



GEORGE FOX
UNIVERSITY

BRAND STYLE GUIDE

FEBRUARY 2024

Introduction

George Fox University strives to send clear messages – written and visual – to our audiences. Our visual brand should reflect who George Fox is, including our Be Known promise: *At George Fox, each student will Be Known – personally, academically and spiritually.*

This brand style guide was created to help the university present a consistent and positive visual brand message across print, digital, social and video media. 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, please contact the Office of Marketing Communications.

This university visual style guide, along with other marketing resources such as logo downloads, template downloads, etc. can be found online [here](#).

University logo

The GF logo is the primary university logo. The GF, with its F created by the negative space within the G, is unique and widely recognizable. The GF logo works well for both the university as a whole as well as for the athletics department, unifying the university branding under one mark.

The two arrangements for the logo are the stacked version and the horizontal version. Either can be used; generally for centered layouts the stacked version is preferable, while the horizontal version is suitable for uses when the vertical space is limited.

The logo should be used in navy blue when on light backgrounds, and white when used on dark backgrounds.



← Modified version of Trade Gothic Bold
← Auto Pro Bold Small Caps

GF logo



GF logo stacked



GF logo horizontal

Secondary university logo

The clock tower logo is the secondary university logo. It is less unique: Many universities have architectural features in their logos, and have circular logos, so the GF logo is preferred.

The two arrangements for the logo are the stacked version and the horizontal version.

The logo should be used in navy blue when on light backgrounds, and white when used on dark backgrounds. See below for note about using the clock tower logo correctly on dark backgrounds!



Clock tower logo stacked



Clock tower horizontal

Clock tower regular vs. reversed

There are two versions of the clock tower logo: regular and reversed. The reversed is a white logo for use on navy or other dark backgrounds.

How can you tell if the logo is correct? **The tower and cross should always be white/light colored against a dark background.**



Correct: use navy blue logo on white or light background



Correct: use reverse (white) logo on dark background



Incorrect: do not change regular logo to white for use on dark background

Incorrect logo usage

University logos should not be modified in any way. Such manipulations and interpretations dilute the integrity of our graphic identity and are expressly prohibited. University symbols are owned and licensed by the university; they may not be incorporated into another design to create a new symbol.



Do not warp or stretch the logo



Do not skew the logo



Do not change the fonts in the logo



Do not use unapproved colors in the logo



Do not add drop shadows or other effects to the logo



Do not use rearrange elements of the logo



Do not place the logo on a background with poor contrast



Do not place the logo on busy backgrounds

Athletics logos

The GF logo is the primary George Fox athletics logo. There is a one-color version of the logo, as well as a two-color version with an outline.

The Bruin Bear logo is the secondary athletics logo. It also has one-color and two-color versions.

A complete style guide for George Fox athletics branding is available [here](#).



1 color GF logo



2 color GF logo



1 color Bruin Bear logo



2 color Bruin Bear logo

University seal

The official seal is the formal identifier of the university. The history of the original seal goes back to the beginning of the school, appearing on the front cover of the first college catalog. The 1891 date identifies the year the university was founded. The seal was updated in 2023 to better align with the other branding of the university. The visual elements included on the seal each represent an element of George Fox:

- Book: learning
- Lamp: spiritual and intellectual development
- Cross: our Christian focus
- Centennial Tower: our history
- Mountain and trees: our PNW location
- Shield: faith (*Ephesians 6:16*)

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 materials.

Digital files of the seal are available by request through the marketing communications department. Usage must be approved.



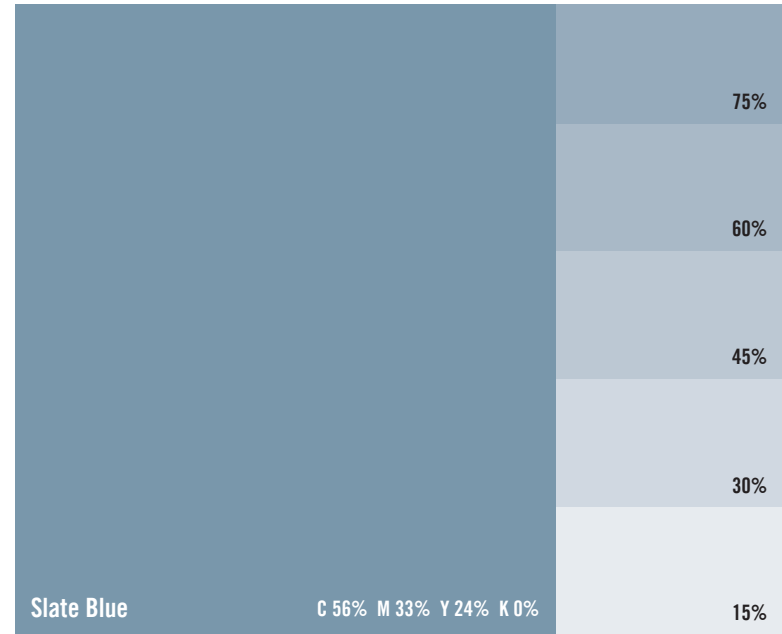
1 color university seal

Brand colors

Primary color palette:

Navy and Slate Blue are the primary colors to be used in large areas. Navy should always be at 100% tint, since lighter tints of it can appear slightly purple.

Slate Blue, on the other hand, can be used in any percentage tint.



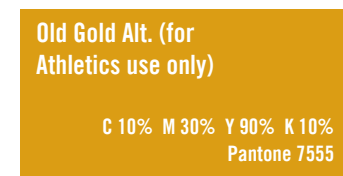
Secondary color palette:

The secondary colors of Accent Red and Sun Gold are chosen to complement the primary palette, and keep things from being too monochromatic. They should be used sparingly, as small accents only.



“Old Gold”:

Old Gold and Navy Blue are the traditional school colors used in George Fox athletics branding. **Old Gold works best when a true metallic ink is available**; it does not translate well into CMYK or RGB, which is why it is not used online or in print outside of athletics unless a spot metallic ink is used.



GEORGE FOX UNIVERSITY BRAND STYLE GUIDE

Brand color usage

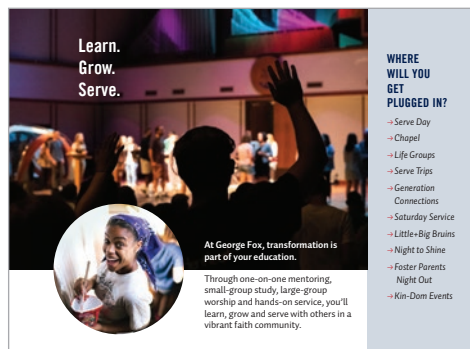
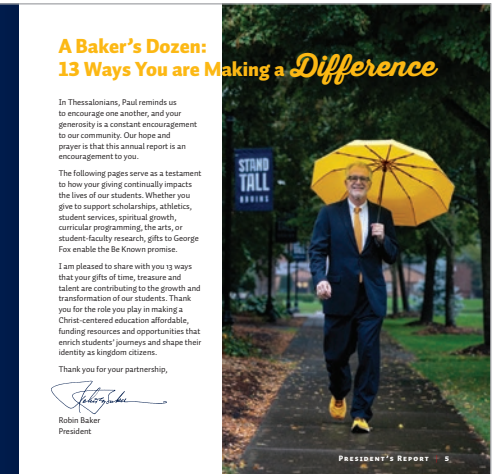
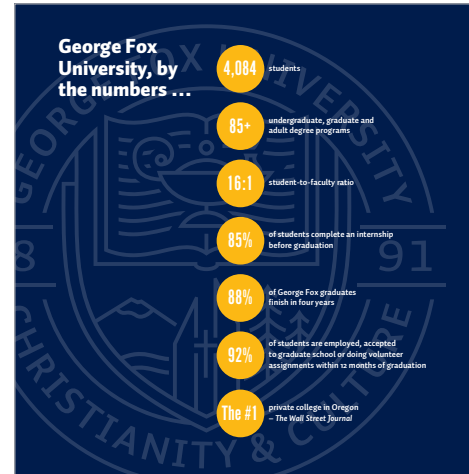
Here are some examples of our brand colors in action.

Top: this brochure uses Navy as the primary color, with Sun Gold as the accent on headlines and circles.

Center left: Again, Navy with Sun Gold as accents on a key word in the headline.

Lower left: tint of Slate Blue used as text block.

Lower right: Slate Blue is used here for headlines and circle icons. Navy is used for Oregon in the location map, and this has an example of Accent Red for small subheads. Red is never used in any large headlines or large color areas.



University typefaces

Auto Pro Regular
Auto Pro Regular Italic
Auto Pro Bold
Auto Pro Bold Italic
Auto Pro Black
Auto Pro Black Italic

Auto Pro is the primary university typeface family. It is a very legible font family, and is used for any long text, in print and on the web. The bolder weights can be used for emphasis and for headlines and subheads. The typical font size used for extended text in print is 9.5 pt.

The Auto Pro family is available for download with an Adobe Creative Cloud account.

**Trade Gothic Bold Condensed
No. 20**

Trade Gothic Condensed
No. 18

Trade Gothic Bold Condensed No. 20 is a primary headline typeface, and works well with Auto Pro. It can be used in upper/lower case or in all caps for headlines. Typically when used in all caps some additional letterspacing is added.

Trade Gothic Condensed No. 18 is useful for shorter text when space is at a premium, such as in tables or for captions.

Trade Gothic Condensed and Bold Condensed can be requested by users within the university from the university art director.

*Thirsty Soft
Extrabold*

Thirsty Soft Extrabold is a secondary headline typeface. It adds a friendly, bold and casual flavor to a design. Headlines can also be set in Trade Gothic Bold Condensed with Thirsty Soft Extrabold to emphasize certain words and add visual interest.

Thirsty Soft Extrabold is to be used large and very sparingly, since it is not very legible in longer text. It should *never* be used in all caps.

Thirsty Soft Extrabold can be requested by users within the university from the university art director.

University typeface usage and alternates

Trade Gothic Bold Condensed Headline

Above is a sample headline set in Trade Gothic Bold Condensed. This is a sample of text type set in Auto Pro regular in 9.5 point size with 14 pts of leading. Auto Pro is available for download if you have an Adobe Creative Cloud account. *This shows the use of Auto Pro Regular Italic to emphasize text within a block of Auto Pro Regular.*

Sample subhead in Auto Pro Black

Above is a sample subhead set in Auto Pro Black. This is a sample of text type set in Auto Pro regular in 9.5 point size with 14 pts of leading. Auto Pro is available for download if you have an Adobe Creative Cloud account. **This shows the use of Auto Pro Bold to emphasize text within a block of Auto Pro Regular.**

Thirsty Soft Extra Bold used in headline with Trade Gothic Bold Cond.

Above is a sample subhead set in Auto Pro Black. This is a sample of text type set in Auto Pro regular in 9.5 point size with 14 pts of leading. Auto Pro is available for download if you have an Adobe Creative Cloud account. **This shows the use of Auto Pro Bold to emphasize text within a block of Auto Pro Regular.**

This is a sample of text in Trade Gothic Condensed No. 18, set in 9.5 point size with 14 pts of leading. It can be useful as a text font when space is at a premium, such as in charts, tables and captions. *If an italic is needed, it can be skewed 10° to simulate italic.*

**ALL CAPS HEADLINE SAMPLE
COMBINED WITH *Thirsty Soft Extra Bold.***

When using Trade Gothic Bold Condensed in all caps as shown above, it should be letterspaced out with tracking of 40 or 60.

Headline Oswald Regular

Oswald Regular (above) is a free Google font that can be used as a replacement for Trade Gothic Bold Condensed if Trade Gothic is not available. And this sample of text type is Helvetica Regular in 9 point size with 14 pts of leading. If you don't have access to an Adobe Creative Cloud account, you can substitute Helvetica for Auto Pro as a text font.

Tile icons

The tile icons are a set of square graphics that represent various aspects of George Fox:

- unique elements of campus
- academics
- student life
- the pacific northwest
- key branding words

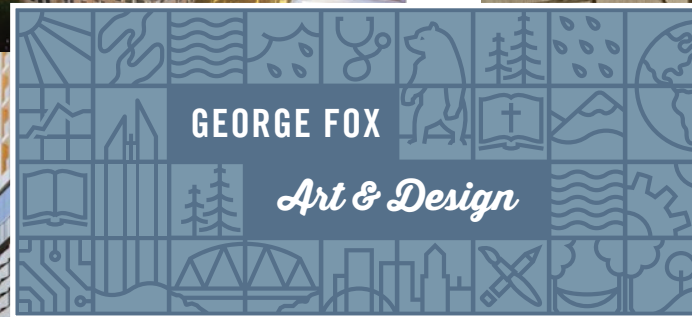
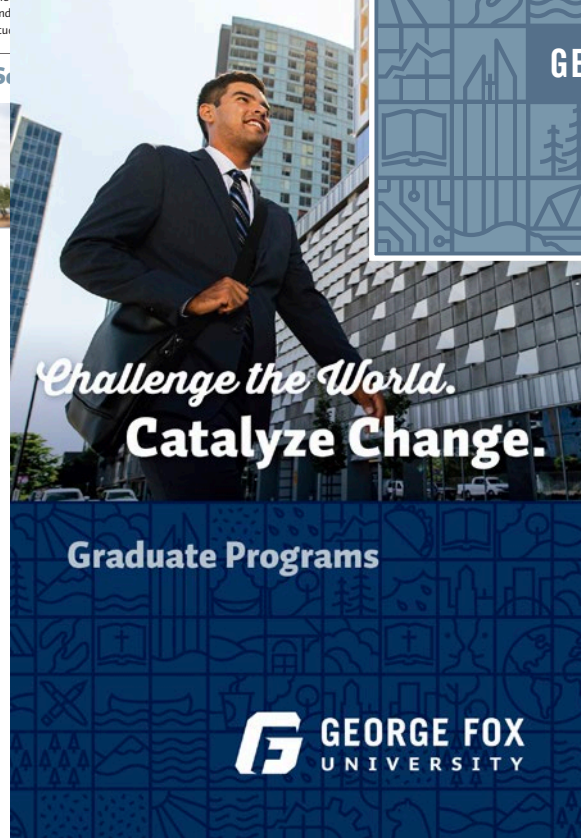
The tiles are designed on a grid so they can easily be rearranged in Illustrator; simply use the arrow keys with “snap to grid” turned on under “view”.



Tile icons in use

The tile icons can be used as prominent foreground elements, or as a subtle background texture. They have been animated on the website, and cut into wood for large-scale campus displays.

Shown here are a few examples of the tile icons in use.



Photography

Photographic subjects and style generally align with the branding of the university, and with our promise: *At George Fox, each student will Be Known – personally, academically and spiritually.*

Photography also should align with our mission: *George Fox University, a Christ-centered community, prepared students spiritually, academically and professionally to think with clarity, act with integrity and serve with passion.*

What does this mean?

Photography should emphasize personal connection, whether it's between student and professor, student and student, or student and God. Photography should also feel authentic, avoiding filters, heavy-handed post-production or clearly posed situations.*

Photography should also show off our beautiful campus and the Pacific Northwest more broadly. We love and celebrate God's creation here in Oregon.

**There are exceptions: some editorial photography for Journal may use a more stylized approach, and some athletics imagery may feature in-camera and post-production techniques to add energy and excitement.*



Illustration

We mostly use photography as our visual storytelling method. Illustration takes a secondary role, primarily in two different methods and styles.

The first style (right, top) is clean, featuring simple mono-line-weight vector graphics, as shown in the graphic tiles on the previous page. In addition to the tiles, this approach is used for icons (1) used on the website and in brochures. Elements from the tiles are also used to create brand designs (2) that can be used for the university as a whole or for individual departments.

The second style (right, bottom) is a more hand-drawn, organic style. It is used for small design elements that can be used with text or photos, such as arrows, lines and stars (3). It can also be used for graphics that don't lend themselves to photography, such as this impact timeline illustration (4).



Other design elements

Photos are generally rectangular and often full bleed; the exception is smaller circle photos. Both options are shown on the sample spread below.

Academic EXCELLENCE

More than **60** academic programs

19 masters and doctoral programs

8 pre-professional programs

Personal Attention: **14-to-1** student-to-faculty ratio

Nationally Recognized: **USNEWS**, **NICHE**, **Money**

Be Challenged

MAJOR CHOICES
(concentrations shown in *italics*)

Art major:
 - Graphics Design
 - Illustration
 - Interior Design
 - Studio Arts

Biochemistry
 Biology

Business Administration
 - Economics
 - Finance
 - Management
 - Marketing

Creative Arts
 - Animation
 - Audio Production
 - Film & Video Production
 - Communication

Human Communication
 - Organizational Communication
 - Public Relations

Computer Science
 - Cyber Security
 - General

Elementary Education
 Engineering
 - Biomedical Engineering
 - Civil Engineering
 - Computer Engineering
 - Electrical Engineering
 - Industrial Engineering

English
 - Literature
 - Writing

Financial Services
 - Accounting
 - Financial Planning

History
 - Politics

Kinesiology
 - Athletic Training
 - Exercise Science

Mathematics

Music
 - Music Industry
 - Liberal Arts
 - Worship Arts

Nursing

Psychology

Social Work

Theology
 - Biblical Studies
 - Christian Ministries
 - Philosophy

PRE-PROFESSIONAL PROGRAMS:
 Pre-dental
 Pre-law
 Pre-medicine
 Pre-optometry
 Pre-pharmacy
 Pre-physical therapy
 Pre-physician assistant
 Pre-veterinary

Your journey starts here

What will you become? A teacher, a nurse, an engineer, an artist? How will you live out your faith and impact your community? These are big questions. Here at George Fox, we'll help you in this journey of discovery every step of the way with one-on-one career coaching, personal attention from professors, and access to high-tech facilities and experiential learning opportunities where your skills and confidence will grow.

It won't be easy - the best things never are - but it will be worth it. And on the other side you'll be ready - not just to survive, whatever challenges life throws your way, but to thrive.

Be known by name - Our low student-to-faculty ratio means you'll get to know and mentor from professors.

Care for those in need - Pursue your heart for people with a major in nursing, social work or psychology.

Get great grades - Impact others through the power of your words with a certificate in English or communication studies.

Get hands-on - Our engineering Major Tech features a CNC-equipped wood shop and metal shop, a prototyping lab with 3D printers and more.

Unleash your creativity - Pursue your creative passion with a major in music, studio art, graphic design and more.

Discover your passion for science - Research opportunities abound for biology, biochemistry and knowledge reports.

An education not defined by classroom walls
 History students and a faculty member conduct field research on the effects on climate change at western forests.

↑ Circles as design element: can contain text, numerals or photos.

Typeface additions:

The arrow typeface Dingbats 2.0 Arrows is used for our standard arrow dingbat. Type the letter e to get the thin right-pointing arrow. The arrows can also be used with captions, as shown at the bottom of this page.

- This is a sample of the arrow bullet point in use.
- Here is another one.

Alternate Gothic No. 1 D may be used when Trade Gothic Bold Condensed is not condensed enough. Examples include:



↑ Billboards when a very condensed typeface is required

Oversized numerals in infographics →



← Light color tints of Slate Blue are often used to differentiate a section of a page and/or as a background for text.

Print design and prepress tips

1. Build files for print in InDesign or Illustrator, not Photoshop.
2. Always have someone proofread, not just once, but every time changes are made.
3. Get a second set of eyes on the design.
4. Print out at actual size to make sure it looks good in real life; font sizes especially can be deceiving on-screen.

Prepress – check:

- Bleeds should be .125 in.
- Placed images should be CMYK and 300 ppi or higher
- Swatches should be CMYK, not RGB or Pantone spot colors
- No missing fonts
- No key information too close to the edge
- Package the files; when you do, it will warn you if linked images are RGB or are missing, if fonts are missing, or if there are text oversets.

Find out what kind of files the printer needs. For PDFs, use the press-ready setting (max quality compression, bleeds and cropmarks included). For printers who need the native files, package the files so linked images and fonts are included, and compress the packaged folder for sending to printer. Include a PDF along with the packaged files for reference.