













QUICK GUIDE

LOGOS

	Primary	Department	Seal
Horizontal	 ARIZONA CHRISTIAN UNIVERSITY	 ARIZONA CHRISTIAN UNIVERSITY ONLINE PROGRAMS	
Vertical	 ARIZONA CHRISTIAN UNIVERSITY EST. 1960	 ARIZONA CHRISTIAN UNIVERSITY EST. 1960 ONLINE PROGRAMS	
Wordmark	ARIZONA CHRISTIAN UNIVERSITY	ONLINE PROGRAMS ARIZONA CHRISTIAN UNIVERSITY	

PRIMARY COLORS

Color	CMYK	RGB	Hex
 Firestorm Red	9/96/100/1	217/46/39	d92e26
 ACU Marigold	5/25/100/0	243/190/23	f3be17
 Light Grey	17/15/18/0	210/207/201	d2cfc8
 Dark Red	16/97/100/5	198/42/35	c62a23
 Dark Grey	72/68/67/90	34/34/34	222222
 Grey	69/63/64/72	53/53/53	353535
 Teal	57/09/00/13	96/201/221	60c9dd

TYPOGRAPHY

Sans Serif	Usage
Proxima Nova	Should be used as a title, headline, and header font.
— Montserrat	— May be used as a substitute when Proxima Nova is not available.
— Roboto Condensed	— May be used as a substitute when Proxima Nova Condensed is not available.
Open Sans	Should be used for body copy and larger volumes of content.
Serif	Usage
Kulturista	Should be used for subheaders and body copy.
— Roboto Slab	— May be used as a substitute when Kulturista is not available.