



**ARIZONA
CHRISTIAN**

EST. **UNIVERSITY** 1960

BRAND AND STYLE GUIDE

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INTRODUCTION

The purpose of the brand and style guide is to ensure that the message of the institution is carried consistently throughout all communications produced by the University and its partners. Consistent and proper use of the guidelines will assist in strengthening the public perception and recognition of the University and its mission, vision and overall effectiveness.

Our brand is a combination of what people see, feel, hear, and think about Arizona Christian University. Every time we engage and interact, we are influencing people's perception of ACU. It is important that we speak with a unified vision and voice to continue to build upon the strength of the brand. The following pages address official ACU color system, university logo, typography and graphic elements.

The purpose of the ACU Brand and Style Guide is to provide the framework for the proper application of the Arizona Christian University visual identity. These guidelines are critical to assisting us in building a cohesive brand, as well as serves as a tool to support the development and implementation of key marketing and communication strategies. The consistent graphical presentation of our visual brand elements will strengthen the portrayal of a unified Arizona Christian University brand to our audiences. These initiatives should reflect the overall purpose of the institution in order to one day become a premier Christian University in the region as well as the nation.

Any application of university logos, the university name written or implied, or any product or message that represents the university either internally or externally, must be approved by the Marketing and Communications department prior to use.

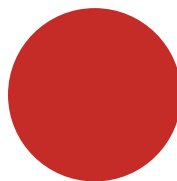
COLORS

Color consistency and repetition are essential factors in maintaining a clear sense of visual identity and help to maximize brand recognition. The secondary colors could also be called “accent” colors and may be used to enhance the primary colors without detracting from or dominating them.

PRIMARY COLORS



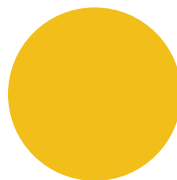
RED: #D92E26
RGB: 217/46/39
CMYK: 9/96/100/1



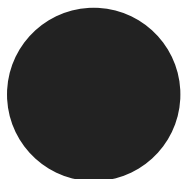
DARK RED: #C62A23
RGB: 198/42/35
CMYK: 16/97/100/5



LIGHT GREY: #D2CFC8
RGB: 210/207/201
CMYK: 17/14/18/0



YELLOW: #F3BE17
RGB: 243/190/23
CMYK: 5/25/100/0

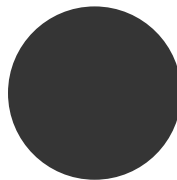


DARK GREY: #222222
RGB: 34/34/34
CMYK: 72/68/67/90

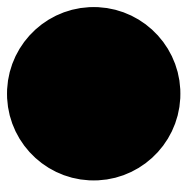
SECONDARY COLORS



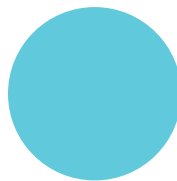
BRIGHT YELLOW: #FFC917
RGB: 255/202/23
CMYK: 0/21/97/0



GREY: #353535
RGB: 53/53/53
CMYK: 69/63/64/72



BLACK: #000000
RGB: 0/0/0
CMYK: 75/68/67/90



BLUE: #60C9DD
RGB: 96/201/221
CMYK: 57/09/00/13

LOGOS

PURPOSE

The Arizona Christian University visual identity is most often communicated through the appropriate use of our official university logos, comprised of the Primary Logos (both vertical and horizontal uses), University seal, official wordmarks, and department specific logos.

The purpose of this document is to ensure these logos are always used in a manner that supports and reinforces the Arizona Christian University brand.

UNIVERSITY SEAL

The University seal provides a formal representation of the attributes of Arizona Christian University. The Trinity Triangle is in the center of the seal and is intended to display and promote key brand philosophies such as community, faith, education and excitement.

The shield included in the seal is a modern, yet distinctive concept which fits firmly within a well-established history of university branding. Historically, this sort of seal calls attention to an established group or family. In this case, the shield represents the family of Christ followers as is indicated in the cross found in the background.

The ribbon concept is an interpretation of the commonly used feature found in university branding. It balances modern, yet formal Christian symbolism and contains a guiding scripture reference that is outlined in the circular border as well – Romans 12:2.

The inner circle of the seal features our university tagline, “Transform Culture with Truth,” written in the Greek language. This phrase is part of Arizona Christian University’s vision: to educate and equip followers of Christ to transform culture with the truth.

The University seal is reserved for formal and official documents such as presidential documents and decrees, diplomas, certificates, official university records and student transcripts. The seal may be used on certain promotional products or clothing if approved by the Marketing and Communication Department.



LOGOS

UNIVERISTY SEAL

FULL COLOR



GREYSCALE



ONE COLOR



LOGOS

PRIMARY LOGO

FULL COLOR



GREYSCALE



ONE COLOR



LOGOS

WORDMARKS

FULL COLOR

ARIZONA CHRISTIAN
UNIVERSITY

ONE COLOR

ARIZONA CHRISTIAN
UNIVERSITY

ARIZONA CHRISTIAN
UNIVERSITY

ARIZONA CHRISTIAN
UNIVERSITY

ARIZONA CHRISTIAN
UNIVERSITY

LOGOS

DEPARTMENT SPECIFIC LOGOS

If you are unable to access your department's logos or would like to request a logo, please complete a Marketing Request at arizonachristian.edu/request. The Marketing and Communications team will get your request completed as soon as possible.

FULL COLOR



GREYSCALE



ONE COLOR



LOGOS

ATHLETIC LOGOS

Below are all approved logos for Arizona Christian University Athletics. Please review the Firestorm Athletics Brand and Style Guide for more information regarding logo styles, colors, and approved usage.

If you are unable to access your sport's logo or would like to request a logo, please complete a Marketing Request at arizonachristian.edu/request. The Marketing and Communications team will get your request completed as soon as possible.

PRIMARY - BIRD HEAD



PRIMARY - AC LOGO



SECONDARY - FULL BIRD



ACU ATHLETICS LOGO



WORDMARKS



INDIVIDUAL SPORTS WORDMARKS



TYPOGRAPHY

In addition to the university logos and color system, typography plays an equally important role in establishing and maintaining the consistency in the ACU visual identity. The following are the approved font families for Arizona Christian University:

PRIMARY FONTS

KULTURISTA

KULTURISTA THIN
KULTURISTA LIGHT
KULTURISTA MEDIUM
KULTURISTA SEMIBOLD
KULTURISTA BOLD

PROXIMA NOVA

PROXIMA NOVA THIN
PROXIMA NOVA LIGHT
PROXIMA NOVA REGULAR
PROXIMA NOVA MEDIUM
PROXIMA NOVA SEMIBOLD
PROXIMA NOVA BOLD
PROXIMA NOVA EXTRABOLD
PROXIMA NOVA BLACK

GARAMOND

GARAMOND REGULAR
GARAMOND BOLD

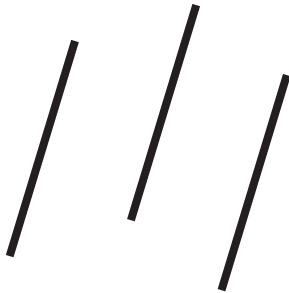
OPEN SANS

OPEN SANS CONDENSED LIGHT
OPEN SANS LIGHT
OPEN SANS REGULAR
OPEN SANS SEMIBOLD
OPEN SANS BOLD
OPEN SANS EXTRABOLD

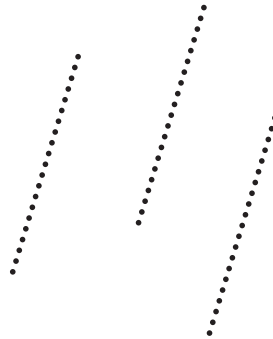
DESIGN ELEMENTS

Below are design elements we have set to help establish our brand and style. These can play both minor or major roles in design, but distinguish ACU graphics.

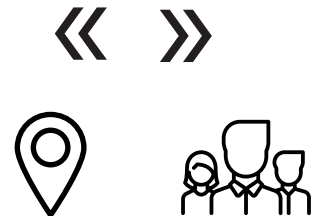
DIAGONAL LINES



DOTTED LINES



ICONS



BOXES AROUND TEXT

FIRESTORM

FIRESTORM

FIRESTORM

TEXT PARAGRAPH

Founded in 1960 as Southwestern Conservative Baptist Bible College, Arizona Christian University is a regionally accredited, private, non-profit Christian liberal arts university in Phoenix, Arizona.

COLOR OVERLAY ON PHOTO



STACKED AND MIXED TEXT

A
UNIVERSITY
UNLIKE ANY OTHER

EMAILS SIGNATURE

It is the desire of Arizona Christian University to present a uniform appearance to the public and to the constituents with whom it associates. For that reason, the University staff and faculty are asked to utilize a consistent email signature through Outlook. The IT Department will set up the standard email signature for each new employee.

The Arizona Christian University standard email signature is based on the following example:

Staff



First Name Last Name

Position

Arizona Christian University

(602) 489-5300 x_____

1 W Firestorm Way, Glendale AZ 85306

arizonachristian.edu

Faculty



First Name Last Name

Position

Arizona Christian University

(602) 489-5300 x_____

1 W Firestorm Way, Glendale AZ 85306

arizonachristian.edu

Staff



First Name Last Name

Position

Arizona Christian University

(602) 489-5300 x_____

1 W Firestorm Way, Glendale AZ 85306

arizonachristian.edu

MESSAGING

BLURBS

About

ACU is an accredited, private, non-profit, Christian university in Phoenix, Arizona offering a wide variety of degrees preparing students for successful careers, while remaining committed to its vision of transforming culture with biblical truth. Students actively engage in biblically-integrated academics and gain a liberal arts foundation with critical thinking skills that last a lifetime. Spiritual development is also integrated within the University experience, where all four-year campus students receive a minor in Biblical Studies, attend chapel twice a week, and complete spiritual formation and service hours each semester.

Mission

Arizona Christian University provides a biblically-integrated, liberal arts education equipping graduates to serve the Lord Jesus Christ in all aspects of life, as leaders of influence and excellence.

Vision

Arizona Christian University exists to educate and equip followers of Christ to transform culture with the truth.

MESSAGING

BLURBS

Core Commitments

- Before all else, be committed to Jesus Christ – accomplishing His will and advancing His kingdom on earth as in heaven.
- Teach students to read, understand and trust the Bible, grounding them firmly in the truth through a biblical worldview.
- Be devoted to evangelism and to prayer without ceasing.
- Be committed to loving God with all our heart and soul, mind and strength, by pursuing excellence in spiritual formation, academics, athletics and extracurricular activities, doing all for the glory of God.
- Teach students to think critically, speak and write clearly and effectively, use technology effectively, develop interpersonal skills, and pursue personal and professional ethics through biblical literacy and integration.
- Provide opportunities for students to serve locally and globally, and promote a culture of lifelong commitment to servant-leadership.
- Influence, engage and transform the culture with truth by promoting the biblically informed values that are foundational to Western civilization, including:
 - The centrality of family
 - Traditional sexual morality and lifelong marriage between one man and one woman
 - The sanctity of human life
 - Compassion for the poor
 - A biblical understanding of human nature
 - An understanding of God's purposes for limited government
 - Personal, economic and religious freedom
 - Free markets, capitalism, and property rights
 - Natural law, the original meaning of the Constitution and judicial restraint
 - International human rights and the advancement of freedom throughout the world.
- Prepare students to be leaders of influence in their community, state, nation and world – through the church, the family, business, government, education, health care, media, the arts and every area of society.
- Be a leading conservative Christian liberal arts university.

MESSAGING

TAGLINES

- Transforming Culture with Truth
- All In
- Courageously Christian
- TransformU
- Firestorm Family

UNIVERSITY TERMINOLOGY

Use:	Avoid:
Arizona Christian University	Arizona Christian
University	College
Westphal Athletic Fund	Westphal Fund

ACADEMIC DEPARTMENT TERMINOLOGY

- Department of Biblical and Theological Studies
- Department of Business
- School of Arts, Sciences and Humanities
- Shelly Roden School of Education

*Subject to change

MISUSAGE



Never stretch the logos



Never reconfigure the artwork or use unapproved colors



Never add additional elements (i.e. drop shadows)

CONTACT INFORMATION

Marketing and Communication Department
marketing@arizonachristian.edu

Marketing Request Form
arizonachristian.edu/request

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