VISUAL STYLE GUIDE | Table of contents

Introduction .............................................. 3
Color ..................................................... 4
Typefaces ............................................... 5
The university logo ................................. 6
   Color variations ....................................... 7
   School logos ......................................... 8
   Unacceptable use .................................... 9
The university seal ................................. 10
Athletics logos ....................................... 11
   Typeface ............................................. 12
University stationery ............................. 13
   Guidelines for letterhead use ................. 14
   Business cards .................................... 15
Signage and banners ............................ 16
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
- Hexadecimal: #081E3F

Old gold

- Pantone 457
- Process formula:
  - 0% cyan
  - 15% magenta
  - 100% yellow
  - 28% black
- Hexadecimal: #BC9C16

Old gold (metallic ink)

- Pantone 8640
- Pantone 871 should be used when large expanses of gold are printed
TYPEFACES

Perpetua
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*

Perpetua italic
Perpetua bold
Perpetua bold italic
Perpetua Small Caps

Auto
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*

Auto italic
Auto light
Auto light italic
Auto bold
Auto bold italic
Auto black
Auto black italic

Trade Gothic
abcdefghijklmnopqrstuvwxyz
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 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
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
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 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.
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.
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
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
Standard card has up to nine lines of information.

Minimum elements: six lines
- Name
- Title
- Phone
- Email address
- Physical address

The design can accommodate up to 11 lines but fewer are recommended.
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.