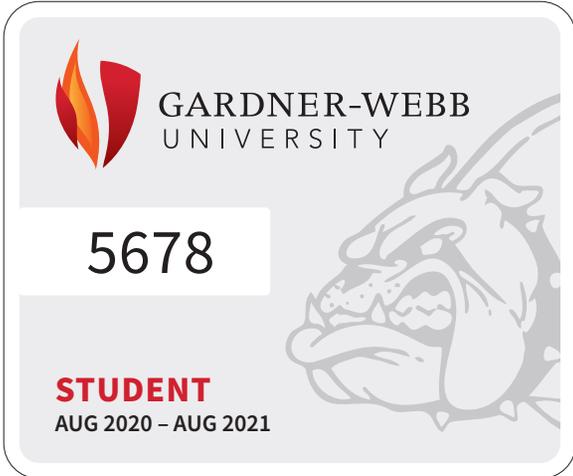
## Email Signature

For brand compliance and consistency, all email signatures should contain the employee's full name, the University, and the employee's title, phone number and email address. Please contact Creative Services for the logo and tagline image.

**First and Last Name** ← Calibri Bold, 10.5 points  
Gardner-Webb University ← Calibri, 10.5 points  
Employee's Title  
(704) 406-1234 | [email@gardner-webb.edu](mailto:email@gardner-webb.edu)



# Parking Decals



# Apparel

When a garment needs to be embroidered or screen printed, the flat version of the GWU logo should be used, and it should be scaled to 2.8”wide x 2.17” tall. The flame uses the colors: GWU red (PMS 186), dark orange (PMS 021), tangerine (PMS 151) and white. If a sub-branded logo is used, add light orange (PMS 151) for the department’s text.

“Gardner-Webb”  
should always measure  
**2.7 inches wide**  
(horizontally)



Top of the flame  
to the bottom of  
“University” should  
always measure:  
**2.17 inches tall**  
(vertically)



Rough Example



**GWU RED**  
PMS 186



**DARK ORANGE**  
PMS 166



**TANGERINE**  
PMS 1235



**LIGHT ORANGE**  
PMS 715  
(for sub-branded  
logos only)

# Questions?

PLEASE CONTACT THE OFFICE OF CREATIVE SERVICES

[gardner-webb.edu/creative-services](http://gardner-webb.edu/creative-services)