From 1949 to an Era of Transformative Growth and Impact

The story of Grand Canyon University is one of transformation — a story unlike any other that began with a small Baptist college founded in 1949 in Prescott, AZ. Nearly two decades later, Grand Canyon College transitioned into Grand Canyon University, which today, impacts higher education leading as a nonprofit, private Christian university in Phoenix.

GCU didn’t arrive at where we proudly stand today without overcoming a period of financial hardship and branding uncertainty along the way. How do we distinguish ourselves as a premier institution? Where do we belong in the education landscape? What is our mission?

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.

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.
Finding Our Purpose,
 to Lead Others to Find Theirs

After regaining financial stability, Grand Canyon University rapidly established itself as a Christian higher education institution with a swelling reputation of excellence, defining what it means to integrate faith into academics and embracing service as our cornerstone.

Campus-based and online degree offerings expanded, a newly built campus started to grow, student enrollment increased and GCU discovered its mission: to help students become global citizens, critical thinkers, effective communicators and responsible leaders.

OUR PASSION – WHAT MAKES US TRULY UNIQUE: Believing in a higher power, GCU discovered a higher purpose, which was to help others find theirs. This became our mission and our message to share with the world — at GCU, you can Find Your Purpose. We educate students to lead and serve in our local and global communities. We have a commitment to affordability and accessibility matched with world-class academics. Our opportunities connect people to their potential and God-given purpose.

BRAND AWARENESS: It’s our responsibility to not only play our individual roles, but take collaborative action in developing meaningful communication that strengthens who we are, how we’re perceived and how far-reaching we can be.
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
- appropriate design elements

to generate an impactful, GCU-branded message.
This book stands as the starting point from where to initiate these three steps in crafting a compelling, consistent 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.
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.

- **Rally** advocacy and pride for GCU
- **Establish** a universally understood branding foundation
- **Amplify** our impact in all arenas of GCU
- **Lock** in our key themes in all communications
- **Strike** emotion, excitement and passion
positioning statement

Helping students find their purpose beats as the heart of Grand Canyon University. Leading in educational and community transformation, GCU ignites unique experiences, beyond earning a degree, to help students find their purpose to impact communities and change the world.

**SUPPORT FOR THIS STATEMENT**

Not only did our university transform itself — but GCU seeks to transform education, lives and communities. If people can find their purpose as a student, then they can pursue a meaningful future and rewarding career with earning a degree as a means to that end.

We support students as a missional community anchored by strong Christian values and as an innovative institution dedicated to the greater good. We’re a leader in education offering opportunities that shape students into who they’re meant to be in this world.

*why do we craft positioning?*

The positioning statement reflects the heart and soul of GCU. It supports our mission, emphasizing that GCU strives to make a difference through education and fuels forward-thinking change. Our statement, the true essence of our university, does the following:

- Shapes the **PERCEPTION, REPUTATION** and **DEFINITION** of GCU
- Differentiates the university from others in **EDUCATION** and **SERVICE**
- Identifies the university as a force that moves people to make an **IMPACT BY EARNING A DEGREE AND PURSUING A CAREER WITH SUCCESS**
creative platform

FIND YOUR PURPOSE is at the core of our positioning statement. This is the theme of GCU that should resonate throughout our messaging. Our tagline is the foundation from which our story, mission, vision and goals are built upon.

find your purpose, change the world

SUPPORT FOR THIS STATEMENT

When Find Your Purpose was born in 2009, GCU first EMPOWERED STUDENTS TO DISCOVER THEIR PATH by featuring individuals who saw where they were meant to be as they peered into their future careers through their reflections.

Then, throughout the tagline’s evolution, PURPOSE REPRESENTED MORE THAN ONLY A DEGREE OR CAREER. IT’S A CALLING. Thus, GCU provides the pathways for students to turn this purpose into their life’s work. It’s our special community of support, dynamic spirit, academic excellence and real-world experiences that lead students to the kind of success they’re searching for.

crafting content

Our content serves as the voice of our university and the GCU brand. Words speak to our audience that makes them want to listen, not just hear. Design is aesthetic and visual self-expression. Motion picture brings our messages to life. Whether it’s print, digital, photography or video, our banding experiences communicate our personality and what matters to us.
Our top strengths help lead others to their purpose

- **VALUES** Integrate GCU’s Christian beliefs, ethics and faith in all that we do to reinforce our foundational principals and shape servant leaders.

- **INVENTIVE** Showcase GCU as an innovator by integrating disparate ideas and perspectives into branding solutions that advance our mission. We reimagine. We explore outside the commonplace.

- **TRANSFORMATION** Emphasize how GCU is a transformative powerhouse. We take action to transform education, our university, campus and community for the greater good. Transformation changes lives and the world.

- **COLLABORATION** Portray how GCU is nurtured through collaboration, progressive partnerships and diverse connections from all walks of life, all who are engaged in our efforts.

- **PRIDE** Galvanize enthusiasm to evoke a formidable sense of GCU pride. Use this spirit and energy as a tool to attract the GCU audience.
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

Although we honor our past, GCU is focused on the future. We’re an innovative institution focused on tomorrow, which means avoid copy and imagery that reflects “traditional” or “heritage.” Also, avoid anything that may indicate a massive, overwhelming college experience in which students are just another face in class and around campus. We value our personalized services within a tightknit community, as well as mentorship and individualized attention, among many more distinctions marking us as a university that truly cares about its students.
The main GCU academic logo acts as the identifier and must be the most consistent component in our advertising and communications. In order to maintain consistency, the logo should never be recreated or typeset. Only official logo files should be used. Official logo files can be found at gcu.edu/brandstandards

GRAND CANYON UNIVERSITY®

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.
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 GCU Golf Course uses, university apparel and other athletic signage.
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.

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.
FIND YOUR PURPOSE®

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.

FIND YOUR PURPOSE

GRAND CANYON UNIVERSITY®

PHOENIX, ARIZONA

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.
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
- Honors College
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.**

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.
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.**
**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

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<th>CMYK</th>
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Black

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White

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### Color Palette

#### Primary Palette

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<th>Color</th>
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<th>CMYK 76/26/0</th>
<th>HEX 552b9a</th>
<th>PMS 267</th>
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<td>GCU Purple</td>
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<td>RGB 64/22/01</td>
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<td>GCU Deep Purple</td>
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<td>Desert Transformation</td>
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<td>RGB 219/190/100</td>
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<td>Arizona Sun</td>
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<td>Monsoon Clouds</td>
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#### Secondary Palette

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<td>Sunset Blue</td>
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</table>

#### Tints

- 80% Tint
  - PMS 267
  - CMYK: 76/96/0/0
  - HEX: 552b9a
- 50% Tint
  - PMS 267
  - CMYK: 76/96/0/0
  - HEX: 552b9a
- 15% Tint
  - PMS 267
  - CMYK: 76/96/0/0
  - HEX: 552b9a
- 80% Tint
  - PMS Black
  - CMYK: 0/0/0/0
  - HEX: 2d2d2d
approved color ratio

85% Pantone 267

10% primary color palette

5% secondary color palette
**Typography**

### Primary Sans Serif - Tablet Gothic
- Tablet Gothic Thin, **Light**, Regular, **SemiBold**, **Bold**, **ExtraBold**, **Heavy**
- Tablet Gothic Oblique Thin, **Light**, Regular, **SemiBold**, **Bold**, **ExtraBold**, **Heavy**

### Primary Serif - Whitman
- Whitman Italic, **SmallCaps**, **SemiBold**, **Bold**, **ExtraBold**, **Black**
- Whitman Roman, **SmallCaps**, **SemiBold**, **Bold**, **ExtraBold**, **Black**

### Secondary Sans Serif - Helvetica Neue

### Secondary Serif - Garamond Premier Pro
DO NOT ADD ANY EFFECTS TO THE LOGO

DO NOT CROP THE LOGO IN ANY WAY

DO NOT SKEW THE LOGO IN ANY WAY

DO NOT ROTATE OR USE ANY OTHER OFF-BRAND COLORS
All GCU word marks and logos may appear on a purple, black or white background. All other solid color backgrounds are unacceptable.
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.
**USE** the logo over simple backgrounds

**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
The university word mark and entity with a separating line can be used with the signature running lope outline for the hotel. 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.**

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

**THIS WORD MARK SHOULD USED FOR OFFICIAL PURPOSES AND CORRESPONDENCE.**
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. **THIS LOGO IS PREFERRED FOR UNIVERSITY GOLF COURSE PURPOSES.**
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
DO NOT add any effects to the logo

DO NOT crop the logo in any way

DO NOT skew the logo in any way

DO NOT rotate or use any other off-brand colors
All GCU word marks and logos may appear on a purple, black or white background. All other solid color backgrounds are unacceptable.
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.

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.
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 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 DIVISION I SPORTS LISTED BELOW:**

<table>
<thead>
<tr>
<th>Club Sports</th>
<th>Other Sports</th>
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<tbody>
<tr>
<td>Lacrosse</td>
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<td>Ice hockey</td>
<td>Triathlon</td>
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<tr>
<td>Rugby</td>
<td>Acapella</td>
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<tr>
<td>Bowling</td>
<td>Running club</td>
</tr>
<tr>
<td>Club golf</td>
<td>Flag football*</td>
</tr>
<tr>
<td>Club baseball*</td>
<td>Ultimate Frisbee</td>
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<tr>
<td>Club softball*</td>
<td>eSports</td>
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<tr>
<td>Club soccer</td>
<td>Club swimming</td>
</tr>
<tr>
<td>Club basketball</td>
<td>Club spirit</td>
</tr>
<tr>
<td>Club tennis</td>
<td>CrossFit</td>
</tr>
<tr>
<td>Club volleyball</td>
<td>Club beach volleyball*</td>
</tr>
</tbody>
</table>

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

**SOCIAL MEDIA BAR**

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<tbody>
<tr>
<td>C 76</td>
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</table>
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
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 for athletic purposes.
All GCU word marks and logos may appear on a purple, black or white background. All other solid color backgrounds are unacceptable.
PROMOTIONAL & COLLEGIATE MARKS
PROMO LETTERING

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

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 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.

GENERAL COLLEGIATE LOPES LOGOS

The running lope silhouette locked with the word lopes in the 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.
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.

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

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>76</td>
<td>96</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BLACK

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
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<th>K</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

WHITE

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>522398</td>
</tr>
</tbody>
</table>
These standards for apparel and promotional items have been approved by the GCU executive team. Anything outside of these guidelines must receive EVP approval.

**APPROVED APPAREL COLOR**

- Purple
- White
- Black
- Dark Gray
- Heathered Gray
- Heathered Purple

**APPROVED IMPRINT COLOR**

There must be a GCU purple (PMS 267) imprint somewhere on the shirt, with the exception being purple and black shirts.

- GCU Purple – PMS 267
- Light Purple for black or dark gray shirts – PMS 2665
- White
- Black
- Gray/Silver

**LOGO**

A GCU logo must be present on all shirts. The following logos are acceptable:

- Academic Grand Canyon University, with or without Lope
- Athletic Grand Canyon University, with or without Lope
- Arched GCU, with or without Lope
- Department logos, permitted only in the official GCU logo lockup
apparel examples

PROPOSED DESIGN FRONT
PROPOSED DESIGN BACK
MATCH PANTONE
PMS 267 C
COLORS
RENDERING FRONT
RENDERING BACK
19ATH0434 - WTEN WAC CHAMP SHIRTS
DALLAS RYAN
OPTION 1
T-SHIRT DESIGN

MATCH/PANTONE 267 (PURPLE)

19ATH0549 - WBB CAMP TSHIRTS
ANDREW BROUGH
LOPES UP!
GRAND CANYON UNIVERSITY
PHOENIX, AZ

GCU
BASKETBALL
ELITE CAMP

GCU BEACH VOLLEYBALL
**APPROVED IMPRINT COLOR**

Use a purple imprint color when possible.

- Purple
- White
- Black
- Gray/Silver

**LOGO**

A GCU logo must be present on all promo items. The following logos are acceptable:

- Academic Grand Canyon University, with or without Lope
- Athletic Grand Canyon University, with or without Lope
- Arched GCU, with or without Lope
- Department logos, permitted only in the official GCU logo lockup
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.

BOLD GRAND CANYON UNIVERSITY

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

#### Color Palette

- **PMS 267**
  - LAB: 33/44/-55
  - RGB: 99/51/1
  - CMYK: 76/96/0/0
  - HEX: 522398

- **PMS Black**
  - LAB: 17/1/3
  - RGB: 0/0/0
  - CMYK: 0/0/0/100
  - HEX: 000000

#### Tints

- **80% Tint**
  - PMS 267
  - LAB: 33/44/-55
  - RGB: 99/51/1
  - CMYK: 76/96/0/0
  - HEX: 522398

- **50% Tint**
  - PMS 267
  - LAB: 33/44/-55
  - RGB: 99/51/1
  - CMYK: 76/96/0/0
  - HEX: 522398

- **15% Tint**
  - PMS 267
  - LAB: 33/44/-55
  - RGB: 99/51/1
  - CMYK: 76/96/0/0
  - HEX: 522398

- **80% Tint**
  - PMS Black
  - LAB: 17/1/3
  - RGB: 0/0/0
  - CMYK: 0/0/0/80
  - HEX: 2d2c2c

### Typography

#### Sanserif

- **Tablet Gothic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - Tablett Gothic Compressed
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- **Tablet Gothic Condensed**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

#### Serif

- **Whitman Roman**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Whitman Semibold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Whitman Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

#### Display

- **United Sans Regular Black**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- **United Serif Regular Heavy**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- **United Italic Semicondensed Light**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

### Photography

- **Angles based on the grid below**

### Graphic Elements

- **Triangle or any shape created from the grid below**

- **Grid:** DO NOT use the grid as a stand-alone shape or pattern
**Color**

Desert Transformation

A palette of Arizona landscapes and skies that compliment our primary purple.

## Primary Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>LAB</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GCU Purple</td>
<td>30/144/55</td>
<td>85/42/754</td>
<td>76/25/200</td>
<td>552b9a</td>
<td>552b9a</td>
</tr>
<tr>
<td>GCU Deep Purple</td>
<td>18/59/39</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
</tr>
<tr>
<td>Monsoon Clouds</td>
<td>55/4/9</td>
<td>129/199/144</td>
<td>56/39/2</td>
<td>798490</td>
<td>798490</td>
</tr>
<tr>
<td>Habooab</td>
<td>65/5/6</td>
<td>138/128/121</td>
<td>45/43/7</td>
<td>4b2a00</td>
<td>4b2a00</td>
</tr>
<tr>
<td>Lightning</td>
<td>80/4/9</td>
<td>185/186/209</td>
<td>23/14/11</td>
<td>5a569f</td>
<td>5a569f</td>
</tr>
<tr>
<td>PANTONE® Black C</td>
<td>17/1/0</td>
<td>134/134/0</td>
<td>96/0/0</td>
<td>000000</td>
<td>000000</td>
</tr>
</tbody>
</table>

## Secondary Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>LAB</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunrise</td>
<td>55/39/9</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
</tr>
<tr>
<td>Magenta Sunset</td>
<td>65/39/63</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
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<tr>
<td>Arizona Sun</td>
<td>18/48/3</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
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<tr>
<td>Sedona</td>
<td>80/15/0</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
</tr>
<tr>
<td>Native Turquoise</td>
<td>74/39/43</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
</tr>
<tr>
<td>Sky</td>
<td>55/39/17</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
</tr>
<tr>
<td>Agave</td>
<td>120/22/1</td>
<td>236/105/0</td>
<td>0/98/0</td>
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<td>361614</td>
</tr>
<tr>
<td>Ponderosa Pine</td>
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<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
</tr>
<tr>
<td>Desert Grass</td>
<td>246/14/3</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
</tr>
<tr>
<td>Sunset Blue</td>
<td>59/48/79</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
<td>361614</td>
</tr>
<tr>
<td>Desert Dusk</td>
<td>246/14/3</td>
<td>236/105/0</td>
<td>0/98/0</td>
<td>361614</td>
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</tr>
</tbody>
</table>

## Tints

<table>
<thead>
<tr>
<th>Tint</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>80% Tint</td>
<td>PMS 267</td>
</tr>
<tr>
<td>50% Tint</td>
<td>PMS 267</td>
</tr>
<tr>
<td>15% Tint</td>
<td>PMS 267</td>
</tr>
<tr>
<td>80% Tint</td>
<td>PMS 267</td>
</tr>
</tbody>
</table>
Tech Shapes
Where advanced technologies and innovation drive education

Shapes that can be used as accents, call out shapes, side bars and leading lines in support of Grand Canyon University's strategic positioning statement of advanced technologies and innovation.
UNIVERSITY OVERVIEW

Tech Shapes

Graphic Element

STEM UP to the CHALLENGE

TECHNOLOGY PROGRAMS

TECHNOLOGY PROGRAMS

GCU has recognized the importance of STEM in today’s global economy. Our College of Science, Engineering and Technology offers a wide range of programs designed to provide opportunities for students to learn about and apply the latest technological advancements.

THE GRAND CANYON UNIVERSITY DIFFERENCE

THE GRAND CANYON UNIVERSITY DIFFERENCE

APPLICABLE CURRICULUM: Our engineering and technology programs are designed to respond to industry demand for competent, well-prepared graduates. We have incorporated the key perspectives of industry leaders when creating our curriculum to help ensure that our graduates are ready for “plug and play” positions.

CS AND IT TOGETHER: GCU takes a systems approach to technology, which means our students are fully versed in both disciplines. Students majoring in computer science and information technology will be encouraged to work closely with the same foundational courses during their first semester.

GLOBAL FOCUS: As GCU, we believe in an ecumenical and Christian worldview that is rich and full of the care and compassion of Christ’s Church. Our programs emphasize professional and ethical practices associated with engineering, through the lens of our Christian worldview.

HANDS-ON LEARNING: Many of our lectures and labs are combined into four-credit courses so that all course materials are relevant to the week's topics. This provides for more hands-on learning opportunities, an instructional format for a short amount of time before allowing students to directly apply the lessons during hands-on work periods.

NEW INFRASTRUCTURE: Nearly 50% of our students are already studying in STEM fields. To help accommodate our growing student population and our anticipated growth in our STEM programs, GCU has invested over $70 million in new classroom building.

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HEADERS & SUBHEADS

Display Header

United Sans Condensed Heavy

All Caps

12pt

PMS 267

Display Subhead

Tablet Gothic Condensed Bold

All Caps

52pt

50% Black

Display Subhead, Secondary

Tablet Gothic Condensed Semi Bold

Oblique

All Caps

52pt

50% Black

Display Subhead, Tertiary

Whitman Italic

52pt

50% Black

Graphic Element

Tech Shapes

To be used sparingly as accents. Can be used as a call out indicator as is here.

Color Tint

15% of PMS 267

The tint can be between 10% and 25% and can be used to call out information or to add variation to a layout.

Graphic Element Effect

Triangle or any shape created from the grid

The gradient effect should only be used on color elements, only fade to transparency and should be used sparingly.

FIND YOUR PURPOSE

3 UNIVERSITY OVERVIEW
Our Thriving Community of Adult Learners

When you sign up for classes, you’ll have the support you need to succeed at Grand Canyon University. Our online learning system is available 24/7 so you can study any time, any place. When you take online classes at Grand Canyon University, you enjoy all the benefits of a comprehensive university education, including the support and resources you need to make your learning experience a success.

PLACING CHALLENGES
Finding time to learn while juggling the demands of day-to-day life can be challenging. That’s why we’ve established a system of support and resources to help you succeed. Taking classes online gives you the flexibility you need to fit your education around your busy schedule and meet any personal deadlines.

Students also have access to ThinkingStorm, an external provider that specializes in online personal assistance. When you register for classes, you’ll be connected with a ThinkingStorm personal assistant in the classroom! Plus, extended late-night hours for technical support mean you can conveniently advance your education while working full-time.

Students can take advantage of late-night hours and student discounts on groceries and more. We’re also excited to welcome to campus Auntie Annie’s—serving American comfort food.etails about our outreach efforts?

Want to know more about our outreach efforts? gcu.edu/outreach

Did You Know?

GCU is strongly committed to serving others on a local, national and global scale. We offer dedicated volunteer programs for military, veterans and the community. The university leads a wide variety of volunteer programs for outreach ministries. These outreach programs provide students with the opportunity for spiritual growth. Students also have the option to serve in their academic areas, such as math and reading.

Outreach

GCU is strongly committed to serving others on a local, national and global scale. We offer dedicated volunteer programs for military, veterans and the community. The university leads a wide variety of volunteer programs for outreach ministries. These outreach programs provide students with the opportunity for spiritual growth. Students also have the option to serve in their academic areas, such as math and reading.

ATHLETICS

Grand Canyon University

Want to know more about our athletics programs? Visit: gculopes.com

LOPE LIFE

FIND YOUR PURPOSE

ATHLETICS PROGRAMS? VISIT:

ATHLETICS

NCAA ATHLETICS

Grand Canyon University is a member of the NCAA and is a proud member of the Western Athletic Conference. The Lopes are a Division I university with 18 varsity sports and 13 club sports. The men’s basketball team is coached by Dan Majerle, who led the team to a 17th ranking in the final Associated Press poll.

The women’s basketball team is coached by Bobby Hurley, who led the team to a 16th ranking in the final Associated Press poll.

The men’s football team is coached by Todd Forry, who led the team to a 24th ranking in the final Associated Press poll.

Soccer

Grand Canyon University was founded in 1949 as Arizona Christian College. The university is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools.

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Photography
Campus Infrastructure

Campus infrastructure photography should be chosen to communicate the intended message of the marketing material (i.e. flyer, digitals, etc). For instance, if a flyer is needed to promote a STEM event, an image of the College of Science, Engineering and Technology building would be appropriate, whereas an image of the College of Education building would not. Images should communicate the majestic nature of campus, the robust infrastructure and the vitality that exists on campus.
Photography
Campus Life

Campus life photography should portray a positive, diverse student body. Images should be selected based on the intended message of the marketing material. Typically campus life photography is used to market to traditional ground prospects.
Photography
Students/Learners

When selecting student/learner photos be sure to consider the target audience of the marketing material. For an online or evening cohort masters program, images of older, professional students/learners would be appropriate. Younger students should be used for traditional ground materials.
Photography
Working Professionals

Working professional images should be selected when trying to communicate to a particular industry (i.e. nurses for medical, teachers for education, executives for business, etc.). When selecting working professional images, choose images that convey diversity and where the main talent is looking at the camera—this helps make an emotional connection to the viewer of the marketing material.