



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



COLANGELO COLLEGE OF BUSINESS



COLANGELO COLLEGE OF BUSINESS



COLANGELO COLLEGE OF BUSINESS

ACADEMIC GCU COLLEGE LOGO WITH LOPE



COLANGELO COLLEGE OF BUSINESS



COLANGELO COLLEGE OF BUSINESS



COLANGELO COLLEGE OF BUSINESS

SPEED GCU DEPARTMENT LOGO



SPEED GCU DEPARTMENT LOGO WITH LOPE



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

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