

GEORGE FOX UNIVERSITY

ATHLETICS BRAND GUIDELINES

REVISED OCTOBER 2015

The George Fox University Athletics Brand

As George Fox Athletics charges forward – entering new markets, reaching out to new students, faculty and staff, expanding its presence – it is essential that the George Fox Athletics brand grows with it. We want to make sure we embrace the history and tradition of George Fox Athletics and position the brand to reach continually expanding and evolving audiences. This book will serve as a guide for implementing the George Fox University Athletics brand identity system. The purpose of this guide is not to restrict creativity, but to provide helpful guidelines to enable George Fox staff, partners, suppliers and licensees to express the George Fox Athletics brand effectively across a wide range of applications and media.

The university’s athletics brand elements are designed to support and reflect our vision and values. Using the elements correctly and consistently will ensure that our athletics brand materials communicate these values clearly.

For additional information, questions, or further assistance using the marks, please contact the Office of Marketing Communications.

Vision:

To be “the team to beat” in NCAA Div. III sports with the most formative athletic experience in the country.

Mission:

To provide a competitive experience that breeds athletic excellence, academic success and Christ-like character.

Values:

- Christ-centered Community
- Relentless Pursuit of Excellence
- Total Commitment to Team
- Respect for the Sport
- Integrity in All Things
- Self-Discipline
- Passion

History of the Bruin

Bruin is an old English word for brown bear.

The Bruin has been associated with George Fox since 1887, when a professor kept a bear on campus. The bear became an unofficial mascot of the school after its death when students began taking the bear skin (Bruin Jr.) on student outings. Within a few years, Bruin Jr. became the center of class competition. Today, the “Bruin Brawl” is one of the distinctive experiences shared by decades of George Fox alumni. The Bruin was featured on the cover of the 1945 yearbook and formally adopted as the mascot in 1970 by a vote of faculty, students and the administration. The name is widely adopted on campus, including the on-campus café, the Bruin Den.

Attributes of the Bruin:

- Powerful
- Deceptively fast
- Menacing and not to be messed with
- At the top of the food chain . . . unbeatable

Bruins represent a tough, blue-collar approach. When provoked to action, they are ferocious.

History of Old Gold and Navy Blue

Old gold and navy blue have been George Fox's school colors since at least 1905 when they were written into the school song. The chorus follows:

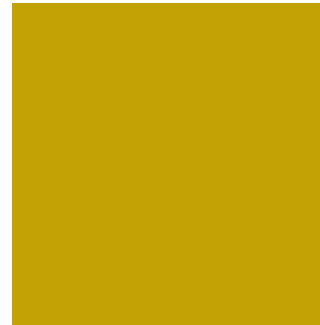
*'Tis the good old Quaker College,
And we'll shout her worthy name;
Where we gained our store of knowledge,
In her halls of honor's fame.
And we'll always in this manner
To our mother school be true,
'Neath the George Fox College banner
Our **Old Gold and Navy Blue**.*

Attributes of Old Gold and Navy Blue

Both gold and blue are used as a symbol of victory: "blue ribbon" and "gold medal."

Gold: Gold represents quality, integrity, high value and success. It's used in terms such as "gold standard," "golden rule" and "golden age." Even the phrase "all that glitters is not gold" implies that gold is true and has integrity.

Blue: Blue is trustworthy, used by financial institutions and many well-known brands to convey stability and strength. George Fox teams embrace a hard-nosed "blue collar" work ethic.



Old Gold

0% Cyan
15% Magenta
100% Yellow
28% Black
Pantone 457



Navy Blue

100% Cyan
68% Magenta
0% Yellow
54% Black
Pantone 282

Bruin Athletics Logos

PRIMARY LOGO



The GF logo

- Bold, angular and simple
- F formed in negative space of G is smart and unique
- Based on traditional block sports lettering, so appears timeless yet contemporary

SECONDARY LOGOS



The Bruin Bear logo

- Simple, powerful, aggressive
- Suggests movement and speed



The Bruins logotype

- Uses custom Bruin lettering
- Font is based on traditional block sports lettering, so appears timeless yet contemporary

GEORGE FOX BRUINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ?&1234567890



Custom Bruin typeface

The Bruin Fang typeface combines the timelessness of traditional block sports lettering with a bit of an edge.

The typeface is uppercase only, and should be used only for headlines and other short phrases, never for blocks of text. For longer text, use one of the other approved George Fox typefaces (Perpetua, Auto or Trade Gothic).



The “fang”:

The GF logo and typeface borrow a design element from the Bruin Bear logo: the “fang.” The fangs on the GF logo and typeface imply movement and aggression, and visually tie all the George Fox athletics brand elements together.

GEORGE FOX

“Vegas Gold” color usage



Bruin
Old Gold



Nike
Vegas Gold

Nike apparel and uniforms have “Vegas Gold” as their gold color option. It is much lighter than the Bruin gold, so much so that the marketing team refers to it as “sand,” since it doesn’t really look gold. We strongly discourage specifying Vegas Gold since it doesn’t match our gold. It is especially important not to use Vegas Gold on white, since it can completely blend into the white in some lights. A few years ago one of our teams discovered this when they had white uniforms with Vegas Gold numbers: the numbers proved to be so hard to read that the NCAA made them modify the uniforms.



GF logo in Navy Blue
and Old Gold



GF logo in Navy Blue
and Vegas Gold
(do not use)

Never use Vegas Gold with a George Fox Logo.

When Vegas Gold is used on the GF logo, it makes the logo look unbalanced: the G looks too thin, and the F too fat. This is because the Vegas Gold outline blends in with the white background, especially from a distance.

GEORGE FOX UNIVERSITY ATHLETICS BRAND GUIDELINES

GF logo – color options



Blue with gold outline

Gold with blue outline

For one color versions, use blue

Black and white version when color isn't available



Gold with white outline

White with gold outline

Blue with white outline

White



Blue with gold outline

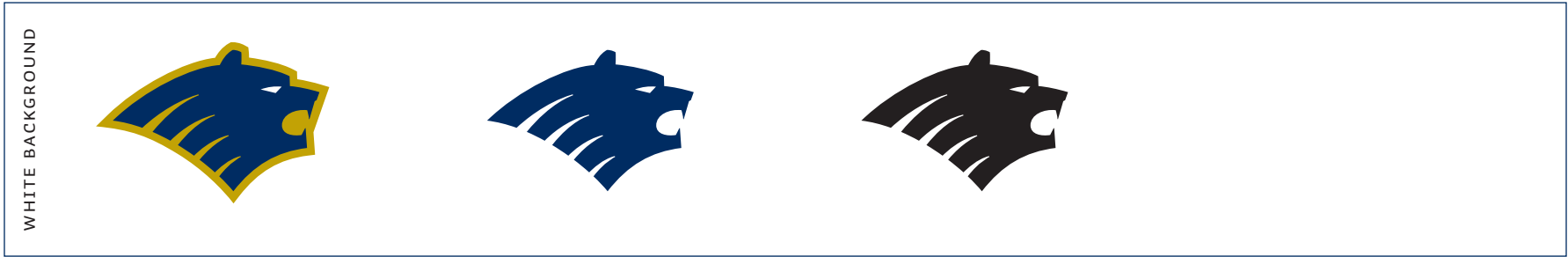
Blue with white outline

Silver with white outline (only for use on black background)

White

Bruin Bear logo – color options

Preferred color for the Bruin Bear logo is blue with gold outline or blue with white outline.



Blue and gold

For one color versions, use blue

Black and white version
when color isn't available



Blue and gold

Blue and white

White on dark background (not preferred
since it looks like a Polar bear)



Blue and gold

Blue and white

White on dark background (not preferred
since it looks like a Polar bear)

Blue with silver outline
(only for use on black background)

Bruins logotype – color options



WHITE BACKGROUND

Blue with gold outline

Gold with blue outline

For one color versions, use blue

Black and white version when color isn't available



BLUE BACKGROUND

White with gold outline

Gold with white outline

Gold

White



BLACK BACKGROUND

Blue with gold outline

Blue with white outline

Silver (only for use on black background)

White

GEORGE FOX UNIVERSITY ATHLETICS BRAND GUIDELINES

Athletics logo/type combinations

When using the word “Bruins” or “George Fox University” with the athletic logos, please use these combinations.



Bruin-GFU-color



GF-GFU-color



Bruin-Bruins-color



GF-Bruins-color



Bruin-GFU-blue



GF-GFU-blue



Bruin-Bruins-blue



GF-Bruins-blue



Bruin-GFU-horiz-color



GF-GFU-horiz-color



Bruin-Bruins-horiz-color



GF-Bruins-horiz-color



Bruin-GFU-horiz-blue



GF-GFU-horiz-blue



Bruin-Bruins-horiz-blue



GF-Bruins-horiz-blue

The symbols of Bruin Athletics are classically collegiate, yet have an aggressive modern edge. They embody strength, stability and a hint of menace. The Bruins are not to be messed with.



BRUINS



***Vision:** To be “the team to beat” in NCAA Div. III sports with the most formative athletic experience in the country.*

Digital logo files

Download digital logo files online here: georgefox.edu/bruinlogos

Please contact Darryl Brown, art director, if you have questions about George Fox athletics logo use.

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