



GEORGE FOX
UNIVERSITY

VISUAL STYLE GUIDE

REVISED MARCH 2017

VISUAL STYLE GUIDE | Table of contents

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INTRODUCTION | The importance of visual guidelines

George Fox University strives to send clear messages – written and visual – to our external audiences.

This visual style guide was created to help the university develop a consistent and positive brand message through printed and online publications. Working together, we can accurately portray George Fox University as an institution that offers a high-quality Christ-centered education to its students.

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

→ *This university visual style guide can be found online at georgefox.edu/offices/communications/creative_srv/style*

→ *Other resources available online:*

University editorial style guide

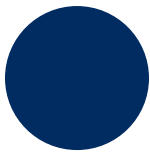
Logo downloads

Publication request form

Rob Westervelt

Vice President of Marketing Communications

COLOR | Primary palette



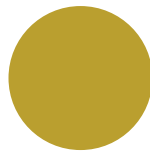
Navy blue

Pantone 282

Process formula:

100% cyan
68% magenta
0% yellow
54% black

Hexidecimal:
#081E3F



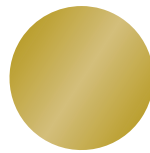
Old gold

Pantone 457

Process formula:

0% cyan
15% magenta
100% yellow
28% black

Hexidecimal:
#BC9C16



Old gold

(metallic ink)

Pantone 8640

Pantone 871
should be used
when large
expanses of gold
are printed

TYPEFACES

Perpetua

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&^*

Perpetua italic

Perpetua bold

Perpetua bold italic

PERPETUA SMALL CAPS

Auto

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&^*

Auto italic

Auto light *Auto light italic*

Auto bold *Auto bold italic*

Auto black *Auto black italic*

Trade Gothic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&^*

Trade Gothic oblique

Trade Gothic light *Trade Gothic light oblique*

Trade Gothic bold *Trade Gothic bold oblique*

Trade Gothic condensed *Trade Gothic condensed oblique*

Trade Gothic bold condensed *Trade Gothic bold condensed oblique*

THE UNIVERSITY LOGO



Stacked version



Flush-left version

The George Fox University logo is the officially recognized symbol of the university. It is inspired by the Centennial Tower, a prominent Newberg, Oregon, campus landmark designed by internationally renowned architect Pietro Belluschi.

The components of the logo are a stylized depiction of the Centennial Tower within a circle and the university name set in a modified Perpetua typeface. The logo can be used in either a stacked or flush-left alignment.

Any publication intended for viewing by an audience outside George Fox University must display the logo with attention to the guidelines in this document.

The university logo, seal (pg. 10) and athletic marks (pg. 11) are the only marks approved for official university business conducted with external audiences.

THE UNIVERSITY LOGO | Color variations

Blue
Spot color: PMS 282
Process: 100c 68m 54k



Black



White (reversed)

Note that this is a different rendering of the logo, not simply a reverse of the original



THE UNIVERSITY LOGO | College logos



When a college-specific logo is needed, the name of the college is added beneath the university logo in Perpetua Bold all caps as shown.

Please contact Art Director Darryl Brown for digital files of college logos.
Email: darrylb@georgefox.edu
Phone: 503.554.2123



THE UNIVERSITY LOGO | Unacceptable use

Ratio imbalance

Aspect ratio of symbol and text should not be changed (Hint: hold down the shift key)



Typeface substitution

Do not attempt to retype the words in the logo or use a different typeface



Improper ink/background relationship

Do not reverse the positive logo

Do not use the reverse logo in situations where the positive logo is needed



How can you tell if the logo is correct?

The tower and the cross should always be white/light colored against a dark background.



THE UNIVERSITY SEAL



The official seal is the formal identifier of the university. Origin of the seal is uncertain, but it appears on the front cover of the first college catalog. The 1891 date identifies the year the university was founded. The seal has undergone no symbolic change over the years, but has had some artistic alterations, especially in the location of the words.

Publications displaying the seal reflect the endorsement by the board of trustees or the Office of the President. Examples include diplomas, commencement programs and presidential inauguration.

Electronic files of the seal are available through the Office of Marketing Communications. Usage must be approved.

ATHLETICS LOGOS

PRIMARY LOGO



GF logo

SECONDARY LOGOS



Bruin Bear logo



Bruins logotype

George Fox sports teams are highly visible representations of our university brand. This guide provides the approved options for athletic marks. Just as the consistent use of the Centennial Tower logo on university publications is important in building a strong brand, the consistent use of approved athletics marks on publications, letters and uniforms is vital in projecting a strong, unified image for the athletics department.

Only the approved athletics marks are to be used on player and coach “primary” gear. Primary gear is anything seen by external audiences when a team is in competition or traveling to competition (e.g. uniforms, warm-ups, bags, rain gear, travel bags).

Team marks may be used on “secondary” gear. Secondary gear includes anything not likely to be seen by the public (e.g. practice gear, sweats, hats).

The GF logo is the preferred identity mark of the Department of Intercollegiate Athletics. The Bruin Bear logo and Bruins logotype are secondary athletic marks. Athletics publications, signage, uniforms and correspondence must use these marks to the exclusion of other graphic images. Athletics marks may not be altered in any way.

BRUIN FANG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!&

The custom 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 long blocks of text. For longer text, use one of the other approved George Fox typefaces (see pg. 5).


For more details about George Fox's athletic branding, see:
georgefox.edu/offices/communications/creative_srv/athletics-brand-identity.pdf

UNIVERSITY STATIONERY

 **GEORGE FOX UNIVERSITY** | **Office of the President**
414 N. Meridian St. #6255, Newberg, OR 97132 | 503.538.8383 | georgefox.edu

 **GEORGE FOX UNIVERSITY**
Be Known

Robin E. Baker, PhD
President
503.554.2102 Direct
503.554.2339 Fax
rbaker@georgefox.edu
414 N. Meridian St. #6255
Newberg, OR 97132

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UNIVERSITY STATIONERY | Guidelines for letterhead use

The diagram illustrates the layout of a letterhead on a page. At the top left is the George Fox University logo, which consists of a blue circle containing a white stylized 'G' and 'F'. To the right of the logo is the text 'GEORGE FOX UNIVERSITY'. Further right, separated by a vertical line, is the text 'Office of the President' followed by the address '414 N. Meridian St. #6255, Newberg, OR 97132 | 503.538.8383 | georgefox.edu'. A vertical double-headed arrow to the right of this header area indicates a height of '2 in.'. Below the header is a large rectangular area representing the main body of the page. This area is bounded by a 1-inch margin on the left and right, and a 2-inch margin on the top. A vertical double-headed arrow to the right of the bottom of this area indicates a height of '1 in.'. Inside this main area, the text is organized as follows:

Margins
The margins are 1 inch on the left, right and bottom, and two inches on the top.
For second sheets, margins are the same except top: 1.25 in.

Fonts
Our official institutional typeface is Perpetua. When it isn't available or preferable for a particular format/document, use the following guidelines:
For serif typefaces:
Option 1: Perpetua – 13 point size, 14 line space
Option 2: Times New Roman – 11 point size, 13 line space

For sans serif typefaces:
Option 1: Arial – 11 point size, 13 line space
Option 2: Helvetica – 11 point size, 13 line space

At the bottom center of the page, there is a small line of text: 'PRINTED ON 100% POST-CONSUMER RECYCLED PAPER' followed by a recycling symbol.

UNIVERSITY STATIONERY | Business cards



Standard card has up to nine lines of information.

Minimum elements: six lines

- Name
- Title
- Phone
- Esmail address
- Physical address

The design can accommodate up to n lines but fewer are recommended



Example of Athletics card

SIGNAGE AND BANNER POLICY

Signs and permanent exterior displays on the George Fox campus need to be approved by marketing communications in order to ensure that the university presents a consistent, professional image to external and internal audiences. In accordance with this policy (Employee Handbook 2.15), campus lamppost banners also need to be created or approved by Marcom prior to printing.

The banners will need to meet a high standard of quality and visual appeal, and be consistent with the university's visual identity system. Banner materials, whether vinyl or fabric, should be opaque enough for lettering to not be clearly visible on the backside.