



Visual Identity and Graphic Standards Guide

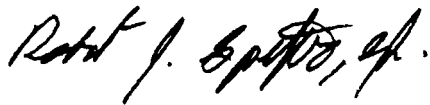
Identity Specialty Applications
Seal Logotype Components
Value Image Usage
Design Image Rationale
Trademark Logotype
Business Package
Department Usage Typography
Signature Logo Signature
Colors
Brand Promise
Electronic Artwork Co-Branding
Colors Bulldog Signature Components
Gonzaga University

From the President

Please use this Visual Identity and Graphic Standards Guide as a means to create a consistent voice expressing the Gonzaga image to our multiple constituencies. This consistency is important to our marketing efforts across the university.

A strong, unified image – one that fully expresses the Gonzaga ethos – is not only a strategic asset, but also a key differentiator. It is therefore of the utmost importance that strict compliance with both the letter and intent of this guide is maintained.

Thank you in advance for your help. Working together, we can continue to extend and strengthen our image – which, through unified and consistent application, can only grow stronger.



Robert J. Spitzer, S.J.

President

Gonzaga University

Introduction

The Gonzaga University Visual Identity and Graphic Standards Guide is the result of input from students, staff, faculty, and alumni; research teams and marketing experts; and design professionals.

While the information contained in this document is, in fact, a visual identity and graphic standards guide, a more apt way of describing it might be to call it a common link – one that unifies and connects Gonzaga students, faculty, staff, and alumni around the world. It is this link that helps to create a cohesive and recognizable image, no matter where the Gonzaga name is encountered.

This resource serves as a tool for not only presenting but also protecting the GU identity, as well as keeping it consistent across all of its various applications. From wayfinding to letterhead, from apparel to collateral, this guide will help to uphold the image of the university as expressed in its centuries-old tradition of Jesuit education: the promotion of justice, pursuit of truth, dedication to service, and commitment to ethics and the common good.

The success of the identity program depends on the cooperation of all members of the GU community. And, while changes and addenda to this Visual Identity and Graphic Standards Guide may be necessary from time to time, adherence to these standards is a top priority when working with all materials that represent this university.

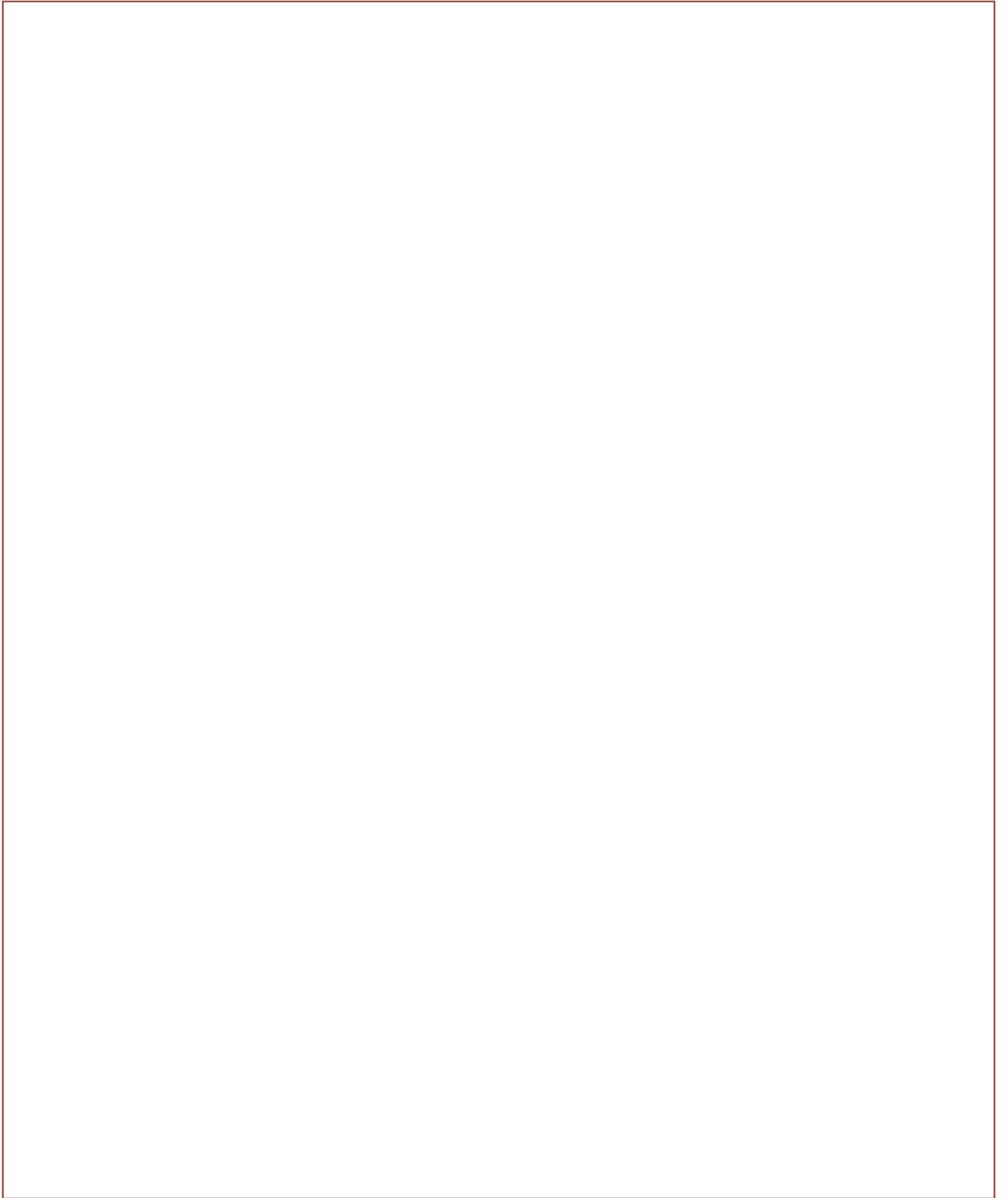
Questions will no doubt arise regarding unexpected needs and new applications, so we've included in this guide key contact people who can help with any compliance concerns and offer needed support.

Table of Contents

Contacts	1
Electronic Artwork	
Purchasing	
Faculty Services	
Apparel and Specialty Items	
University Signature, Logotype, Seal, and Bulldog Logo Usage Approval	
Signature Frequently Asked Questions (FAQs)	3
Electronic Artwork	5
Glossary of Terms	6
University Signature	7
History	
Signature Components	
Trademarks and Licensing	
Signature Color Options	
Approved Signature Colors	
Reversed Signature Color Options	
Specialty Color Applications	
Clear Zone	
Minimum Signature Sizes	
Signature Misuse	
University Logotype	13
Logotype Components	
Trademarks and Licensing	
Logotype Color Options	
Approved Logotype Colors	
Reversed Logotype Color Options	
Specialty Color Applications	
Clear Zone	
Minimum Logotype Sizes	
Logotype Misuse	

Table of Contents

School / College Signature (e.g., School of Law)	18
School / College Usage	
Signature Components	
Trademarks and Licensing	
Signature Color Options	
Approved Signature Colors	
Reversed Signature Color Options	
Specialty Color Applications	
Clear Zone	
Minimum Signature Sizes	
Signature Misuse	
Typography	24
A Note about Fonts	
Business Package	25
Business Card	
Letterhead	
No. 10 Envelope	
Mailing Label	
9" by 12" Envelope	
Note Card	
Note Card Envelope	
Memo Pad	
Name Badge	
University Seal	49
Bulldog Signature	50
Bulldog Signature Components	
Additional Acceptable Formats	
Trademarks and Licensing	
Bulldog Signature Usage Requirements	
Athletic Department Designations	
Bulldog Signature Color Options	
Approved Bulldog Signature Colors	
Specialty Color Applications	
Clear Zone	
Minimum Bulldog Signature Sizes	
Bulldog Signature Misuse	
Co-Branding	56



Contacts for Additional Information

Electronic Artwork

To receive approved electronic artwork please contact:

Gerald Almanza
Director, Graphic Arts
509.323.5899
almanzag@gu.gonzaga.edu

Purchasing

To order standard business package items (letterhead, envelopes, business cards, note pads) and all other stationery as well as apparel please contact:

Karen Koberstein
Buyer
509.323.5653
kkoberstein@plant.gonzaga.edu

To order promotional items and name badges please contact:

Janice Taggart
Buyer
509.323.5649
taggart@plant.gonzaga.edu

Faculty Services

For all in-house printing projects please contact:

Nancy Masingale
Director, Faculty Services
509.323.6880
masingale@gu.gonzaga.edu

Apparel and Specialty Items

To order specialty items and apparel please contact:

David Heinze
Bookstore Director
509.323.6862
heinze@gonzaga.edu

University Signature, Logotype, Seal, and Bulldog Logo Usage Approval

For signature and logotype applications requiring approval, please contact (prior to printing):

Gerald Almanza
Director, Graphic Arts
509.323.5899
almanzag@gu.gonzaga.edu

or

Dale Goodwin
Director, Public Relations
509.323.6133
goodwin@gu.gonzaga.edu

This guide provides you with general information and answers to the most Frequently Asked Questions (FAQs) regarding the electronic signature files (logos) available on CD. CDs can be provided for Macintosh and PC users by request from the Graphics Office. See CD label for specific content.

The university signature files must be opened, placed, imported, or inserted (the term varies depending on software) as graphics in a software program. Do not open or double-click directly on the file name.

Individual artwork files for the university signatures are available in both black and white and color, and are provided in several different file formats for use with most common software programs. For this reason, several different file formats of the same signature are available. Use the file format that best suits your software program and output needs. Refer to the chart included for the recommended and acceptable file types for various software programs.

Frequently Asked Questions

How do I install the new signature on my computer? Where on the drive do I put these files so they work?

Create or designate a folder or directory on your computer where the files will reside. Then, you can simply copy the signature files to this location. (Do this by dragging and dropping files from the disk to your hard drive.) When you want to use a signature file in a document, choose the appropriate folder or directory. No installation process is needed. To remove the files, simply drag them to the trash or delete them.

Why can't I open any of the files?

First, verify that you are accessing the appropriate disk format – Macintosh or PC. Next, be sure you are trying to access the file from within a software program and not trying to directly open the file. If you are still having problems, you may be trying to access a file type that is not supported by the software program you are using. Refer to the chart on page 5 for the recommended and acceptable file types for the most common software programs. If your software supports the file type you are trying to access but you are still having problems, you may not have the appropriate graphic filter installed to be able to read the file type. Please contact your IT Department for further assistance. If you are getting error messages like “Bad Sector,” “File System Damaged,” or “Unable to Read File,” you may have a damaged disk. Please order a replacement disk.

Why does the signature look jagged (not smooth) on my computer screen?

Due to the resolution of your screen, some pixilation and jagged edges are normal. The signature may appear to have jagged edges when displayed on screen. Print the file to your laser printer. If you get a smooth signature then the file is acceptable. If you still get a jagged signature, see next question.

Why does the signature look jagged when I print it out?

The most common cause is your laser printer or output device is not PostScript compatible. When using EPS and CGM file types, you need a PostScript compatible output device to print the signature properly. If your printer is not PostScript compatible, try using a WMF file type which should alleviate this problem. Another cause is that your computer cannot find the original signature file that you imported into your document. Sometimes documents refer to, or are linked to, the signature file instead of embedding it into the document. Always be sure to copy the signature file into the same folder where your document is saved.

The signature colors don't look right on my computer screen. What's wrong?

Each computer screen is calibrated differently and color will vary from screen to screen.

What is the difference between a "vector" file and a "bitmapped" or "pixilated" file?

Bitmapped or pixilated files are images that use a pattern of dots within a grid to represent the image on screen. A vector file uses different information such as line direction, position, and color to represent an image on screen.

Which file formats are considered "high-res" and which are "low-res"?

High resolution file formats such as AI, EMF, EPS, PDF, TIF, and WMF should be used whenever possible and are recommended for high-quality reproduction applications such as stationery materials, brochures, signage, etc. Low-resolution file formats such as BMP, GIF, JPG, PCT, and PNG should be used only when necessary for applications such as websites, electronic templates, PowerPoint presentations, and on-screen applications.

How can I find out which file format I am currently using?

Open a document containing a graphic file. Under the "File" menu, select "Save As." A window will pop up and, somewhere within that window, you should see information indicating the file's format.

Electronic Artwork

Electronic Artwork

The university signature, logotype, seal, and/or bulldog logo should not be altered in any way. Always reproduce it using approved electronic or camera-ready artwork. Electronic artwork is available from the Director of Graphic Arts (see Contacts page).

Common File Types

- AI Adobe Illustrator (vector data)
- BMP Windows Bitmap (pixel/raster images, similar in quality to a TIF/TIFF image)
- EMF Enhanced Metafile (can store vector and pixel data on a Windows computer)
- EPS Encapsulated PostScript (vector data)
- GIF Graphics Interchange Format – Indexed Color Bitmap (low-resolution file, used mainly for on-screen display such as web pages)
- JPG/JPEG Compressed file format (pixel/raster images, low- or high-resolution file)
- PCT/PICT Apple Bitmap File Format (can store vector data on an Apple computer)
- PDF Portable Document Format (embedded vector or pixel data)
- PNG Portable Network Graphic (can be low- or high-resolution file, used mainly for on-screen display such as web pages)
- TIF/TIFF Tagged Image File Format (pixel/raster image file, cross platform compatible)
- WMF Windows Metafile (can store vector and pixel data on a Windows computer)

Recommended and Acceptable File Types

<i>Software Name</i>	<i>File Type</i>										
	AI	BMP	EMF	EPS	GIF	JPG	PCT	PDF	PNG	TIF	WMF
Adobe Illustrator	✓			✓		■	■	■		✓	
Adobe PageMaker				✓	■			■	■	✓	
Adobe InDesign				✓		■	■	✓	■	✓	
Adobe Photoshop				✓	■	■	■	■	■	✓	
Quark XPress				✓		■	■	✓	■	✓	
Macromedia Freehand				✓		■		■		✓	
CorelDRAW	■			✓	■	■	■		■	■	
Microsoft Excel		■	■	■	■	■				■	✓
Microsoft Word			✓	■		■	■			■	✓
Microsoft PowerPoint			■	■		✓	■			✓	■
WordPerfect			■								✓

✓ Recommended file type ■ Acceptable file type

Glossary of Terms

Glossary of Terms

BRAND – a person’s perception of a product, service, experience, or organization

BRAND EQUITY – the accumulated value of a company’s brand assets, both financially and strategically; the overall market strength of a brand

CLEAR ZONE – the “safe” area surrounding a signature on which neither type nor imagery can intrude

CO-BRANDING – the purposeful linking of two or more brands for mutual benefit

FONT – a specific size and style of type within a type family

HEX (HEXADECIMAL) – the HTML color-coding system in which six-digit alphanumeric codes are assigned to specific colors

KIT OF PARTS – a complete brand identity scheme, including name, signature, typography, colors, shapes, sound signatures, taglines, and other expressions of the brand

LINE SCREEN – in printing, the measure of how many halftone lines are printed in a linear inch; it defines the necessary resolution of an image

LOGO – an abbreviation of logotype, now applied broadly (if incorrectly) to all trademarks

LOGOTYPE – a distinctive typeface or lettering style used to represent a brand name; a wordmark (such as “Coca-Cola,” “Ford,” “Hertz,” and “Kellogg’s”)

MARK – the graphic portion of a company’s signature, such as Nike’s swoosh or AT&T’s globe

PIXEL GRAPHICS – 2D images determined by the exact color of each pixel of a computer screen

POSTSCRIPT – a trademark used for an object-oriented computer language for describing the appearance and layout of documents, used to print high-resolution text and graphics

PROCESS COLOR (CMYK) – multi-color printing that simulates full-color imagery; cyan, magenta, yellow, and black

RESOLUTION – the fineness of detail that can be distinguished in an image

RGB – Red, Green, Blue; the three colors of light which can be mixed to produce any other color

SIGNATURE – the defined visual relationship between a logotype and a mark

SPOT COLOR (PMS) – a specific color vs. a build of any two of the process colors

TAGLINE – a sentence, phrase, or word used to summarize a school’s mission, such as Indiana University’s “Quality Education. Lifetime Opportunities.®” or the University of Miami’s “Education meets the world”

TRADEMARK – a name and / or symbol that indicates a source of goods or services and prevents confusion in the marketplace; a legally protected form of intellectual property

TYPOGRAPHY – the arrangement and appearance of printed matter

VECTOR GRAPHICS – digital images determined by specific points and mathematical functions

VISUAL IDENTITY – the outward expression of a brand, including its name, signature, communications, and visual appearance

University Signature History

The Gonzaga University signature forms the very foundation of the GU image as communicated to the world. In a very real sense, it serves as GU's visual emissary, creating an immediate emotional connection between the university and the public. Everything GU is about, where it came from, and where it's heading are summed up in that one little symbol – a symbol seen by far more people than will ever visit its campus.

The current university signature, adopted in 2006, is a refresh of the signature created in 1982, and retains many of its predecessor's characteristics. Where it departs is in its bold and dynamic design and its clean, scaleable approach that allows for a more integrated and universal implementation.

The iconic signature uses the defining landmark of the campus – St. Aloysius Church – to help convey respect for the university's overlapping Jesuit, Catholic, and humanistic traditions. It's a powerful symbol that retains the brand equity derived from GU's commitment to faith, justice, ethics, service, and leadership for the common good.



Signature Components

The Gonzaga University signature consists of two elements: the mark and the logotype. The signature is Gonzaga University's standard identifying mark. The signature should not be altered in any way. The proportion, position, and size relationship between the mark and the logotype are specific measurements. The logotype is a custom-designed typeface and no other typeface should be substituted. This is the approved, official Gonzaga University signature. No other renderings, formats, or versions are acceptable. Only approved electronic artwork should be used to reproduce the signature.

The Signature Components



Trademarks and Licensing

The university signature is copyrighted and may not be used on publications or products originating outside of Gonzaga University without express written permission of the Director of Graphic Arts or Director of Public Relations.

For signature applications requiring approval, please contact (prior to printing) Gerald Almanza, Director of Graphic Arts directly at 509.323.5899 or via email at almanzag@gu.gonzaga.edu, or Dale Goodwin, Director of Public Relations at 509.323.6133 or via email at goodwin@gu.gonzaga.edu.

To receive approved electronic artwork please contact Gerald Almanza.

Signature Color Options

The signature was created to project strongly in both large and small sizes, and also in both color and black and white. Shown here are the only approved color options for the signature. The university signature may not be reproduced in any other color. The individual color specifications are provided below. Whenever possible, the signature should appear in one of the positive forms shown below.

Two-Color Signature (Blue and Brown)





One-Color Signature (Blue or Black)



Approved Signature Colors

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

Color	Pantone*	C	M	Y	K**	R	G	B**	HEX	Vinyl†
	Gonzaga Blue 541 C	100	78	29	19	0	62	118	003E76	Sapphire Blue
	541 U	85	67	26	8	71	89	129	475981	
	Gonzaga Brown 174 C	26	89	100	23	133	55	30	85371E	Terra Cotta
	484 U	31	72	64	17	138	86	80	8A5650	

NOTE: C = Coated, U = Uncoated. When printing the Gonzaga Brown be sure to specify the correct PMS color for either coated or uncoated stock.

* 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.

† Vinyl color selection based on 3M Scotchcal Series 220.

Reversed Signature Color Options

While the preferred means of reproducing the university signature is in positive form, there may be instances from time to time that require it to be reversed out of a color of sufficient contrast. Shown here are the only approved signature and background color combinations.

Two-Color Signature (Blue and Brown)



When using the two-color signature, it may only appear against a white background with appropriate clear zone (see Clear Zone section).

Reversed One-Color Signature on Blue, Brown, or Black

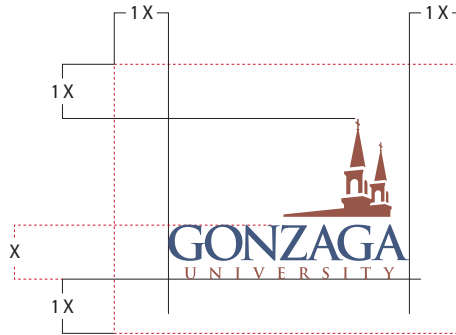


Specialty Color Applications

For unique applications, the university signature may be watermarked, foiled, embossed, etc., but only with prior approval from the Director of Graphic Arts or Director of Public Relations (see Contacts page).

Clear Zone

When applying the signature, it is essential to leave a measured amount of clear space around the signature to maintain optimum readability. Always maintain at least a minimum of 1X of breathing room around the signature. Keep this area clear of other elements such as text, rule lines, and page edges. More space is always preferred.



Minimum Signature Sizes

Adherence to minimum signature sizes ensures readability and recognition at small sizes. Signature size is determined by measuring the width of the Gonzaga name. Never reproduce the university signature smaller than the minimum sizes shown.

High-Resolution Two-Color and One-Color Signatures (Blue and Brown, Blue or Black only)



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



NOTE: High-resolution generally refers to offset printing with quality paper stocks. Low-resolution generally refers to low-quality paper stocks such as newsprint.

Signature Misuse

It is essential that the university signature be presented accurately and consistently every time it is used. Please avoid these common violations:



DO NOT replace any parts of the signature with other elements.



DO NOT violate the signature clear zone with text, graphic elements, imagery, page edges, etc.



DO NOT display an incomplete signature.



DO NOT allow the signature to become distorted due to improper scaling.



DO NOT allow the signature to appear as a screen of the approved signature colors.



DO NOT realign the signature components.



DO NOT allow the signature to appear on a background color without the appropriate white clear zone.



DO NOT allow the reversed signature to appear on an unapproved background color.



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

Logotype Components

The logotype is the typographic element of the university signature, and is Gonzaga's secondary identifying logo. Whenever possible, the university signature is preferred, but the logotype may be used in its place in certain situations. The proportion, position, and size relationship between the two words are specific measurements. The logotype is a custom-designed typeface and no other typeface should be substituted. This is the approved, official Gonzaga University logotype. No other renderings, formats, or versions are acceptable. Only approved electronic artwork should be used to reproduce the logotype.

The Logotype



Trademarks and Licensing

The university logotype is copyrighted and may not be used on publications or products originating outside of Gonzaga University without express written permission of the Director of Graphic Arts or Director of Public Relations.

For logotype applications requiring approval, please contact (prior to printing) Gerald Almanza, Director of Graphic Arts directly at 509.323.5899 or via email at almanzag@gu.gonzaga.edu, or Dale Goodwin, Director of Public Relations at 509.323.6133 or via email at goodwin@gu.gonzaga.edu.

To receive approved electronic artwork please contact Gerald Almanza.

University Logotype

Logotype Color Options

Whenever possible please use the university signature. But in certain instances, the logotype may be used. Shown here are the only approved color options for the logotype. The university logotype may not be reproduced in any other color. The individual color specifications are provided below. Whenever possible, the logotype should appear in one of the positive forms shown below.

Two-Color Logotype (Blue and Brown)





One-Color Logotype (Blue or Black)



Approved Logotype Colors

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

	Color	Pantone*	C	M	Y	K**	R	G	B**	HEX	Vinyl†
	Gonzaga Blue	541 C	100	78	29	19	0	62	118	003E76	Sapphire Blue
		541 U	85	67	26	8	71	89	129	475981	
	Gonzaga Brown	174 C	26	89	100	23	133	55	30	85371E	Terra Cotta
		484 U	31	72	64	17	138	86	80	8A5650	

NOTE: C = Coated, U = Uncoated. When printing the Gonzaga Brown be sure to specify the correct PMS color for either coated or uncoated stock.

* 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.

† Vinyl color selection based on 3M Scotchcal Series 220.

Reversed Logotype Color Options

While the preferred means of reproducing the university logotype is in positive form, there may be instances from time to time that require it to be reversed out of a color of sufficient contrast. Shown here are the only approved logotype and background color combinations.

Two-Color Logotype (Blue and Brown)



When using the two-color logotype, it may only appear against a white background with appropriate clear zone (see Clear Zone section).

Reversed One-Color Logotype on Blue, Brown, or Black



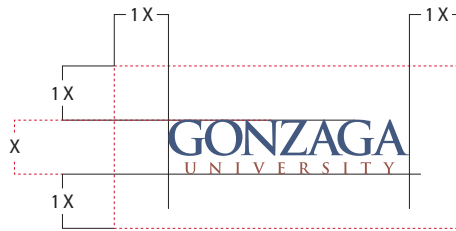
Specialty Color Applications

For unique applications, the university logotype may be watermarked, foiled, embossed, etc., but only with prior approval from the Director of Graphic Arts or Director of Public Relations (see Contacts page).

University Logotype

Clear Zone

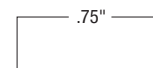
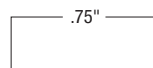
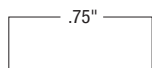
When applying the logotype, it is essential to leave a measured amount of clear space around the logotype to maintain optimum readability. Always maintain at least a minimum of 1X of breathing room around the logotype. Keep this area clear of other elements such as text, rule lines, and page edges. More space is always preferred.



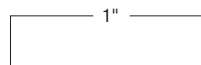
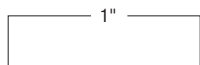
Minimum Logotype Sizes

Adherence to minimum logotype sizes ensures readability and recognition at small sizes. Logotype size is determined by measuring the width of the Gonzaga name. Never reproduce the university logotype smaller than the minimum sizes shown.

High-Resolution Two-Color and One-Color Logotypes (Blue and Brown, Blue or Black only)



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



NOTE: High-resolution generally refers to offset printing with quality paper stocks. Low-resolution generally refers to low-quality paper stocks such as newsprint.

University Logotype

Logotype Misuse

It is essential that the university logotype be presented accurately and consistently every time it is used. Please avoid these common violations:



DO NOT replace any parts of the logotype with other elements.



DO NOT violate the logotype clear zone with text, graphic elements, imagery, page edges, etc.



DO NOT display an incomplete logotype.



DO NOT allow the logotype to become distorted due to improper scaling.



DO NOT allow the logotype to appear as a screen of the approved logotype colors.



DO NOT substitute any other fonts for the approved logotype fonts.



DO NOT allow the logotype to appear on a background color without the appropriate white clear zone.



DO NOT allow the reversed logotype to appear on an unapproved background color.



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

School / College Signature

School / College Usage

To create their own “logo,” individual colleges or schools will have their names associated as descriptors with the university signature. This approach creates a unifying visual identity as well as a natural hierarchy between university and college – while also providing a measure of distinction to each school.

The only entities within Gonzaga University allowed to use these logos are as follows:

- College of Arts and Sciences
- School of Business Administration
- School of Education
- School of Engineering
- School of Law
- School of Professional Studies

Under no circumstances is any other group, department, etc., allowed to place its name below the university signature. Individual identification is allowed through the use of the business package (see page 25).



School / College Signature

Signature Components

The Gonzaga University school / college signature consists of three elements: the mark, logotype, and school or college designation. The signature should not be altered in any way. The proportion, position, and size relationship between the mark, logotype, and school / college designation are specific measurements. The logotype is a custom-designed typeface and no other typeface should be substituted. This is the approved, official Gonzaga University school / college signature. No other renderings, formats, or versions are acceptable. Only approved electronic artwork should be used to reproduce the signature.

The Signature Components



Trademarks and Licensing

The university signature is copyrighted and may not be used on publications or products originating outside of Gonzaga University without express written permission of the Director of Graphic Arts or Director of Public Relations.

For signature applications requiring approval, please contact (prior to printing) Gerald Almanza, Director of Graphic Arts directly at 509.323.5899 or via email at almanzag@gu.gonzaga.edu, or Dale Goodwin, Director of Public Relations at 509.323.6133 or via email at goodwin@gu.gonzaga.edu.

To receive approved electronic artwork please contact Gerald Almanza.

Signature Color Options

The signature was created to project strongly in both large and small sizes, and also in both color and black and white. Shown here are the only approved color options for the signature. The university signature may not be reproduced in any other color. The individual color specifications are provided below. Whenever possible, the signature should appear in one of the positive forms shown below.

Two-Color Signature (Blue and Brown)





One-Color Signature (Blue or Black)



Approved Signature Colors

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

Color	Pantone*	C	M	Y	K**	R	G	B**	HEX	Vinyl†
	Gonzaga Blue 541 C	100	78	29	19	0	62	118	003E76	Sapphire Blue
	541 U	85	67	26	8	71	89	129	475981	
	Gonzaga Brown 174 C	26	89	100	23	133	55	30	85371E	Terra Cotta
	484 U	31	72	64	17	138	86	80	8A5650	

NOTE: C = Coated, U = Uncoated. When printing the Gonzaga Brown be sure to specify the correct PMS color for either coated or uncoated stock.

* 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.

† Vinyl color selection based on 3M Scotchcal Series 220.

Reversed Signature Color Options

While the preferred means of reproducing the university signature is in positive form, there may be instances from time to time that require it to be reversed out of a color of sufficient contrast. Shown here are the only approved signature and background color combinations.

Two-Color Signature (Blue and Brown)



When using the two-color signature, it may only appear against a white background with appropriate clear zone (see Clear Zone section).

Reversed One-Color Signature on Blue, Brown, or Black



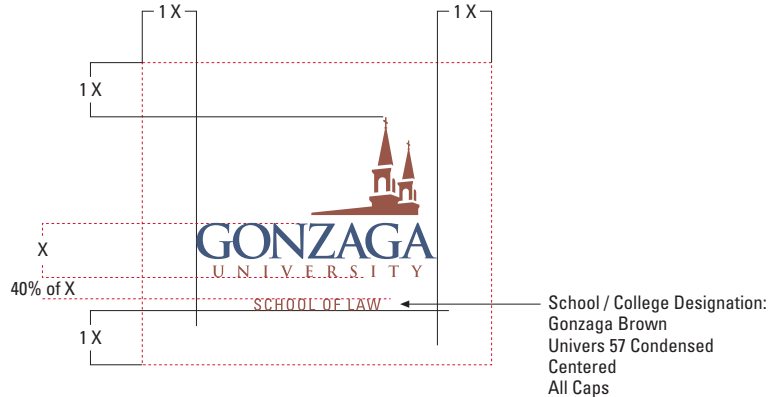
Specialty Color Applications

For unique applications, the university signature may be watermarked, foiled, embossed, etc., but only with prior approval from the Director of Graphic Arts or Director of Public Relations (see Contacts page).

School / College Signature

Clear Zone

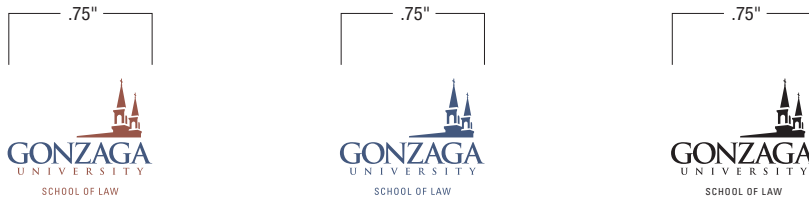
When applying the signature, it is essential to leave a measured amount of clear space around the signature to maintain optimum readability. Always maintain at least a minimum of 1X of breathing room around the signature. Keep this area clear of other elements such as text, rule lines, and page edges. More space is always preferred.



Minimum Signature Sizes

Adherence to minimum signature sizes ensures readability and recognition at small sizes. Signature size is determined by measuring the width of the Gonzaga name. Never reproduce the university signature smaller than the minimum sizes shown.

High-Resolution Two-Color and One-Color Signatures (Blue and Brown, Blue or Black only)



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



NOTE: High-resolution generally refers to offset printing with quality paper stocks. Low-resolution generally refers to low-quality paper stocks such as newsprint.

Signature Misuse

It is essential that the university signature be presented accurately and consistently every time it is used. Please avoid these common violations:



DO NOT replace any parts of the signature with other elements.



DO NOT replace the school or college designation with a department or location name.



DO NOT display an incomplete signature.



DO NOT allow the signature to become distorted due to improper scaling.



DO NOT allow the signature to appear as a screen of the approved signature colors.



DO NOT realign the signature components.



DO NOT allow the signature to appear on a background color without the appropriate white clear zone.



DO NOT allow the reversed signature to appear on an unapproved background color.



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

The typefaces shown below are to be used for advertising, marketing, publications, etc. They have been selected for their compatibility with the university signature. All weights (regular, bold, etc.) and versions (condensed, italic / oblique, etc.) may be used.

A Note about Fonts

The official Gonzaga brand fonts – Trajan and Univers – should be used for all communications. If for some reason these fonts are not available, Arial and Times may be substituted; however, you should get in touch with the Director of Graphic Arts (see Contacts page) to update your fonts as soon as possible.

Trajan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ! \$%&*()-:;.,/?

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !#\$%&*()-:;.,/?

Univers 47 Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !#\$%&*()-:;.,/?

Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !#\$%&*()-:;.,/?

Business Package

University stationery is an important means of presenting a uniform and consistent visual image for Gonzaga University. It is a frequently seen and widely used form of communication.

The university business package includes a host of purpose-designed items, of which several variations are offered. While the following pages show a fairly representative sample of what the Gonzaga University business package contains, it is only a small percentage of the choices available. For a complete selection, please contact Gerald Almanza, Director of Graphic Arts, or Karen Koberstein in Plant Services.

NOTE: The university signature is required on all components of the university business package and must be used by all university schools, colleges, and departments. It is required to be used on all university publications. None of its forms may be altered in any way; parts can be neither deleted nor added.

For signature and logotype applications requiring approval, please contact (prior to printing) Gerald Almanza, Director of Graphic Arts directly at 509.323.5899 or via email at almanzag@gu.gonzaga.edu, or Dale Goodwin, Director of Public Relations at 509.323.6133 or via email at goodwin@gu.gonzaga.edu.

To receive approved electronic artwork please contact Gerald Almanza.

To order standard business package items (business cards, letterhead, envelopes, note pads) and all other stationery as well as apparel please contact Karen Koberstein directly at 509.323.5653 or via email at kkoberstein@plant.gonzaga.edu. Or, to order promotional items and name badges please contact Janice Taggart directly at 509.323.5649 or via email at taggart@plant.gonzaga.edu.

For all in-house printing projects please contact Nancy Masingale, Director of Faculty Services, directly at 509.323.6880 or via email at masingale@gu.gonzaga.edu.

Business Package

Business Card

All university business cards must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options. Approved business card information is limited to name, title, and department name if applicable, on the upper right-hand side of the card, with address and contact information listed below.

Employee Name:	GU Brown, 9 pt., Univers 65 Bold, 9.25 leading, flush left, initial caps
Title:	GU Brown, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
Address Block:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 80# Cover
Page Size:	3.5" x 2"



Front



Back

NOTE: Back may be ordered with solid Gonzaga Blue, or with Gonzaga Blue and university tagline.

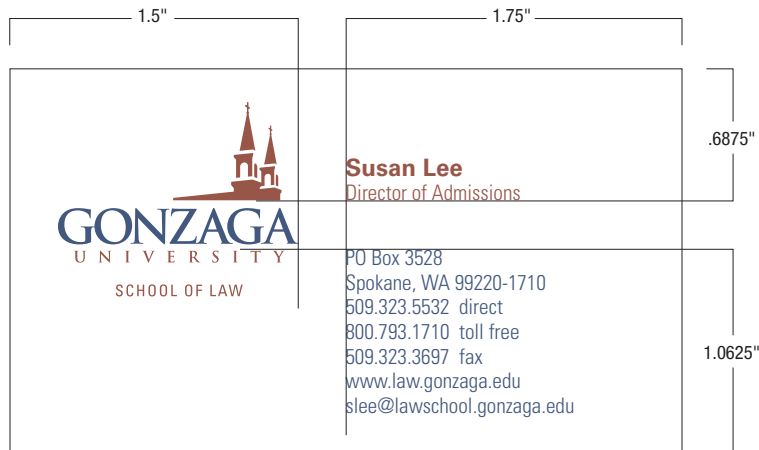
(Shown at actual size)

Business Package

Business Card – School / College

All school / college business cards must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options. Approved business card information is limited to name, title, and department name if applicable, on the upper right-hand side of the card, with address and contact information listed below.

Employee Name:	GU Brown, 9 pt., Univers 65 Bold, 9.25 leading, flush left, initial caps
Title:	GU Brown, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
Address Block:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
School / College:	GU Brown, 6 pt., Univers 57 Condensed, centered under signature, all caps
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 80# Cover
Page Size:	3.5" x 2"



Front



Back

NOTE: Back may be ordered with solid Gonzaga Blue, or with Gonzaga Blue and university tagline.

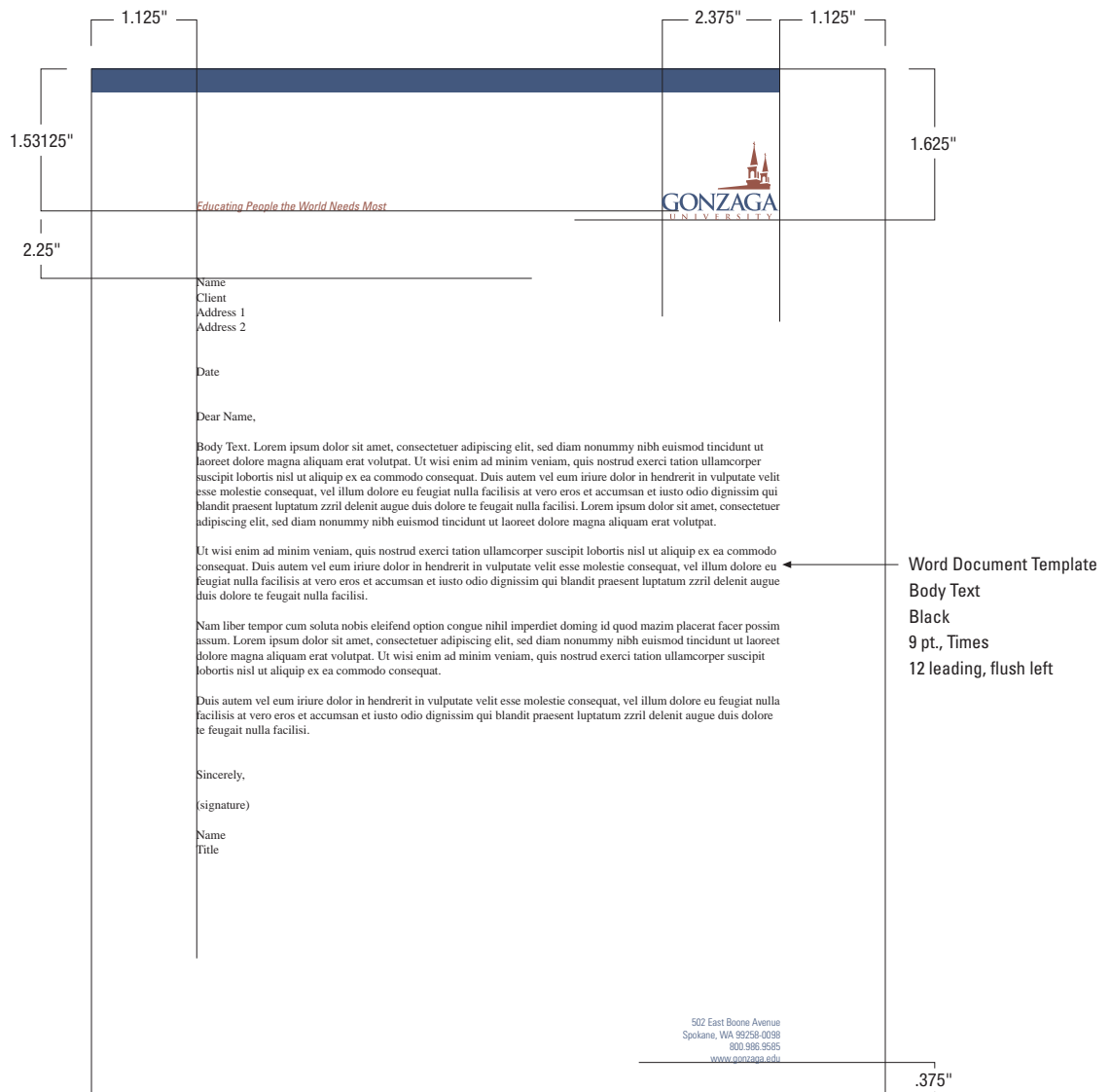
(Shown at actual size)

Business Package

Letterhead

All letterhead must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Tagline (optional): GU Brown, 9 pt., Univers 57 Condensed Oblique, flush left, initial caps
Address Block: GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush right, initial caps
Color Bar: GU Blue, .25" tall x 7.375" wide
Software Requirements: Macromedia Freehand® or Adobe Illustrator®
Color Requirements: PMS 541 and PMS 484
Paper Stock: Classic Crest Solar White Super Smooth 70# Text
Page Size: 8.5" x 11"



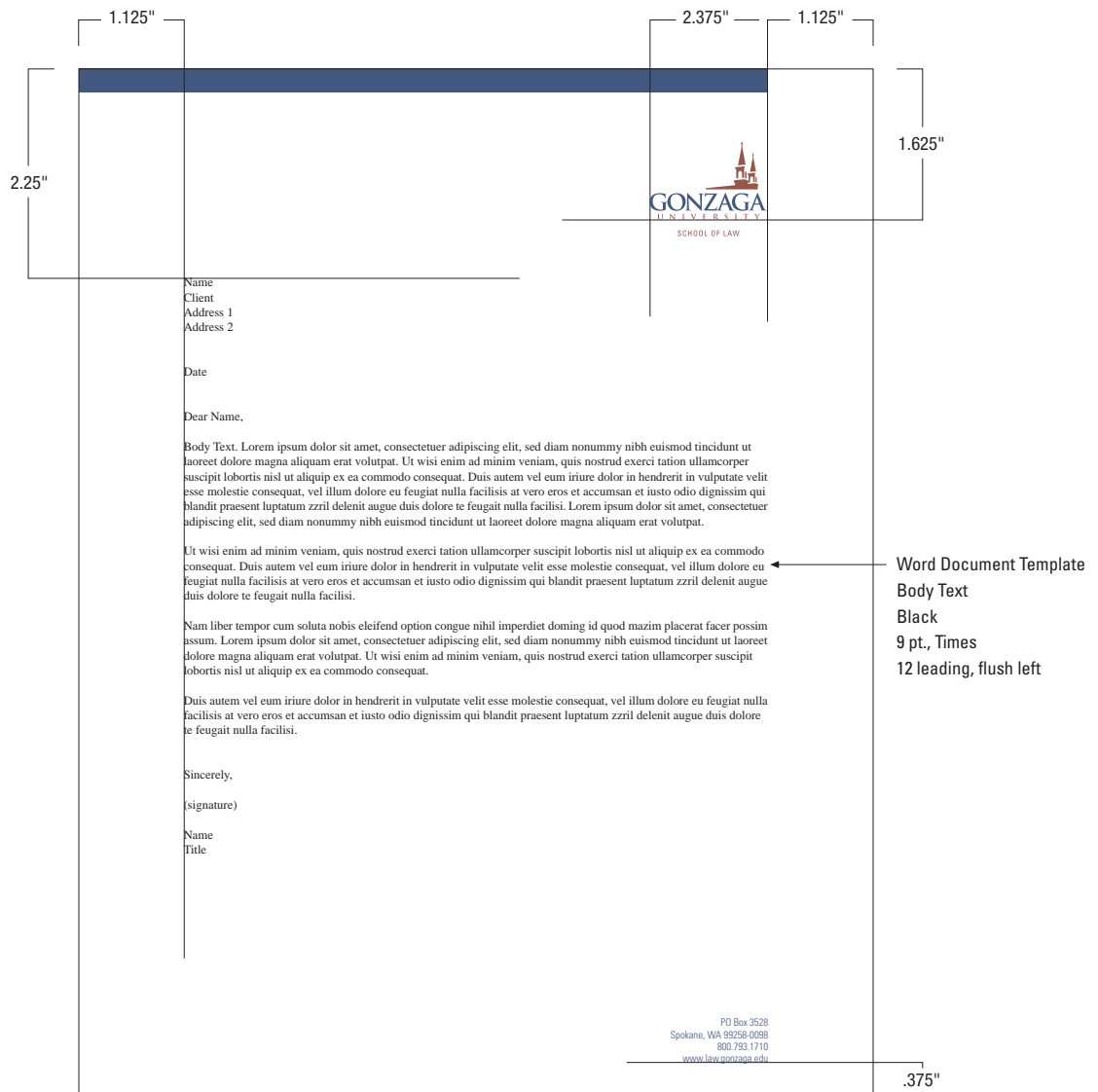
(Shown at reduced size)

Business Package

Letterhead – School / College

All school / college letterhead must follow the design indicated below, with approved exceptions.
Contact Karen Koberstein for available options.

Address Block: GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush right, initial caps
School / College: GU Brown, 6 pt., Univers 57 Condensed, centered under signature, all caps
Color Bar: GU Blue, .25" tall x 7.375" wide
Software Requirements: Macromedia Freehand® or Adobe Illustrator®
Color Requirements: PMS 541 and PMS 484
Paper Stock: Classic Crest Solar White Super Smooth 70# Text
Page Size: 8.5" x 11"



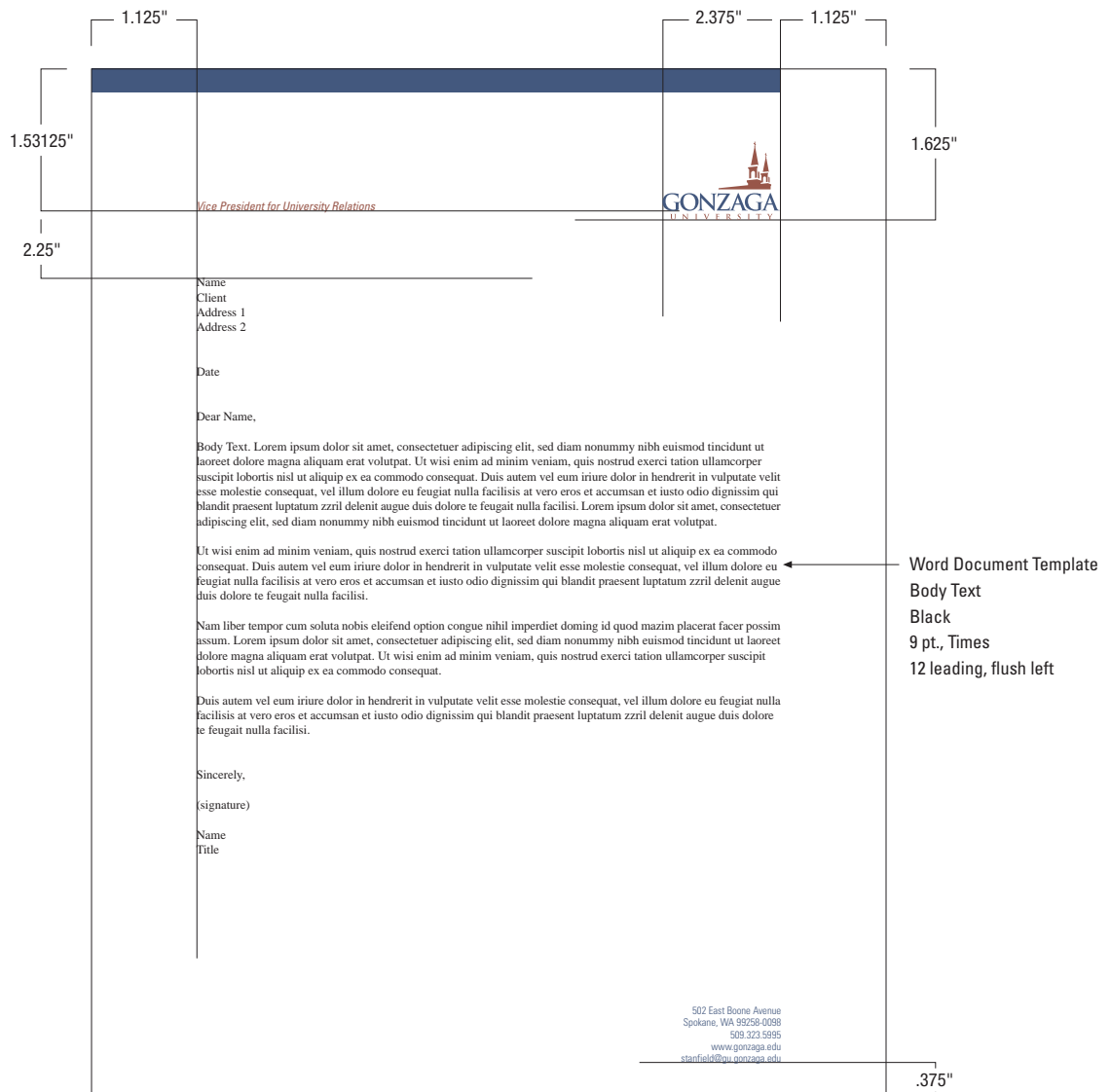
(Shown at reduced size)

Business Package

Letterhead – Department

All department letterhead must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Department (optional): GU Brown, 9 pt., Univers 57 Condensed Oblique, flush left, initial caps
 Address Block: GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush right, initial caps
 Color Bar: GU Blue, .25" tall x 7.375" wide
 Software Requirements: Macromedia Freehand® or Adobe Illustrator®
 Color Requirements: PMS 541 and PMS 484
 Paper Stock: Classic Crest Solar White Super Smooth 70# Text
 Page Size: 8.5" x 11"



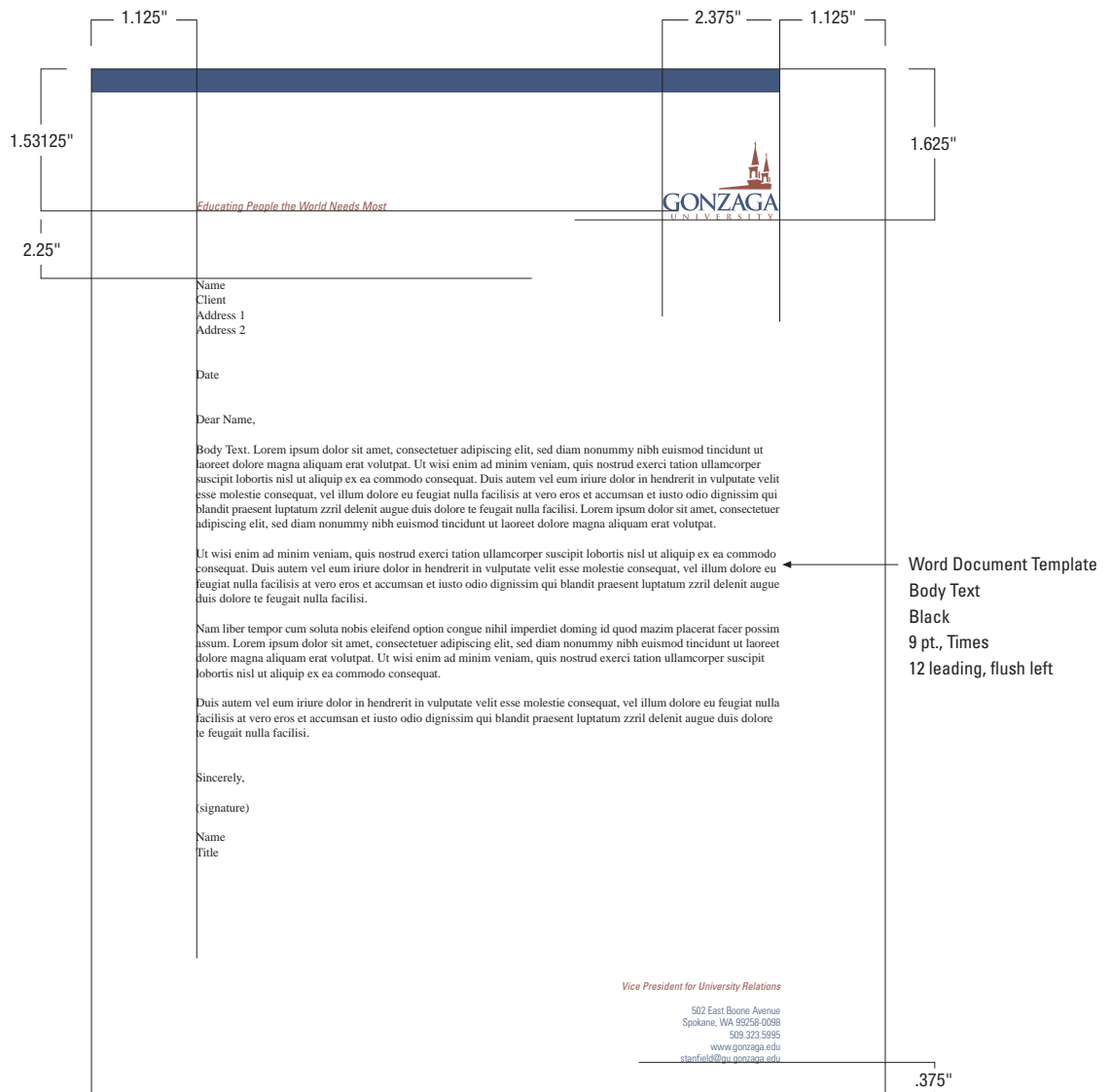
(Shown at reduced size)

Business Package

Letterhead – Department with Tagline

All department with tagline letterhead must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Tagline (optional):	GU Brown, 9 pt., Univers 57 Condensed Oblique, flush left, initial caps
Department (optional):	GU Brown, 8 pt., Univers 57 Condensed Oblique, flush right, initial caps
Address Block:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush right, initial caps
Color Bar:	GU Blue, .25" tall x 7.375" wide
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 70# Text
Page Size:	8.5" x 11"

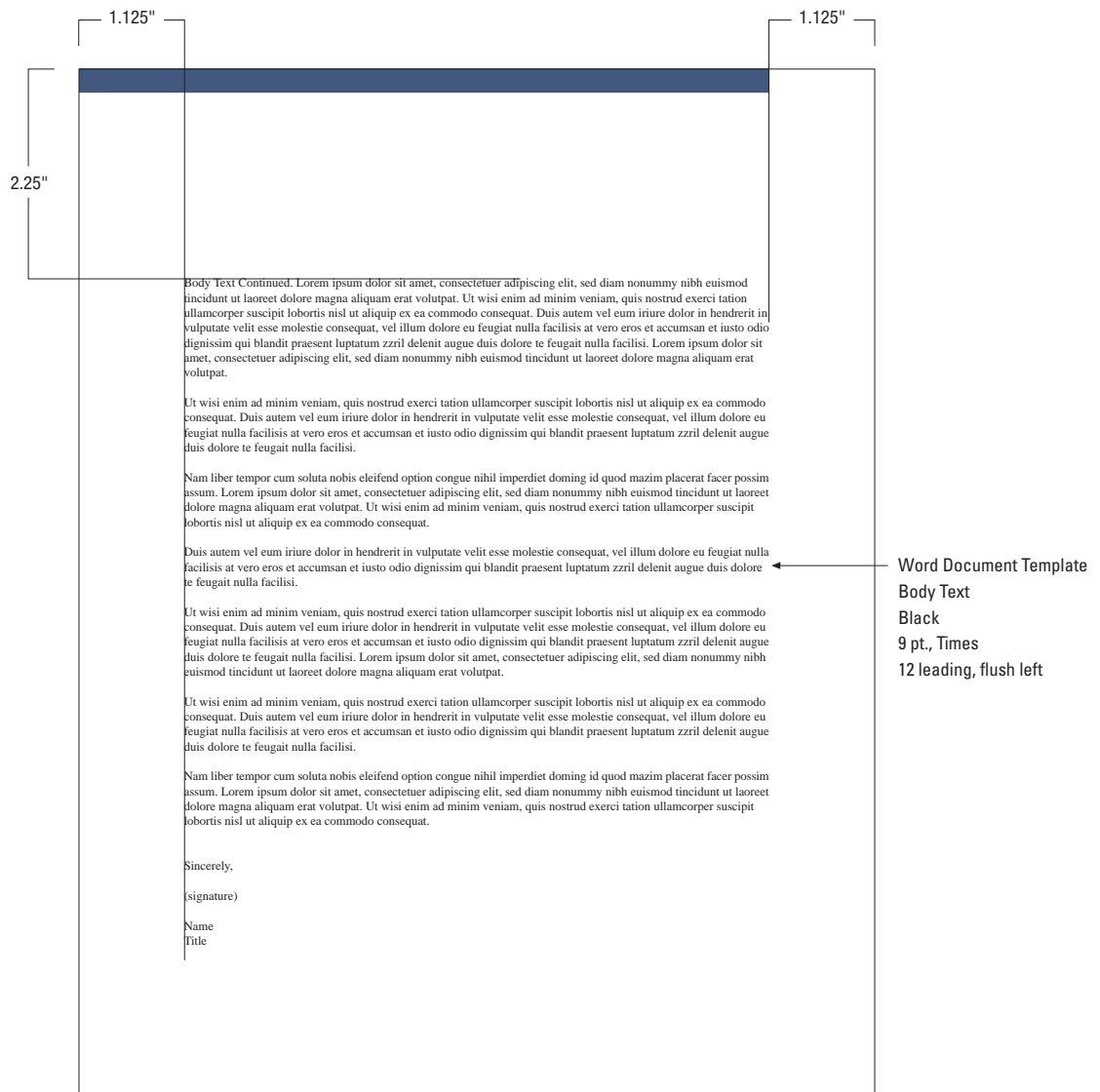


(Shown at reduced size)

Letterhead – Second Sheet

All second sheet letterhead must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Color Bar: GU Blue, .25" tall x 7.375" wide
Software Requirements: Macromedia Freehand® or Adobe Illustrator®
Color Requirements: PMS 484
Paper Stock: Classic Crest Solar White Super Smooth 70# Text
Page Size: 8.5" x 11"

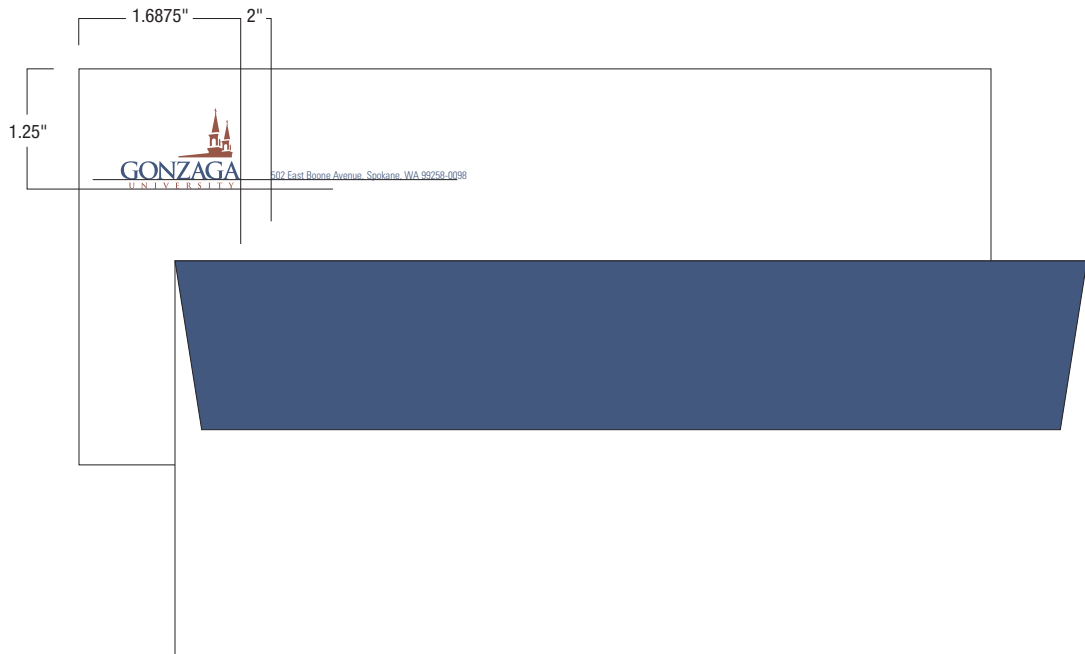


(Shown at reduced size)

No. 10 Envelope

All No. 10 envelopes must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
Envelope Flap:	GU Blue, 1.75" square flap
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 70# Text
Page Size:	Converted No. 10 Envelope

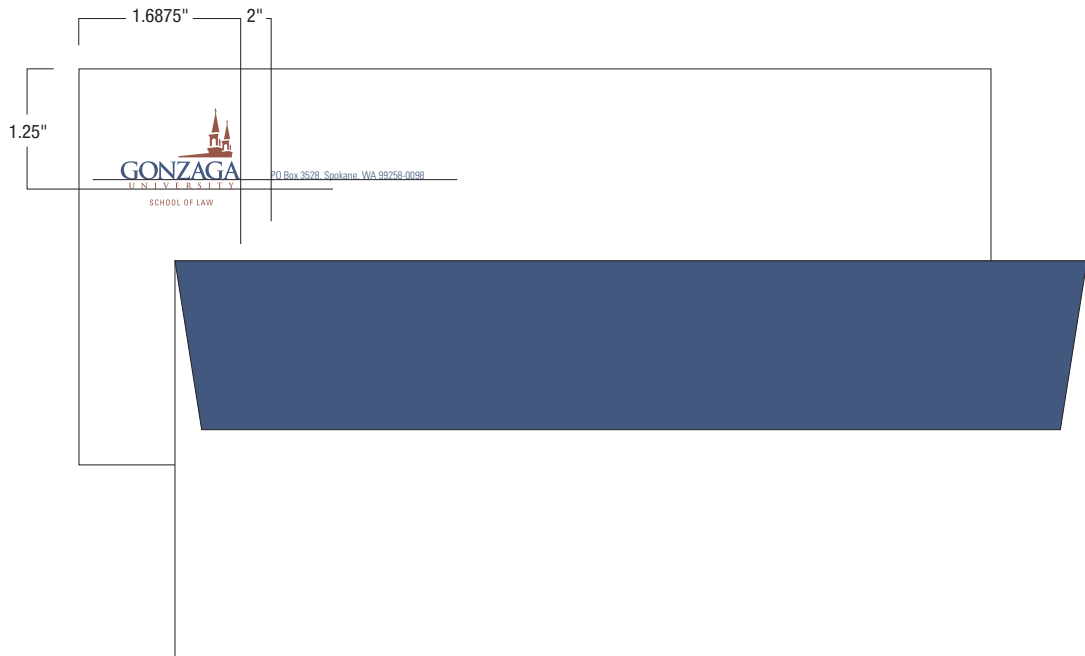


(Shown at reduced size)

No. 10 Envelope – School / College

All school / college No. 10 envelopes must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
School / College:	GU Brown, 6 pt., Univers 57 Condensed, centered under signature, all caps
Envelope Flap:	GU Blue, 1.75" square flap
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 70# Text
Page Size:	Converted No. 10 Envelope



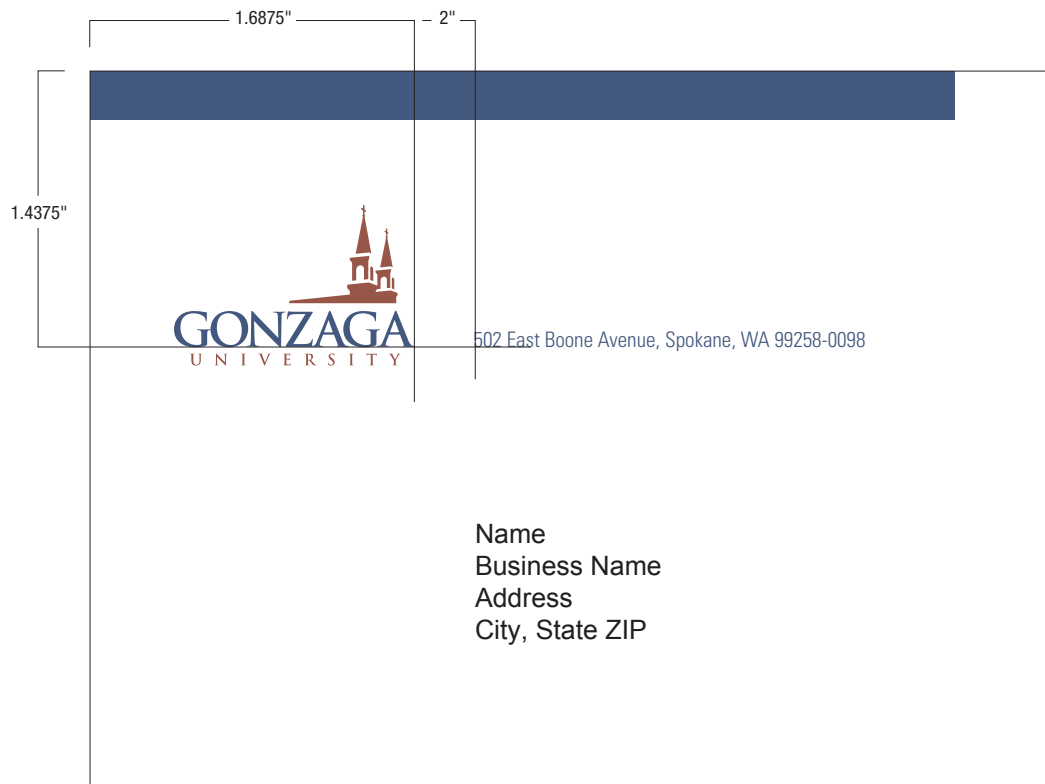
(Shown at reduced size)

Business Package

Mailing Label

All mailing labels must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
Color Bar:	GU Blue, .25" tall x 4.5" wide
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth Label Stock 60# Text
Page Size:	8.5" x 11" page (4-up labels: 5" x 3.75")



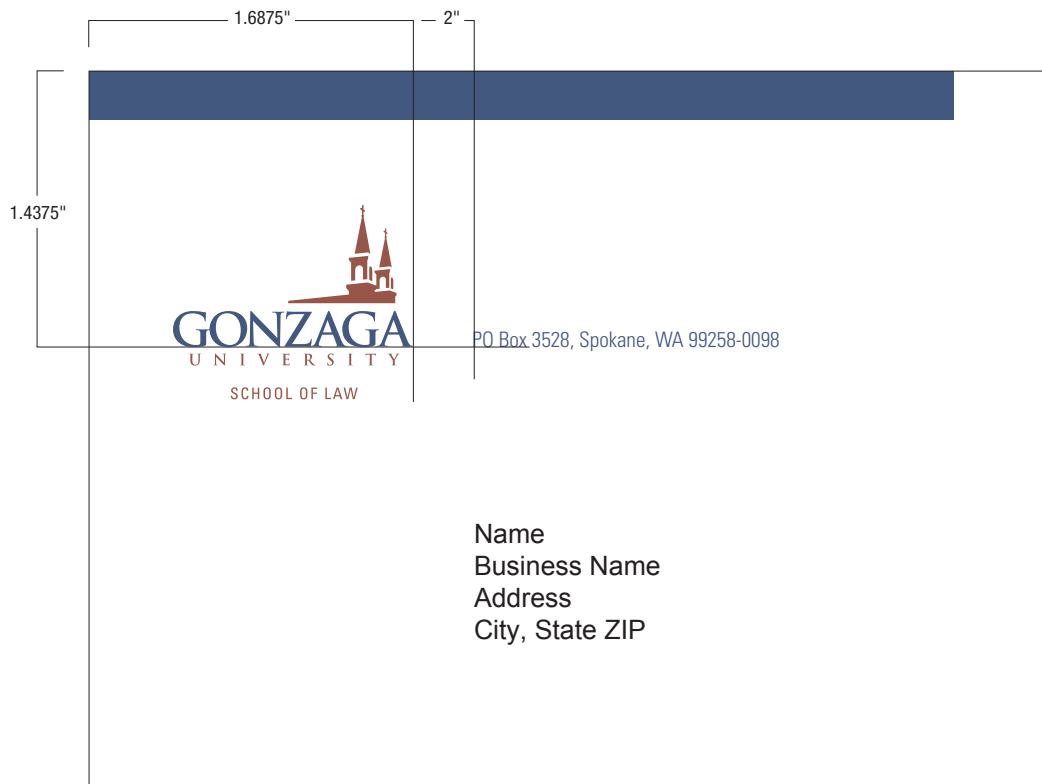
(Shown at actual size)

Business Package

Mailing Label – School / College

All school / college mailing labels must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
School / College:	GU Brown, 6 pt., Univers 57 Condensed, centered under signature, all caps
Color Bar:	GU Blue, .25" tall x 4.5" wide
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth Label Stock 60# Text
Page Size:	8.5" x 11" page (4-up labels: 5" x 3.75")



(Shown at actual size)

Business Package

9" x 12" Envelope

All 9" x 12" envelopes must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options. In certain instances, the one-color blue university signature may be substituted for the two-color university signature.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 9.5 Envelope
Page Size:	9" x 12" Envelope



(Shown at actual size)

Business Package

9" x 12" Envelope – School / College

All school / college 9" x 12" envelopes must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options. In certain instances, the one-color blue university signature may be substituted for the two-color university signature.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
School / College:	GU Brown, 6 pt., Univers 57 Condensed, centered under signature, all caps
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 9.5 Envelope
Page Size:	9" x 12" Envelope



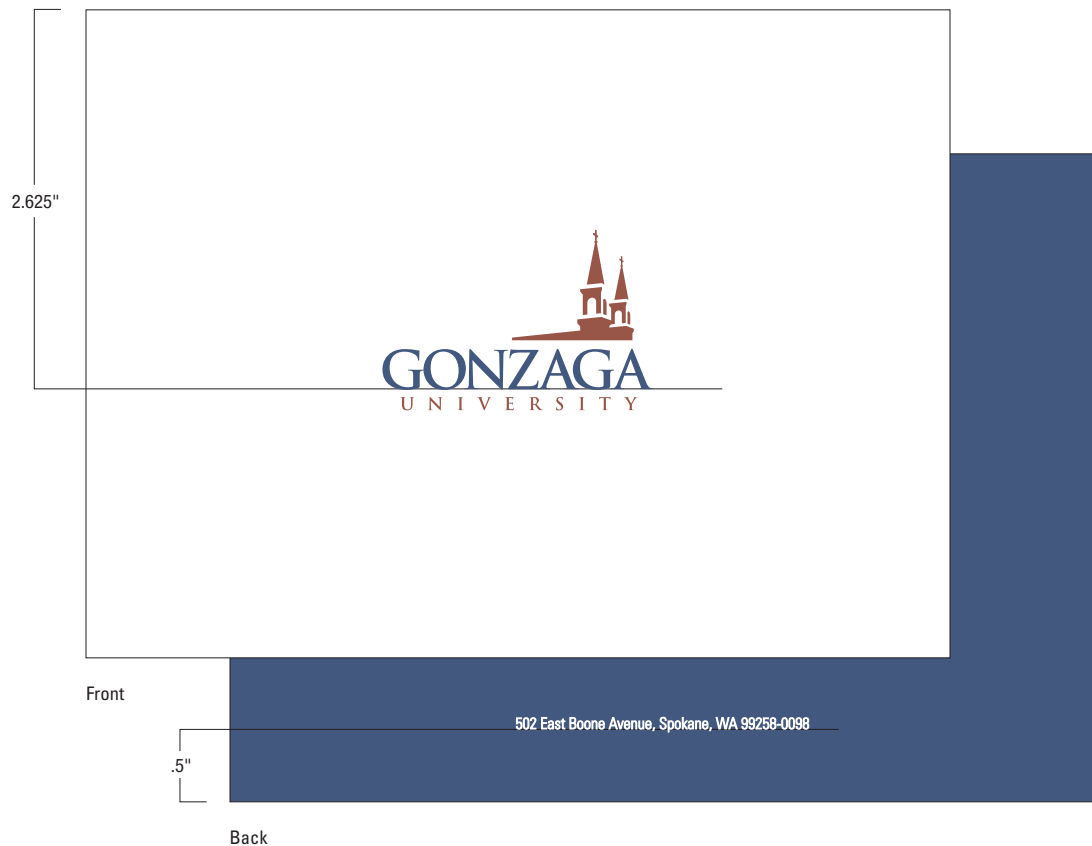
(Shown at actual size)

Business Package

Note Card

All note cards must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Address Line: GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, centered, initial caps
Software Requirements: Macromedia Freehand® or Adobe Illustrator®
Color Requirements: PMS 541 and PMS 484 (outside only)
Paper Stock: Classic Crest Solar White Super Smooth 80# Cover
Page Size: 4.5" x 6" Note Card



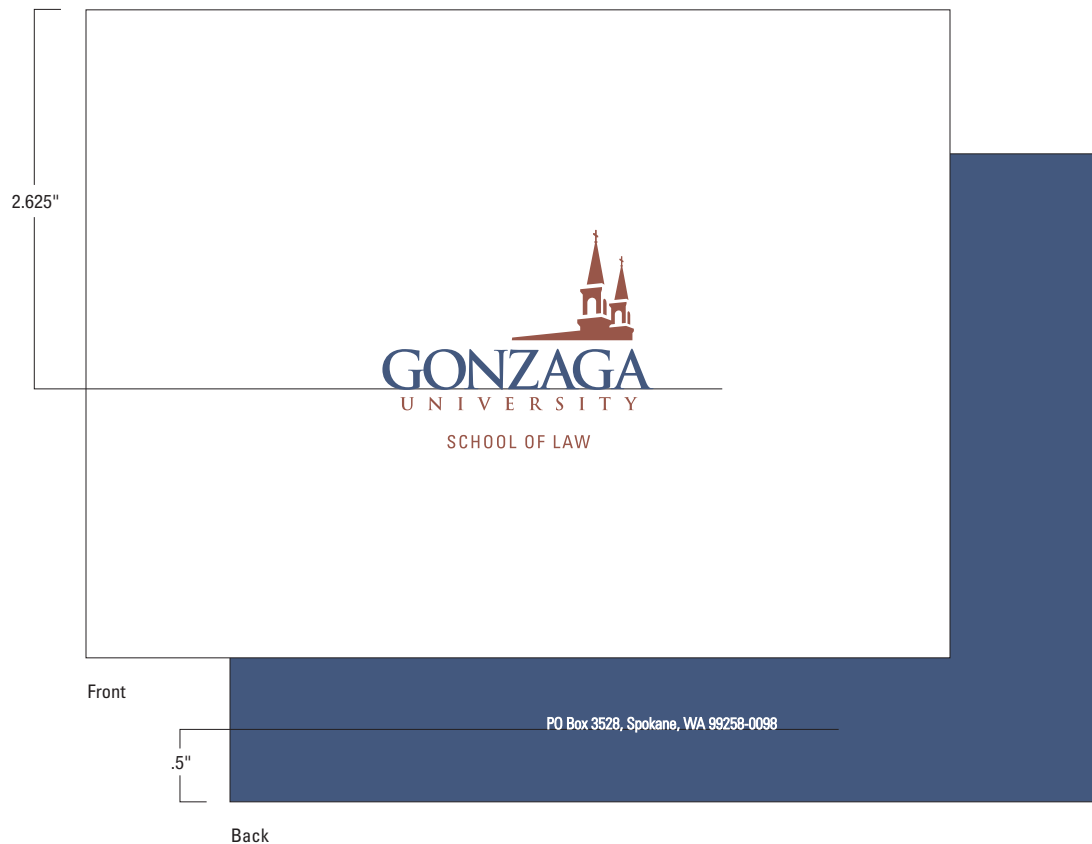
(Shown at reduced size)

Business Package

Note Card – School / College

All school / college note cards must follow the design indicated below, with approved exceptions.
Contact Karen Koberstein for available options.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, centered, initial caps
School / College:	GU Brown, 6 pt., Univers 57 Condensed, centered under signature, all caps
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484 (outside only)
Paper Stock:	Classic Crest Solar White Super Smooth 80# Cover
Page Size:	4.5" x 6" Note Card



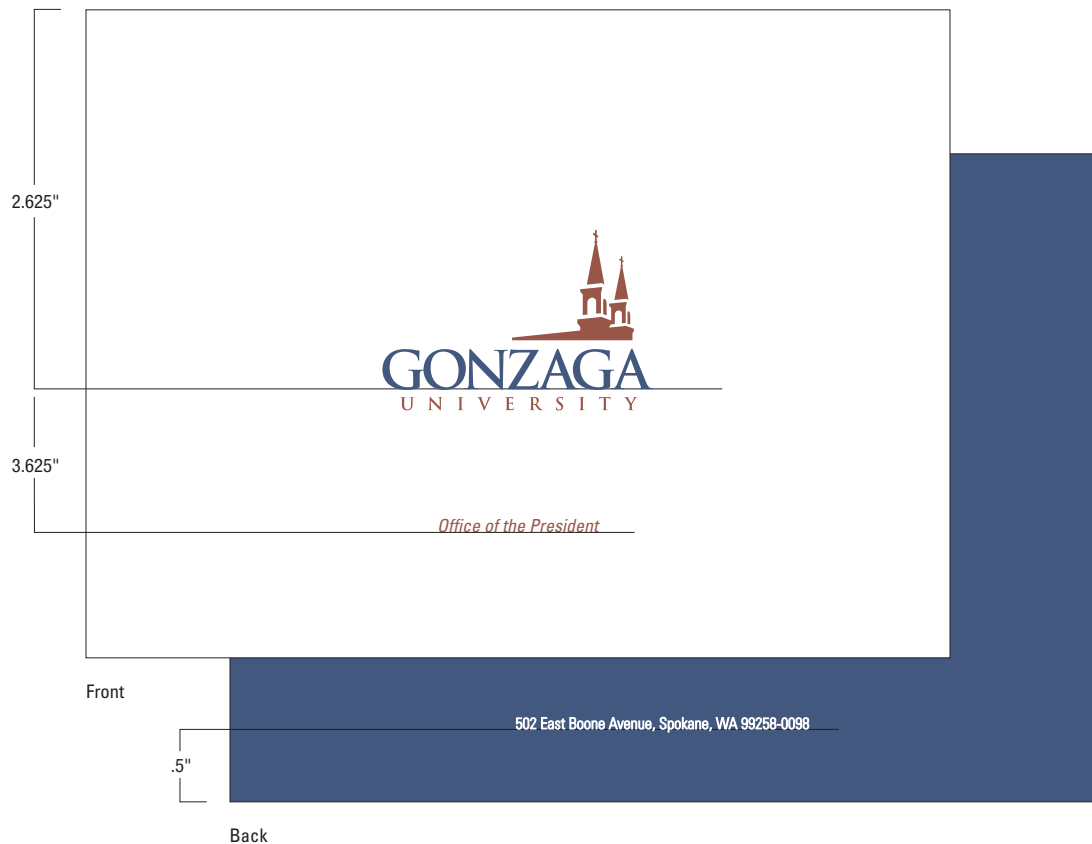
(Shown at reduced size)

Business Package

Note Card – Department

All department note cards must follow the design indicated below, with approved exceptions.
Contact Karen Koberstein for available options.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, centered, initial caps
Department:	GU Brown, 9 pt., Univers 57 Condensed Oblique, centered, initial caps
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484 (outside only)
Paper Stock:	Classic Crest Solar White Super Smooth 80# Cover
Page Size:	4.5" x 6" Note Card

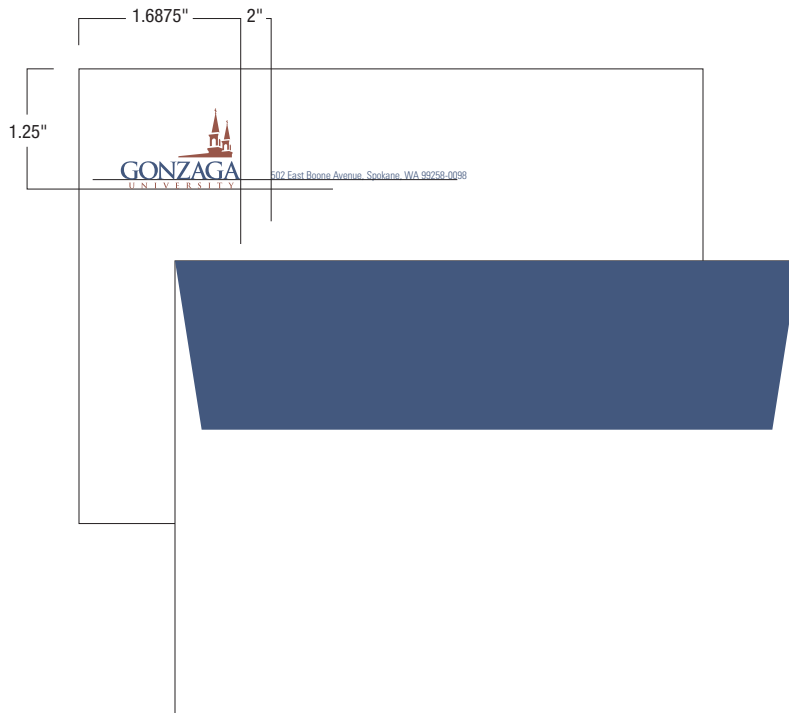


(Shown at reduced size)

Note Card Envelope

All note card envelopes must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
Envelope Flap:	GU Blue, 1.75" square flap
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 70# Text
Page Size:	Converted A6 Envelope, 1.75" square flap

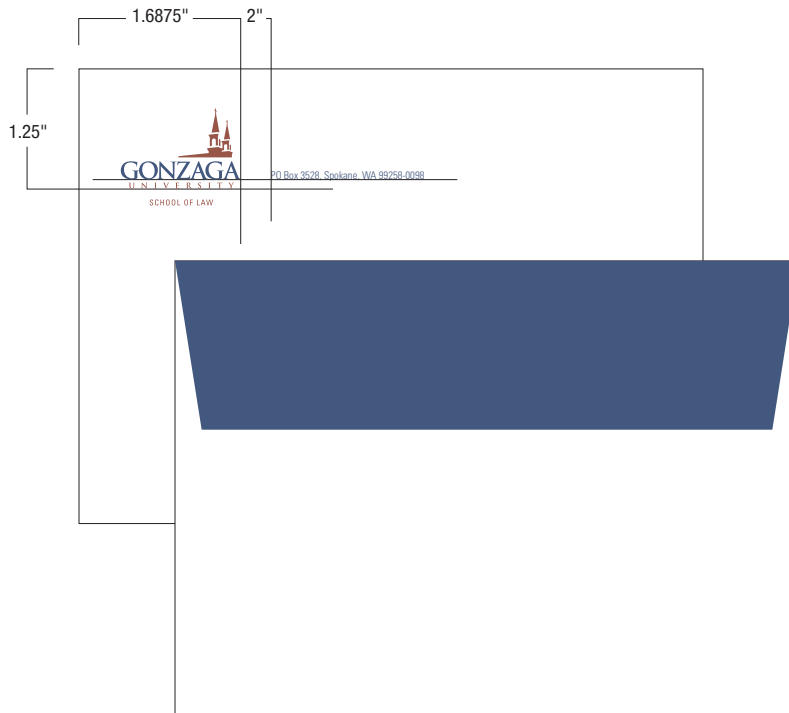


(Shown at reduced size)

Note Card Envelope – School / College

All school / college note card envelopes must follow the design indicated below, with approved exceptions. Contact Karen Koberstein for available options.

Address Line:	GU Blue, 8 pt., Univers 47 Condensed, 9.25 leading, flush left, initial caps
School / College:	GU Brown, 6 pt., Univers 57 Condensed, centered under signature, all caps
Envelope Flap:	GU Blue, 1.75" square flap
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 70# Text
Page Size:	Converted A6 Envelope, 1.75" square flap



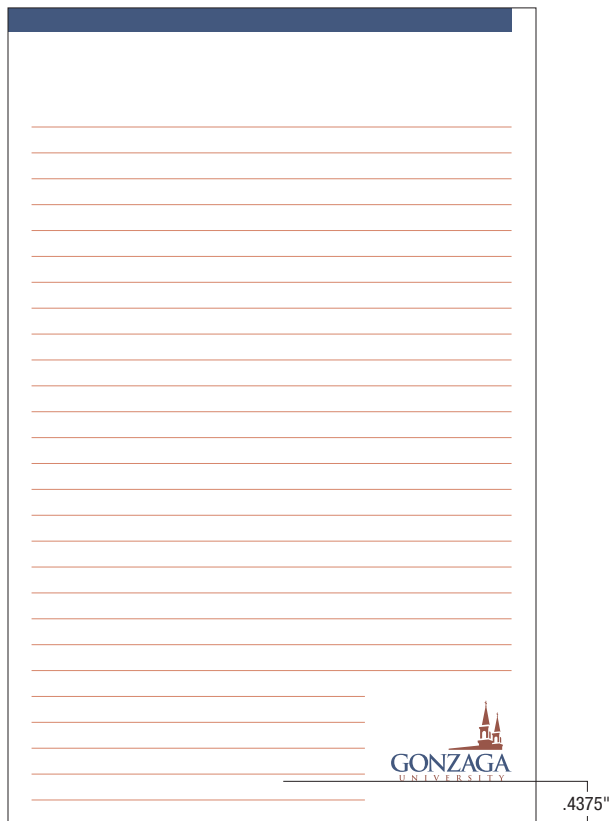
(Shown at reduced size)

Business Package

Memo Pad

All memo pads must follow the design indicated below, with approved exceptions. It is available both ruled and unruled. Contact Karen Koberstein for available options.

Color Bar:	GU Blue, .25" tall x 5.25" wide
Rules:	40% GU Brown, .125" line weight
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 70# Text
Page Size:	5.5" x 8.5"



(Shown at reduced size)

Business Package

Memo Pad – School / College

All school / college memo pads must follow the design indicated below, with approved exceptions. It is available both ruled and unruled. Contact Karen Koberstein for available options.

School / College:	GU Brown, 6 pt., Univers 57 Condensed, centered under signature, all caps
Color Bar:	GU Blue, .25" tall x 5.25" wide
Rules:	40% GU Brown, .125" line weight
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 70# Text
Page Size:	5.5" x 8.5"



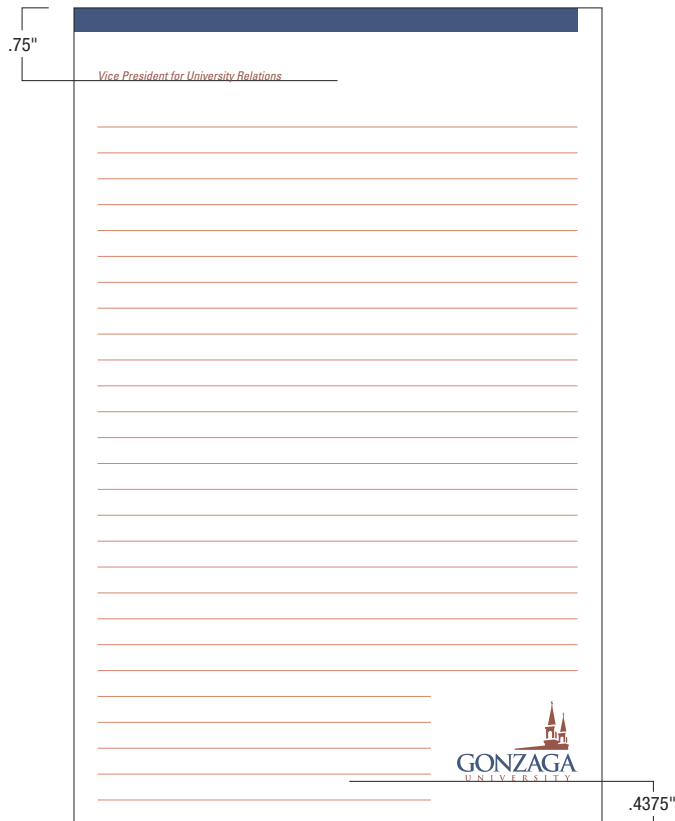
(Shown at reduced size)

Business Package

Memo Pad – Department

All department memo pads must follow the design indicated below, with approved exceptions. It is available both ruled and unruled. Contact Karen Koberstein for available options.

Department / Tagline:	GU Brown, 9 pt., Univers 57 Condensed Oblique, flush left, initial caps
Color Bar:	GU Blue, .25" tall x 5.25" wide
Rules:	40% GU Brown, .125" line weight
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 70# Text
Page Size:	5.5" x 8.5"



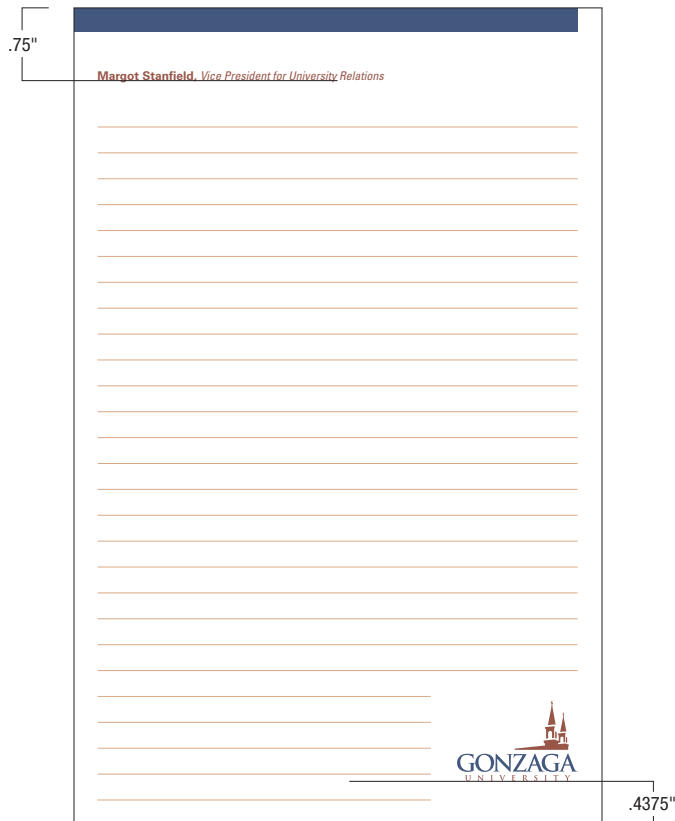
(Shown at reduced size)

Business Package

Memo Pad – Department with Name

All department with name memo pads must follow the design indicated below, with approved exceptions. It is available both ruled and unruled. Contact Karen Koberstein for available options.

Name:	GU Brown, 9 pt., Univers 65 Bold, flush left, initial caps
Department / Tagline:	GU Brown, 9 pt., Univers 57 Condensed Oblique, flush left, initial caps
Color Bar:	GU Blue, .25" tall x 5.25" wide
Rules:	40% GU Brown, .125" line weight
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	Classic Crest Solar White Super Smooth 70# Text
Page Size:	5.5" x 8.5"



(Shown at reduced size)

Business Package

Name Badge

All name badges must follow the design indicated below.

Employee Name:	GU Blue, 16 pt., Univers 65 Bold, flush left, initial caps
Title:	GU Brown, 10 pt., Univers 47 Condensed, flush left, initial caps
Software Requirements:	Macromedia Freehand® or Adobe Illustrator®
Color Requirements:	PMS 541 and PMS 484
Paper Stock:	N/A
Page Size:	3.5" x 1.5"



(Shown at actual size)

University Seal

University Seal

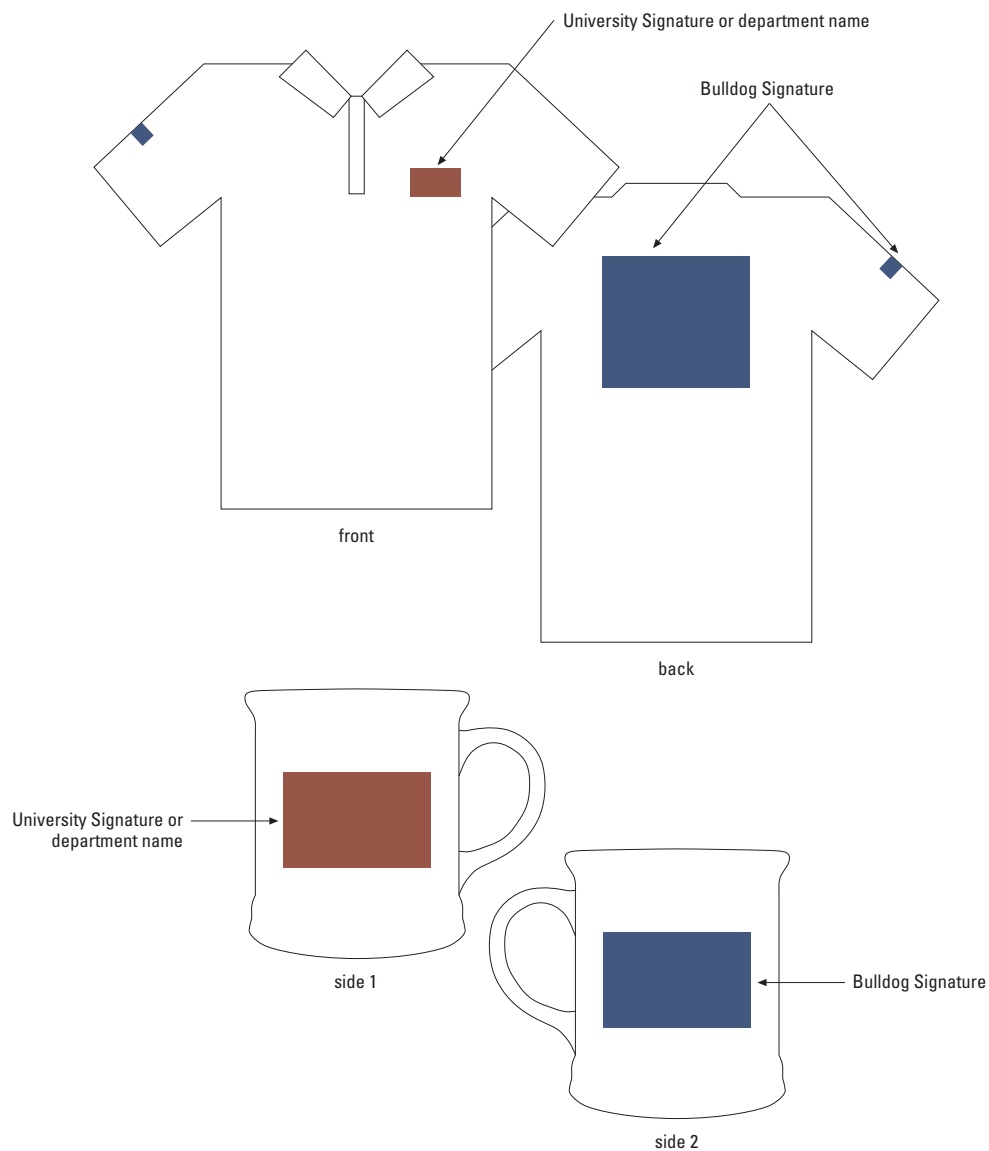
A variation of an earlier version used in the 1890s, the present form of Gonzaga University's seal was adopted in 1914. It may be used only on official university documents generated by the Office of the President. Any additional usage must be approved beforehand, in writing, by the Director of Graphic Arts or Director of Public Relations (see Contacts page).

The university seal may be foiled, embossed, or used in any of the accepted university signature colors – blue, brown, or black – but may never appear with the university signature on any application under any circumstances.



The purposeful linking of two or more brands for mutual benefit, co-branding requires particular attention to placement issues. In any Gonzaga co-branding effort, both the university signature and the bulldog logo must stand alone. The reproduction of other signatures, symbols, graphics, or logotypes is allowed only on the opposite, or reverse, of the application in question. The university signature and Bulldog logo must never appear side by side with another graphic. All co-branded usages must be approved beforehand, in writing, by the Director of Graphic Arts or Director of Public Relations (see Contacts page). Gonzaga University logos or graphics for internal departments and groups are no longer acceptable.

Co-Branding Samples





502 East Boone Avenue
Spokane, WA 99258-0098
800.986.9585
www.gonzaga.edu