



FULLER SEAL



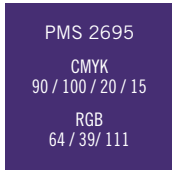
FULLER DIPLOMA SEAL



HORIZONTAL FULLER LOGO
(STANDARD)



VERTICAL FULLER LOGO
(ALTERNATE)



About the Fuller Seal

Fuller Theological Seminary was founded in 1947. Its official seal was developed in 1951, at the seminary’s incorporation. The seal has served ever since as a representation of Fuller’s mission and purpose, used to mark institutional documents and significant events in the life of the seminary. Along with the richly meaningful symbols of the cross, shield, and crown, the seal features Hebrew text taken from Isaiah 61:1: “The Spirit of the Lord is upon me to proclaim good news.”

About the Fuller Logo

The core of the Fuller Seminary logo identity is the icon, around which the framework for an identification system has been created. At the center of the icon is a three-paged book. The pages of the book form a stylized “F” shape, reinforcing the word “Fuller” and its biblical roots. Each of the pages forming the “F” symbolizes one of the three schools that form Fuller Seminary. The two dominant colored pages of Aubergine and Amber represent Fuller’s dual commitment to scholarship and the Bible, against the solid background representing the foundation of Christ in all things. The icon also evokes a feeling of movement, portraying how students take what they have learned at Fuller and share it with the world.

Within the identity system, the dominant type treatment provides the focal point for recognition. Both the size and placement of the Fuller Theological Seminary name in relation to the icon and other design elements enhance immediate recognition. The typeface selected has the merit of serif characters that are very readable and inviting at any size. The characters appear in all uppercase to further communicate a sense of strength and a solid foundation.

Fuller Colors

The names of Fuller’s colors—Aubergine & Amber—refer to natural substances to describe Fuller’s deep purple and rich gold (PMS 2695 and 131).

Deep purple traditionally signifies honor (Purple Heart), piety (liturgical vestments and linens), and royalty (excellence and leadership). During Holy Week, the cross is draped in purple for mourning, reminding us of Jesus’ sacrifice and the promise of new life through faith in him. Not only the name of a color, aubergine is a name for eggplant (botanically a berry), an ingredient in various cuisines worldwide—illustrating Fuller’s cultural diversity and global reach. The deep, slightly bluish purple of Fuller’s Aubergine signifies the distinctive, as well as the sure and steadfast, of our mission and purpose.

Gold connotes value, success, and achievement—resources used wisely. The color of sunlight, it also represents the source of life and energy. In Christian art, metallic gold often signifies divinity. On the other hand, golden hues depict harvest, the gathering by human labor of the fruit that God’s earth brings forth in its season. Amber is petrified tree resin, which preserves what it encases for millions of years. Through history, amber has been an ingredient in perfume and an agent of healing. More recently, as many fine schools use gold in their emblems, the color has become associated with education. Fuller’s Amber shines with life and hope.