

Alumni Association Logo

Alumni Association Logo

The Gonzaga Alumni Association logo graphically conveys the spirit and pride associated with Gonzaga to all persons who call themselves “Zags,” including alumni, chapter members, friends, spouses, parents, children and athletic fans. The primary logo colors of red and blue express the connection people have with Gonzaga and its athletic prowess, while “Zags” signifies the word people use most often when associating themselves with the University. The logo is a distinct visual mark that represents the Alumni Association and its chapters to all of its constituents and to the world.

The logo places special emphasis on the words “Zag” and “Alumni” to visually highlight the importance of both of these words to its constituents. The logo is a visual representation of the Alumni Association in that it:

- serves as a common, identifying mark to help increase Alumni membership on all levels, create and maintain lifelong relationships, and enhance scholarships for Gonzaga students;
- improves the visibility and solidifies the identity of the Alumni Association both on and off campus.

Logo Requirements

The Alumni Association is to use the official Alumni Association logo on all materials and communication representing the association (e.g., letterhead, email signature, ZagsOnline website, chapter correspondence).

Logo Components

The logo has specifically chosen typefaces and no other typefaces should be substituted. This is the approved, official Alumni Association logo. No other renderings, formats or versions are acceptable. Only approved electronic artwork should be used to reproduce the logo.

Logo



Additional Acceptable Formats

Whenever possible, the Alumni Association logo is preferred; however, for certain applications, one of the following formats is acceptable.

Alumni Association Logo with Logotype



Logo



Logotype

Zag Alum Mark



Alumni Association Logo with Logotype and Chapter Designation



Logo

Logotype



Chapter Designation



Alumni Association Logo

Approved Logo Colors

These are the official specifications for reproducing the logo colors. When reproducing these colors, always visually match approved color swatches.

Color	Pantone*	C	M	Y	K**	R	G	B**	HEX***	Thread Color
	Alumni Blue 281 C	100	89	28	27	0	41	103	002967	Madeira 1242 RA 2439 GS/SULKY 1200
	281 U	83	74	28	11	72	80	121	485079	
	Alumni Red 186 C	11	100	85	2	179	25	52	B31736	Madeira 1147 RA 2263 GS/SULKY 1147
	186 U	11	83	52	1	188	81	97	BC5161	

C = Coated, U = Uncoated

* Pantone (PMS) is a registered trademark of PANTONE, Inc.

** The four-color process percentages and RGB (Red, Green, Blue) specifications given here are for approximation only. Because screen percentages will vary from printer to printer and from monitor to monitor, a slight difference can significantly affect a color. These percentages are to be used only as a reference. Each vendor is responsible for making the necessary adjustments to visually match approved color swatches.

Logo Color Options

The only approved color options for the logo are shown below. The Alumni Association logo may not be reproduced in any other color. The individual color specifications are provided below.

Two-Color Logo (Blue and Red)



One-Color Logo (Black or Blue)



Reversed Logo Color Options

While the preferred means of reproducing the Alumni Association logo is in positive form, there may be instances from time to time that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown below.

Two-Color Logo (Blue and Red)



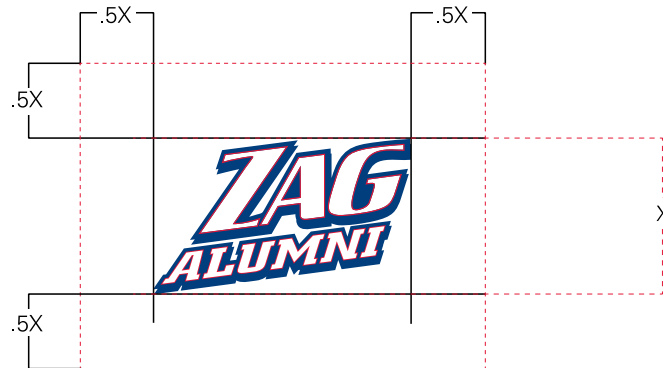
One-Color Logo (Black or Blue)



Clear Zone

When applying the Alumni Association logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum of .5X of breathing room around the logo. Keep this area clear of other elements such as text, rule lines and page edges. More space is always preferred.

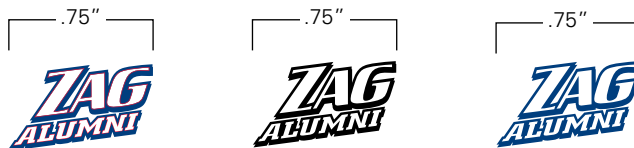
Alumni Association Logo



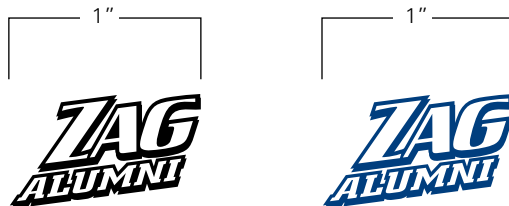
Minimum Alumni Association Logo Sizes

Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Alumni Association logo smaller than the minimum sizes shown.

High-Resolution Two- and One-Color Logos (Blue and Red; Blue or Black)



Low-Resolution One-Color Logos (Blue or Black only)



Alumni Association Logo

Alumni Association Logo Misuse

It is essential that the Alumni Association logo be presented accurately and consistently every time it is used. All misuse examples shown are applicable to the Alumni Association logo. **Please avoid these common violations:**



DO NOT combine the Alumni Association logo with any other Gonzaga University logo, such as the Bulldog.



DO NOT allow the Alumni Association logo to become distorted due to improper scaling.



DO NOT display an incomplete Alumni Association logo.



DO NOT switch the colors around in the Alumni Association logo.



DO NOT display the Alumni Association logo on a background that provides inadequate contrast or is overly busy.



DO NOT reverse any version of the Alumni Association logos.



DO NOT replace 'Gonzaga University Alumni Association' text with another font.

Application of Logo to Marketing Materials or Apparel

Marketing Campaigns

Secondary athletic logos may be used in marketing campaigns as a secondary graphic to the Gonzaga University logo or Alumni Association logo. The secondary athletic trademarks are never to replace the official Alumni Association logo.

Sample Marketing Campaign Postcard with Secondary Athletic Logo (Bulldog Head)



Gonzaga Secondary Athletics logos

The secondary athletic logos, shown below, are allowable for campus use within the Gonzaga University Athletic Logo Guidelines.



Spirited or Athletic-Related Events

The Alumni Association logo may be used in conjunction with Gonzaga-spirited or athletic-related events (e.g., Freshman Send-Off, Little Zags Day). The fonts Univers and Trajan **MUST NOT** be used for the name of the event (e.g., Little Zags Day), or as other text accompanying the Alumni Association logo. Additionally, clear zone requirements must be observed when placing text around the Alumni Association logo.



Little Zags Day

Co-Branding Materials

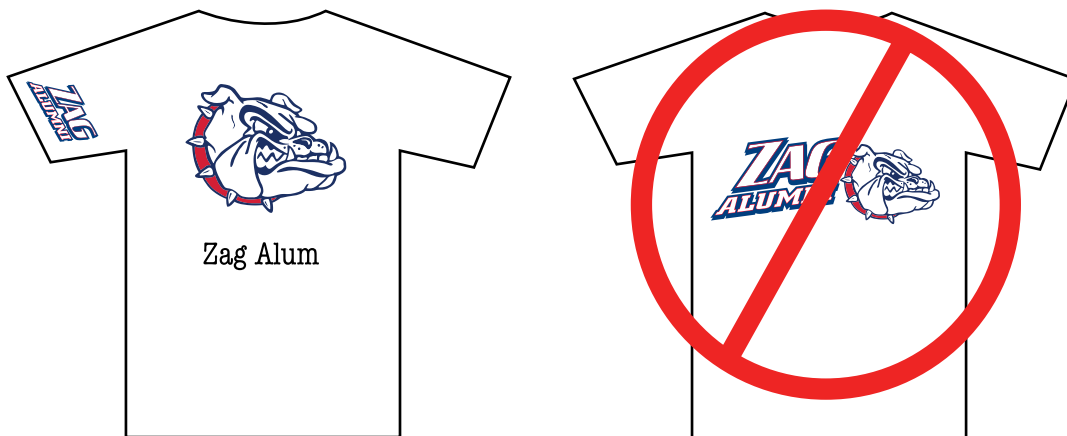
Secondary athletic logos may be used as graphic elements in apparel design for internal usage (e.g., staff polo shirts and hats). Graphic elements must be consistent with the co-branding guidelines as defined in the University Visual Identity and Graphics Standards Guide. Internal apparel and promotional items must be approved by Gonzaga Marketing and Communications.



Retail Sale or Giveaway Items

Secondary athletic logos may be used as graphic elements in items for retail sale or giveaway items (e.g., shirts with Bulldog Head and "Zag Alum" underneath). For retail and giveaway items, please consider using the official Alumni Association logo as either the primary or secondary logo.

All retail or giveaway items must be produced and submitted through a CLC licensed vendor and approved by the Director of Licensing at 509-313-6365.



This design is acceptable because it uses a secondary athletic mark, text in a font that DOES NOT resemble the Athletic Logo font, and observes the co-branding guidelines.

This design is NOT acceptable because it uses a secondary athletic logo (Bulldog Head) directly next to the Alumni Association logo. When producing items for retail or giveaway, co-branding guidelines must be observed.

Alumni Association Logo

Individual Chapter Logos

Alumni Association logos with chapter designations are shown below.



Alumni Association Logo

Individual Chapter Logos, cont...

