



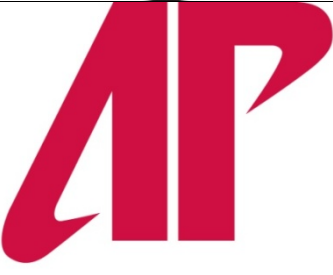


University Logo Usage

Any registered student organization using University funds (i.e. GOC) or the name of the University must place the University logo on any promotional materials and giveaways.

For assistance, please contact the office of Public Relations and Marketing at 221-7459.

Details on the use of the logos and trademarks, as well as student organization resources can be found at <http://www.apsu.edu/prandpubs/guidelines2007.pdf>.

Below is a sample of the policies.

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| <p><u>The Governor mascot</u> The Governor mascot is used predominantly for athletic venues and promotions. Additionally, it can be used for student activities and promotions in a limited capacity with permission from the director of Student Life and Leadership.</p> |  |
| <p><u>University seal</u> The University seal is used predominantly on official documents such as certificates, awards and diplomas.</p> |  |
| <p><u>The AP logo</u> The AP logo has been in use since the early 1970s and remains in use today. This is the icon that represents the University as a whole but, in most situations, should be used in conjunction with the wordmark. Use of this logo by itself or in conjunction with other icons must be reviewed by the PR and Marketing Office.</p> |  |
| <p><u>Peay Pride</u> The Peay Pride campaign logo was designed specifically for building pride in the University. Use of the Peay Pride logo must be approved by the office of Public Relations and Marketing.</p> |  |
| <p><u>The APSU wordmark</u> This logo is the easiest logo to use on t-shirts. Also, it should appear at the bottom of all flyers printed with APSU funds or carrying the APSU name in any capacity.</p> |  |