

GCU BRAND GUIDELINES



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**BRAND
STORY**

A GOOD NAME is more desirable than
GREAT RICHES; TO BE ESTEEMED
is better than **SILVER OR GOLD.**

PROVERBS 22:1



WHO WE ARE

GCU'S BRAND IDENTITY: UNDERSTANDING AND APPLICATION

At GCU, our brand is more than just a name or logo. It's a promise, a commitment and a set of values and experiences embodied in everything associated with the university. If GCU was a person, it would be what we wear, how we speak and our overall personality. As a steward of the GCU brand, it's your role to ensure this legacy is consistently, clearly and authentically communicated.



HOW WE SHOWCASE GCU'S PERSONALITY

The content you create and share represents the voice of GCU, communicating the essence of our brand:

- **WORDS** invite dialogue, urging our audience not just to hear but truly engage.
- **DESIGN** serves as our visual signature, providing a canvas for aesthetic expression.
- **MOTION PICTURE** gives our messages vivacity and depth.

Across various platforms — from print and digital to photography and video — every piece of content should echo GCU's distinct personality and core values.

NAVIGATING THIS BRAND COMMUNICATIONS GUIDE

This comprehensive guide is designed to ensure that every piece of content, every strategy and every message aligns perfectly with GCU's ethos. Whether you're working to understand our foundational principles, crafting a new campaign or tailoring content to a specific department, this guide is your roadmap.

WHO SHOULD USE THIS GUIDE?

- **INTERNAL DEPARTMENT LEADERS, COMMUNICATORS AND EXTERNAL PARTNERS:** To strategize campaigns, initiatives and projects that resonate across our vast communities, anchored firmly in our core messaging and values.
- **MARKETING DEPARTMENT:** As an essential tool for inspiration, directing both design and copy to seamlessly integrate with GCU's brand experience, ensuring compelling and harmonized messaging.



FROM 1949 TO AN ERA OF *TRANSFORMATIVE* *GROWTH* AND *IMPACT*

THE GCU STORY: DRIVEN BY PURPOSE

Grand Canyon University is a private Christian university based in beautiful Phoenix, Arizona, deeply rooted in the community and committed to making a transformative education affordable for all. Established in 1949 as Grand Canyon College and transitioned to Grand Canyon University in 1989, GCU has grown into one of the largest universities in the country.¹

NONPROFIT TO FOR-PROFIT AND BACK

In the early 2000s, GCU addressed financial challenges by becoming a for-profit institution, leading to improved finances and a self-sustaining model. This change allowed for significant investments in campus facilities, faculty, programs and technology, benefiting both on-campus and online students. While GCU returned to nonprofit status in 2018, recognized by the IRS, the U.S. Department of Education still treats GCU as for-profit for regulatory purposes. GCU intends to engage with the Department of Education to reverse this decision and explore other options, although it currently has no immediate impact.

OUR FUTURE

At GCU, we're inspired by the American dream and the belief in equal opportunity for all. Our foundation rests on a welcoming Christian worldview, motivating us to foster virtuous action through higher education. We provide a diverse range of academic pursuits, from bachelor's to doctoral degrees, to help ensure that every student has a path upon which they can find their purpose. Whether they choose our online platform, traditional on-campus experience or a hybrid approach, GCU stands by them with a supportive graduation team. Our flexible learning options are tailored to empower students to make a positive impact and glorify God.

We invite you to walk alongside us in serving others — creating a ripple effect of transformation for generations to come.

¹ National Center for Education Statistics. May 2021. Fast Facts: Highest Enrollment. <https://nces.ed.gov/fastfacts/display.asp?id=74>. Retrieved Apr. 14, 2023.



MISSION STATEMENT

GCU is a missional, Christ-centered university with an innovative and adaptive spirit that addresses the world's deep needs by cultivating a compassionate Christian community, empowering free and virtuous action and serving others in ways that promote human flourishing.

Through academic excellence, the university equips students with knowledge of the Christian worldview, instilling in them a sense of purpose and vocational calling that enables them to be innovative thinkers, effective communicators, global contributors and transformative leaders who change their communities by placing the interests of others before their own.



ONE FOUNDATION

IS GCU'S COMMITMENT TO HONOR JESUS CHRIST IN ALL THAT WE DO

GCU's identity and mission have remained deeply rooted in faith for over 75 years. As an interdenominational university, GCU's community is a product of the wonderful diversity of traditions and denominations that have grown out of the roots of Biblical Christianity. Yet, in the midst of this rich diversity, the university has consistently cultivated unity around the core doctrines and common practices of the faith.

Our work on campus and within the community flows from a vibrant faith and desire to honor and emulate Jesus Christ in all we say and do. Our Christian convictions, Christ-focused curriculum and service beyond the classroom provide a foundation that is the bedrock of our community and basis for working together. This foundation simultaneously serves as a reminder of who we are and a statement about who we strive to be. One Foundation continually guides our learning and working communities toward faithfulness, excellence and service to God and our neighbors.

► **Read more at:**
students.gcu.edu/one-foundation-grand-canyon-university





5 ***POINT PLAN***

For decades, Grand Canyon University has been involved in helping disadvantaged populations in its inner-city Phoenix community, but we wanted to do more.

A comprehensive and ambitious five-point plan was established in 2015 that would transform West Phoenix through several public-private partnerships and initiatives.



1

SERVING FAMILIES IN NEED

As part of a partnership with CityServe and its collaborative network of faith-based nonprofits, corporate, retail, farm and food supply partners, GCU provides household goods to families in need. Surplus goods, including beds, furniture, heaters, diapers, food boxes and other essential items are delivered to a warehouse on campus from major retailers. GCU's goal is to equip and mobilize students to meet community needs and to help Arizona families move from dependency to sustainability.



2

MAKING NEIGHBORHOODS SAFER

GCU is in a long-term partnership with the City of Phoenix to increase safety and eliminate crime in the neighborhoods surrounding GCU. The public-private partnership is being lauded as a model for other cities to follow.



3

IMPROVING HOME VALUES

In this first-of-its-kind partnership, GCU provides both the funding and workforce to renovate an entire community of homes in its neighborhood through a partnership with Habitat for Humanity, a nonprofit Christian housing ministry.



4

SUPPORTING K-12 EDUCATION

GCU's Canyon Rising Scholarships extend a helping hand to K-12 students in Arizona facing significant financial need. These scholarships are specifically aimed at supporting underserved individuals, enabling them to seize educational opportunities that might otherwise be unavailable to them. However, Canyon Rising is more than just financial assistance; it embodies GCU's conviction that every individual, regardless of their belief system, was made in the image of God, each with a unique calling. Our vision for these scholarships goes beyond immediate aid — we aim to empower students to find their purpose and pursue the American dream of building a career that can transform not only their own lives but also those of future generations to come.



5

CREATING JOBS ON CAMPUS AND IN WEST PHOENIX

In addition to employing many West Phoenix employees, GCU has also launched business enterprises, including a hotel, golf course, two public restaurants, a merchandise company and a coffee company. These enterprises provide management opportunities for recent graduates and employment opportunities for graduates, students and local residents while also providing an economic stimulus for West Phoenix.



WE BELIEVE



GCU'S DOCTRINAL STATEMENT

WE BELIEVE the Bible, in the Old and New Testament Scriptures to be inspired, the only infallible, true and authoritative Word of God.

WE BELIEVE that there is one God, eternally existent in three persons: Father, Son and Holy Spirit. We believe in God the Father, the Almighty, maker of heaven and earth, of all that is, seen and unseen.

WE BELIEVE in the deity of our Lord Jesus Christ, the only Son of God. For us and for our salvation He came down from heaven, was incarnate of the Holy Spirit and the Virgin Mary and became truly human. Being fully God and perfect man He performed miracles and lived a sinless life.

WE BELIEVE Jesus Christ suffered a vicarious and atoning death through the shedding of His blood. He was buried and on the third day was resurrected in His body; after which He ascended to be seated at the right hand of the Father. He will come again in glory to judge the living and the dead and his kingdom will have no end.

WE BELIEVE that mankind was originally created in the image and likeness of God and free from sin. Through the temptation of Satan, they transgressed the command of God and fell from their original righteousness, whereby all people have inherited a sinful nature that is opposed to God and are thus under condemnation. As soon as they are capable of moral action, they become actual transgressors.

WE BELIEVE that for salvation of lost and sinful people, the regeneration by the Holy Spirit is absolutely essential. We believe in the present ministry of the Holy Spirit by whose indwelling the Christian is enabled to live a godly life. We believe that the Holy Spirit is fully God and is worshipped and glorified with the Father and Son. He divinely inspired the scriptures, convicts the world of sin, righteousness and judgment, leads Christ's Church in truth and is the Teacher and Comforter sent by Jesus Christ.

WE BELIEVE that salvation comes through Jesus Christ alone; that salvation involves the redemption of the whole person and is offered freely to all who exercise faith in Jesus Christ. We believe in the resurrection of both the saved and the lost; those who are saved unto the resurrection of the living and those who are lost unto the resurrection of damnation.

WE BELIEVE in the spiritual unity of believers in our Lord Jesus Christ as one holy catholic and apostolic Church, Christ's Body and Bride ministering reconciliation to a lost world. As ambassadors for the Kingdom of God and the Church, we affirm that evangelism and engagement in societal issues are both part of our Christian duty; both are necessary expressions of our doctrines of God and humanity, our love for our neighbor and our obedience to Jesus Christ.

WE BELIEVE the message of salvation proclaimed by Christ's Church is an indictment upon every form of alienation, oppression and discrimination, denouncing evil and injustice wherever it exists by lovingly ushering in the good news that Christ reconciled the world to Himself.

► gcu.edu/DoctrinalStatement

KEY STRENGTHS

WE ARE **FAITHFUL**

GCU's Christian beliefs, ethics and faith are integrated into all we do to reinforce our foundational principles and shape servant leaders.

WE ARE **SPIRITED**

We use our enthusiasm and energy to help engage the GCU audience.

WE ARE **INVENTIVE**

We work to integrate unique ideas and perspectives into solutions that advance our mission. We reimagine. We explore outside the commonplace.

WE ARE **COLLABORATIVE**

GCU thrives on collaboration, forward-thinking partnerships and authentic connections from diverse backgrounds, all united in our mission.

WE ARE **TRANSFORMATIVE**

GCU is a transformative powerhouse. We take action to transform education, our university, campus and community for the greater good.



UNIQUE SELLING PROPOSITION

Grand Canyon University empowers students of all socioeconomic classes in America to embrace their sacred vocation by offering an affordable higher education designed to prepare them for a life in service to others.



WHY “FIND YOUR PURPOSE?”

This is the theme of GCU that should resonate throughout our messaging. This tagline is the foundation upon which our story, mission, vision and goals are built.

GCU'S PROMISE

GCU doesn't just provide an education. We provide an environment where students can truly find their purpose — and not just for personal achievement, but to leave a lasting impact on their communities and the world.

OUR APPROACH TO MARKETING IS ANCHORED TO “FIND YOUR PURPOSE”

► Land of Opportunity:

From athletics to our entrepreneurial colleges with an online platform, GCU offers a variety of paths. No matter which the student chooses, GCU creates opportunities to tailor and enrich their journey along the way.

► Student-Centered:

Our focus is on the student. Their purpose isn't handed to them; it's discovered and owned by them. We believe that their purpose — what God put in their heart — resides within each student. Our role? To provide the resources, curriculum, experiences and knowledgeable faculty to help sharpen that purpose.

► Relevance and Impact:

GCU's environment is designed to help students crystallize their purpose so they follow their personal ambitions and bring about meaningful change in the world.

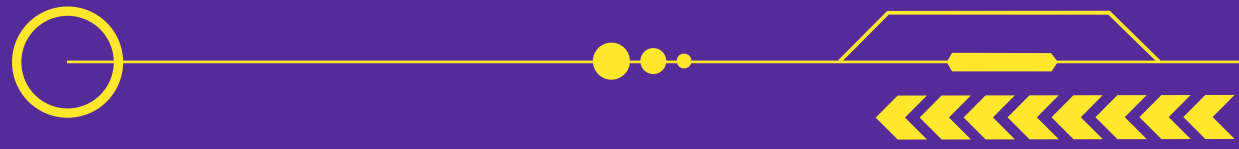
► Authentic Storytelling:

One of our strengths in marketing is our authenticity. We let our students' stories of purpose shine, making our campaigns relatable and genuine. This authenticity is why our message stands out in a crowded market. It's not just about us; it's about them — the students, their journeys, their testimonies and their realized purposes.



FIND YOUR PURPOSE

IS AT THE CORE OF OUR POSITIONING STATEMENT



VOICE AND TONE

At GCU, our voice represents our brand’s consistent personality or character, while our tone adjusts based on our audience’s context or emotional state.

If GCU were a person, its voice would be the traits that make up its personality. The tone, however, would change based on the situation — like how a person might speak differently at a formal event compared to a casual gathering with friends.



VOICE (OUR PERSONALITY)

Apply the following GCU characteristics when crafting content for GCU. Be sure to adapt thoughtfully for different audience segments — such as prospective students, alumni, faculty or community members:

1. ROOTED IN FAITH Caring/Compassionate Empathetic Focus on serving others Glorify God	2. WELCOMING Accessible/Approachable Free, open discourse is invited Kind Positive/Upbeat
3. INSPIRING Bold and spirited (athletics, especially) Forward-thinking/Growth mindset Innovative Sustainable	4. REAL Consistent Direct Joyful (traditional campus, especially) Transparent

WE ARE NOT

Although we honor our past, GCU focuses on the future and avoids copy and imagery that reflects “tradition” or “heritage.” Also, avoid anything that may indicate a massive, overwhelming college experience in which students are just another face in the crowd. We value personalized service within a caring community that is not elitist, judgmental or absolutist.

TONE (THIS WILL CHANGE BASED ON CONTEXT)

At GCU, our tone is relatable, prioritizing clarity over cleverness while considering the reader’s emotional state and adjusting our tone accordingly. We communicate in a way that encourages connection and invites free and open discourse. If ever unsure, maintaining a sincere tone is recommended.



PHRASING GLOSSARY

FIND YOUR PURPOSE

GCU's core tagline and call to action signifies both the spiritual and academic journeys students undertake at GCU.

PRIVATE. CHRISTIAN. AFFORDABLE.

A snapshot of GCU's unique selling points, emphasizing its private institution status, Christian foundation and affordability.

TRANSFORMATIVE HIGHER EDUCATION

Underscores GCU's pledge not merely to impart knowledge but to foster positive change in students' lives.

VIBRANT CAMPUS OR ONLINE LEARNING COMMUNITY

Represents the dual offerings of GCU — benefitting from the lively physical campus or the flexible online community.

WELCOMING CHRISTIAN WORLDVIEW

Illustrates GCU's dedication to integrating a Christian perspective throughout its academic curriculum.

INDUSTRY-INFORMED ACADEMIC PROGRAMS

Highlights the practicality and relevance of GCU's programs, rooted in industry demands and outcomes.

INNOVATIVE THINKER, EFFECTIVE COMMUNICATOR, GLOBAL CONTRIBUTOR

Describes the qualities and skills GCU aims to nurture in its students and is directly pulled from GCU's mission statement.

SUPPORTIVE GRADUATION TEAM

Assures students of GCU's unwavering support system that guides them through their academic journey to graduation.

THUNDER IN ALL OF US

A previous campaign slogan representing our God-given purpose and spirit.

UNITED BY PURPOSE

An initiative that tells our story — to share the transformation of GCU and the surrounding community.

LOPE NATION

A term used in athletics messaging, symbolizing the collective spirit and pride of GCU's larger community including but not limited to all students, alumni, stakeholders, partners and fans.

PAINT THE VALLEY PURPLE

A phrase representing servant leadership within the Phoenix metro area, emphasizing making a positive impact and serving the community in line with GCU's mission of serving others first to glorify God.



LOGOS

ACADEMIC

PRIMARY

Academic Logo
with *Running Lope*

USE: Primary and preferred logo for all official print and digital branding, marketing and advertising.

DESCRIPTION: The university word mark is 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.

APPLICATION EXAMPLES: TV, art cards, outdoor signage, web pages and printed marketing collateral.

SECONDARY

Academic Logo

USE: When space restricts using the primary logo.

DESCRIPTION: This word mark is a formal typographic element displaying the full name of Grand Canyon University.



SPEED GCU

PRIMARY

Speed GCU Logo
with *Running Lope*

USE: Optimal for situations requiring swift visual communication where the Academic Logo may lack readability.

DESCRIPTION: Intended for dynamic visual engagements, this version ensures GCU's identity is instantaneously recognizable and interpretable.

APPLICATION EXAMPLES: OOH, end cards, digital ads or scenarios where the Academic Logo isn't legible.

SECONDARY

Speed GCU Logo

USE: When space restricts using the Speed GCU Logo with Running Lope.



ACADEMIC

PRIMARY

Academic Logo
with Running Lope
and Find Your Purpose

USE: Designed for official out-of-state promotional use in print and digital branding, marketing and advertising.

DESCRIPTION: Co-branded with the university's tagline, this word mark embodies the full name of Grand Canyon University and "Find Your Purpose."

Unity: Serves as a unified alternative to separately positioning the Grand Canyon University word mark and tagline, cohesively positioning them as separate messages.

APPLICATION EXAMPLES:
Brochures, ads, etc.

Regional Specification: Employ specifically to promote the university outside the Phoenix area.

SECONDARY

Academic Logo
with Find Your Purpose

USE: When space restricts using the Academic Logo with Running Lope and Find Your Purpose.



FIND YOUR PURPOSE



FIND YOUR PURPOSE



ACADEMIC

Academic Logo
with Find Your Purpose
and Phoenix, Arizona

USE: For use when it's important to communicate that Grand Canyon University is located in Phoenix, Arizona, not at Grand Canyon National Park.

DESCRIPTION: This word mark specifies the regional campus location.

FIND YOUR PURPOSE



PHOENIX, ARIZONA



SPEED GCU

PRIMARY

Speed GCU Logo
with Running Lope
and Find Your Purpose

USE: For use when the Academic Logo will not be legible.

DESCRIPTION: This alternative logo iteration seamlessly integrates the spirited “Find Your Purpose” tagline with the abbreviated GCU branding. Use this format to convey the university’s central message when brevity and immediate impact are paramount.

APPLICATION EXAMPLES: Ideal for digital platforms, social media avatars and select promotional materials where space may be limited, and a powerful, concise message is necessary.

SECONDARY

Speed GCU Logo
with Find Your Purpose

USE: When space restricts using the Speed GCU Logo with Running Lope and Find Your Purpose.



ACADEMIC

Academic Logo
with Find Your Purpose
and Private. Christian. Affordable.

USE: When both “Find Your Purpose” and “Private. Christian. Affordable.” statements are needed on a piece.

FIND YOUR PURPOSE



PRIVATE. CHRISTIAN. AFFORDABLE.



ACADEMIC

PRIMARY

Academic Logo
with Running Lope
and Private. Christian. Affordable.

USE: The Academic Logo, coupled with the “Private. Christian. Affordable.” tagline, should be deployed in contexts where communicating the university’s core values and financial accessibility is imperative.

DESCRIPTION: This version reinforces GCU’s commitment to providing affordable, faith-based education and should be used in materials targeted toward prospective students and parents where these attributes are a significant decision-making factor.

APPLICATION EXAMPLES:
Messaging where “Find Your Purpose” is the primary headline. Flyers, ads, etc.

NOTE: This logo can’t be used in place of Find Your Purpose. “Private. Christian. Affordable” should not be mistaken as the GCU slogan.

SECONDARY

Academic Logo
with Private. Christian. Affordable.

USE: When space restricts using the Academic Logo with Running Lope and “Private. Christian. Affordable.” featured.



PRIVATE. CHRISTIAN. AFFORDABLE.



PRIVATE. CHRISTIAN. AFFORDABLE.



ACADEMIC

PRIMARY

Academic Logo
with Running Lope
and Phoenix, Arizona

USE: 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. Phoenix, Arizona, must be contained to a single line.

DESCRIPTION: 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.

APPLICATION EXAMPLES: Web, print, digital, etc.

SECONDARY

Academic Logo
with Phoenix, Arizona

USE: When space restricts using Academic Logo with Running Lope and Phoenix, Arizona.



PHOENIX, ARIZONA



PHOENIX, ARIZONA



ACADEMIC

PRIMARY

Academic Logo
with Running Lope and College Name

USE: This is the preferred logo lockup for external-facing college materials. This logo is only used for branding, marketing and advertising college materials to promote a GCU college and related programs.

DESCRIPTION: This logo is a formal typographic element displaying the full name of Grand Canyon University above a specific college name, separated by a line.

NOTE: College names must be contained to a single line.

SECONDARY

Academic Logo
with College Name

USE: When space restricts using the Academic Logo with Running Lope and College Name.



COLANGELO COLLEGE OF BUSINESS



COLANGELO COLLEGE OF BUSINESS



SPEED GCU

PRIMARY

Speed GCU Logo
with Running Lope and College Name

USE: Utilize this format in contexts where connecting the specific college with the overarching GCU brand is paramount, such as specialized marketing campaigns or college-specific events and materials.

DESCRIPTION: Striking a balance between modern brevity and traditional symbolism, this logo variant combines the succinct Speed GCU Logo with our iconic Running Lope. It ensures that while the college name is prominently displayed, the inherent spirit and dynamic energy of GCU are not lost.

APPLICATION EXAMPLES:
Embroidery, on-campus promotional materials, etc.

SECONDARY

Speed GCU Logo
with College Name

USE: When space restricts using the Speed Logo with Running Lope and College Name.



ACADEMIC

PRIMARY

Academic GCU Logo
with Running Lope
and Department Name

USE: This word mark is used for all official marketing and advertising to promote university offices and departments.

DESCRIPTION: 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.

APPLICATION EXAMPLES:
Departmental print and digital branding, marketing advertising purposes to promote university offices and departments.

SECONDARY

Academic Logo
with Department Name

USE: When space restricts using the Academic Logo with Running Lope and Department Name.



ALUMNI



ALUMNI



SPEED GCU

PRIMARY

Speed GCU Logo
with Running Lope
and Department Name

USE: This secondary word mark is the logo that departments use the most. It's less formal and used for academic and college branding, tying offices and departments to GCU's collegiate look and feel.

DESCRIPTION: The university's initials make a bold statement.

APPLICATION EXAMPLES: Apparel and promotional items.

SECONDARY

Speed GCU Logo
with Department Name

USE: When space restricts using the Speed GCU Logo with Running Lope and Department Name.



ALUMNI



ALUMNI



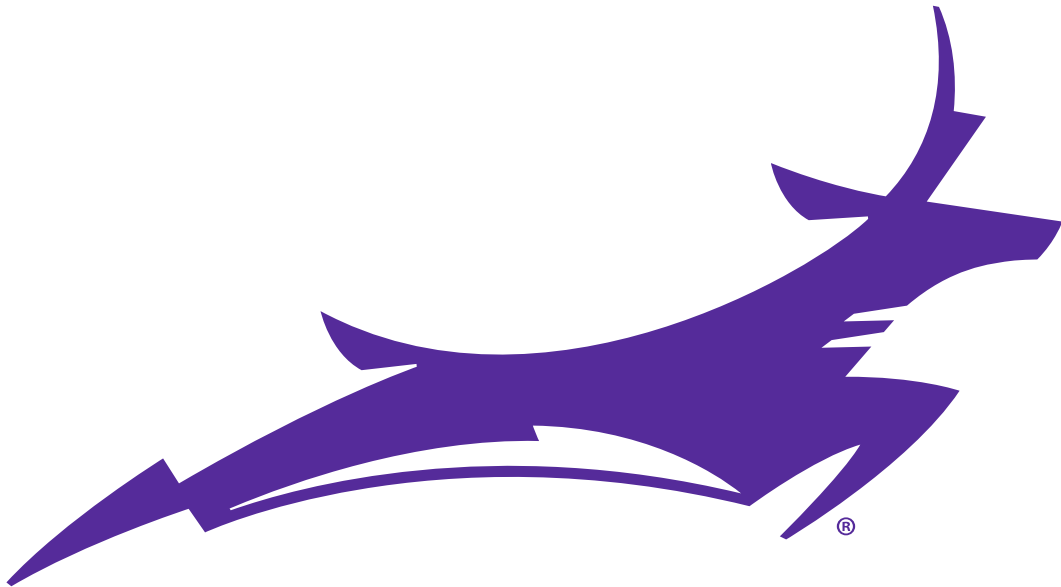
RUNNING LOPE

Running Lope Logo

USE: Add as a design element or promo mark.

APPLICATION EXAMPLES: Email signatures, web, flyer, banner, etc.

NOTE: Must be accompanied by one of the Academic or Speed GCU Logos.



FYP

Find Your Purpose Logo

USE: To brand print and digital marketing/advertising materials and media messaging without being misconstrued as a combined logo with the Grand Canyon University word mark.

DESCRIPTION: Represents the university's official tagline and can coexist with the GCU word mark, though it must be clearly separated.

APPLICATION EXAMPLES: Email signatures, web, flyer, banner, etc.

NOTE: Must be accompanied by one of the Academic or Speed GCU Logos.

FIND YOUR PURPOSE®



HORIZONTAL

Academic Logo
Horizontal on One Line

DESCRIPTION: Represents the university's official tagline and can coexist with the GCU word mark, though it must be clearly separated.

NOTE: THIS LOGO IS RESTRICTED.

This should only be used when absolutely necessary, such as in the manufacture of promotional items like pens.

In order to use this, 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 is required.

GRAND CANYON UNIVERSITY



PROMO

Solid GCU Logo

Outline GCU Logo

Outline GCU Logo
with Phoenix, Arizona

NOTE: THESE LOGOS ARE RESTRICTED.

They should only be used when absolutely necessary, such as in the manufacture of promotional items like embroidered apparel.

In order to use these, 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 is required.



PHOENIX, ARIZONA



SEAL

Academic Seal Logo

DESCRIPTION: This is a limited-use logo intended for official documentation only, including diplomas, transcripts and certificates.

NOTE: THIS LOGO IS RESTRICTED.

In order to use this, 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 is required.



INITIATIVE LOGOS

USE: For long-term initiatives, sub-departments or divisions within a GCU department or college. Appropriate for entities like services, centers, institutes, labs or programs. Concise names are preferred.

DESCRIPTION: Initiative logos combine the Academic or Speed GCU logo style with the parent department's name above the initiative name.

APPLICATION EXAMPLES: Print and digital branding to promote specific GCU initiatives.



INTERNAL CO-BRANDED LOGOS

USE: For GCU programs or events involving multiple internal GCU entities. This template helps avoid logo redundancy by co-branding. Names should be listed alphabetically.

DESCRIPTION: Displays up to three names in a unified format with the Academic or Speed GCU logo.

APPLICATION EXAMPLES: Print and digital branding to promote GCU initiatives supported by multiple departments.

NOTE: If at least one legacy-designed logo is involved, use the forward-slash ("/") GCU pipe graphic to represent both entities.

For four or more collaborators, use only the university logo and list the entities within the copy.



EXTERNAL CO-BRANDED LOGOS

USE: For collaborations with external partners or affiliates.

DESCRIPTION: Displays the GCU logo alongside up to two partner logos, separated by GCU's pipe graphic.

APPLICATION EXAMPLES: Print and digital branding to promote GCU initiatives with external partners.

NOTE: If GCU is the primary sponsor, place the university logo first (top or left).

For more than three logos, omit the pipe.



SIZING, SPACING & COLOR

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 is 1.5" wide.

Web logos must not be smaller than 140 pixels wide.

Recommended logo size is 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.

COLOR

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

MINIMUM SIZE FOR PRINT

no smaller than 1"



MINIMUM SIZE FOR WEB

no smaller than 140 pixels



BUFFER SPACE FOR PRINT



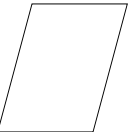
BUFFER SPACE FOR WEB



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



MISUSE

DO NOT ADD EFFECTS.

DO NOT CROP OR SKEW.

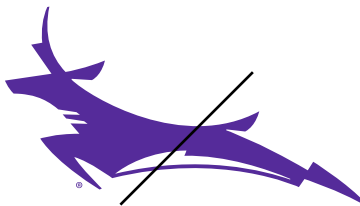
DO NOT ROTATE.

DO NOT USE OFF-BRAND COLORS.

DO NOT USE ON OFF-BRAND COLOR BACKGROUNDS.

IMPORTANT: Only official logo files should be used. To maintain consistency, GCU's logos should never be recreated or typeset.

ACCESS: Official logo files can be found at gcu.edu/BrandStandards



BACKGROUND COLOR

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

ACCEPTABLE



UNACCEPTABLE



COLOR

PRIMARY

GCU PURPLE

LAB 30/44/-55
RGB 85/43/154
CMYK 76/96/0/0
HEX 552b9a
PMS 267

GCU DEEP PURPLE

LAB 18/38/-39
RGB 64/22/101
CMYK 84/100/24/20
HEX 401665
PMS 2617

MONSOON CLOUDS

LAB 55/-4/-9
RGB 121/134/144
CMYK 58/41/34/4
HEX 798490
PMS 7544

HABOOB

LAB 55/3/6
RGB 136/129/121
CMYK 45/43/48/7
HEX 888179
PMS Warm Gray 8

LIGHTNING

LAB 80/-4/-8
RGB 186/198/209
CMYK 28/14/11/0
HEX bac6d1
PMS 5445

PANTONE® BLACK C

LAB 17/1/3
RGB 0/0/0
CMYK 0/0/0/100
HEX 000000

SECONDARY

Neutrals

SUNRISE

LAB 66/59/93
RGB 236/107/0
CMYK 0/71/100/0
HEX ec6b00
PMS 1505

MAGENTA SUNSET

LAB 63/66/38
RGB 229/90/90
CMYK 0/80/58/0
HEX e55a5a
PMS 178

ARIZONA SUN

LAB 93/0/94
RGB 255/232/4
CMYK 0/5/98/0
HEX ffe82c
PMS 803

SEDONA

LAB 44/49/42
RGB 158/63/43
CMYK 20/89/100/10
HEX 9e3f2b
PMS 7599

Vibrants

NATIVE TURQUOISE

LAB 55/-39/-9
RGB 74/146/143
CMYK 87/20/48/2
HEX 4a928f
PMS 7716

SKY

LAB 74/-39/-17
RGB 116/200/210
CMYK 66/0/21/0
HEX 74c8d2
PMS 319

AGAVE

LAB 82/-22/85
RGB 198/212/32
CMYK 30/1/100/0
HEX c6d420
PMS 382

PONDEROSA PINE

LAB 40/-22/20
RGB 79/104/65
CMYK 75/37/89/27
HEX 4f6841
PMS 7743

Darks

SAGUARO

LAB 63/-23/38
RGB 131/154/81
CMYK 58/22/91/4
HEX 839a51
PMS 576

DESERT GRASS

LAB 80/-6/74
RGB 209/198/59
CMYK 19/14/100/0
HEX d1c63b
PMS 611

SUNSET BLUE

LAB 41/-26/-33
RGB 29/109/148
CMYK 100/47/26/4
HEX 1d6d94
PMS 7705

DESERT DUSK

LAB 42/2/6
RGB 102/96/89
CMYK 56/53/59/25
HEX 666059
PMS 405

TINTS

GCU PURPLE 80%

LAB 30/44/-55
RGB 85/43/154
CMYK 76/96/0/0
HEX 552b9a
PMS 267

GCU PURPLE 50%

LAB 30/44/-55
RGB 85/43/154
CMYK 76/96/0/0
HEX 552b9a
PMS 267

GCU PURPLE 15%

LAB 30/44/-55
RGB 85/43/154
CMYK 76/96/0/0
HEX 552b9a
PMS 267

PANTONE® BLACK C 80%

LAB 17/1/3
RGB 73/73/72
CMYK 0/0/0/80
HEX 2d2c2c

APPROVED COLOR RATIO

85%
PANTONE® 267

10%
PRIMARY COLOR PALETTE ➔

5%
SECONDARY COLOR PALETTE ▼

TYPOGRAPHY

PRIMARY SANS SERIF: HELVETICA NOW

Helvetica Now Display Hairline, Thin, XLight, Light, Regular, Medium, **Bold, XBold, Black, XBlack**
Helvetica Now Display Hairline Italic, Thin Italic, XLight Italic, Light Italic, Italic, Medium Italic, Bold Italic, XBold Italic, Black Italic, XBlack Italic

Helvetica Now Display Cn Hai, Cn Thi, Cn XLt, Cn Lt, Cn, Cn Med, **Cn Bold, Cn Xbd, Cn Blk, Cn XBk**
Helvetica Now Display Cn Hai Italic, Cn Thi Italic, Cn XLt Italic, Lt, Cn Italic, Cn Med Italic, Cn Bold Italic, Cn Xbd Italic, Cn Blk Italic, Cn XBk Italic

Helvetica Now Micro Cn XLt, Cn Light, Cn, Cn Medium, **Cn Bold, Cn Xbd**
Helvetica Now Micro Cn XLt Italic, Cn Light Italic, Cn Italic, Cn Medium Italic, Cn Bold Italic, Cn Xbd Italic

Helvetica Now Micro ExtraLight, Light, Regular, Medium, **Bold, ExtraBold**
Helvetica Now Micro ExtraLight Italic, Light Italic, Italic, Medium Italic, Bold Italic, ExtraBold Italic

Helvetica Now Text Thin, ExtraLight, Light, Regular, Medium, **Bold, ExtraBold, Black**
Helvetica Now Text Thin Italic, ExtraLight Italic, Light Italic, Italic, Medium Italic, Bold Italic, ExtraBold Italic, Black Italic

Helvetica Now Text Cn Thin, Cn Xlt, Cn Light, Cn, Cn Medium, **Cn Bold, Cn Xbd, Cn Black**
Helvetica Now Text Cn Thin Italic, Cn Xlt Italic, Cn Light Italic, Cn Italic, Cn Medium Italic, Cn Bold Italic, Cn Xbd Italic, Cn Black Italic

PRIMARY SERIF: META SERIF

Meta Serif OT Light, Book, Medium, **Bold, Extrabold, Black**
Meta Serif OT Light Italic, Book Italic, Medium Italic, Bold Italic, Extrabold Italic, Black Italic

Meta Serif Pro Light, Book, Medium, **Bold, Extrabold, Black**
Meta Serif Pro Light Italic, Book Italic, Medium Italic, Bold Italic, Extrabold Italic, Black Italic

PRIMARY DISPLAY: THUNDER

THUNDER LIGHT, REGULAR
THUNDER LIGHT ITALIC, ITALIC





PROMOS

APPAREL & IMPRINT COLORS

These standards for promotional apparel and items have been approved by the GCU executive team. Anything outside of these guidelines must receive approval from Tamara Rios, AVP of GCU Marketing.

APPROVED APPAREL COLORS

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

APPROVED IMPRINT COLORS

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

A GCU logo must be present on **all** promotional apparel and items.



PURPLE



WHITE



BLACK



DARK GRAY



HEATHERED GRAY



HEATHERED PURPLE



APPAREL EXAMPLES



ITEM & IMPRINT COLORS

These standards for promotional apparel and items have been approved by the GCU executive team. Anything outside of these guidelines must receive approval from Tamara Rios, AVP of GCU Marketing.

APPROVED ITEM COLORS

- Purple
- White
- Black
- Gray/Silver
- Clear
- Natural

APPROVED IMPRINT COLORS

Use a GCU Purple (PMS 267) imprint color when possible.

- GCU Purple (PMS 267)
- White
- Black
- Gray/Silver

A GCU logo must be present on **all** promotional apparel and items.



PURPLE



WHITE



BLACK



GRAY/SILVER



CLEAR



NATURAL



ITEM EXAMPLES



LOGOS

A GCU logo must be present on **all** promotional apparel and items.

The following logos are acceptable:

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

ACADEMIC LOGO



SPEED GCU LOGO



DEPARTMENT LOGO





PHOTOS

PHOTOGRAPHY

GCU's photography is more than just capturing moments – it's about telling a story that resonates with its values and community spirit, enabling students to honor their sacred vocation, pursue their American dream and change the world for good. GCU's images should reflect the university's vibrant, inclusive and dynamic environment.

This guide is designed for both designers selecting images and photographers capturing them.

Images should include as many of the following features as possible to help achieve this vision:

- ▶ Warm, natural lighting
- ▶ Vibrant, saturated colors
- ▶ Authentic student interactions
- ▶ Intentional study culture
- ▶ Impactful collaboration
- ▶ Meaningful Christian symbolism
- ▶ Iconic American imagery
- ▶ Bold purple accents
- ▶ Formal academic settings
- ▶ Dynamic research environments



VIBRANT EXPANSIVE CAMPUS

Campus infrastructure photography should communicate the intended message of the marketing material. For instance, if a flyer promotes a STEM event, use an image of the College of Engineering and Technology building. Images should highlight the majestic nature of the campus, its robust architecture and its vitality.

- Wide shots
- Student interaction
- Capture the campus at different times of the day



CAMPUS LIFE

Campus life photography should portray a positive, energetic and diverse student body. Select images based on the intended message of the marketing material. Typically, campus life photography is used for marketing to ground traditional prospects.

- Unposed, authentic moments
- Positive emotions and dynamic actions
- Events, social gatherings and everyday campus activities
- Balance group shots and individual moments to convey community and individual support



STUDENTS/LEARNERS

When selecting or capturing student/ learner photos, consider the marketing material's target audience. For online or evening cohort master's programs, images of older professional students/ learners are appropriate. Younger students should be used for ground traditional materials.

- Natural, candid shots in academic settings
- Expressions of joy, learning and collaboration
- Relevant backgrounds and settings
- Different ages for appropriate materials
- Engaged in hands-on learning (group studies and individual work)



WORKING PROFESSIONALS

Select or create working professional images to communicate to a particular industry (e.g., nurses for medical, teachers for education, executives for business). Choose images that convey diversity and where the main talent looks at the camera to create an emotional connection with the viewer.

- Professionals in their work environments
- Engaging, confident expressions
- Emphasize the freedom of learning from anywhere
- Real-life scenarios
- Branding elements



ENTERPRISES

Represent GCU's entrepreneurial spirit, interscholastic partnerships and professional growth opportunities, emphasizing collaboration and success in professional settings.

- Lively and animated situations
- Dynamic mood lighting
- Interesting angles

Refer to applicable Style Tiles for individual enterprise preferences.



GCU.EDU/BRANDSTANDARDS