Quick Reference Guide

University Logo

One-color black

When budget, printing restrictions, or design needs prevent the use of color, the one-color black version is acceptable.

One-color white

The white version of this logo may be used only on backgrounds or photographs that allow for proper readability, including appropriate contrast for accessibility compliance.

University Mission

CHRIST-CENTERED HIGHER EDUCATION TRANSFORMING STUDENTS TO IMPACT THE WORLD WITH GRACE AND TRUTH.

University Seal

The Colorado Christian University seal is designed to indicate official sanction and is the formal identifier of the University. Publications displaying the seal reflect endorsement by the Board of Trustees or the Office of the President.

As a result, the seal is reserved for special purposes and should not be used for general promotional purposes or on promotional items.
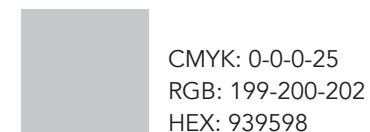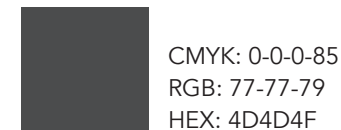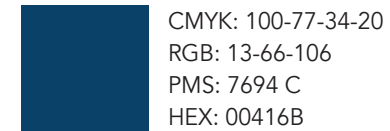

Typography

CCU uses three approved fonts:

- **Geogrotesque Condensed:**
  Headings, subheads, condensed body text

- **Minion Pro:**
  Formal and official documents, headings, subheads

- **Avenir:**
  Body text, some subheads

- **Open Sans:**
  Body text for www.ccu.edu

- **Museo Slab:**
  Limited headline and subheads usage

Colors

The approved color palette for all Colorado Christian University marketing and communications materials includes:

CMYK: 100-77-34-20
RGB: 13-66-106
PMS: 7694 C
HEX: 00416B

CMYK: 64-10-1-0
RGB: 66-180-228
PMS: 298 C
HEX: 3CB4E5

CMYK: 2-12-94-0
RGB: 252-216-35
PMS: 115 C
HEX: FED925

CMYK: 0-0-0-85
RGB: 77-77-79
HEX: 4D4D4F

CMYK: 0-0-0-25
RGB: 199-200-202
HEX: 939598

For questions or assistance with CCU's branding, please submit a branding service request or visit *www.ccu.edu/branding*