GCU

Brand Style Guide

DECEMBER 2016

What are these guidelines for?

The following pages will guide you through the proper usage of our brand. They will assist you in designing and producing compelling communications with consistency, creativity, and flexibility.

Many of the standards set forth in this guide depend on size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to these design standards will ensure that the GCU brand is always expressed clearly and with quality.

These standards were created in such a way that they can be edited and updated as needed. If you are ever unsure of how to handle the application of our brand, please contact the appropriate marketing staff at GCU.

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1.0
VISUAL COMPONENTS

OUR LOGO

As the foundation of the GCU identity, our logo serves as the most concise visual expression of our brand. Sleek, sophisticated and smart, the logo is an essential element for any brand communication.

PRIMARY

HORIZONTAL

CENTERED

TAGLINE

HORIZONTAL

CENTERED

LOGO CONFIGURATIONS

There are several logo configurations available for use: **Primary** and **Tagline**.

The **Primary** mark is the preferred configuration for most brand communications.

The **Tagline** variation is available for use in marketing collateral or when introducing the brand.

Color Version: GCU Blue

Color Version: Black

Color Version: Color Reverse

Color Version: Color Reverse on Dark Blue

Color Version: Reverse

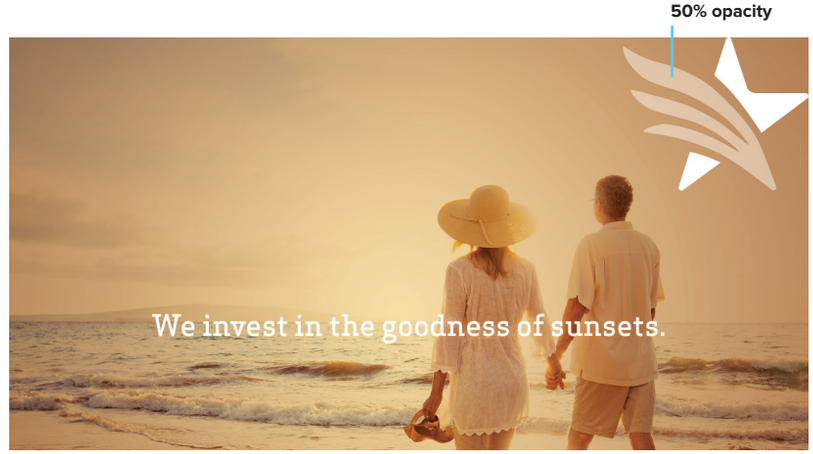
COLOR VARIATIONS

To accommodate a range of uses, reproduction techniques, and printing requirements, a number of logo color variations are available for use.

The **GCU Blue** variation may be used on all brand communications.

The **Black** and **Reverse** variations are useful when color reproduction is limited or when a simplified color palette is desired. They may also be used with imagery or colors outside of the GCU color palette, provided there is sufficient contrast.

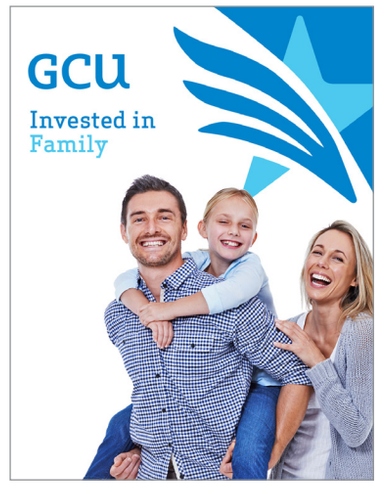
Our logos should never under any circumstances be set in a color outside of the GCU color palette. Please only use approved files when reproducing these marks.

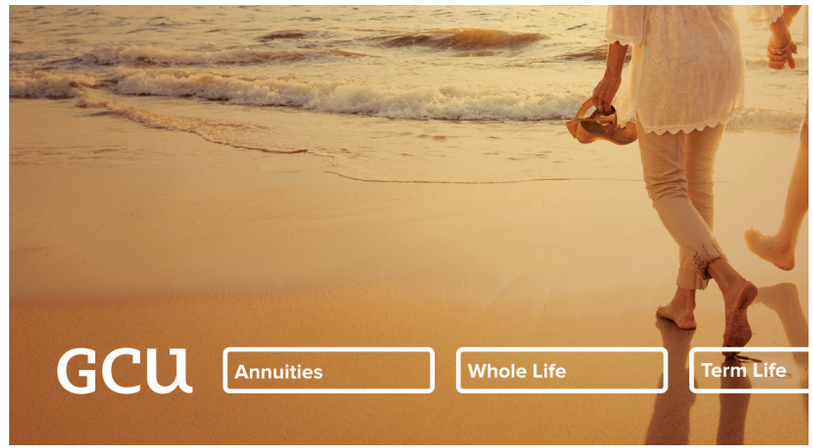


STAR LOGOMARK AS GRAPHIC

The **GCU Star Logomark** may be used as a graphic. It may be cropped or overlap with imagery. When the knockout version is used over a simple area of a photograph, the center portion may be transparent.

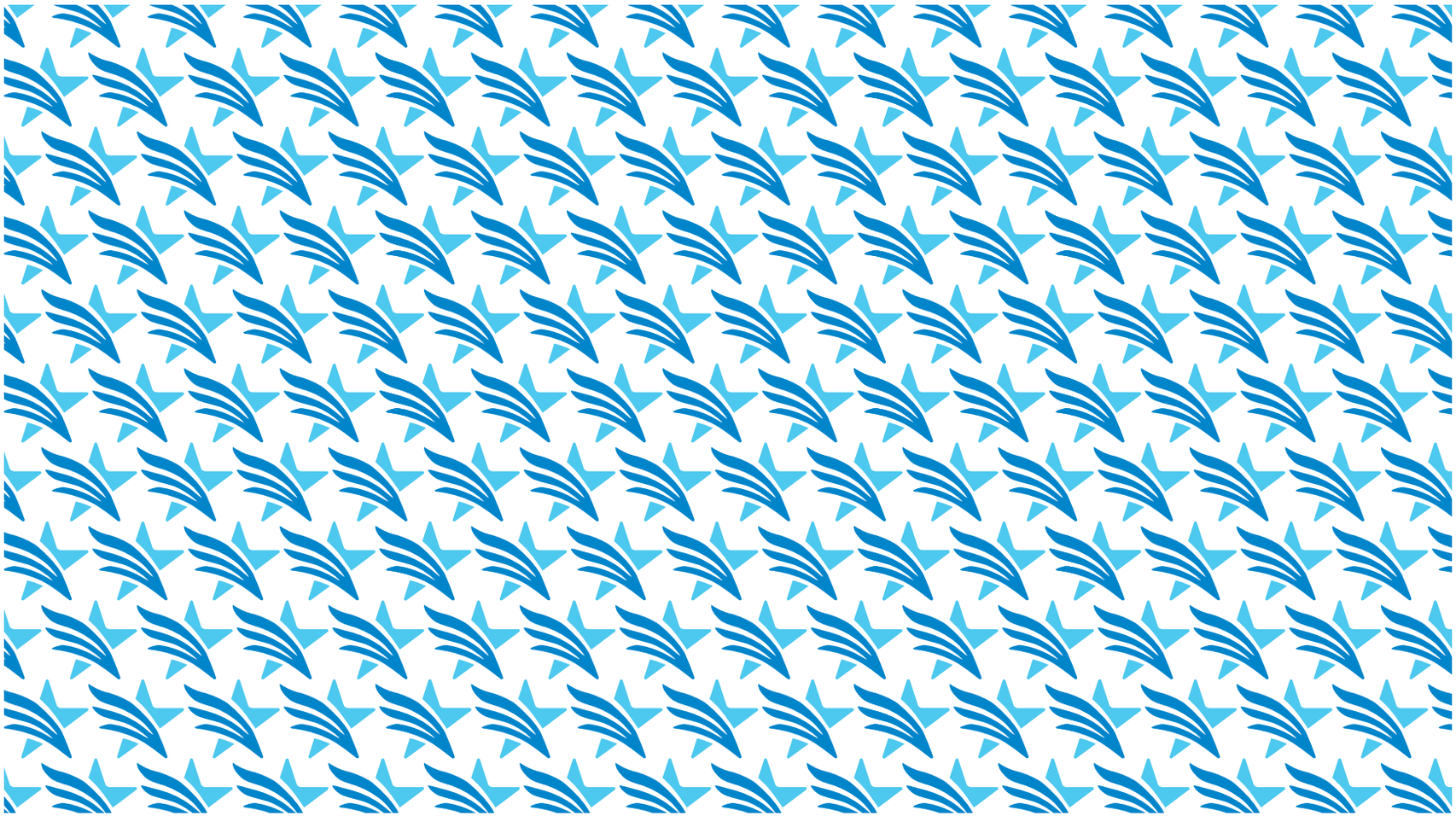
GCU





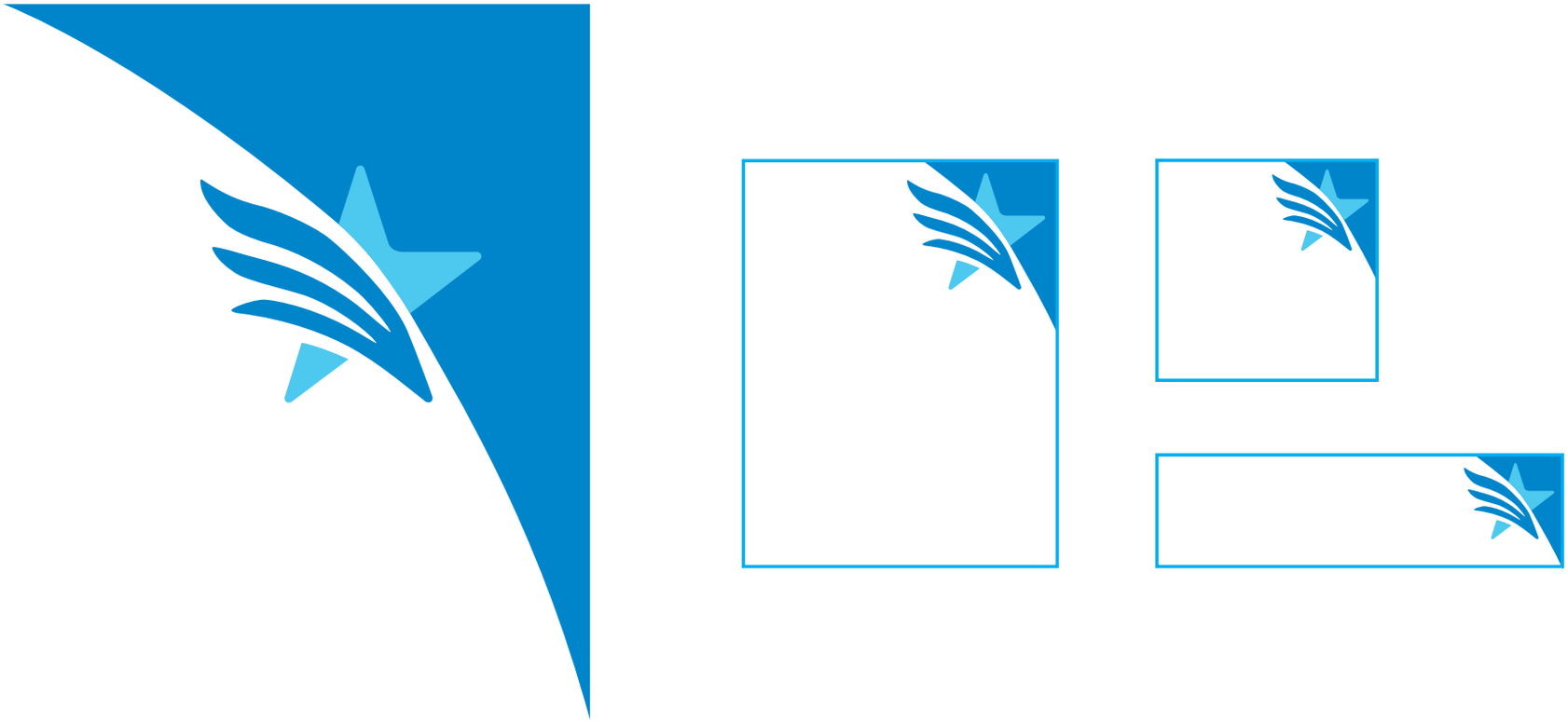
GCU LOGOTYPE AS GRAPHIC

The **GCU Logotype** may be used as a graphic and used independently from the star logomark



PATTERN

The **Star Logomark** may be used as a pattern.

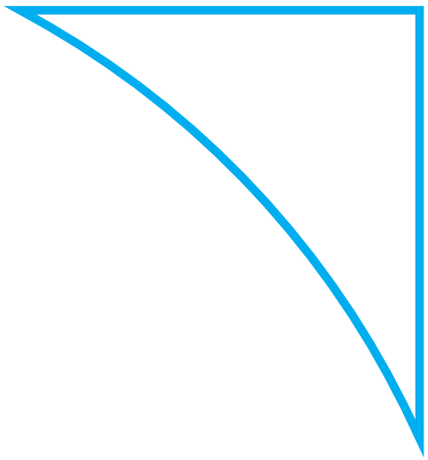


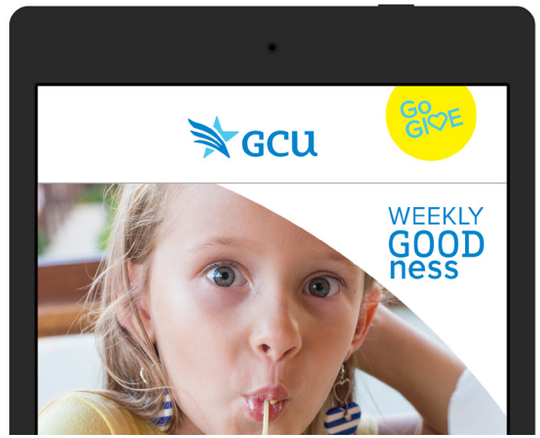
ARCH OF THE STAR

A graphic following the arch of the star logomark may be used to support the logomark.
The **Arch of the Star** should bleed off the top and right side of the layout.

ARCH OF THE STAR: APPLIED

The **Arch of the Star** may appear on its own or with isolated portrait photography.

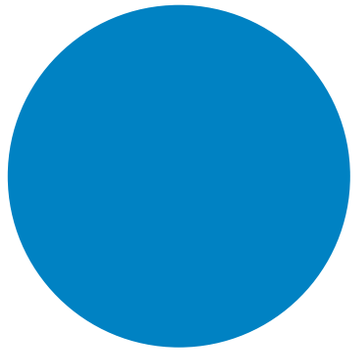




ARCH OF THE STAR: GRAPHIC HOLDER

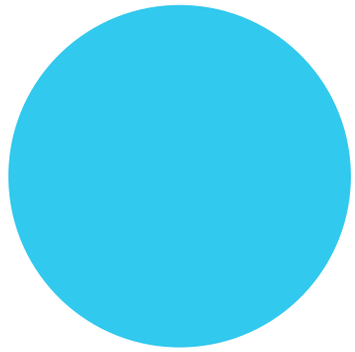
The **Arch of the Star** may also be used as a **graphic holder** for product icons and sub logos. The graphic holder version of the Arch of the Star should always be in white and may crop from the left or the right.

Never distort the shape of the arch. It should not be skewed or stretched.



GCU Dark Blue

PMS	Pantone Process Blue U
CMYK	100 / 34 / 0 / 0
RGB	0 / 132 / 203
HEX	#0084CB

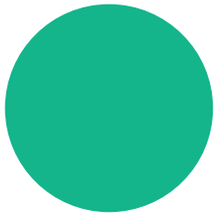


GCU Light Blue

PMS	Pantone 305 U
CMYK	58 / 0 / 3 / 0
RGB	80 / 201 / 237
HEX	#5BCBF5

COLOR PALETTE: PRIMARY

Color is a key component of any identity. By using these colors consistently across brand communications, they will build recognition for the GCU brand while contributing to a unified look and feel. These colors can be used for text, color fields, rules and other graphic elements as needed.



Green

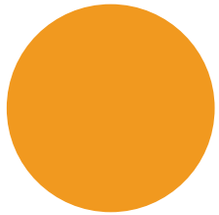
CMYK	76 / 0 / 61 / 0
RGB	14 / 182 / 139
HEX	#0eb68b

DARK

CMYK	82 / 17/ 66 / 2
RGB	18 / 153 / 120
HEX	#129978

LIGHT

CMYK	61 / 0 / 48 / 0
RGB	95 / 194 / 160
HEX	#5fc2a0



Orange

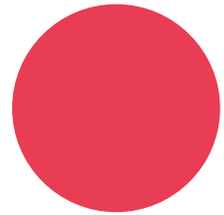
CMYK	3 / 46 / 100 / 0
RGB	240 / 153 / 32
HEX	#f09920

DARK

CMYK	13 / 48 / 100 / 2
RGB	215 / 142 / 39
HEX	#d78e27

LIGHT

CMYK	2 / 37 / 80 / 0
RGB	245 / 171 / 76
HEX	#f5ab4c



Pink

CMYK	3 / 90 / 62 / 0
RGB	231 / 65 / 84
HEX	#e74154

DARK

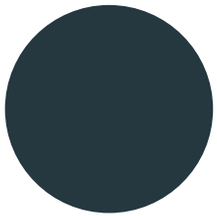
CMYK	14 / 93 / 71 / 3
RGB	204 / 55 / 72
HEX	#cc3748

LIGHT

CMYK	2 / 72 / 49 / 0
RGB	236 / 108 / 109
HEX	#ec6c6d

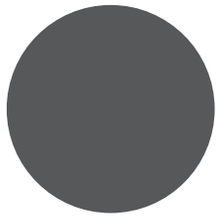
Yellow

CMYK	0 / 0 / 100 / 0
RGB	255 / 242 / 0
HEX	#fff200



Dark Blue

CMYK	81 / 63 / 56 / 50
RGB	40 / 57 / 64
HEX	#283940



Dark Grey

CMYK	0 / 0 / 0 / 80
RGB	88 / 89 / 91
HEX	#58595b

Light Grey

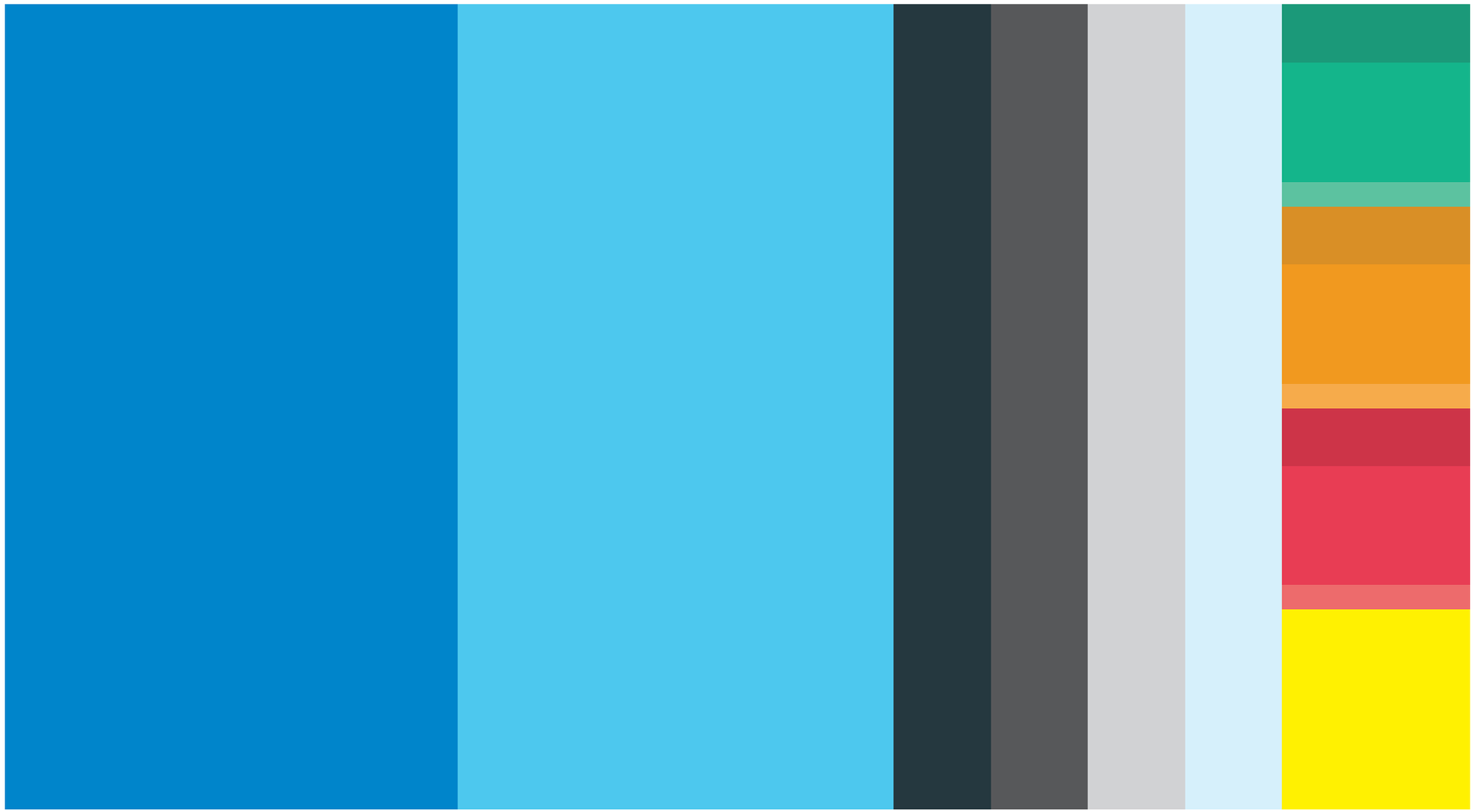
CMYK	0 / 0 / 0 / 20
RGB	209 / 211 / 212
HEX	#d1d3d4

Light Blue

CMYK	14 / 0 / 0 / 0
RGB	214 / 240 / 252
HEX	#d6f0fc

COLOR PALETTE: SECONDARY

In addition to the primary color palette, secondary colors may be used to enhance graphic communication. These colors can be used for text, color fields, rules and other graphic elements as needed.



COLOR PALETTE: HIERARCHY USAGE

The example above is a visualization of the GCU color hierarchy as a suggestion for distributing color across communications.

PRIMARY:
APEX SERIF

Apex Serif Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Apex Serif Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Apex Serif Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Apex Serif Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Apex Serif Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Apex Serif Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Apex Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Apex Serif Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Apex Serif Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Apex Serif Extra Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

TYPOGRAPHY

Our primary typeface is **Apex Serif**. The family includes a comprehensive range of weights and can be used for headlines and body copy in both print and web applications.

A license must be obtained for each computer installation of these fonts. Usage is subject to the restrictions found within the font's respective End User License Agreement.

For more information, please visit the following URLs:

Apex Serif :
https://vllg.com/constellation/apex-serif

Google Font - Roboto Slab:
https://fonts.google.com/specimen/Roboto+Slab

SECONDARY:
PROXIMA NOVA

Proxima Nova Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Proxima Nova Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )*

Proxima Nova bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Proxima Nova Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Proxima Nova Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )*

Proxima Nova Extra Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Proxima Nova Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Proxima Nova Semibold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Proxima Nova Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

TYPOGRAPHY CONTINUED

Our secondary font is **Proxima Nova** and it may be used for sub headlines and body copy in both print and web applications.

A license must be obtained for each computer installation of these fonts. Usage is subject to the restrictions found within the font's respective End User License Agreement.

For more information, please visit the following URLs:

Proxima Nova:
http://www.myfonts.com/fonts/marksimonson/proxima-nova/#index

Google Font - Montserrat:
https://fonts.google.com/specimen/Montserrat

APEX SERIF MEDIUM

We invest in the goodness of sunsets.

1.25% 2.85% 3.35% 1%

APEX SERIF BOOK

We strengthen the places where neighbors come together.

PROXIMA SEMIBOLD

Learn about what products make sense for you.

PROXIMA BOLD

Annuities **Life Insurance** **Ready to Talk?** **What's Next?**

YOUNG INVESTOR'S GUIDE **MEMBER BENEFITS** **THE GCU GUIDE TO GOOD INVESTING**

TYPOGRAPHY USAGE

Invested in
Family

Invested in
Security

Invested in
Community

Invested in
Education

Invested in
Our Members

Invested in
Partnerships

HEADLINE EXAMPLES

This example set of headlines builds upon the GCU tagline “Investing in the Goodness of Community”. The content may be adjusted to relate to a certain target demographic: **Family**, **Community**, **Our Members**, etc...

WORDMARK

GCUusa.com

WORDMARK IN ENTRAPMENT

WEBSITE WORDMARK

The **GCU Website** should always be set as **“GCUusa.com”**. It may be used as a wordmark graphic, set in proxima bold and in GCU Dark Blue. To add emphasis in certain layouts, an entrapment may surround the website wordmark.

PHOTOGRAPHY: ISOLATED PORTRAITS

Portraits of happy, GCU members may used in marketing communications. Portraits should be isolated on a white background and cover a range of GCU demographics.

PHOTOGRAPHY: ENVIRONMENT

Photography depicting GCU members engaging in personal moments in an environment may used in marketing communications.

PRODUCT

Life Insurance

Annuities

Long Term Care Planning

Pre-Need Planning

Medicare Supplement

SECONDARY

ICONS

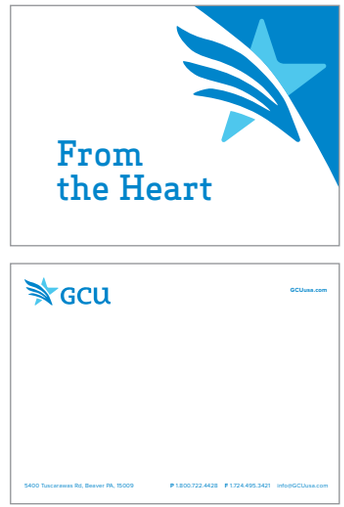
Icons may be used to support GCU communications and help simplify offerings.
Product icons should be simple and based on a monoline in **GCU Dark Blue**.
Other supporting icons can be housed in a circle graphic.

2.0
BRAND APPLICATIONS

LETTERHEAD

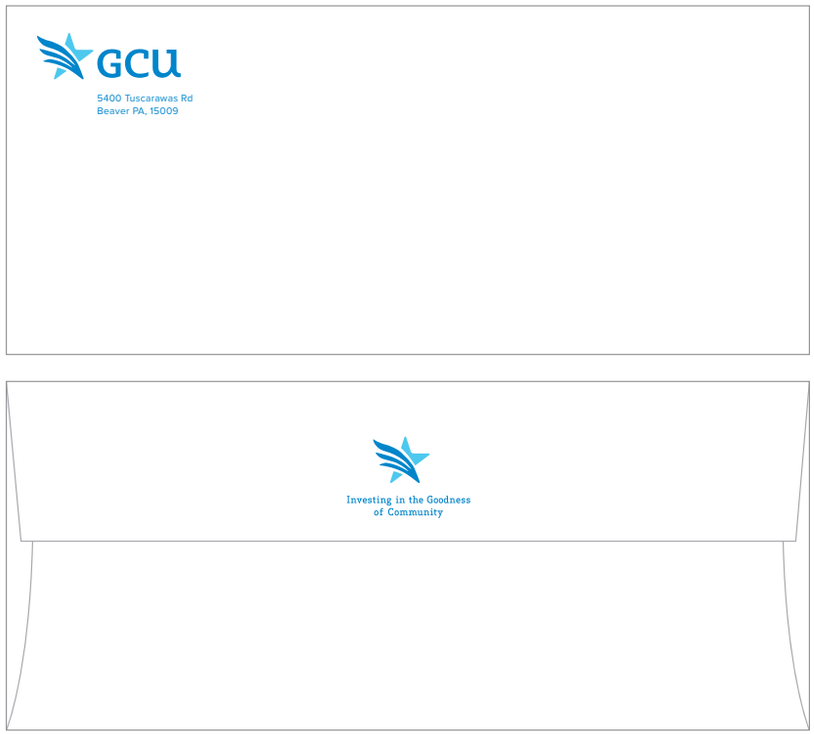
BUSINESS CARD

NOTECARD

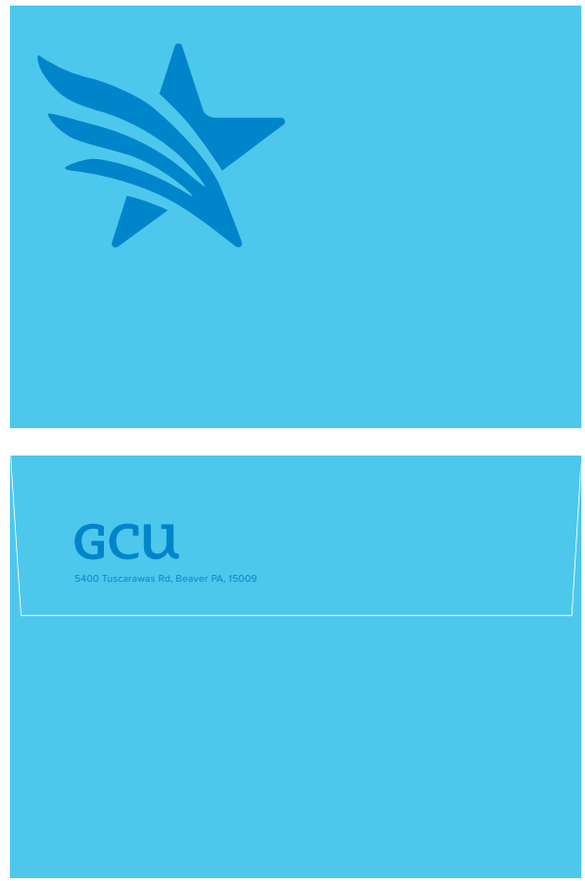


STATIONARY

STANDARD ENVELOPE
#10 (4.125”x9.5”)

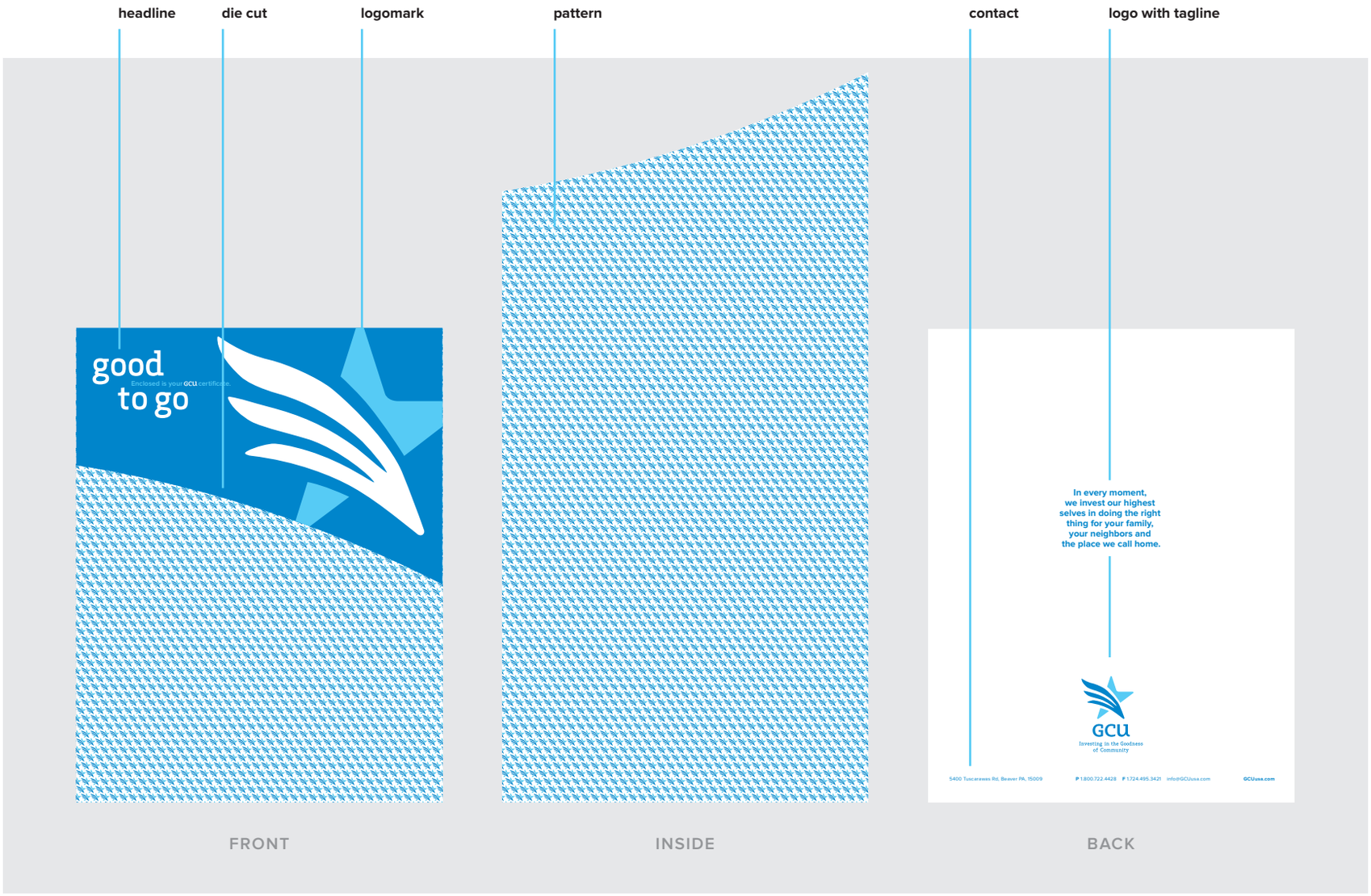


NOTECARD ENVELOPE
A6 (4.75”x6.5”)

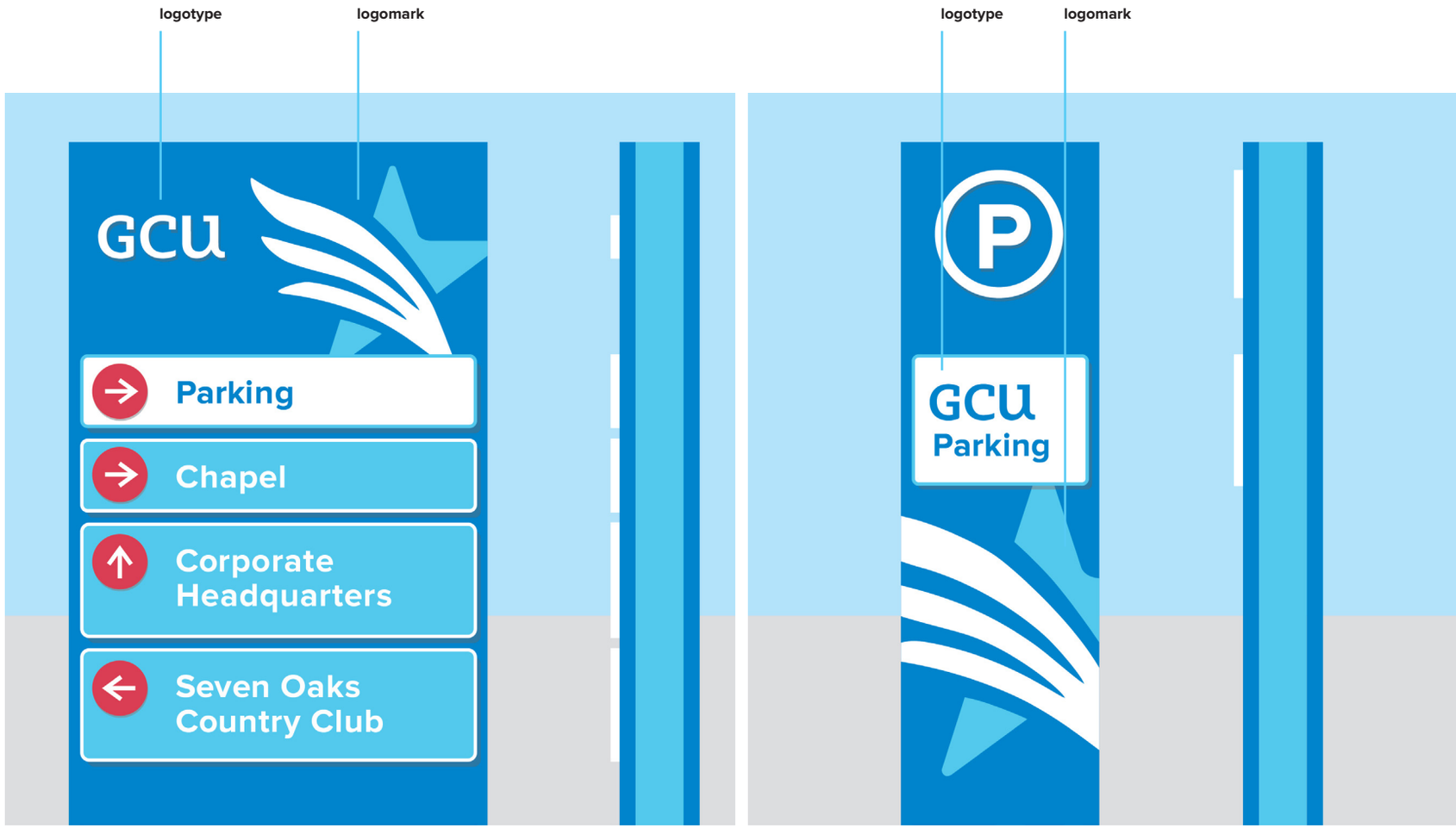


STATIONARY CONTINUED

POCKET FOLDER



POLICY HOLDER



ENVIRONMENT

ENVIRONMENT CONTINUED

BRANDED ITEMS

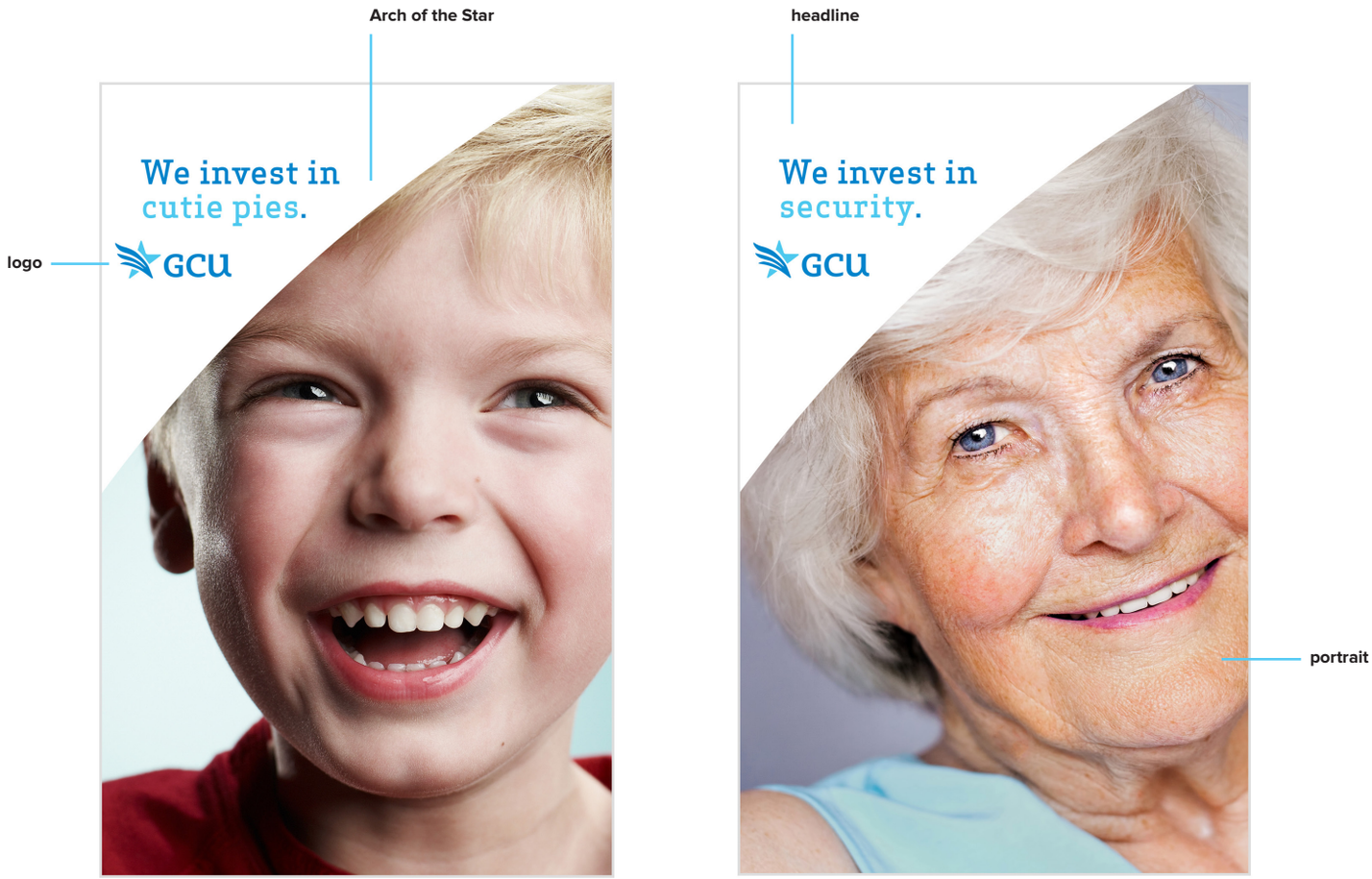
BRANDED ITEMS CONTINUED

3.0
MARKETING

GENERAL LAYOUTS: ISOLATED PORTRAITS

HORIZONTAL LAYOUT

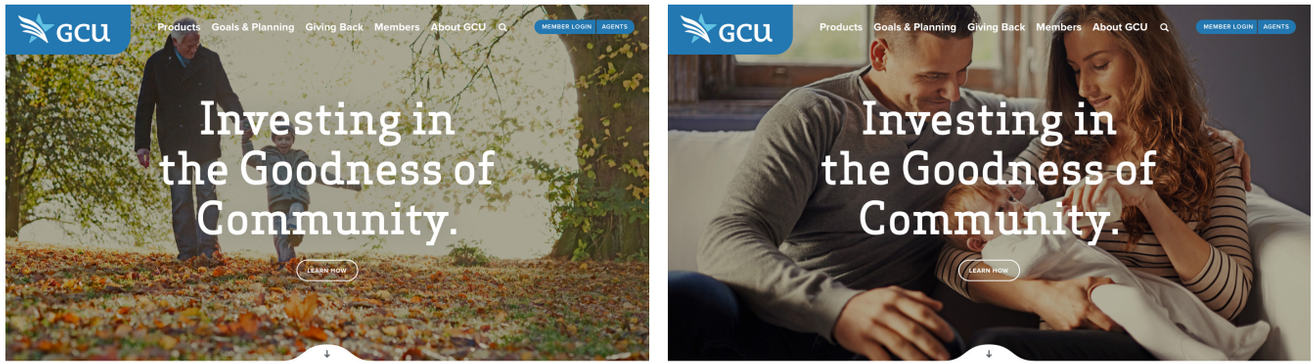
GENERAL LAYOUTS:
ISOLATED PORTRAITS CONTINUED



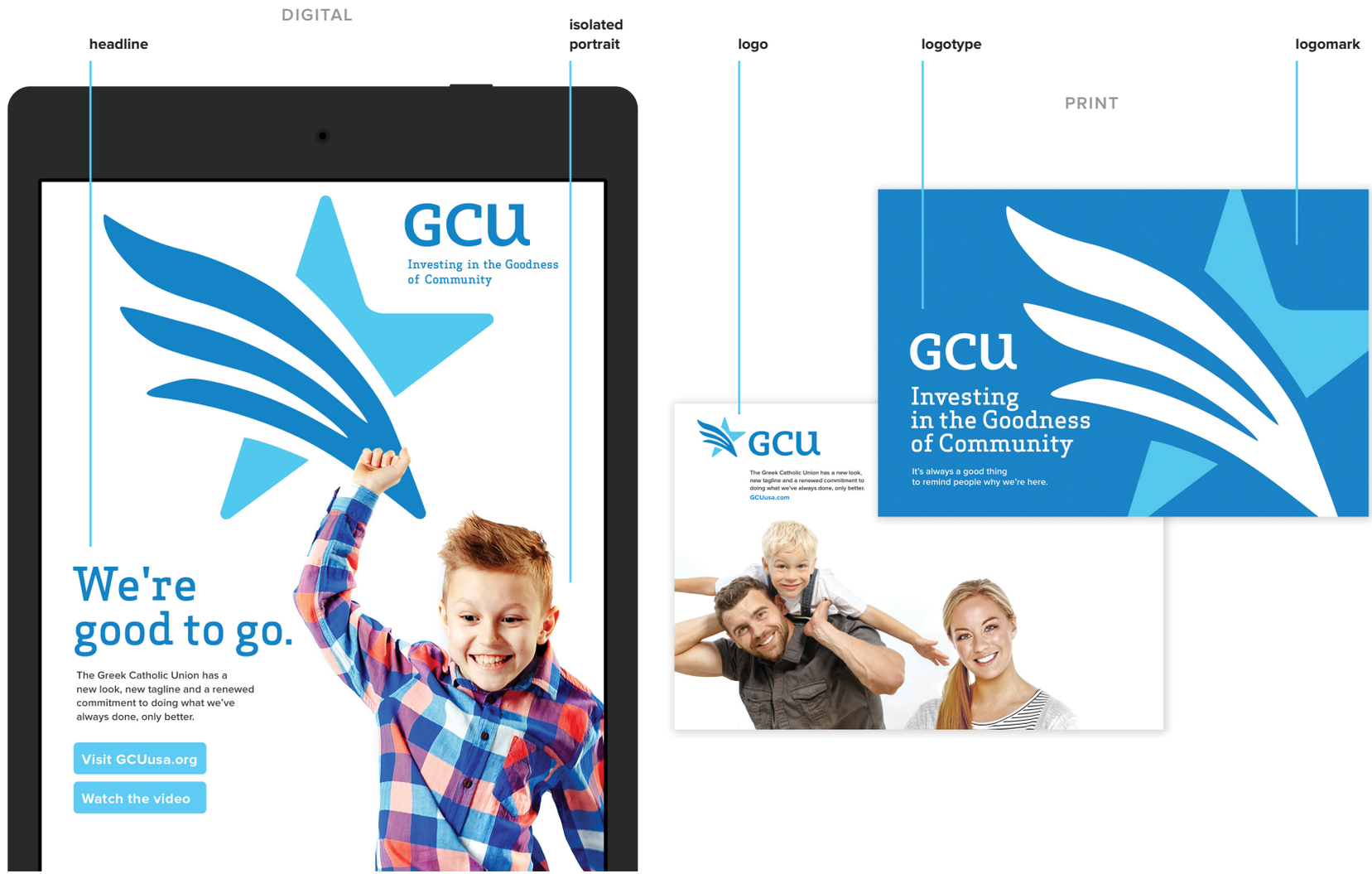
GENERAL LAYOUTS:
DETAILED PORTRAITS

DIRECT MAIL

WEBSITE



GENERAL LAYOUTS: ENVIRONMENT



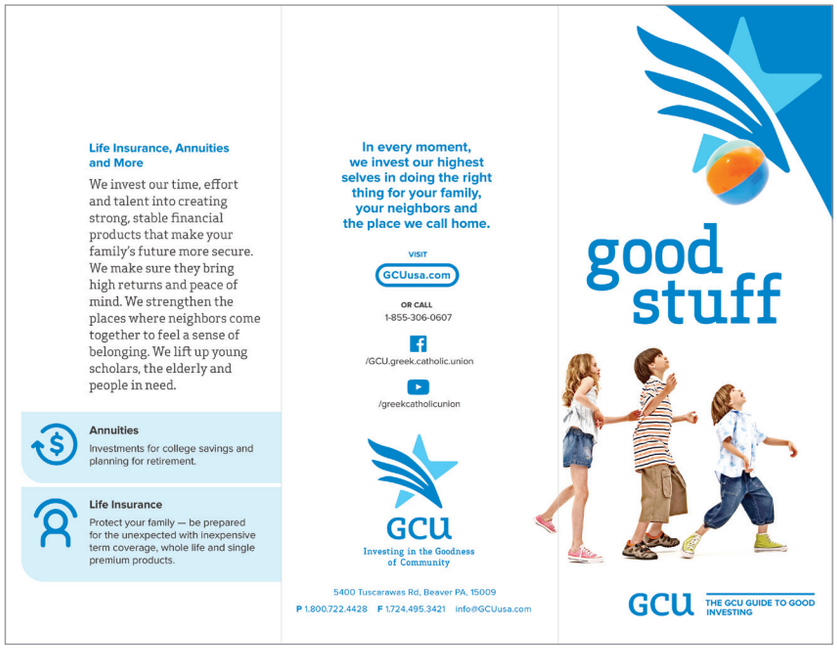
BRAND LAUNCH

POSTERS

BRAND LAUNCH CONTINUED

BROCHURE: COVER

inside panel | back cover | front cover



Life Insurance, Annuities and More

We invest our time, effort and talent into creating strong, stable financial products that make your family's future more secure. We make sure they bring high returns and peace of mind. We strengthen the places where neighbors come together to feel a sense of belonging. We lift up young scholars, the elderly and people in need.

Annuities
Investments for college savings and planning for retirement.

Life Insurance
Protect your family — be prepared for the unexpected with inexpensive term coverage, whole life and single premium products.

In every moment, we invest our highest selves in doing the right thing for your family, your neighbors and the place we call home.

VISIT
GCUusa.com
OR CALL
1-855-306-0607
/GCU.greek.catholic.union
/greekcatholicunion

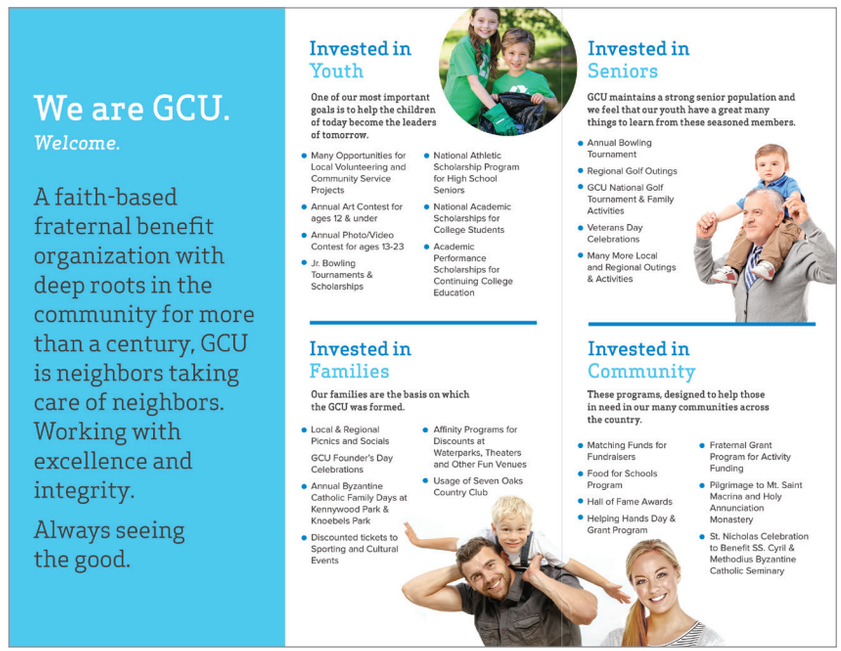
GCU
Investing in the Goodness of Community

5400 Tuscarawas Rd, Beaver PA, 15009
P 1.800.722.4428 F 1.724.495.3421 info@GCUusa.com

good stuff

GCU THE GCU GUIDE TO GOOD INVESTING

inside



We are GCU.

Welcome.

A faith-based fraternal benefit organization with deep roots in the community for more than a century, GCU is neighbors taking care of neighbors. Working with excellence and integrity.

Always seeing the good.

Invested in Youth

One of our most important goals is to help the children of today become the leaders of tomorrow.

- Many Opportunities for Local Volunteering and Community Service Projects
- Annual Art Contest for ages 12 & under
- Annual Photo/Video Contest for ages 13-23
- Jr. Bowling Tournaments & Scholarships
- National Athletic Scholarship Program for High School Seniors
- National Academic Scholarships for College Students
- Academic Performance Scholarships for Continuing College Education

Invested in Families

Our families are the basis on which the GCU was formed.

- Local & Regional Picnics and Socials
- GCU Founder's Day Celebrations
- Annual Byzantine Catholic Family Days at Kennywood Park & Knoebels Park
- Discounted tickets to Sporting and Cultural Events
- Affinity Programs for Discounts at Waterparks, Theaters and Other Fun Venues
- Usage of Seven Oaks Country Club

Invested in Seniors

GCU maintains a strong senior population and we feel that our youth have a great many things to learn from these seasoned members.

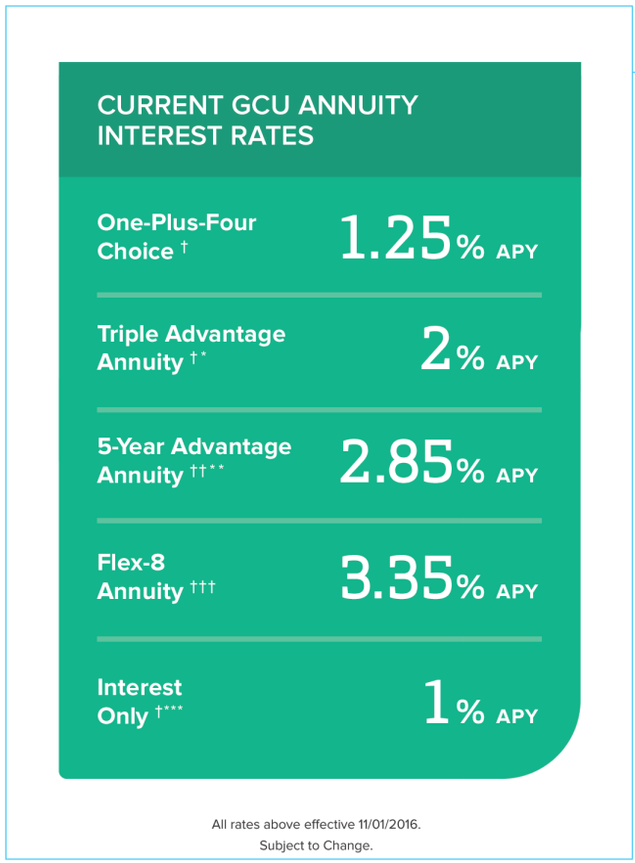
- Annual Bowling Tournament
- Regional Golf Outings
- GCU National Golf Tournament & Family Activities
- Veterans Day Celebrations
- Many More Local and Regional Outings & Activities

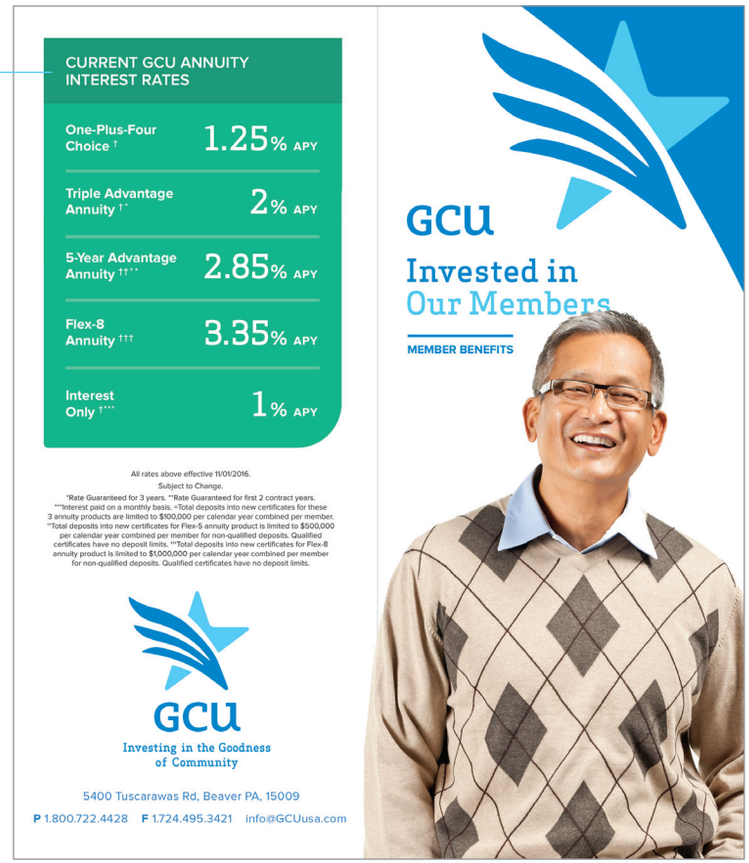
Invested in Community

These programs, designed to help those in need in our many communities across the country.

- Matching Funds for Fundraisers
- Food for Schools Program
- Hall of Fame Awards
- Helping Hands Day & Grant Program
- Fraternal Grant Program for Activity Funding
- Pilgrimage to Mt. Saint Macrina and Holy Annunciation Monastery
- St. Nicholas Celebration to Benefit SS. Cyril & Methodius Byzantine Catholic Seminary

BROCHURE: TRI-FOLD





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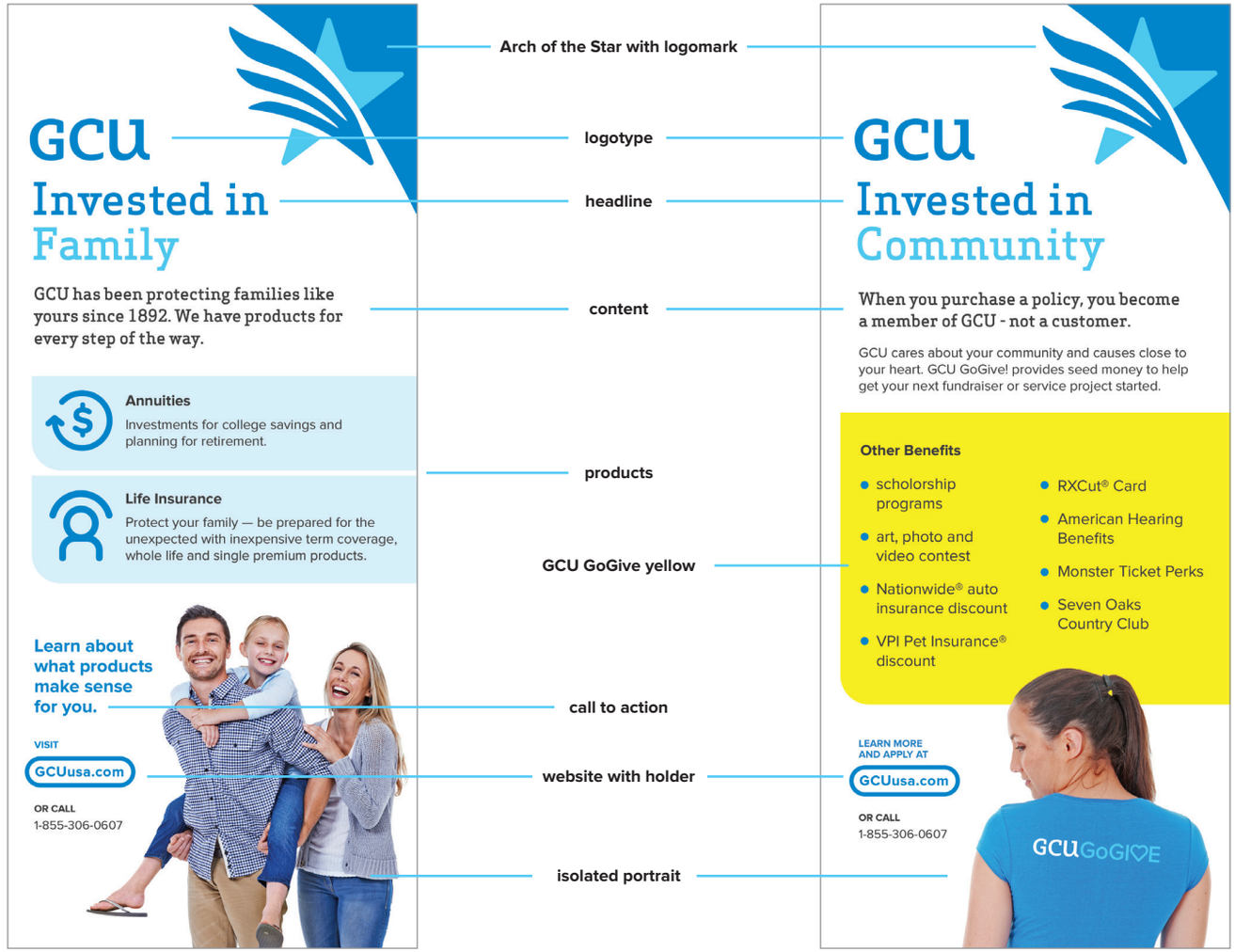
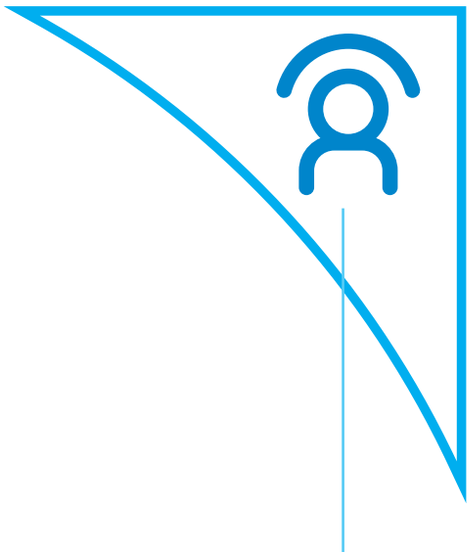

GCU
Invested in
Family
GCU has been protecting families like yours since 1892. We have products for every step of the way.
Annuities
Investments for college savings and planning for retirement.
Life Insurance
Protect your family — be prepared for the unexpected with inexpensive term coverage, whole life and single premium products.
Learn about what products make sense for you.
VISIT
GCUusa.com
OR CALL
1-855-306-0607
GCU
Invested in
Community
When you purchase a policy, you become a member of GCU - not a customer.
GCU cares about your community and causes close to your heart. GCU GoGive! provides seed money to help get your next fundraiser or service project started.
Other Benefits
scholorship programs
art, photo and video contest
Nationwide® auto insurance discount
VPI Pet Insurance® discount
RXCut® Card
American Hearing Benefits
Monster Ticket Perks
Seven Oaks Country Club
LEARN MORE AND APPLY AT
GCUusa.com
OR CALL
1-855-306-0607
GCU GoGIVE
Arch of the Star with logomark
logotype
headline
content
products
GCU GoGive yellow
call to action
website with holder
isolated portrait

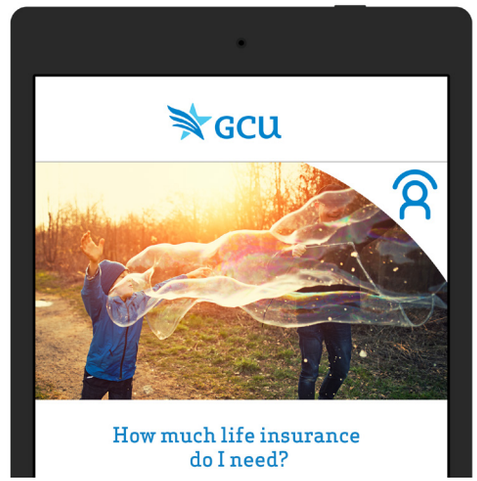
INSERTS

ARCH OF THE STAR GRAPHIC HOLDER



product icon

APPLICATIONS



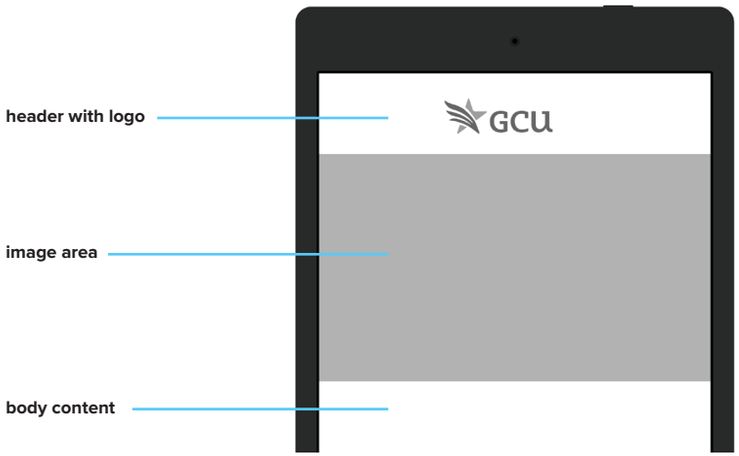
PRODUCT MARKETING

object as pattern

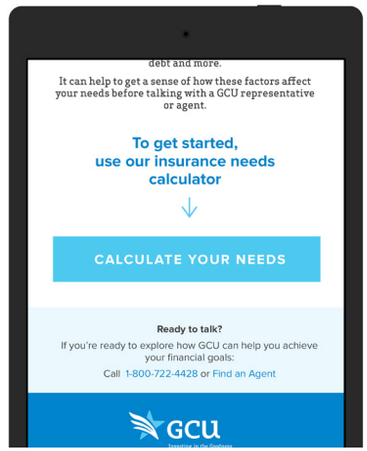
isolated portrait

COMMUNITY SPOTLIGHT MARKETING

TEMPLATE



PRODUCT MESSAGE



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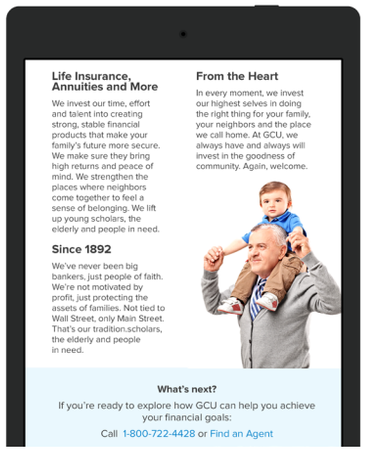

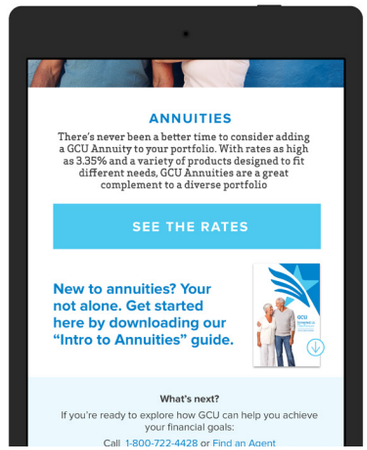

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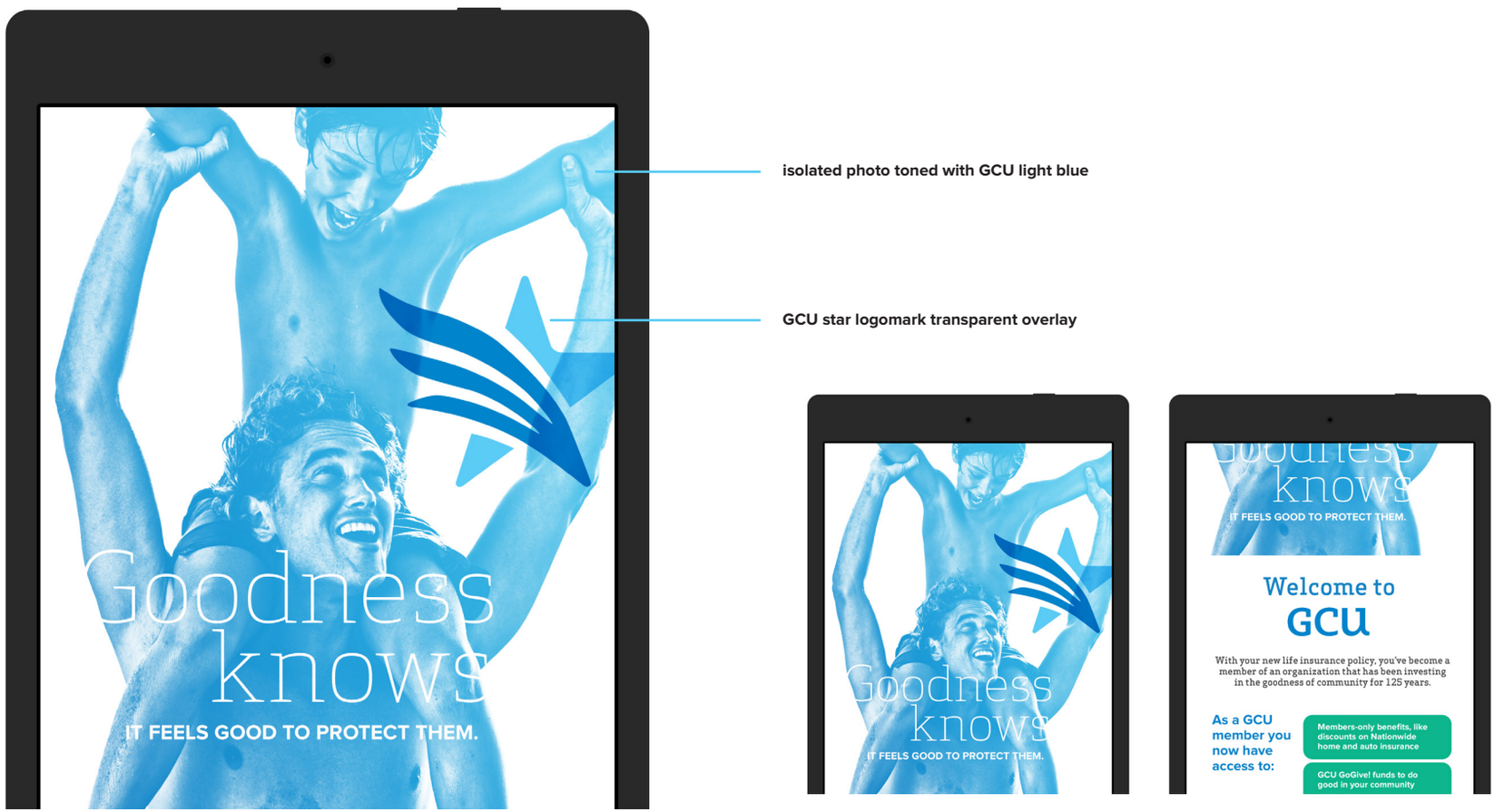


DIGITAL COMMUNICATION: E-BLAST, WELCOME

GCU MAGAZINE: COVER

GCU MAGAZINE: INTERIOR

AD

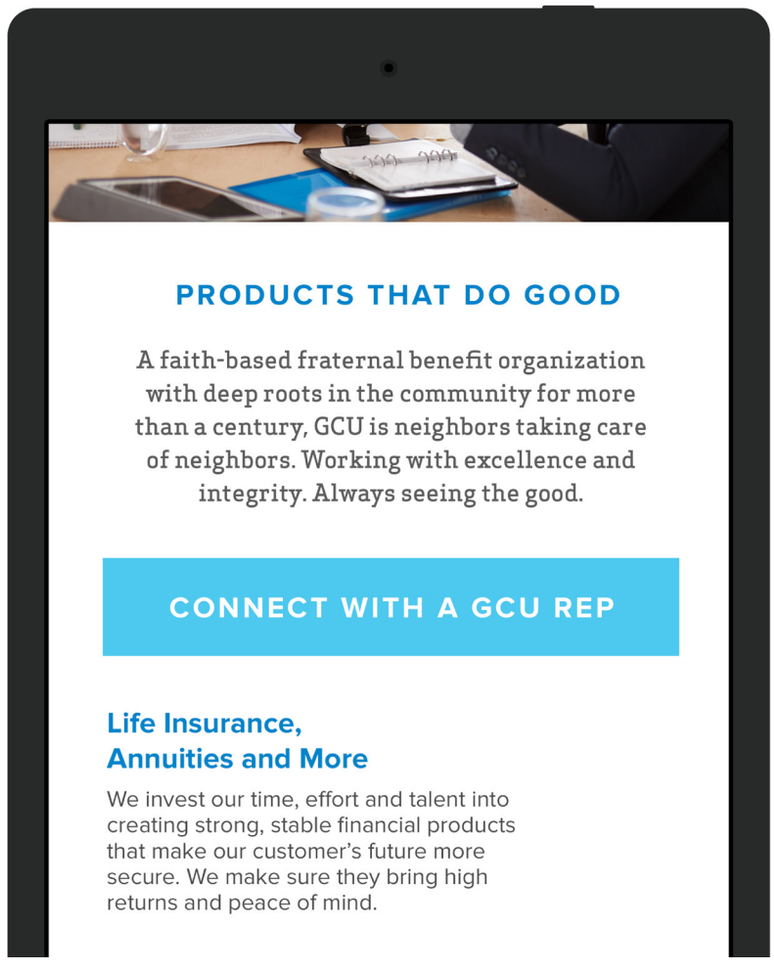
POSTCARD

ADVISOR RECRUITMENT

TOP TEN LIST

ADVISOR RECRUITMENT CONTINUED

E-BLAST



ADVISOR RECRUITMENT CONTINUED

FOLDER

INSERTS

ADVISOR RECRUITMENT CONTINUED

4.0
SUB LOGOS

HORIZONTAL

GCU 125

CENTERED

GCU
125

TYPE GRAPHIC

125

APPLICATION EXAMPLE

GCU 125 YEARS LOGOMARK

HORIZONTAL

STACKED 1

STACKED 2

GCU GOGIVE

LOGO USE ON YELLOW

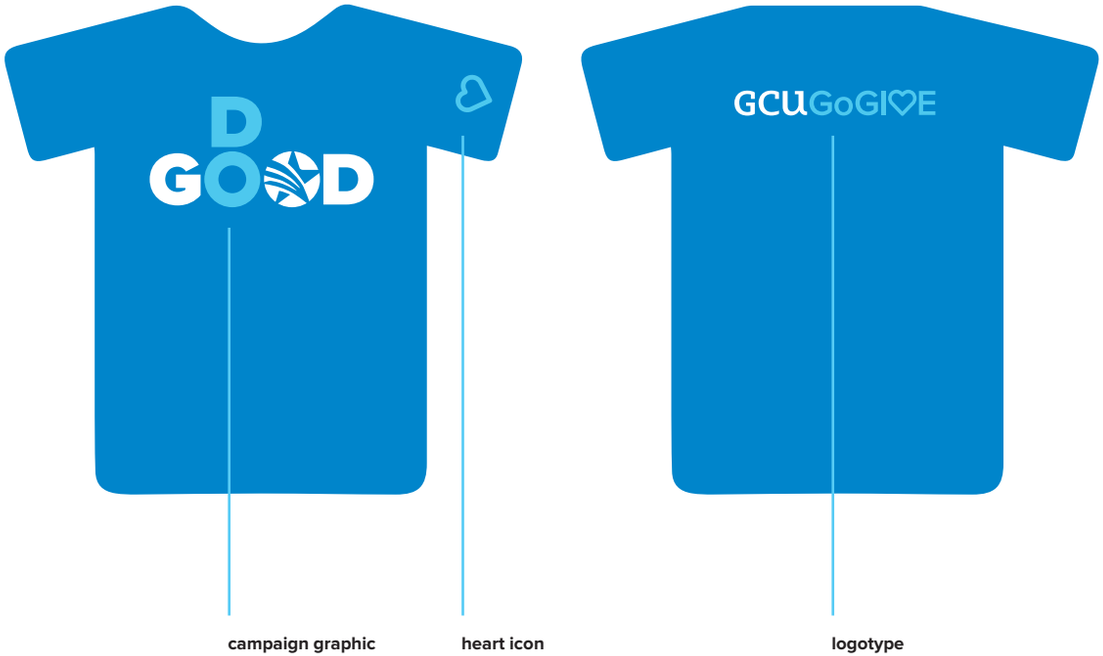
CIRCLE ENTRAPMENTS

GCU GOGIVE CONTINUED

CAMPAIGN GRAPHIC

GCU GOGIVE CONTINUED

SHIRT



GCU GOGIVE CONTINUED

PINS

BAG WITH PINS/PATCH

GCU GOGIVE CONTINUED

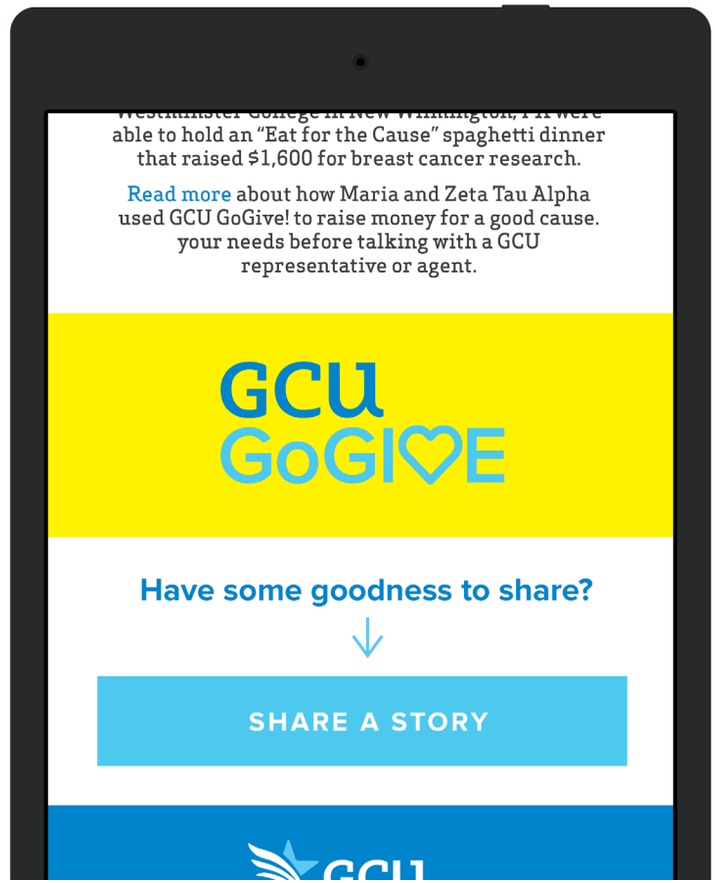
EVENT POSTER

GCU GOGIVE CONTINUED

FACEBOOK

GCU GOGIVE CONTINUED

E-BLAST



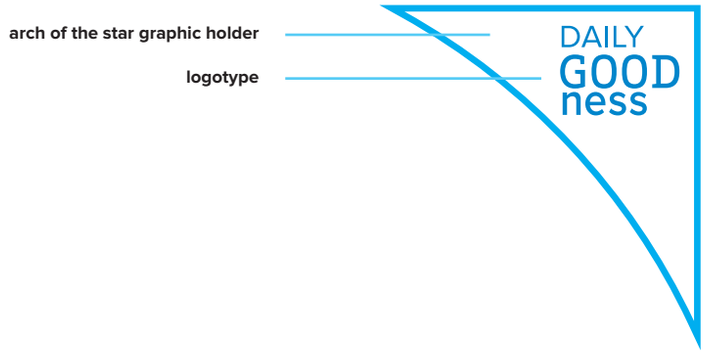
GCU GOGIVE CONTINUED

WEEKLY
GOOD
ness

DAILY
GOOD
ness

arch of the star graphic holder

logotype



WEEKLY / DAILY GOODNESS