

# GRAND CANYON UNIVERSITY®

BRANDING AND STANDARDS GUIDE

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## BRANDING STATEMENT.

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**Dear Grand Canyon University Faculty & Staff,**

**Grand Canyon University strives to be the nation's premier, private, Christian university offering bachelor's, master's and doctoral degrees. We offer over 200 degree programs, including more than 150 online programs, across nine colleges. Programs are available online and on our vibrant Phoenix campus or in the evening. Our ongoing reputation for academic excellence has been built over decades. Our unique strengths are what set us apart from our competitors.**

**As we move toward our goals for growing and enhancing our university, we keep in mind that having a strong image will help us convey our strengths, uniqueness and spirit of our institution. This is where our branding and standards campaign becomes invaluable.**

**A brand is many components. Like a thumb print, it should represent our distinctiveness. A brand distinguishes us from our competition in an instantly recognizable way. A brand is a symbol that, if protected and used consistently, sets a high standard as a polished and professional institution. Consistency makes all the difference in whether we are seen as strong and unified or weak and disjointed. Successfully managing a brand ensures that no matter how someone connects with us—whether it is through a flyer, radio, TV, print ad, seminar, trade show display, phone call or billboard—that person recognizes us as strong and unified.**

**No matter how large our university grows, how many people we employ or how many expanding programs or modalities we offer, each of us here at GCU have the power to create, nurture or change the perception of Grand Canyon University. But we must all work together to collectively manage our brand and communicate the message that we are a single, powerful and effective force. We build a unified image, promote a polished and professional look and reflect excellence in all that we do. These increase our visibility and attractiveness, which boosts our recruiting efforts and aid in other growth-related goals.**

**Each of us, in following the guidelines contained in this manual, will be doing our part to build a stronger, more vibrant Christian university.**

**Sincerely,**

**Christel Mosby  
Senior Vice President of Marketing**

# BRAND STORY ■

## introduction

Grand Canyon University is no stranger to past adversity. Yet, GCU is even more familiar with unprecedented growth.

In times of financial peril and branding uncertainty, our university (formerly Grand Canyon College) stayed committed to our Christian values and vision for life-changing, quality higher education. GCU not only persevered beyond these challenges, but today continues to thrive exponentially as a premier Christian university, educating students to lead and serve—in the midst of our most exciting era marked by emerging transformation and innovation.

We are compelled to instill that same mindset within our local and GCU community. Here at GCU, a transformational educational institution in the heart of Phoenix, individuals can learn to leap over hurdles to achieve their goals.

We provide an academically challenging, values-based curriculum designed to prepare students to become global citizens, critical thinkers, effective communicators and responsible leaders. At GCU, we are known for the accessibility, affordability and transparency for all to change their lives through world-class academic and purposeful experiences.

To mobilize our message, it's our responsibility to not only play our individual roles, but believe in and take effective action to create meaningful communication. Help create the narrative for our continuing plotline. Join us in our mission.

## university profile

Grand Canyon University serves as Arizona's premier, private Christian university where students Find Their Purpose and develop into leaders who help shape our local and global communities. Driven by a commitment to academic excellence, a Christian worldview, community transformation and higher education innovation, GCU believes its purpose is to make a difference, starting right in the heart of Phoenix.

Founded in 1949 as Grand Canyon College with a strong reputation for its education programs, GCU evolved into a university where today a fast-expanding campus is a home away from home for more than 17,000 traditional students.

GCU's nine distinct colleges, including the prestigious Honors College, provide world-class learning experiences. Students have more than 200 academic programs, including over 100 online programs, from which to choose.

University transformation, along with a progressive athletics program, is only the beginning for GCU's limitless possibilities and success that lie ahead. Committed to a mission to help students graduate as global citizens, critical thinkers, effective communicators and responsible leaders, GCU seizes opportunities to make a difference, locally and globally. GCU stands for more than academic excellence and career discovery. GCU stands for change.

## who finds this book beneficial?

This resource serves as the branding foundation for anyone who represents and supports, as well as communicates and advocates for GCU.

- Internal department leaders and external partners can refer to this as guidance for campaigns, initiatives and movements throughout the local and academic community.
- The marketing department should utilize this book as basis for inspiration, powerful copy and appropriate design elements to generate an impactful, GCU-branded message.

## how will this book serve its purpose for GCU?

1. Inspire
2. Enthuse
3. Ignite

This book stands as the starting point from where to initiate these three steps in crafting a compelling message about the GCU experience. Use this book for inspiration to enthuse and ignite ideas, creativity, influential communication and changing consumer behavior. We invite each member of the GCU community to play an active role and help write our unfolding story.

## BRAND STORY ■

### in what ways will this book be used?

At GCU, we are proud of and committed to our transparency. Education is a costly and time-consuming, yet profoundly rewarding investment. Part of our mission is to ensure students are 100% aware of what their academic journey will entail. At GCU, we keep it real. REALS drives our university initiatives, marketing messaging and goals for current and future endeavors.

- **One:** RALLY advocacy and pride for GCU
- **Two:** ESTABLISH a universally understood branding foundation
- **Three:** AMPLIFY our impact in all arenas of GCU
- **Four:** LOCK in our key themes in all communications
- **Five:** STRIKE emotion, excitement and passion

### why do we craft positioning?

The positioning statement reflects the heart and soul of GCU as an accelerating vehicle in drive to strengthen a connected community and propel forward-thinking change. It solidifies the true essence of GCU in the following ways:

- Shapes the perception and reputation of GCU
- Promotes enduring distinction developed for academic and communal longevity
- Identifies what moves people—ask, “what do people feel and remember about GCU?”

### positioning statement

Helping students find their purpose beats as the heart of Grand Canyon University. GCU serves as a leader of transformation. We ignite unique experiences, beyond just the degree, to help students find their purpose and change the world.

#### SUPPORT FOR THIS STATEMENT:

Grand Canyon University believes in the pursuit of purpose. Anchored by our strong Christian values, we serve as a missional community driven to make a difference through academic excellence, servant leadership and meaningful experiences, both in and out of the classroom.

To empower our students to find their purpose, we seize opportunities for transformative growth. We thrive through change. Collaboration fuels innovation. What's our catalyst? The magnetic connection among different worlds define and inspire our GCU community and neighborhood. Our mission and our vision instate profound change for the greater good and global market. These diverse worlds move forward, and together, for a common purpose—to find it and follow it. Experience the excitement of an era in evolution.

### creative platform

Find Your Purpose is the branding core of our positioning statement, from which GCU's story, mission, vision and goals for the future originate. This is the theme of GCU that should resonate throughout our communication and messaging.

### *FIND YOUR PURPOSE, CHANGE THE WORLD*

#### SUPPORT FOR THIS STATEMENT:

Since 2009, GCU is proud of its role as the educational purveyor of purpose. Throughout our evolution of Find Your Purpose, GCU inspires students to discover where they academically, spiritually and professionally belong by literally seeing their reflections and then transitioning into a desired career. Students connect with their purpose surrounded by the personalized support and one-of-a-kind spirit of a private Christian online and campus-based university.

At GCU, purpose is more than a degree, career or income. It's a unique calling to implement social change, innovate the future or change lives. Our institution provides the opportunities and resources to motivate individuals to not only earn a degree and enter into a career, but follow their path of purpose, while achieving success along the way. Our purpose is to help others boldly believe in theirs—through quality academics, spiritual life and real-world experiences.

### crafting content

Our content serves as the voice and vitality of our university and the GCU brand. Words speak to our audience that makes them want to listen, not just hear. Design gives aesthetic life to who we are at the core. Content is our bridge between our university and audiences to communicate our personality. Let's

# BRAND STORY ■

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strive to continue to consistently craft ourselves as the protagonist in the next chapters of our story.

## KEY STRENGTHS

Our goal is to lead others to their purpose through our top strengths:

- **VALUES:** Integrate GCU's commitment to Christian beliefs, ethics and faith throughout messaging to reinforce our foundational convictions.
- **INVENTIVE:** Showcase GCU's innovative spirit by integrating disparate ideas and synergizing opinions into revolutionary solutions. We explore alternatives. We reimagine possibilities.
- **TRANSFORMATION:** Emphasize how GCU is a transformative powerhouse. We take action to transform the community, our campus, ideals, limitations, opportunity and the higher education landscape as a whole. We transform to change lives and the world.
- **COLLABORATION:** Portray how GCU is a community built and nurtured through collaborative efforts, progressive partnerships and diverse connections among our various walks of life, all who are engaged with our university.
- **PRIDE:** Galvanize enthusiasm and ebullience to evoke a formidable sense of GCU pride. Use this energy as a tool to attract and move the GCU audience.

## guidelines

### VOICE AND TONE

The voice and tone of GCU evokes a particular moodiness and emotional space between the audience and our university to provoke action. Use these characteristics to consistently deliver communications accurately representative of GCU.

- Progressive, forward thinking, sustainable
- Embracing, welcoming, approachable (of all types of learners)
- Caring, kind, compassionate, empathetic
- Bold, spirited (athletics)

- Inspirational, aspirational
- Accessible, approachable, authentic
- Local and global-minded

Our ground traditional initiatives in particular may exude a humorous and cheeky tone with a touch of playfulness.

### LOOK AND FEEL

The GCU online look and feel is clean and sophisticated. The approach for the GCU campus look and feel elicits an energetic spirit and hip attitude.

### WHAT WE ARE NOT

We are a private, Christian university seizing this chapter in our story where preparation meets opportunity. And at this historic crossroads, we use our successes (small and big) as momentum to further our inventive spirit and reputation as a visionary in higher education. This means we avoid copy and imagery that denotes traditional or heritage.

Although big picture and innovation-focused, GCU remains rooted in the value of intimate, personally supportive learning environments. We avoid anything that may indicate a massive, overwhelming college experience in which students are just another face in class and around campus.

# UNIVERSITY LOGO

## 1. academic logo

This word mark is a formal typographic element displaying the full name of Grand Canyon University. This word mark communicates the university's public identity and is used for all official print and digital branding, marketing and advertising purposes to promote the university as a whole. Examples include TV, art cards, outdoor signage, web pages and printed marketing collateral.

## 2. running lope silhouette locked with university logo

The university word mark can be used with the signature running lope silhouette. The running lope serves as the university's identifiable emblem and is incorporated to provide a strong visual representation of the university. This logo is used for all official print and digital branding, marketing and advertising purposes to promote the university as a whole. **Do not use when referring to specific colleges.** Apply the open belly for all uses.

## 3. collegiate running lope silhouette locked with university logo in athletic font

The signature athletic running lope silhouette can be used with the university word mark in athletic font and oblique type to convey a modern look and feel. This logo is used for all athletic branding, marketing and advertising purposes to promote university athletics as a whole. Apply this logo to GCU Golf Course uses, university apparel and other athletic signage.



## UNIVERSITY LOGO ■

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### 1. academic logo with phoenix, arizona

This word mark is a formal typographic element displaying the full name of Grand Canyon University above Phoenix, Arizona, separated by a line. It communicates the university's public identity for out-of-state applications to specify the regional location of campus. This logo is used for all official print and digital branding, marketing and advertising purposes to promote the university as a whole for audiences outside of the Phoenix area. Phoenix, Arizona, must be contained to a single line.

### 2. running lope silhouette locked with university logo and phoenix, arizona

This word mark is a formal typographic element displaying the full name of Grand Canyon University above Phoenix, Arizona, separated by a line. The signature running lope silhouette locked with the logo serves as the university's identifiable emblem. It is incorporated to provide a strong visual representation of the university as a spirit mark. This logo is used for all out-of-state official print and digital branding, marketing and advertising purposes to promote the university outside of the Phoenix area and specify the regional location of campus.



## UNIVERSITY LOGO.

### 1. find your purpose locked with university logo and phoenix, arizona

This word mark is the formal typographic element co-branded with the university's tagline. The full name of Grand Canyon University and Find Your Purpose is to be used as a single logo for out-of-state official print and digital branding, marketing and advertising purposes to promote the university outside of the Phoenix area and specify the regional location of campus. This logo serves as a cohesive alternative to positioning the Grand Canyon University word mark and tagline separately, but too closely together.

### 2. find your purpose logo

The university's Find Your Purpose word mark brands print and digital marketing and advertising materials and media messaging. This official tagline logo may coincide and be placed in close proximity with the Grand Canyon University word mark, but it must be clearly separated to not be misconstrued as one logo.

1.

FIND YOUR PURPOSE

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GRAND CANYON  
UNIVERSITY®

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PHOENIX, ARIZONA

2.

FIND YOUR PURPOSE®

## COLLEGE & FYP LOGOS

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### 1. academic college logo

This word mark is a formal typographic element displaying the full name of Grand Canyon University above a specific college name, separated by a line. This word mark is only used for branding, marketing and advertising college materials to promote a GCU college and related programs. **College names must be contained to a single line and adding a running lope to the college logos is prohibited.**

This applies to the following:

- Center for Worship Arts
- Colangelo College of Business
- College of Doctoral Studies
- College of Education
- College of Fine Arts and Production
- College of Humanities and Social Sciences
- College of Nursing and Health Care Professions
- College of Science, Engineering and Technology
- College of Theology
- GCU Honors College

1. **GRAND CANYON**  
**UNIVERSITY®**

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**COLANGELO COLLEGE OF BUSINESS**

**GRAND CANYON**  
**UNIVERSITY®**

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**COLLEGE OF SCIENCE, ENGINEERING & TECHNOLOGY**

## DEPARTMENT LOGOS

### 1. academic department logos

This word mark is a formal typographic element displaying the full name of Grand Canyon University above a GCU office or department name. This word mark is used for all official print and digital branding, marketing and advertising purposes to promote university offices and departments. **This word mark should be used for official purposes and correspondence.**

### 2. running lope silhouette locked with department logo

The running lope silhouette locked with the department logo is the **preferred use for all official print and digital branding, marketing and advertising purposes to promote university offices and departments.** The running lope serves as the university's identifiable emblem and is incorporated to provide a strong visual representation of the university and its various departments.

### 3. gcu arch locked with department logo

This secondary word mark is less formal and used for academic and college branding, tying offices and departments to GCU's collegiate look and feel. The university's initials make a bold statement. This word mark is open to use for apparel and promotional items. **This mark can be used with or without the lope.**



# SPACING & COLORS

## minimum sizing

Print logos must not be smaller than 1".

Recommended logo size 1.5".

Web logos must not be smaller than 140 pixels.

Recommended logo size 220 pixels.

## logo buffer space

There must be at least a .25" print buffer around all logos.

There must be at least a 20 pixel web buffer around all logos.

Please keep this space between the logo and all other type, graphics, photos or the page edge.

## logo colors

267 + BLACK

1 COLOR: 267, BLACK OR REVERSED

### PMS 267

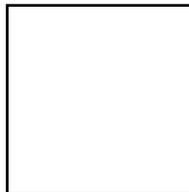
C	76
M	96
Y	
K	

#522398

### BLACK

C	
M	
Y	
K	100

### WHITE



print

no smaller than 1"

GRAND CANYON  
UNIVERSITY

web

no smaller than 140 pixels

GRAND CANYON  
UNIVERSITY

print



web



# APPROVED COLOR PALETTE

## Primary Palette

<p><b>GCU PURPLE</b></p> <p>LAB 30/44/-55 RGB 99/51/1 CMYK 76/96/0/0 HEX 522398 PMS 267</p>	<p><b>GCU DEEP PURPLE</b></p> <p>LAB 18/38/-39 RGB 75/40/132 CMYK 84/99/0/1 HEX 470A68 PMS 267</p>
<p><b>MONSOON CLOUDS</b></p> <p>LAB 55/-4/-9 RGB 119/134/146 CMYK 57/41/34/4 HEX 778692 PMS 7544</p>	<p><b>HABOOB</b></p> <p>LAB 55/3/6 RGB 142/130/121 CMYK 45/44/49/8 HEX 8E8279 PMS Warm Gray 8</p>
<p><b>LIGHTNING</b></p> <p>LAB 80/-4/-8 RGB 185/200/211 CMYK 27/14/11/0 HEX B9C8D3 PMS 5445</p>	<p><b>PANTONE® Black C</b></p> <p>LAB 17/1/3 CMYK 0/0/0/100 HEX 000000</p>

## Secondary Palette

### NEUTRAL

### VIBRANTS

### BRIGHTS

### DARKS

<p><b>SUNRISE</b></p> <p>LAB 66/59/93 RGB 255/107/0 CMYK 0/72/100/0 HEX FF6B00 PMS 1505</p>	<p><b>MAGENTA SUNSET</b></p> <p>LAB 63/66/38 RGB 255/89/89 CMYK 0/80/60/0 HEX FF5959 PMS 178</p>	<p><b>ARIZONA SUN</b></p> <p>LAB 93/0/94 RGB 255/233/0 CMYK 3/2/98/0 HEX FFE900 PMS 803</p>	<p><b>SEDONA</b></p> <p>LAB 44/49/42 RGB 181/64/36 CMYK 20/89/100/10 HEX B83D24 PMS 7599</p>
<p><b>NATIVE TURQUOISE</b></p> <p>LAB 55/-39/-9 RGB 0/148/144 CMYK 87/20/48/2 HEX 009490 PMS 7716</p>	<p><b>SKY</b></p> <p>LAB 74/-39/-17 RGB 38/202/211 CMYK 65/0/22/0 HEX 26CAD3 PMS 319</p>	<p><b>AGAVE</b></p> <p>LAB 82/-22/85 RGB 196/214/0 CMYK 29/1/100/0 HEX C4D600 PMS 382</p>	<p><b>PONDEROSA PINE</b></p> <p>LAB 40/-22/20 RGB 66/104/60 CMYK 74/37/89/27 HEX 42683C PMS 7743</p>
<p><b>SAGUARO</b></p> <p>LAB 63/-23/38 RGB 122/157/73 CMYK 57/21/91/4 HEX 7A9D49 PMS 576</p>	<p><b>DESERT GRASS</b></p> <p>LAB 80/-6/74 RGB 217/200/34 CMYK 18/14/100/0 HEX D9C822 PMS 611</p>	<p><b>SUNSET BLUE</b></p> <p>LAB 41/-26/-33 RGB 0/91/134 CMYK 100/30/5/41 HEX 005A85 PMS 7705</p>	<p><b>DESERT DUSK</b></p> <p>LAB 42/2/6 RGB 105/96/87 CMYK 55/53/60/26 HEX 696057 PMS 405</p>

## Tints

 <p>80% Tint PMS 267 CMYK: 76/96/0/0 HEX: 522398</p>	 <p>50% Tint PMS 267 CMYK: 76/96/0/0 HEX: 522398</p>	 <p>15% Tint PMS 267 CMYK: 76/96/0/0 HEX: 522398</p>	 <p>80% Tint PMS Black CMYK: 0/0/0/80 HEX: 2d2c2c</p>
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# TYPOGRAPHY.

## Primary San Serif – Tablet Gothic

Tablet Gothic Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**  
*Tablet Gothic Oblique Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy***

Tablet Gothic Compressed Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**  
*Tablet Gothic Compressed Oblique Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy***

Tablet Gothic Condensed Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**  
*Tablet Gothic Condensed Oblique Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy***

Tablet Gothic Narrow Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**  
*Tablet Gothic Narrow Oblique Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy***

Tablet Gothic SemiCondensed Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**  
*Tablet Gothic SemiCondensed Oblique Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy***

Tablet Gothic Wide Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**  
*Tablet Gothic Wide Oblique Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy***

## United

*UNITED ITALIC CONDENSED THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

*UNITED ITALIC SEMI-CONDENSED THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

*UNITED ITALIC REGULAR THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

*UNITED ITALIC SEMI-EXTENDED THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

*UNITED ITALIC EXTENDED THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

*UNITED SANS CONDENSED THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

*UNITED SANS SEMI-CONDENSED THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

*UNITED SANS REGULAR THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

*UNITED SANS SEMI-EXTENDED THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

*UNITED SANS EXTENDED THIN, LIGHT, MEDIUM, **BOLD, HEAVY, BLACK, STENCIL***

## Primary Serif – Whitman

*Whitman Italic, SMALLCAPS, Semibold, Bold, ExtraBold, Black*  
Whitman Roman, SMALLCAPS, Semibold, Bold, ExtraBold, Black

## Secondary San Serif – Helvetica Neue

## Secondary Serif – Garamond Premier Pro

## Primary Web San Serif – Roboto

## Primary Web Serif – Crimson Text

## UNACCEPTABLE USE OF LOGO

**DO NOT** add any effects to the logo

~~GRAND CANYON  
UNIVERSITY®~~

~~GRAND CANYON  
UNIVERSITY®~~

~~GRAND CANYON  
UNIVERSITY®~~

**DO NOT** skew the logo in any way

~~GRAND CANYON  
UNIVERSITY®~~

~~GRAND CANYON  
UNIVERSITY®~~

**DO NOT** crop the logo in any way

~~GRAND CANYON  
UNIVERSITY®~~

**DO NOT** rotate or use any other off-brand colors

~~GRAND CANYON  
UNIVERSITY®~~

## LOGO USE ON COLORED BACKGROUNDS

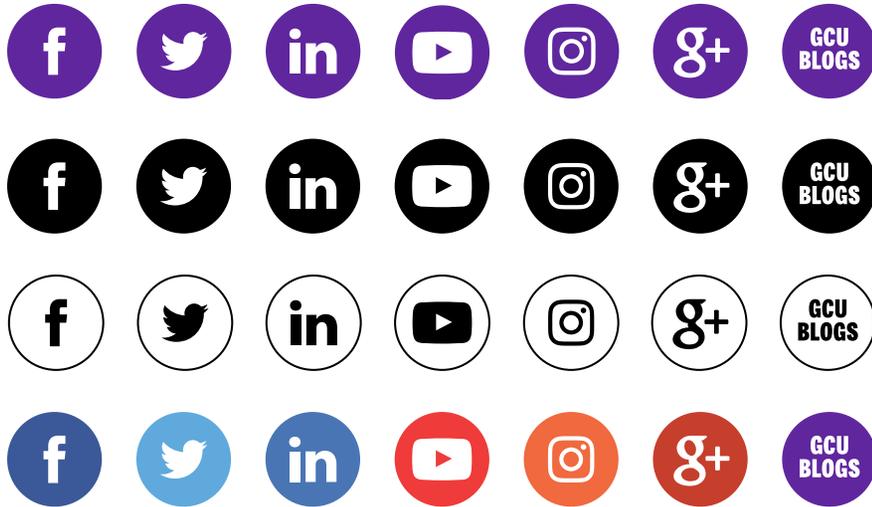
All GCU word marks and logos may appear on a purple, black or white background.  
All other solid color backgrounds are unacceptable.



## SOCIAL MEDIA ICONS.

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The following social media icons are official Grand Canyon University graphics for social media accounts and to promote social networking connections at GCU. These icons can be used for digital or print applications as representation of the university's active and influential social media presence.



# PHOTO GUIDELINES

## logo use on photos

Live area for brand bar should be 1" tall when possible. Only purple or black. Should be put on pieces that are not already GCU branded.

**USE** the logo this way



**USE** the logo over simple backgrounds

**DO NOT USE** the logo this way



**DO NOT** place the logo over busy backgrounds



If a busy image is needed, **USE** the logo over an area of high contrast



**DO NOT** place the logo over busy backgrounds



**USE** the white logo over darker areas



**DO NOT** place the color logo over darker areas

# GRAND CANYON UNIVERSITY®

ENTERPRISE LOGOS

## ENTERPRISE LOGOS

### 1. hotel and conference center logo with lope outline

The university word mark and entity with a separating line can be used with the signature running lope outline for the hotel and conference center. The running lope serves as the university's identifiable emblem and is incorporated to provide a strong visual representation of the university. This logo is used for all official print and digital branding, marketing and advertising purposes to promote the GCU enterprise. **This logo is preferred for university hotel purposes.**

### 2. hotel and conference center logo without lope outline

The university word mark and entity with a separating line can be used without the signature running lope outline for the hotel and conference center. **This word mark should be used for official purposes and correspondence.**

### 3. golf course logo with lope silhouette

The university word mark in athletic font and the signature athletic running lope silhouette can be used for the GCU Golf Course. This sleek font with movement, running lope and enterprise name below the separating line signifies the entrepreneurialism and innovation of GCU.

1.



HOTEL

2.



HOTEL

3.



GOLF COURSE

# SPACING & COLORS

## minimum sizing

Enterprise logos must not be smaller than 1.5".  
Web logos must not be smaller than 140 pixels.  
Recommended logo size 220 pixels.

## logo buffer space

There must be at least a .25" print buffer around all logos.  
There must be at least a 20 pixel web buffer around all logos.  
Please keep this space between the logo and all other type, graphics, photos or the page edge.

## logo colors

267 + BLACK  
1 COLOR: 267, BLACK OR REVERSED

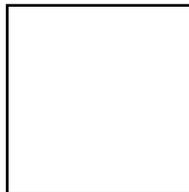
### PMS 267

C	76
M	96
Y	
K	
#522398	

### BLACK

C	
M	
Y	
K	100

### WHITE



print

no smaller than 1.5"



HOTEL

web

no smaller than 140 pixels



HOTEL

print



.25"

web



20 px

# UNACCEPTABLE USE OF LOGO

**DO NOT** add any effects to the logo



**DO NOT** crop the logo in any way



**DO NOT** rotate or use any other off-brand colors

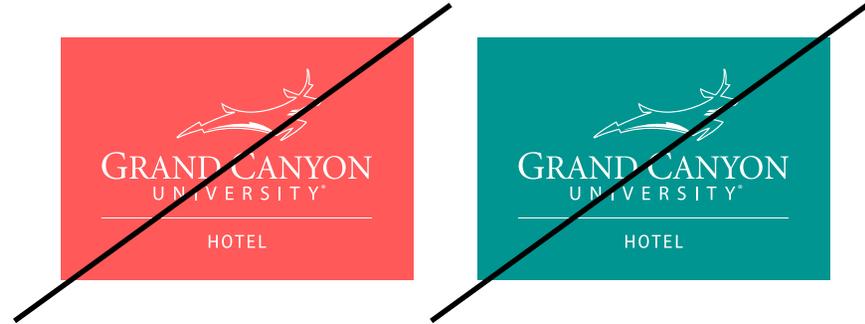


**DO NOT** skew the logo in any way



## LOGO USE ON COLORED BACKGROUNDS

All GCU word marks and logos may appear on a purple, black or white background.  
All other solid color backgrounds are unacceptable.



# GRAND CANYON UNIVERSITY®

ATHLETIC AND CLUB SPORTS LOGOS

## ATHLETIC LOGOS

### 1. athletic gcu lettering

The GCU athletic lettering mark is used for athletics-related applications. **Use arched GCU lettering as the primary marks for athletic purposes.** Diagonal, horizontal and vertical marks are for limited use, including athletic promotional materials and special applications.

### 2. general athletic lopes logos

The athletic signature running lope serves as the university's identifiable emblem and enhances an athletic publication or material as a GCU spirit mark. The running lope mark can be used as a secondary element, but not locked up with the arched GCU logo.

*For athletic branding, it is preferred to not lock the GCU lettering with the running lope. The running lope can be used in materials as a secondary element, but never locked up in athletics materials.*

### 1. Arched GCU Lettering



Arched GCU Lettering Outlined for Limited Uses



### 2. Standalone Athletic Running Lope Silhouette



Standalone GCU Arch Locked with "Athletics"



## DIVISION I SPORTS LOGOS

### athletic team logos

The athletic GCU arch tied with the sport name is the preferred athletic team logo. This logo can be used for all branding, marketing and advertising purposes to promote GCU athletics and related promotional initiatives by the 21 Division I teams and club sports teams.

This applies to all Division I sports listed below:

Baseball\*

Basketball

Cross Country

Golf

Soccer

Swimming and Diving

Tennis

Track and Field

Volleyball

Beach Volleyball\*

Softball\*

*\*Denotes a sport not traditionally offered to both men and women*

The logo for GCU Baseball features the letters "GCU" in a large, bold, purple, blocky font. Below "GCU" is the word "BASEBALL" in a smaller, bold, purple, blocky font. A small registered trademark symbol (®) is located to the right of the "U" in "GCU".The logo for GCU Basketball features the letters "GCU" in a large, bold, purple, blocky font. Below "GCU" is the word "BASKETBALL" in a smaller, bold, purple, blocky font. A small registered trademark symbol (®) is located to the right of the "U" in "GCU".

## TEAM & CLUB SPORTS LOGOS

### club sports logos

The athletic GCU arch tied with the club sport name is the preferred club sports athletic team logo. This logo can be used for all branding, marketing and advertising purposes to promote GCU athletics and related promotional initiatives by our more than 29 club sports teams.

This applies to all club sports listed below:

Lacrosse  
Ice hockey  
Rugby  
Bowling  
Club golf  
Club baseball\*  
Club softball\*  
Club soccer  
Club basketball  
Club tennis  
Club volleyball  
Cycling  
Triathlon  
Acapella  
Running club  
Flag football  
Ultimate Frisbee  
eSports  
Club swimming  
Club spirit  
CrossFit  
Club beach volleyball\*

***\*Denotes a sport not traditionally offered to both men and women***



The logo for GCU Club Golf features the letters "GCU" in a large, bold, purple, blocky font. Below "GCU" is the text "CLUB GOLF" in a smaller, bold, purple, sans-serif font. A registered trademark symbol (®) is located to the right of the "U" in "GCU".



The logo for GCU Lacrosse features the letters "GCU" in a large, bold, purple, blocky font. Below "GCU" is the text "LACROSSE" in a smaller, bold, purple, sans-serif font. A registered trademark symbol (®) is located to the right of the "U" in "GCU".

# SPACING & COLORS

## minimum sizing

General athletic team logos must not be smaller than 1".  
Web logos must not be smaller than 140 pixels.  
Recommended logo size 220 pixels.

## logo buffer space

There must be at least a .25" print buffer around all logos.  
There must be at least a 20 pixel web buffer around all logos.  
Please keep this space between the logo and all other type, graphics, photos or the page edge.

## logo colors

267 + BLACK  
1 COLOR: 267, BLACK OR REVERSED

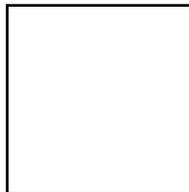
### PMS 267

C	76
M	96
Y	
K	
#522398	

### BLACK

C	
M	
Y	
K	100

### WHITE



## social media bar



print

no smaller than 1"



web

no smaller than 140 pixels



print



web

.25"



20 px

# TYPOGRAPHY.

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## United

*UNITED ITALIC CONDENSED THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

*UNITED ITALIC SEMI-CONDENSED THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

*UNITED ITALIC REGULAR THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

*UNITED ITALIC SEMI-EXTENDED THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

*UNITED ITALIC EXTENDED THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

*UNITED SANS CONDENSED THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

*UNITED SANS SEMI-CONDENSED THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

*UNITED SANS REGULAR THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

*UNITED SANS SEMI-EXTENDED THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

*UNITED SANS EXTENDED THIN, LIGHT, MEDIUM, BOLD, HEAVY, BLACK, STENCIL*

## Primary San Serif – Tablet Gothic

Tablet Gothic Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**

*Tablet Gothic Oblique Thin, Light, Regular, SemiBold, Bold, ExtraBold, Heavy*

Tablet Gothic Compressed Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**

*Tablet Gothic Compressed Oblique Thin, Light, Regular, SemiBold, Bold, ExtraBold, Heavy*

Tablet Gothic Condensed Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**

*Tablet Gothic Condensed Oblique Thin, Light, Regular, SemiBold, Bold, ExtraBold, Heavy*

Tablet Gothic Narrow Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**

*Tablet Gothic Narrow Oblique Thin, Light, Regular, SemiBold, Bold, ExtraBold, Heavy*

Tablet Gothic SemiCondensed Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**

*Tablet Gothic SemiCondensed Oblique Thin, Light, Regular, SemiBold, Bold, ExtraBold, Heavy*

Tablet Gothic Wide Thin, Light, Regular, **SemiBold, Bold, ExtraBold, Heavy**

*Tablet Gothic Wide Oblique Thin, Light, Regular, SemiBold, Bold, ExtraBold, Heavy*

# UNACCEPTABLE USE OF LOGO

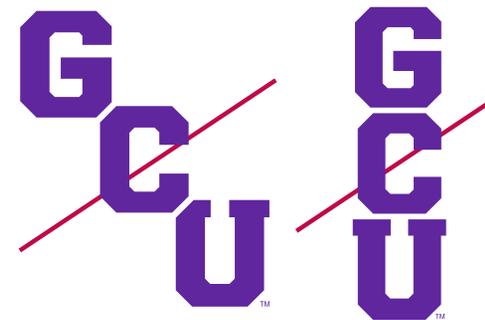
**DO NOT** add any effects to the logo



**DO NOT** rotate or use any other off-brand colors



**DO NOT** arrange the logo on a diagonal or vertically for athletic purposes.



**DO NOT** skew the logo in any way



**DO NOT** crop the logo in any way



**DO NOT** arrange the logo horizontally



## LOGO USE ON COLORED BACKGROUNDS.

All GCU word marks and logos may appear on a purple, black or white background.  
All other solid color backgrounds are unacceptable.



GRAND CANYON  
UNIVERSITY®

PROMOTIONAL AND COLLEGIATE MARKS

## PROMO & COLLEGIATE MARKS

### 1. promo lettering

Arched, diagonal, horizontal and vertical marks are for limited use, including university promotional materials and special applications.

### 2. collegiate grand canyon university logo

The athletic running lope silhouette locked with the university word mark in athletic font and oblique type is used for specific athletic-related applications where needed to have GCU spelled out. The athletic signature running lope serves as the university's identifiable emblem and enhances an athletic publication or material as a GCU spirit mark. The logo can also be used without the running lope silhouette.

### 3. collegiate grand canyon university logo locked with phoenix, arizona

The athletic running lope silhouette locked with the university word mark in athletic font and oblique type, including Phoenix, Arizona, is **used for all out-of-state athletics applications**. The athletic signature running lope serves as the university's identifiable emblem and enhances an athletic publication or material as a GCU spirit mark. The logo can also be used without the running lope silhouette.

#### 1. Arched GCU Lettering



#### Horizontal GCU Lettering



#### Vertical GCU Lettering



#### Diagonal GCU Lettering



#### 2.



#### 3.



## COLLEGIATE LOPE MARKS ■

### general collegiate lopes logos

The running lope silhouette locked with the university word mark in athletic font and oblique type is used for specific collegiate-related applications. The athletic signature running lope serves as the university's identifiable emblem and enhances a collegiate publication or material as a GCU spirit mark. The logo can also be used without the running lope silhouette.

**Athletic Running Lope Silhouette Locked with "Lopes" in Oblique Athletic Font**



**Standalone Athletic Running Lope Silhouette**



**Standalone GCU Arch Locked with "Lopes"**



# SPACING & COLORS

## minimum sizing

General athletic lopes logos must not be smaller than 1".  
Web logos must not be smaller than 140 pixels.  
Recommended logo size 220 pixels.

## logo buffer space

There must be at least a .25" print buffer around all logos.  
There must be at least a 20 pixel web buffer around all logos.  
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## logo colors

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1 COLOR: 267, BLACK OR REVERSED

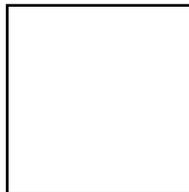
### PMS 267

C	76
M	96
Y	
K	
#522398	

### BLACK

C	
M	
Y	
K	100

### WHITE



print

no smaller than 1"



web

no smaller than 140 pixels



print



web



# GRAND CANYON UNIVERSITY®

RESTRICTED USE LOGOS

## RESTRICTED USE LOGO.

### 1. university seal

The university seal is a representation of the university's heritage and is not identified as a logo. The seal is reserved for special uses only, including official communications, such as formal and official documentation, as well as legal agreements and records binding the university. The Grand Canyon University seal will never lock with the university logo. Special uses include, but are not limited to, the following:

- Unique uses around campus
- Admission acceptance letters
- Corporate correspondence
- Diplomas and commencement
- Office of the Provost
- Academic communication
- Public affairs
- **Seal is no longer used on nursing scrubs**

### 2. non-stacked grand canyon university

The non-stacked university word mark is the university's horizontal signature reserved for only special horizontal formats.

### 3. bold grand canyon university

The bold university word mark is strictly used for outdoor applications.

1.



2. GRAND CANYON UNIVERSITY™

3. GRAND CANYON UNIVERSITY™

**GRAND CANYON**  
**UNIVERSITY™**

