From our identity to our communications materials to our messaging, we celebrate our strengths—have a proud history, a forward-facing present, and a promising future. We are inspired by an exceptionally talented community. Our identity and communications materials are distinctive and finely-crafted. To keep our brand visually cohesive, we will use these guidelines as our foundation.
Our Identity

Our identity is the cornerstone of our image—the face we present to the world. As such, we must treat it with the same attention to detail we give to each project.

It’s up to all of us to ensure that every impression is consistent, positive, and in keeping with the commitment to quality that is so much a part of our values.

Primary Usage Logo
These are our two primary logo lockups for vertical and horizontal applications. Without the spires symbol, these marks feel more casual and contemporary, and pair well with the school seal. We recommend using these logo lockups on all communications that are rich enough in visuals to give a well-rounded Gonzaga University School of Law impression.

Formal Usage Logo
Our formal logo lockup should be used on any communication that is formal in nature (for example, invitations), or on any communications that would benefit from additional Gonzaga visual reference (for example, an eBlast banner intended for external audiences) and as a stand-alone piece that could use additional branding references.

School Seal
The school seal is a graphic element that adds depth and gravitas. It is recommended for use as a watermark or a tonal reproduction on the Gonzaga Blue. The seal should never be used as a replacement for the primary Gonzaga University School of Law branding, but rather should be used with care and purpose as a supporting branding element.
For most applications, the Gonzaga University School of Law lockup should be used in the core University brand colors. Gonzaga Blue, however, is the preferred color for positive reproduction in all media.

If it is not possible to use the Gonzaga Blue logo in its positive form due to insufficient contrast with the background color, the all-black logo should be used. The all black logo should also be used whenever it is not possible to print in full color (newsprint, Fax).

In its positive form, the school seal should be used in its entirety in Gonzaga Blue or as a watermark—fully visible or partially bleeding no more than two edges—as a 10-15% tint or Black or Pantone 425.

Care must be taken to ensure there is sufficient contrast between the identity marks and the background, and that legibility is never compromised.

Watermark (10-15% tint of Black or Pantone 425)

Note: 15% Pantone 425 U shown below
Reverse Reproduction

The all-white versions of the logo lockups may be used on any dark background that is greater than 50% black or the equivalent, especially those from the brand palette.

It is recommended that the seal is only placed on Gonzaga Blue, and is used as a tint of the blue (70-80%, depending on the desired subtlety of effect.)

When cropping the seal, please use good judgement to ensure that the integrity of the seal is respected and preserved.

Seal Cropping Recommendations

The seal can flush right and crop on two sides.

The seal can flush right or left and crop on one side.

The seal can flush left and crop on two sides.
Our identity line gives added meaning and depth to our identity—Pursuing Justice. Finding Solutions.

Our identity line should never be locked up with our logos, but rather it should be used as text to convey the school’s mission.

The identity should only be typeset in initial caps in approved serif Gonzaga School of Law typefaces.

**Single Line**
Times Regular, Italic, Bold, Bold Italic (Regular shown)

**Pursuing Justice. Finding Solutions.**

**Glypha Black, Roman (Black shown)**

**Pursuing Justice. Finding Solutions.**

**Two Line**
Times Regular, Italic, Bold, Bold Italic (Regular shown)

DO NOT
Set in All Caps

DO NOT
Change weights, cases, punctuation, or emphasis

**Pursuing Justice. Finding Solutions.**

**Pursuing Justice. Finding Solutions.**

**PURSUING JUSTICE. FINDING SOLUTIONS.**

**PURSUING JUSTICE; Finding Solutions**
Type Families

Our typefaces are the same as those approved for the Gonzaga University brand. They are simple, clean, contemporary, highly legible, and flexible in the variety of weights.

Serifs
Times and Glypha are the primary serif typefaces for print. Times brings a classic feel that conveys our inherent strength of character. As a slab serif, Glypha captures a sense of fun and collegiality in a contemporary way, thereby allowing us to capture different feelings in our communications with our type families.

Sans-Serif
Univers is our approved sans-serif face. Swiss in style, it is clean in its cuts and is available in many faces for maximum design flexibility.

Clear and consistent use of typography is one of the most effective ways to build and maintain a strong brand identity.

Simplicity
The use of different weights and sizes of typeface should be kept to a minimum when differentiating body copy, captions, and headlines. Keeping typography simple will aid the clarity and legibility.

Consistency
Always keep the sizes and styles of typography consistent throughout a document. A consistent look will create clarity and aid legibility.
Our color palette has been selected to complement Gonzaga Blue and convey the energy and vitality of the Gonzaga School of Law community and leadership. This contemporary range of accent colors draws from the existing Gonzaga University color palette, ensuring the visual synchrony between the University and the School of Law.

The color emphasis for the School of Law is Gonzaga Blue. Please note that Gonzaga Terra Cotta is shown as an accent color only and should not be used to represent the school.

White has been chosen as a key color, which helps to unify design across a wide variety of applications. It is fresh, clean, and acts as a foil to the range of colors chosen. White space can be used to give key messages prominence and clarity.

Please follow this general rule of thumb: The more public-facing the piece, the more the core palette should be utilized. If you are able to work with only limited color, it’s best to select from the core palette.
Matching Colors

Gonzaga School of Law’s brand colors are based on the PANTONE® Color Standard. For matching, refer printers and other suppliers to the current editions of PANTONE Color Publications. The correct Pantone colors should be matched wherever possible.

Since differences in substrate and process can affect color, the CMYK equivalents provided below are guidelines only and should not be considered to provide an exact match. To ensure consistent results, always proof carefully against the PANTONE Color Standard.

It is always recommended that you work with the printer to establish builds for rich blacks and CMYK equivalents.

Please request drawdowns of PANTONE colors on actual paper stock whenever possible.

Reminder
Remember, colors will print differently on coated and uncoated papers. Please use the uncoated equivalents if marked.

Legibility
In using these colors, use care to ensure legibility is maintained. For example, do not use pale colors for text on a white background.

PANTONE is Pantone, Inc.’s check-standard for color reproduction and color-reproduction materials.

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE Coated / Uncoated</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
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<tbody>
<tr>
<td>Core</td>
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<tr>
<td>Gonzaga Blue</td>
<td>540 C / U</td>
<td>100c 57m 12y 61k</td>
<td>6R 39G 79B</td>
<td>08182B</td>
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<td>Medium Blue</td>
<td>7684 C / U</td>
<td>68c 52m 16y 1k</td>
<td>99 / 118 / 163</td>
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<td>425 C / U</td>
<td>70k</td>
<td>100 / 100 / 100</td>
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<td>Black</td>
<td>—</td>
<td>100k</td>
<td>0 / 0 / 0</td>
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<td>White</td>
<td>—</td>
<td>0k</td>
<td>255 / 255 / 255</td>
<td>FFFFFF</td>
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<td>Primary Accents</td>
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<tr>
<td>Light Blue</td>
<td>298 C / U</td>
<td>69c 7m 0y 0k</td>
<td>108 / 187 / 227</td>
<td>6CBBE3</td>
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<tr>
<td>Green</td>
<td>377 C / 390 U</td>
<td>30c 0m 100y 15k</td>
<td>156 / 173 / 77</td>
<td>9CAD4D</td>
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<tr>
<td>Terra Cotta</td>
<td>174 C / U</td>
<td>26c 89m 100y 23k</td>
<td>154 / 59 / 38</td>
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<td>Rust</td>
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<td>0c 52m 75y 25k</td>
<td>193 / 114 / 63</td>
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<td>0c 25m 100y 0k</td>
<td>255 / 194 / 14</td>
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<tr>
<td>Light Gray</td>
<td>Cool Gray 4 C / Cool Gray 3 U</td>
<td>20k</td>
<td>210 / 210 / 210</td>
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</table>
Imagery always should be used to create or add impact to any communications piece in a distinctive and captivating way. The quality of an image and the way an image is cropped and positioned can dramatically increase its impact—and its memorability.

**Photography**

**DO** When featuring people, be sure to select fresh images that are engaging and memorable.

**DO** Take advantage of the power of a silhouette. Removing unnecessary backgrounds can provide greater focus and visual immediacy.

**DO** Reinforce our driven, happy, and successful student body and alumni community when telling their stories.

**DO** Celebrate the collaborative nature and rigor of our law curriculum.

**DO** Capture the beauty of our building, campus, and environs in a captivating and inviting way.

**DO** Use imagery of objects in a human way—showing the texture or wear to convey humanity.

**DO** Use imagery that showcases our dynamic community and resources. Our building is alive with people and their pursuit of justice.

**Illustration**

**DO** Select illustrations very thoughtfully. They are especially helpful to convey an idea that is too difficult to convey through photography.

**DO** Select illustrations that are direct, clever, and engaging. Always be sure they are supporting your message.

**DO** Consider using illustration for portraits or profiles to provide a different kind of energy.

**Quality**

Image quality should always be of the highest level possible. If the quality of an image is suboptimal, it is best to choose an alternate image.

**Contrast & Tone**

Ensure there is good lighting and contrast in all images to maximize impact and visual interest.

**Color**

Imagery should capture our school’s global presence and impact. When color is restrained in a layout, use vibrant full-color imagery to infuse energy. For documentary-style drama, rich black and white imagery would be appropriate for stronger impact.

**Cropping**

Well-cropped images add energy and drama to a layout and emphasize the form of the subject matter.

**Focal Point**

Always ensure that there is a focal point to your image to grab the interest of the viewer and make a connection.

**Adding Visual Interest**

Visual interest should come through the image itself, not though the use of special effects. Do not use filters or gels, and do not layer images on top of each other.

**Illustration**

When choosing to use illustration as part of a design solution, it must be contemporary, thought-provoking, and in keeping with our brand personality.
Thank you for your stewardship and assistance in maintaining a strong Gonzaga University School of Law brand.
Pursuing Justice.
Finding Solutions.