

GRAND CANYON UNIVERSITY™

BRANDING AND STANDARDS GUIDE

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branding statement

Dear Grand Canyon University Faculty & Staff,

Grand Canyon University strives to be the nation's premier, private, Christian university offering bachelor's, Masters and Doctoral degree. We offer over 160 degree programs across 8 colleges online, on our Phoenix campus or in the evening. Our reputation for academic excellence has been built over decades; our strengths are what set us apart from our competitors.

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

A brand is many things. Like a thumb print, it should be unique. 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, the radio, TV, print ad, seminar, trade show display, phone call or billboard, that we are recognized as strong and unified.

No matter how large our University grows, how many people we employ, programs or modalities we expand to, each of us has the power to create or change the perception of Grand Canyon University. But we must all work together to collectively manage our brand and communicate that we are a single, powerful, effective force. Building a unified image, promoting a polished and professional look, and reflecting excellence are what will increase our visibility and attractiveness, boosting our recruiting efforts and aiding 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

4

MAIN LOGO

COLORS:

267 + black

1 color: 267, black or reversed

RUNNING LOPE SILHOUETTE

COLORS:

267 + black

1 color: 267, black or reversed

university logo

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.

GRAND CANYON
UNIVERSITY™

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.



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 golf course uses, university apparel and other athletic signage.



5

sizing and spacing

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.

print

no smaller than 1"

GRAND CANYON
UNIVERSITY™

web

no smaller than 140 pixels

GRAND CANYON
UNIVERSITY™

print

no smaller than 1"

GRAND CANYON
UNIVERSITY™

web

no smaller than 140 pixels

GRAND CANYON
UNIVERSITY™

print

no smaller than 1"

GRAND CANYON
UNIVERSITY™

web

no smaller than 140 pixels

GRAND CANYON
UNIVERSITY™

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. Example below.



6

COLLEGE LOGOS

COLORS:

267 + black

1 color: 267, black or reversed

FULL LIST OF COLLEGES

Center for Worship Arts

Colangelo College of Business

College of Doctoral Studies

College of Education

College of Fine Arts & Production

College of Humanities & Social Sciences

College of Nursing & Health Care Professions

College of Science, Engineering & Technology

College of Theology

Honors College

college logos

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.

Examples below.

Colangelo College of Business

GRAND CANYON
UNIVERSITY™

COLANGELO COLLEGE OF BUSINESS

College of Doctoral Studies

GRAND CANYON
UNIVERSITY™

COLLEGE OF DOCTORAL STUDIES

College of Education

GRAND CANYON
UNIVERSITY™

COLLEGE OF EDUCATION

College of Humanities & Social Sciences

GRAND CANYON
UNIVERSITY™

COLLEGE OF HUMANITIES & SOCIAL SCIENCES

7

sizing and spacing

minimum sizing

College logos must not be smaller than 1.5".

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

print

no smaller than 1.5"

GRAND CANYON
UNIVERSITY™

COLANGELO COLLEGE OF BUSINESS

web

no smaller than 140 pixels

GRAND CANYON
UNIVERSITY™

COLANGELO COLLEGE OF BUSINESS

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. Examples below.





OFFICIAL DEPARTMENT LOGO

COLORS:

267 + black

1 color: 267, black or reversed

PREFERRED DEPARTMENT LOGO

COLORS:

267 + black

1 color: 267, black or reversed

GCU ARCHED DEPARTMENT LOGO

COLORS:

267 + black

1 color: 267, black or reversed

department logos

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 used for official purposes and correspondence.**

GRAND CANYON
UNIVERSITY™

OFFICE OF FINANCIAL AID

GRAND CANYON
UNIVERSITY™

SPIRITUAL LIFE

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.



GRAND CANYON
UNIVERSITY™

OFFICE OF FINANCIAL AID



GRAND CANYON
UNIVERSITY™

SPIRITUAL LIFE

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.**



GCU™
OFFICE OF
FINANCIAL AID

GCU™
OFFICE OF
FINANCIAL AID

9

sizing and spacing

minimum sizing

Department logos using the academic GCU logo must not be smaller than 1.5".
Web logos must not be smaller than 140 pixels. Recommended logo size 220 pixels.

print

no smaller than 1.5"

GRAND CANYON
UNIVERSITY™

OFFICE OF FINACIAL AID

web

no smaller than 140 pixels

GRAND CANYON
UNIVERSITY™

OFFICE OF FINACIAL AID

print

no smaller than 1.5"


GRAND CANYON
UNIVERSITY™

OFFICE OF FINACIAL AID

web

no smaller than 140 pixels


GRAND CANYON
UNIVERSITY™

OFFICE OF FINACIAL AID

minimum sizing

Department logos using the arched GCU logo must not be smaller than 1".
When using the arched GCU is small applications, the **preferred use is the arched GCU with no lope.**

print

no smaller than 1

GCU
OFFICE OF
FINACIAL AID

print

no smaller than 1


GCU
OFFICE OF
FINACIAL AID

10

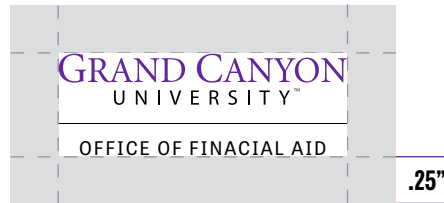
sizing and spacing

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. Examples below.



11

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™~~

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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
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GRAND CANYON
UNIVERSITY™



GRAND CANYON
UNIVERSITY™



GRAND CANYON
UNIVERSITY™



GRAND CANYON
UNIVERSITY™

GRAND CANYON UNIVERSITY™

ENTERPRISE LOGOS

2

HOTEL LOGO WITH OUTLINE LOPE

COLORS:

267 + black

1 color: 267, black or reversed

HOTEL LOGO WITHOUT OUTLINE LOPE

COLORS:

267 + black

1 color: 267, black or reversed

GOLF LOGO

COLORS:

267 + black

1 color: 267, black or reversed

enterprise logos

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.**



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.**



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.



3

sizing and spacing

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.

print

no smaller than 1.5"



web

no smaller than 140 pixels



print

no smaller than 1.5"



web

no smaller than 140 pixels



print

no smaller than 1.5"



web

no smaller than 140 pixels



4

sizing and spacing

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. Examples below.



5

unacceptable use of logo

DO NOT add any effects to the logo



DO NOT skew the logo in any way



DO NOT crop the logo in any way



DO NOT rotate or use any other off-brand colors



6

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 LOGOS

2

GCU ARCHED

COLORS:

1 color: 267, black or reversed

athletic lettering

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.

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.

Any questions please contact Renee Gonzalez at renee.gonzalez@gcu.edu.

Arched GCU Lettering



Arched GCU Lettering Outlined for Limited Uses



sizing and spacing

minimum sizing

Athletic lettering must not be smaller than 1".

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

print

no smaller than 1"



web

no smaller than 140 pixels



sizing and spacing

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. Examples below.



3

ATHLETIC RUNNING LOPE SILHOUETTE

COLORS:

267 + black

1 color: 267, black or reversed

GCU ARCH LOCKED WITH ATHLETICS

COLORS:

267 + black

1 color: 267, black or reversed

athletic lopes logos

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 lope. The lope can be used in materials as a secondary element, but never locked up in athletics materials.

Standalone Athletic Running Lope Silhouette



Standalone GCU Arch Locked with "Athletics"



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.

print

no smaller than 1"



web

no smaller than 140 pixels



print

no smaller than 1"



web

no smaller than 140 pixels



4

sizing and spacing

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. Examples below.



5

TEAM LOGOS

COLORS:

1 color: 267, black or reversed

DIVISION I SPORTS

Baseball

Men's and women's basketball

Men's and women's cross country

Men's and women's golf

Men's and women's soccer

Men's and women's swimming and diving

Men's and women's tennis

Men's and women's track and field

Men's and women's volleyball

Sand volleyball

Softball

Wrestling

CLUB SPORTS

Baseball

Men's and women's bowling

Cycling and Xtreme sports

Men's rugby

Men's and women's club tennis

Men's and women's lacrosse

athletic team logos

general 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 22 Division I teams and club sports teams.

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

Baseball

GCU
BASEBALL

Basketball

GCU
BASKETBALL

Softball

GCU
SOFTBALL

Volleyball

GCU
VOLLEYBALL

6

sizing and spacing

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.

print

no smaller than 1"

GCU
BASKETBALL

web

no smaller than 140 pixels

GCU
BASKETBALL

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. Examples below.



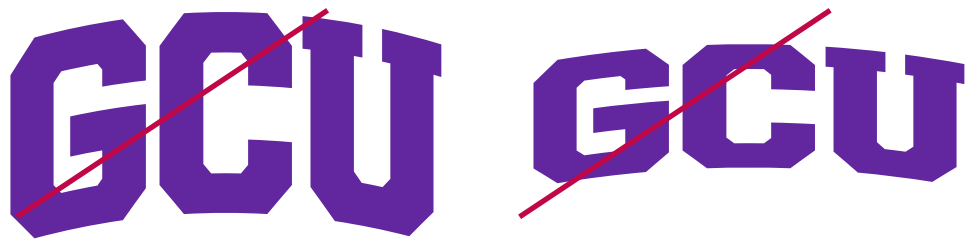
7

unacceptable use of logo

DO NOT add any effects to the logo



DO NOT skew the logo in any way



DO NOT crop the logo in any way



DO NOT arrange the logo horizontally



DO NOT rotate or use any other off-brand colors



DO NOT arrange the logo on a diagonal or vertically



8

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.



9

approved color palette

Primary Colors

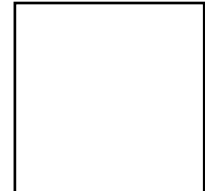
PMS 267

C	76
M	96
Y	
K	
#522398	

BLACK

C	
M	
Y	
K	100

WHITE



fonts

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

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

social media icons

To access branding assets visit
<http://www.gcu.edu/about-gcu/media-and-branding/brand-standards.php>



GRAND CANYON UNIVERSITY™

ATHLETIC SEASONAL BRANDING & STYLE GUIDE

2

season theme & logo

Lopes Rising

Bounding into year three of Division I athletics, our Lopes are mission-driven for greatness. GCU student-athletes ascend as one to make a mark in history as a unified team of 22 sports. Sweat, tears, hard work and talent drive our dedicated Lopes higher and higher toward next-level excellence. And with each challenge overcome, Lopes embrace a moment of victory. With each winning moment, Lopes humbly reflect on their blessings.

Lopes rise from defeat. Lopes rise with success. Lopes rise together.

Logo

**#LOPES
RISING**

Hashtag

#LOPESRISING

3

season typeface

The primary typeface used for the season brand is Franchise. This typeface should be used for display text and is accompanied with a gritty texture. For headlines, United should be used and for body copy, Tablet Gothic should be used.

Franchise

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

season color palette

The color palette for the season is the same as the athletic brand color palette.

Primary Colors

PMS 267

C	76
M	96
Y	
K	
#522398	

BLACK

C	
M	
Y	
K	100

WHITE



4

season image styling

Season imagery should convey motion, intensity and excitement. The styling of the photos implies these concepts by utilizing a gritty texture, an instagram-like color filter and a motion blur. Backgrounds are blurred to place emphasis on the player and the photos are of peak-action moments in the game.



5

applications

Outdoor Boards



Poster of Season Schedule

Date	Opponent	Time	Date	Opponent	Time	Date	Opponent	Time	Date	Opponent	Time
Friday, August 14	Purple vs. White	7 p.m.	Sunday, September 6	Alabama State	1 p.m.	Sunday, September 27	Bakersfield*	7 p.m.	Friday, October 16	Utah Valley*	6 p.m.
Friday, August 21	Northern Arizona	7 p.m.	Friday, September 11	UTEP	7 p.m.	Friday, October 2	UTRGV*	5 p.m.	Sunday, October 18	Seattle U*	12 p.m.
Friday, August 28	Colorado State	7 p.m.	Sunday, September 13	Florida State	1 p.m.	Sunday, October 4	New Mexico State*	12 p.m.	Friday, October 23	Utah Valley*	7 p.m.
Sunday, August 30	Weber State	1 p.m.	Friday, September 18	Robert Morris	4 p.m.	Friday, October 9	Chicago State*	7 p.m.	Wednesday, October 25	Seattle U*	1 p.m.
Friday, September 4	Oakland	7 p.m.	Sunday, September 20	North Dakota State	10 a.m.	Sunday, October 11	Kansas City*	1 p.m.	Saturday, October 31	Bakersfield*	7 p.m.

* denotes ABC Conference game

How games are held: Home games are bold.

[Twitter](#)
[Facebook](#)
[Instagram](#)
[YouTube](#)
[GCU](#)

GCULOPES.com

#LOPESRISING

6

applications

Digital Message Board



7

applications

Email Newsletter

Expanded for a Brand | Click Back if you can't view this email

TICKETS SCHEDULE **GCU** FAN ZONE TEAM SHOP

OFFICIAL NEWSLETTER OF GCU ATHLETICS

WELCOME BACK LOPES!

TRENDING NOW

- Softball**
15 weeks max. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque fermentum condit enim velit at tristique.
[Link](#)
- Baseball**
15 weeks max. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque fermentum condit enim velit at tristique.
[Link](#)
- Men's Volleyball**
15 weeks max. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque fermentum condit enim velit at tristique.
[Link](#)
- Women's Basketball**
15 weeks max. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque fermentum condit enim velit at tristique.
[Link](#)

UPCOMING SCHEDULE

JULY 10 7PM	JULY 10 7PM	JULY 10 7PM	JULY 10 7PM	JULY 10 7PM
Men's Basketball	Men's Basketball	Men's Basketball	Men's Basketball	Men's Basketball
vs. Texas-Pan American	vs. Texas-Pan American	vs. Texas-Pan American	vs. Texas-Pan American	vs. Texas-Pan American
GCU Arena	GCU Arena	GCU Arena	GCU Arena	GCU Arena

SPECIAL PROMOTIONS, DEALS & MORE

- JOIN JUNIOR LOPES CLUB!**
- GO TO THE GAME**
- GCU THUNDER VISION** - [LEARN MORE](#)
- MEN'S BASKETBALL** - [BUY SEASON TICKETS](#)

PAPA JOHN'S Better Ingredients. Better Pizza.

ONE FINGER. ONE DAY. ONE LOVE
FREE CHICKEN FINGER
National Chicken Finger Day is here! By July 27th, 2023, Casual Club members will receive a FREE chicken finger.

Enjoy **Coca-Cola**

[GCULOPES.com](#) #LOPESRISING

Expanded for a Brand | Click Back if you can't view this email

To access branding assets visit
<http://www.gcu.edu/about-gcu/media-and-branding/brand-standards.php>

GRAND CANYON UNIVERSITY™

COLLEGIATE PROMO MARKS

2

GCU ARCHED

COLORS:

1 color: 267, black or reversed

GCU HORIZONTAL

COLORS:

1 color: 267, black or reversed

GCU VERTICAL

COLORS:

1 color: 267, black or reversed

GCU DIAGONAL

COLORS:

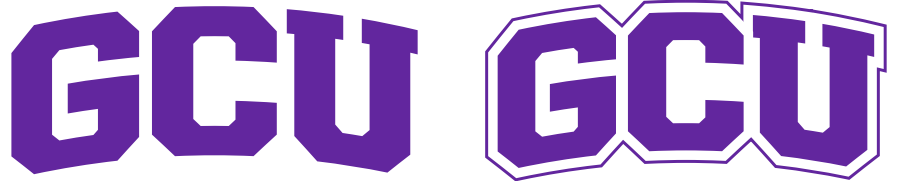
1 color: 267, black or reversed

collegiate promo marks

promo lettering

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

Arched GCU Lettering



Horizontal GCU Lettering



Vertical GCU Lettering



Diagonal GCU Lettering



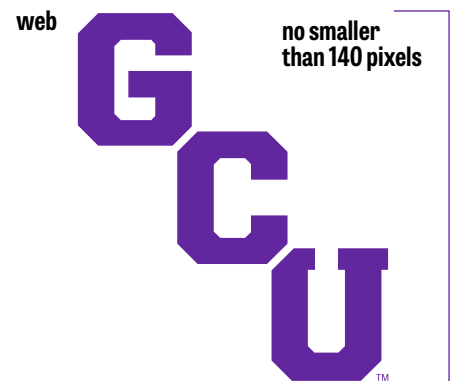
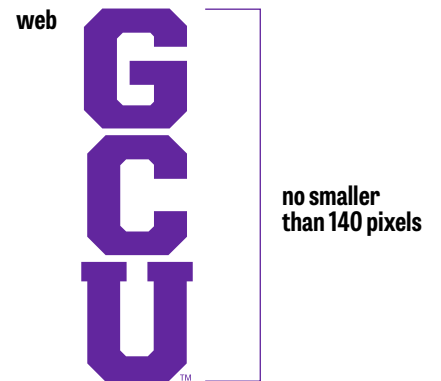
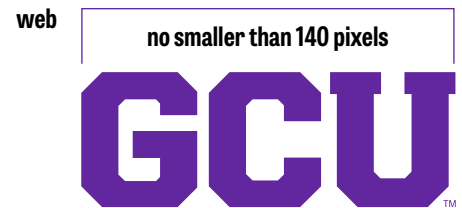
3

sizing and spacing

minimum sizing

Athletic lettering must not be smaller than 1".

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



4

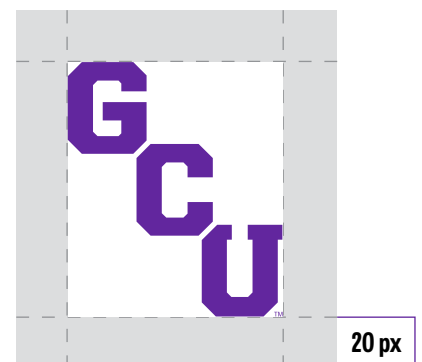
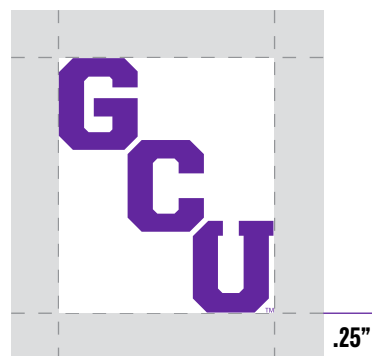
sizing and spacing

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. Examples below.



5

ATHLETICS GCU LOGO

COLORS:

267 + black

1 color: 267, black or reversed

ATHLETICS GCU LOGO WITH PHOENIX, ARIZONA

COLORS:

267 + black

1 color: 267, black or reversed

collegiate logos

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.



collegiate grand canyon university logo 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.



6

sizing and spacing

minimum sizing

Athletic Grand Canyon University logos must not be smaller than 1.5".

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

print

no smaller than 1.5"



web

no smaller than 140 pixels



print

no smaller than 1.5"



web

no smaller than 140 pixels



print

no smaller than 1.5"



web

no smaller than 140 pixels



print

no smaller than 1.5"



web

no smaller than 140 pixels



7

sizing and spacing

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. Examples below.



8

RUNNING LOPE SILHOUETTE LOCKED WITH LOPES

COLORS:

267 + black

1 color: 267, black or reversed

RUNNING LOPE SILHOUETTE

COLORS:

267 + black

1 color: 267, black or reversed

GCU ARCH LOCKED WITH LOPES OR ATHLETICS

COLORS:

267 + black

1 color: 267, black or reversed

collegiate lopes logos

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 an collegiate publication or material as a GCU spirit mark. The logo can also be used without the running lope silhouette.

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

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



Standalone Athletic Running Lope Silhouette



Standalone GCU Arch Locked with "Lopes"



9

sizing and spacing

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.

print no smaller than 1"



web no smaller than 140 pixels



print no smaller than 1"



web no smaller than 140 pixels



print no smaller than 1"



web no smaller than 140 pixels



10

sizing and spacing

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. Examples below.



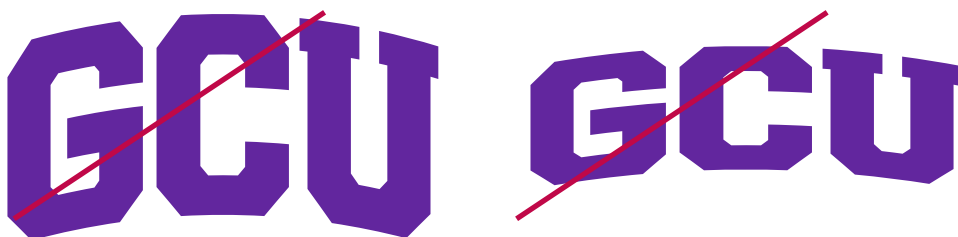
11

unacceptable use of logo

DO NOT add any effects to the logo



DO NOT skew the logo in any way



DO NOT crop the logo in any way



DO NOT rotate or use any other off-brand colors



12

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™

RESTRICTED USE LOGOS, APPROVED COLORS & FONTS

2

UNIVERSITY SEAL

COLORS:

1 color: 267, black or reversed

NON-STACKED GRAND CANYON UNIVERSITY

COLORS:

1 color: 267, black or reversed

BOLD GRAND CANYON UNIVERSITY

COLORS:

267 + black

1 color: 267, black or reversed

restricted use logos

currently approved 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**



non-stacked grand canyon university

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

GRAND CANYON UNIVERSITY™

Bold Grand Canyon University

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

GRAND CANYON UNIVERSITY

GRAND CANYON
UNIVERSITY™

3

social media icons

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.



4

approved color palette

Primary Colors

PMS 267

C	76
M	96
Y	
K	
#522398	

BLACK

C	
M	
Y	
K	100

WHITE



Secondary Colors

PMS 130

C	1
M	37
Y	100
K	0
#f6a800	

PMS 7705

C	100
M	30
Y	5
K	41
#006e97	

PMS 7531

C	16
M	29
Y	38
K	59
#7a6855	

PMS 159

C	13
M	75
Y	100
K	2
#d25f15	

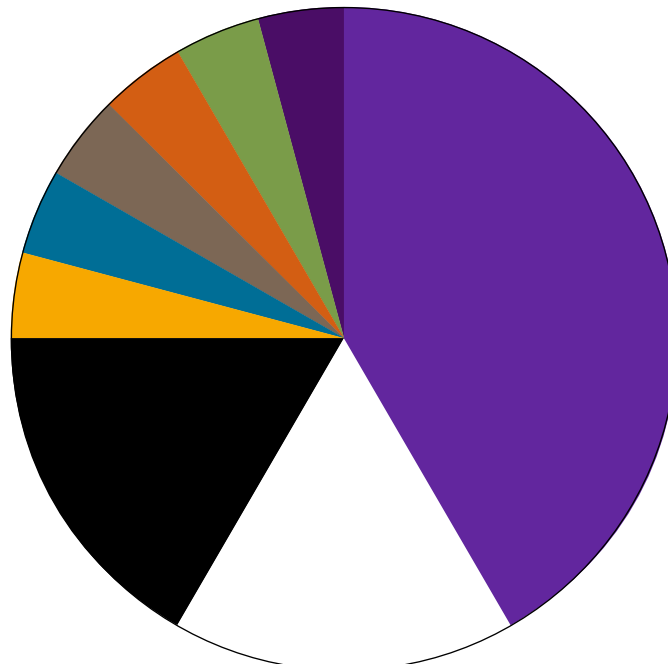
PMS 576

C	57
M	21
Y	91
K	4
#69923a	

PMS 2617

C	84
M	99
Y	0
K	12
#470a68	

Color Ratio



5

fonts

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

Primary Serif – Whitman

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

Primary Athletic – 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**

United Serif Condensed Thin, Light, Medium, **Bold, Heavy, Black, STENCIL**
United Serif Semi-Condensed Thin, Light, Medium, **Bold, Heavy, Black, STENCIL**
United Serif Regular Thin, Light, Medium, **Bold, Heavy, Black, STENCIL**
United Serif Semi-Extended Thin, Light, Medium, **Bold, Heavy, Black, STENCIL**
United Serif Extended Thin, Light, Medium, **Bold, Heavy, Black, STENCIL**

Secondary San Serif – Helvetica Neue

Secondary Serif – Garamond Premier Pro

Primary Web San Serif – Roboto

Primary Web Serif – Crimson Text

6

brand bars

Brand bars are to be used on materials that are not GCU branded.

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FIND YOUR PURPOSE™

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Example use of brand bar

EASTER
Donation Drive
MARCH 10 - MARCH 31

Canyon Cares is gearing up for Easter!
We are in need of hygiene products and Easter egg items that will be donated at our Easter Egg Hunt to local Canyon Corridor Outreach programs.

HYGIENE ITEMS NEEDED:

- Shampoo, Bar or Hand Soap
- Laundry Detergent
- Toothbrushes/Toothpaste
- Deodorant
- Razors/Shave Gel
- Paper Towels
- Bleach or Cleaning Wipes
- Light Bulbs (25-150 watt)
- Mops/Buckets
- Diapers

EASTER EGG ITEMS NEEDED:

- Plastic Eggs
- Wrapped Candy

Volunteer
Help us on the day of the event:
• Game Activities with Canyon Kids
• Craft Activities
• Worship Activities with Canyon Kids
• Easter Egg Hunt
Saturday, April 5
To RSVP, please visit
gcu.edu/canyoncares

Canyon Cares
Grand Canyon University

For donation drop off at the Tempe Campus, please see Audra Kimball or JoJi Harvill.
For questions or drop off at main campus, contact Jennifer Girt,
Building 5 | 602-639-7711

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FIND YOUR PURPOSE™

7

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

