



BRAND BOOK

George Fox
University
Athletic
Department

Last Revised
Feb. 2024





PURPOSE

Our brand is more than just the logo. It is various elements that embody the mission and values of our athletic department while expressing what it means to be a Bruin. It reflects how people hold us in their hearts and minds, and as such, this guide will be used to strengthen the consistency and cohesiveness in how we communicate. Although it is a tool to help maintain the full impact of the athletics image, it is not designed to restrict creativity. Every story told, photo shared, and graphic designed should be geared towards building and upholding the integrity of the Bruin athletics brand in innovative and meaningful ways.

**OUR MISSION IS TO
PROVIDE A COMPETITIVE
EXPERIENCE THAT BREEDS
ATHLETIC EXCELLENCE,
ACADEMIC SUCCESS, AND
CHRISTLIKE CHARACTER.**

INTEGRITY

High Standards
Accountability
Sportsmanship

HUMILITY

Respect for our Competitors
Respected by our Opponents
Class Act

COMPETITORS

Work Ethic
Dedication
Passion

FAMILY

Unity
Community
Support





BRUIN IDENTITY

Student-athletes have worn "George Fox" across their chests for more than 100 years. Who we are is both our history and our future. It's one part legacy of those who came before us and one part unfinished work of who we are destined to become.

The desire to grow and be challenged is what makes us unstoppable. We keep ourselves and our teammates accountable and push each other to the limits, understanding that maximum effort, not talent alone, is what it takes to improve. We believe that we can reach any goal and will develop the skills necessary to do so. Bruins run down challenges, not away from them.

We are fearless **competitors**, devoted to our craft. We are here because we have a passion that fuels us. We are here because we made a choice. We choose to be students and athletes. We choose to make sacrifices and to overcome. We better ourselves in a relentless pursuit of excellence. We choose to be Bruins.

Integrity is in our DNA. We refuse to accept anything but our best on and off the court. We hold ourselves to the highest standards and foster a culture of accountability in every aspect of our lives as student-athletes. We lead by example in hopes that our successors will continue the tradition long after we're gone. Our opponents will never doubt our sportsmanship.

Humility is our greatest strength. We play to win with respect for our sport, our teammates, our coaches, and our competition. Victory is a gift we've worked hard to earn, and we are modest when we claim it. In defeat, we are gracious and acknowledge the strength of our opponents. Our competition betters us and reinforces our resilience and determination.

Our Bruin **family** is how we know we've found our home. Being a Bruin means that you don't choose between being competitive and being a family. We are all unique individuals and approach every situation as an opportunity to learn from each other and grow together. We compete in honor of those who have given everything to ensure we reach our highest potential physically, mentally and spiritually.

We strive to be servant leaders and place the success of the team above our own. As athletes, we recognize that it takes each member to achieve our goals, and as such, we are committed to the growth of each individual. We focus on our own and will defend each other to the end. We are Bruins!



CAPTURING THE BRUIN GAME DAY MENTALITY

Our success on the field begins and ends with the work we do off it. We must trust the process and know we gave ourselves to our training – all of ourselves. When that whistle blows, you get to see that preparation unfold.

Spectators see the game, the stadium, the athletes. They experience the incredible plays, the last-second game-winners, and the glorious victories and disappointments alike. What they can't see are the countless hours of hard work and dedication that form every second of competition. They won't experience the late-night/early-morning workouts on top of hours of scouting, strategizing and crafting. They don't see the pregame nerves, the silent excitement behind national anthem goosebumps, and the instantaneous decision-making that teeters between success and failure. They miss the surreal blessing of college athletics that only those closest to the game can understand.

We savor these fleeting moments, honoring the name on our chest that represents the tradition we come from and the community that has helped build it. We may be the ones on the front lines, but we go to battle with every athlete who has ever had the privilege of being a Bruin. Behind us are a team of devoted coaches, selfless support staff, and wildly passionate fans. They bring out the best in us and show us what we're truly capable of.

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Every aspect of game day should be teeming with the excitement and anticipation of watching our Bruins compete. Every photo, graphic and social media post should capture the emotion of the sport and embody the work ethic and spirit of our student-athletes. It's up to us to tell our student-athletes' stories, seen and unseen, and highlight what it takes to be a Bruin.

SPORTS INFORMATION & MARKETING

MISSION

Increase the affinity and visibility of the Bruin Athletics brand through storytelling in an effort to engage recruits, student-athletes, alumni, parents, community members and donors.

OBJECTIVES

Build brand equity | Increase brand awareness and affinity

Generate response in recruiting | Increase the number of prospective student-athletes

Create a network of passionate supporters of Bruin Athletics | Increase fan engagement

WHAT WE DO

- We are storytellers! We look for creative ways to use the experiences of our student-athletes and coaches to connect in compelling ways with our fans.
- Manage content marketing for Bruin Athletics that reaches prospective student-athletes, current students, the Newberg community, and beyond.
- Oversee the game-day experience for Bruin fans and build affinity among fans for the Bruin brand.

COLOR PALETTE & USAGE

PRIMARY

Navy Blue is George Fox Athletics' primary color. It's proud, competitive and elite. This should be used before anything else. Use for backgrounds, text on lighter backgrounds, or as overlay on pictures.



Navy Blue

Pantone 282 C
HEX (#082044)
CMYK (100, 88, 42, 48)
RGB (8, 32, 68)



Midnight Navy (digital use only – will print near-black)

Pantone Black 6
HEX (#051C2C)
CMYK (90, 75, 55, 68)
RGB (5, 28, 44)

NEUTRAL

White is a versatile neutral tone that conveys clarity and is great for backgrounds and text on contrasting colors. Use as the primary background color when developing print materials. Use solid logotypes or logotypes with contrasting outlines.



White

HEX (#ffffff)
CMYK (0, 0, 0, 0)
RGB (255, 255, 255)

Black is a neutral tone that is deep, menacing, and can provide great contrast. Use for backgrounds, themes and darker visuals. Use solid logotypes or logotypes with contrasting outlines.



Black

HEX (#000000)
CMYK (0, 0, 0, 100)
RGB (0, 0, 0)



Color Percentage of Use

Gray is the final neutral tone. It can stand out as a background of its own and can be used against black and navy backgrounds when not intended to be the main focus of a design. Use solid logotypes or logotypes with white or navy outline.



Gray

HEX (#cdcccb)

CMYK (19, 15, 16, 0)

RGB (205, 204, 203)

Slate Blue is a modern neutral that pays homage to Navy Blue. It is a light, trustworthy and happy color, and as such, does not convey gameday intimidation or dramatic emotions. Use more often than Old Gold in stylization and when creating accents. Use solid logotypes or logotypes with white or navy outline.



Slate Blue

Pantone 4277 C

HEX (#7a97ad)

CMYK (56, 33, 23, 0)

RGB (122, 151, 173)



ACCENT

Old Gold is George Fox University's accent color. This means it should be used in very small amounts in photos and absolutely not as a background/primary color. Old Gold should be used less than five percent of the time. Overuse can result in cheapening the feel of a design. Use in small shapes and designs such as iconography, bullets, and lines. It should not be paired with black assets alone since black and gold are a close competitor's colors.



Old Gold

Pantone 457

HEX (#c2a204)

CMYK (26, 32, 100, 2)

RGB (192, 161, 46)



Metallic Gold (use to add authentic true gold to a PRINT piece; not for digital use)

Pantone 871

LOGOS & USAGE



GF LOGO *(Primary)*

Description

- 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
- Used in 98% of logo usage

Usage

- The use of the solid blue or white logos is preferred and should be used 99 percent of the time. Stroked logos are for apparel use and by approval only.
- On white background (solid blue, solid black)
- On blue background (solid white, blue w/ white trim, grey w/ white trim)
- On black background (solid white, blue w/ white trim, grey w/ white trim)



BRUIN HEAD LOGO *(Secondary/Throwback)*

Description

- We have slowly phased this logo out of secondary usage and is for use by approval only.
- Should be used minimally in apparel and never digitally.
- Simple, powerful, aggressive
- Suggests movement and speed

Usage

- On white background (blue w/ gold trim, solid blue, solid black)
- On blue background (blue w/ gold trim, blue w/ white trim, solid white)
- On black background (blue w/ gold trim, blue w/ white trim, solid white, blue w/ grey trim)

The word "Bruins" is written in a dark blue, elegant script font.

BRUIN SCRIPT WORDMARK

Description

- Used as a submark to evoke a traditional feel while offering a softened look compared to the angular blockiness of the GF mark
- Primarily used in apparel designs and stationery headers

Usage

- Only to be used as a solid object with no stroke
- On white background (solid blue, solid black)
- On blue background (solid white, solid gray)
- On black background (solid white, solid gray)



CLAW MARKS

Description

- Used as a submark to evoke a traditional feel while offering a softened look compared to the angular blockiness of the GF mark
- Primarily used in apparel designs and stationery headers

Usage

- Only to be used as a solid object with no stroke
- On white background (solid blue, solid black)
- On blue background (solid white, solid gray)
- On black background (solid white, solid gray)

LOGO/TYPE COMBINATIONS

- When using the phrase “George Fox University” with the athletic logos, use combinations below
- Follow individual logo guidelines and pair with contrasting color types



DOS AND DON'TS

- Logos cannot be redrawn, reset, proportioned or distorted
- Logos should not be recolored
- Do not place logos against overly distracting backgrounds or textures
- Logos should never be reproduced from a website or previously printed publication
- Allow buffer space around logos to ensure that no other elements interfere with its integrity

TYPOGRAPHY

Bruin Fang

Primary Athletics headline font; not for use with longer text. May need kerning.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Acumin Pro Ultra Black Italic

University Italic Sans Serif font; useful for headlines and general bold copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Action Cond Bold Grade 3

University Sans Serif font; useful for headlines and general bold copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Acumin Pro Regular

Font for long text; very readable at small sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Acumin Pro Regular Italic

Font for long text; very readable at small sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Acumin Pro Black

Alternative headline font for text; very readable at small sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Acumin Pro Black Italic

Alternative Italic headline font for text; very readable at small sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fenway Park

Tertiary retro font used mostly in apparel designs and in alternative logos.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**READY. FEARLESS.
STRONG.**