



**GREEK  
UNIVERSITY**

The meaning behind the  
logo mark of Greek University.

# Our Brand Logo



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# Characteristics

The Greek University Logo Today



**GREEK  
UNIVERSITY**



# Symbols and Meanings



## Parts of the Greek University Logo



### The Columns

Represents tradition both past and present within greek life across the country



### The "G"

Stands for "Greek" in Greek University



### The Motto

"Helping you solve complex campus problems" represents our goal and mission





# The Greek University Colors

Our color palette for logo usage



**BLUE**

R: 1, G: 50, B: 153

**ORANGE**

R: 255, G: 103, B: 0

**GREY**

R: 179, G: 179, B: 179

**WHITE**



# Logo Font

Our official logo font

Core Sans NR SC 55 Medium



**GREEK  
UNIVERSITY**

0	1	2	3	4	5	6	7	8	9
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	~	~	@	#	\$	%	^	&
*	(	)	[	]	{	}	:	>	<

# Logo Variations



Icon With Wording



This logo utilizes both the Greek University symbol and the name

Icon

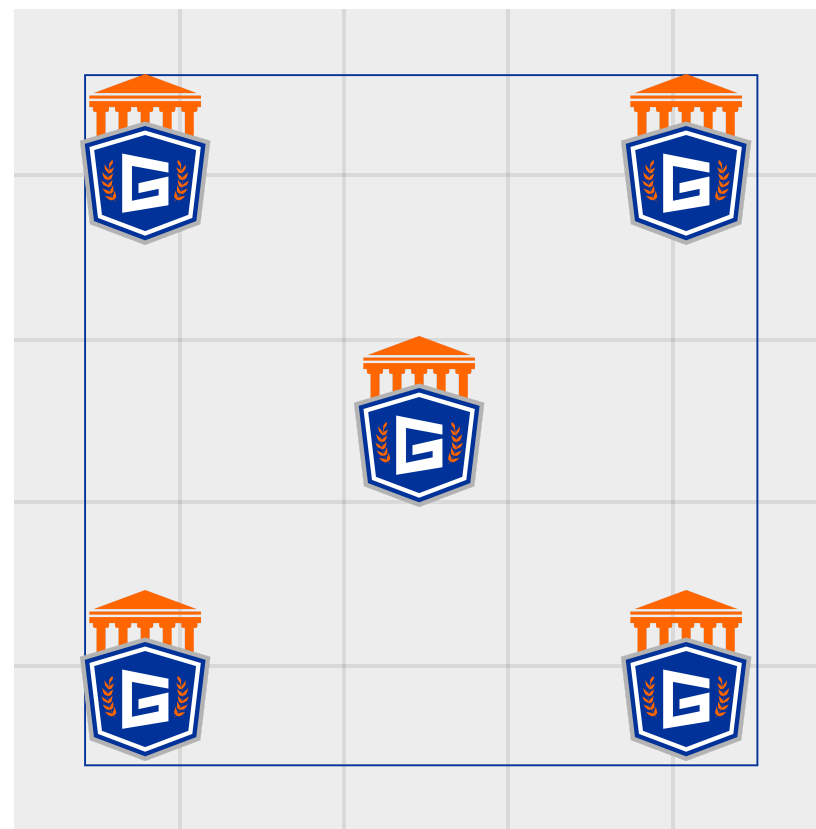


This logo utilizes just the Greek University symbol

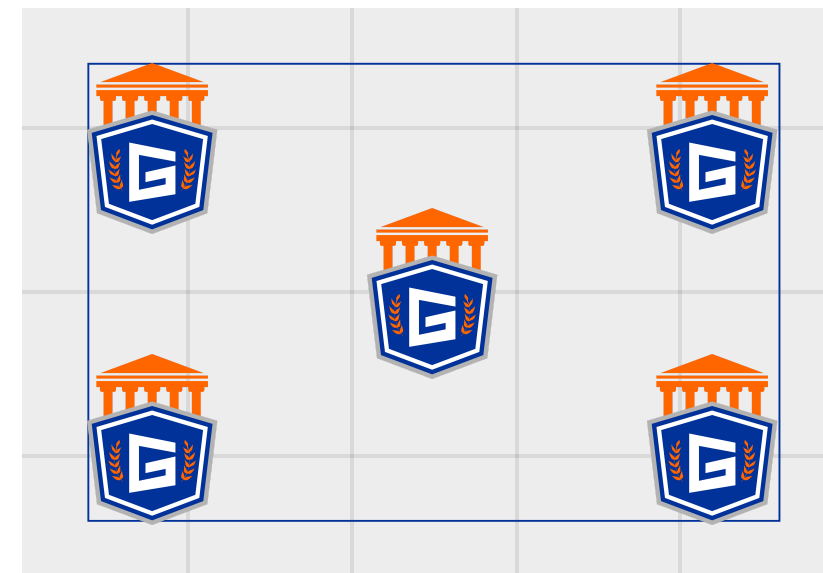


# Logo Positioning

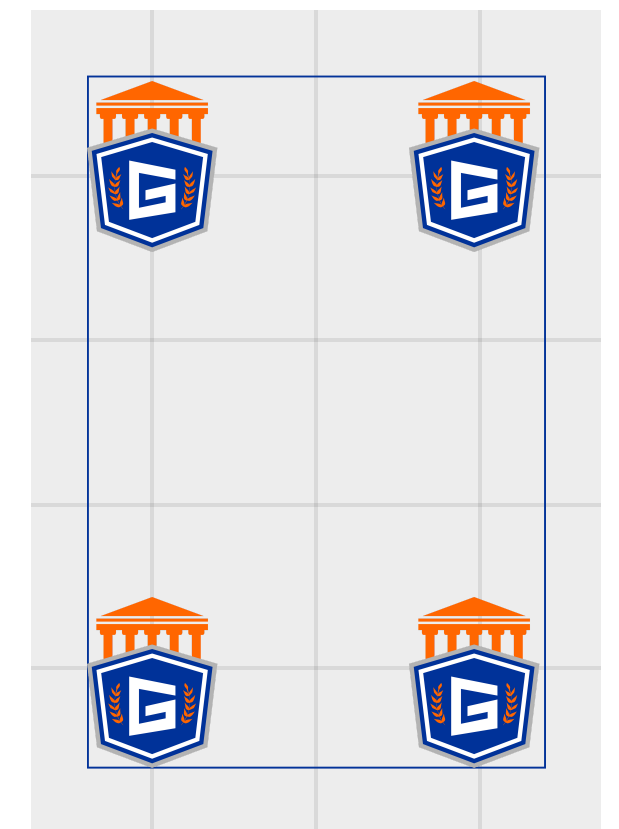
The safe distance to put your logo in



Square



Landscape



Portrait







# Reminders

Rules on logo use to keep in mind



**DO NOT** change the color.  
Use only the colors in the palette.



**DO NOT** crop  
the logo.



**DO NOT** add shadows  
or effects.



**DO NOT** flip or rotate  
the logo.



**DO NOT** put over  
another illustration.



**DO NOT** use tint  
or opacity.



# About Greek University

Visit our website: [www.greekuniversity.org](http://www.greekuniversity.org)

We provide University students, Fraternities, Sororities, and Alumni volunteers with engaging speaker and educational experiences to solve complex problems.



# Contact Us



[www.greekuniversity.org](http://www.greekuniversity.org)