



# LOGO STYLE GUIDE

The following guidelines apply to **all** GCU logos you may receive to maintain the impact and legibility of GCU's unique and recognizable characteristics — and of course, spread Lope pride!

## COLORS

For full-color logos, use Pantone® 267 and black; for single-color logos, use Pantone® 267, black or white.



### PMS 267

LAB 30/44/-55  
RGB 85/43/154  
CMYK 76/96/0/0  
HEX 552b9a

### BLACK

LAB 12/1/0  
RGB 0/0/0  
CMYK 0/0/0/100  
HEX 000000

### WHITE

LAB 100/0/0  
RGB 255/255/255  
CMYK 0/0/0/0  
HEX ffffff

## LOGOS

### ACADEMIC GCU LOGO



### ACADEMIC GCU LOGO WITH LOPE



### SPEED GCU LOGO



### SPEED GCU LOGO WITH LOPE



### SOLID GCU LOGO (RESTRICTED USE)

The vented GCU "speed" logo with lines is the only approved logo. Use of the solid GCU logo is restricted and can only be used with written approval from Vice President and Executive Creative Director of Brand Marketing Chad Wilson, Chief Marketing Officer Christel Mosby and Assistant Vice President of GCU Marketing Tamara Rios.





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## LOGOS

### ACADEMIC GCU COLLEGE LOGO

**GRAND CANYON  
UNIVERSITY™**

COLANGELO COLLEGE OF BUSINESS

**GRAND CANYON  
UNIVERSITY™**

COLANGELO COLLEGE OF BUSINESS

**GRAND CANYON  
UNIVERSITY™**

COLANGELO COLLEGE OF BUSINESS

### ACADEMIC GCU COLLEGE LOGO WITH LOPE

  
**GRAND CANYON  
UNIVERSITY™**

COLANGELO COLLEGE OF BUSINESS

  
**GRAND CANYON  
UNIVERSITY™**

COLANGELO COLLEGE OF BUSINESS

  
**GRAND CANYON  
UNIVERSITY™**

COLANGELO COLLEGE OF BUSINESS

### SPEED GCU DEPARTMENT LOGO

**GCU™**  
**ALUMNI**

**GCU™**  
**ALUMNI**

**GCU™**  
**ALUMNI**

### SPEED GCU DEPARTMENT LOGO WITH LOPE

  
**GCU™**  
**ALUMNI**

  
**GCU™**  
**ALUMNI**

  
**GCU™**  
**ALUMNI**

# GUIDELINES

## MINIMUM SIZE

Establishing a minimum logo size ensures that the impact and legibility of the logo aren't compromised. Our minimum size ensures our logo is always legible.

- Print logos must not be smaller than 1" wide.
  - Recommended logo size 1.5" wide.
- Web logos must not be smaller than 140 pixels wide.
  - Recommended logo size 220 pixels wide.



## BUFFER SPACE

Around all logos, there must be at least a .25" print buffer AND at least a 20-pixel web buffer. Keep this space between the logo and all other types, graphics, photos or the page edge.



## MISUSE

- DO NOT ADD EFFECTS, CROP OR SKEW
- DO NOT ROTATE OR USE OFF-BRAND COLORS
- DO NOT USE ON OFF-BRAND COLOR BACKGROUNDS

