



GATEWAY SEMINARY

*Biblical • Missional • Global*

GRAPHIC STANDARDS | SEPTEMBER 2016 EDITION

gs.edu

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## INTRODUCTION

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Gateway Seminary has a rich history of shaping biblical, missional, and global leaders. Since its founding in 1944, Gateway has conferred degrees on more than 7,500 men and women who are now involved in strategic ministries all over the globe as pastors, missionaries, chaplains, educators, church staff, and workers in fields of Christian service. The Seminary is one of the 10 largest seminaries in the United States and consists of five regional campuses across the Western United States.

With the renaming and relocation, the Seminary has updated its visual brand elements to reflect these changes. This document serves as a guide to the proper and improper uses of the various brand elements.



CMYK

## PRIMARY HORIZONTAL LOGO

The primary horizontal logo for Gateway Seminary should be the first choice in all applications that call for primary branding with a horizontal logo.



PANTONE 2955 U  
PANTONE 7504 U



REVERSED



1-COLOR



WEB



NO TAGLINE



GATEWAY SEMINARY

*Biblical • Missional • Global*

CMYK



GATEWAY SEMINARY

*Biblical • Missional • Global*

1-COLOR

### PRIMARY STACKED LOGO

The primary stacked logo for Gateway Seminary should be the first choice in all applications that call for primary branding with a centered or more vertical logo.



GATEWAY SEMINARY

*Biblical • Missional • Global*

PANTONE 2955 U

PANTONE 7504 U



GATEWAY SEMINARY

*Biblical • Missional • Global*

REVERSED



GATEWAY SEMINARY

NO TAGLINE



GATEWAY SEMINARY

*Biblical • Missional • Global*

WEB

## SECONDARY LOGO - MARK ONLY

A secondary logo/mark for use when a reinforcement of the logo/mark is needed and the full institution's name is already present elsewhere. Also to be used as an identifying graphic icon.

CMYK



PANTONE 2955 U  
PANTONE 7504 U



1- COLOR



RGB



REVERSED



WEB





PRIMARY HORIZONTAL LOGO



PRIMARY STACKED LOGO



## ALIGNMENT / MARGINS

The logo should primarily be presented horizontally with all supporting elements placed along the axis that runs vertically or horizontally through the mark. Spacing of logo elements should be “open” and comfortable with the relative spaces kept similar throughout the elements. This open spacing should also be maintained when the logo is applied to a design, keeping the area around the logo free from graphics or images.

## MINIMUM SIZE

When enlarging a logo there is no limit to how big you can make it. Keep in mind an effective use of the logo is one where it can be quickly identified; however, that does not mean that it needs to be large. Location and clear margins are often preferable to logo size.

When reducing the logo, the minimum allowable widths are indicated to the left. At smaller sizes text becomes unreadable and spacing and details within the mark close up and are undefined.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Avenir Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Avenir Book

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**Avenir Heavy**

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**Avenir Black**

## AVENIR

Avenir is the sans-serif font that comprises the Gateway Seminary identity. This sans-serif font is used primarily in headline, subhead, body copy, and drop-column/sidebar applications. Remember to set any body copy with comfortable spacing between lines (leading) and paragraphs.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Arno Pro Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Arno Pro Regular

*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*Arno Pro Italic*

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**Arno Pro Bold**

## ARNO PRO

Arno Pro is the serif font that comprises the Gateway Seminary identity. This serif font is used in subhead, caption, and quote applications. Remember to set any body copy with comfortable spacing between lines (leading) and paragraphs.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Lato Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Lato Regular

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**Lato Bold**

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**Lato Black**

## LATO

Lato is the sans-serif font that comprises the Gateway Seminary identity when a condensed font is preferred. It is used primarily in subhead, drop-column/sidebar applications, and captions. Remember to set any body copy with comfortable spacing between lines (leading) and paragraphs.



## PRIMARY PALETTE



Pantone 2955 U



Pantone 7504 U

Pantone Coated Spot Color Inks  
(for printing on gloss or matte paper)



Pantone 2955 C



Pantone 7504 C

Pantone Uncoated Spot Color Inks  
(for printing on uncoated paper)

## SECONDARY PALETTE



cyan = 100  
magenta = 76  
yellow = 30  
black = 15



cyan = 15  
magenta = 20  
yellow = 44  
black = 34



cyan = 100  
magenta = 80  
yellow = 44  
black = 42



cyan = 64  
magenta = 18  
yellow = 22  
black = 2



cyan = 75  
magenta = 68  
yellow = 67  
black = 90

4-Color Process CMYK\*  
(print applications)



red = 10  
green = 72  
blue = 116



red = 154  
green = 128  
blue = 104



red = 7  
green = 46  
blue = 75



red = 88  
green = 164  
blue = 183



red = 0  
green = 0  
blue = 0

RGB  
(web/screen applications)



094774



998068



30c0d2

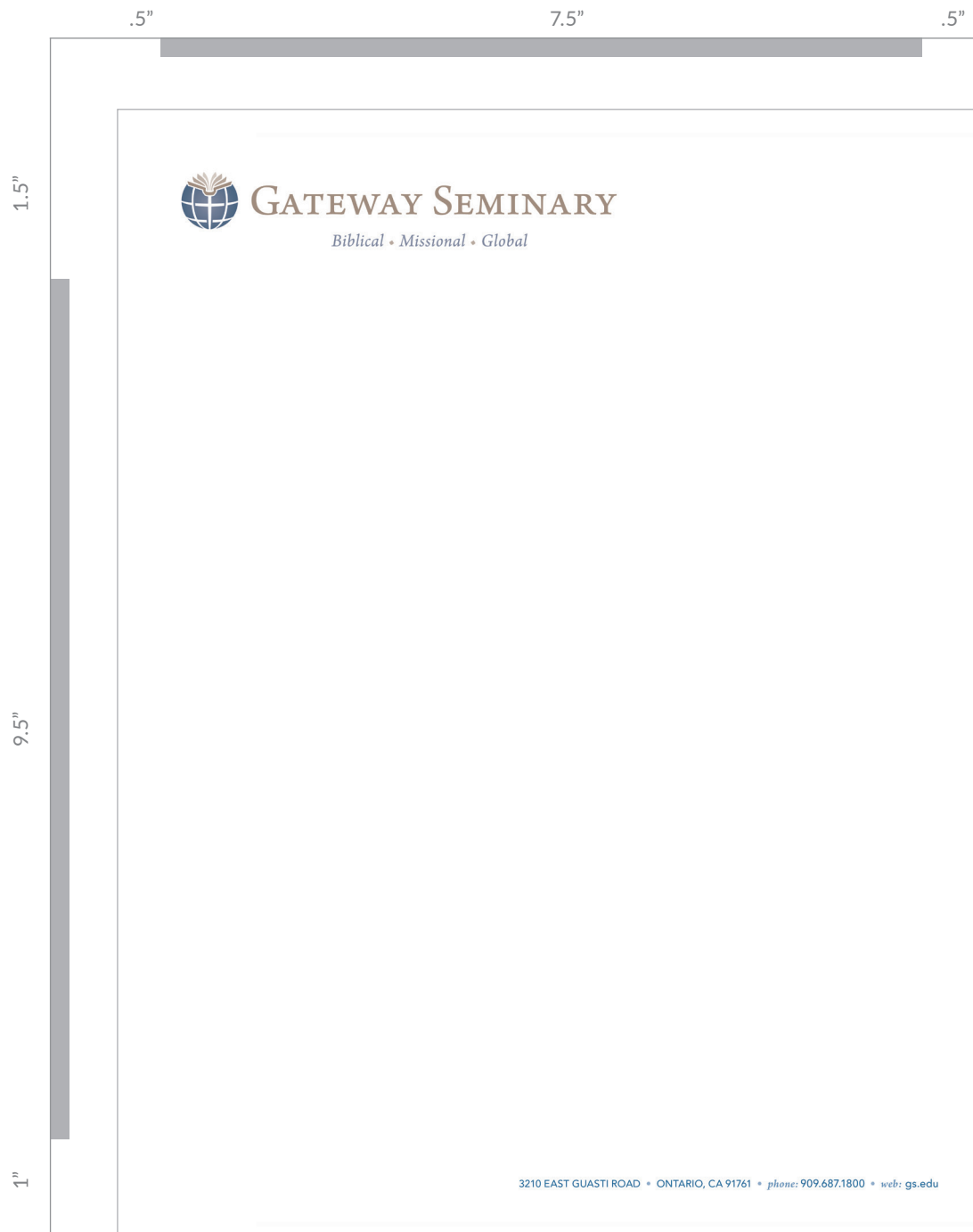


57a4b6



000000

HTML  
(web safe color)



## LETTERHEAD C1

## LOGO APPLICATION

### LETTERHEAD: 4-COLOR AND 2-COLOR VERSIONS

Please note that on both the letterhead and envelopes, department identifiers are only used in cases where it is required for legal purposes.

Body Typeface: Arno Pro Reg

Size: 10 pt

Leading: 15 pt

Align: Left

#### Margins:

Top: 1.5"

Left: .5"

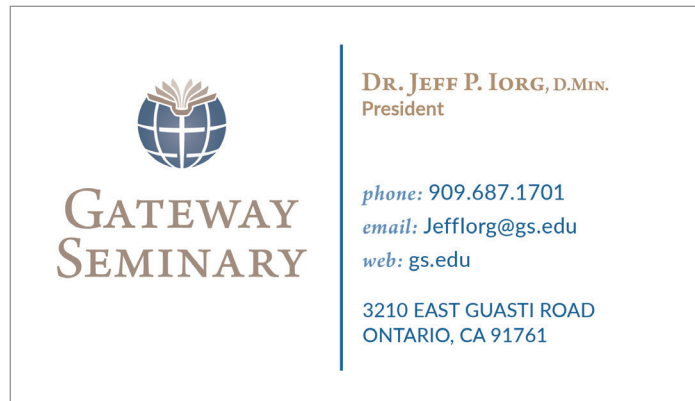
Right: .5"

Bottom: 1"



## BUSINESS CARD: 2-COLOR

2-sided business card





GATEWAY SEMINARY

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ENVELOPE: 4-COLOR AND  
2-COLOR VERSIONS

#10 Envelope