



# BRANDING AND IDENTITY GUIDELINES

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# Introduction

These guidelines have been under continual development and improvement since their inception in the 1990s, serving as a guide for the university community for proper use of the Austin Peay State University brand.

## Official University Boilerplate

Austin Peay State University (APSU), located in Clarksville, Tennessee, is a leading institution of higher education in the Southeast. The university offers over 50 graduate and 125 undergraduate degree paths, including the country's first registered apprenticeship for teaching and doctoral degrees in psychological counseling and educational leadership. Named after Clarksville native and former Tennessee Gov. Austin Peay, the university's Clarksville campus spans 195 acres downtown. APSU also operates a campus at Fort Campbell, Kentucky, and is Tennessee's leading higher education provider for military-affiliated students, who represent more than 25% of the student body. For more information, visit [www.apsu.edu](http://www.apsu.edu).

# Trademark Protection

University marks are federally registered. The marks within this guide are the copyrighted and trademarked property of Austin Peay State University. No part or whole of the marks may be reproduced by any means or in any form whatsoever without express written permission from the university per AP and university style. To request permission, contact the Austin Peay State University Public Relations and Marketing Office by email at [logoapproval@apsu.edu](mailto:logoapproval@apsu.edu) or by phone at **931-221-7459**.



# Approval Requirements

Publications and promotional efforts require appropriate branding and must be reviewed by the Office of Public Relations and Marketing before being submitted for printing or production, per university policy.

To submit promotional items for approval, email the designs to be included on the product, along with indications of their positioning on the item to [logoapproval@apsu.edu](mailto:logoapproval@apsu.edu)

To submit a publication for approval, please email the publication in PDF format, along with the publication approval form to [pubnumber@apsu.edu](mailto:pubnumber@apsu.edu)

[Click here for the Publication Approval Form](#)



# LOGOS



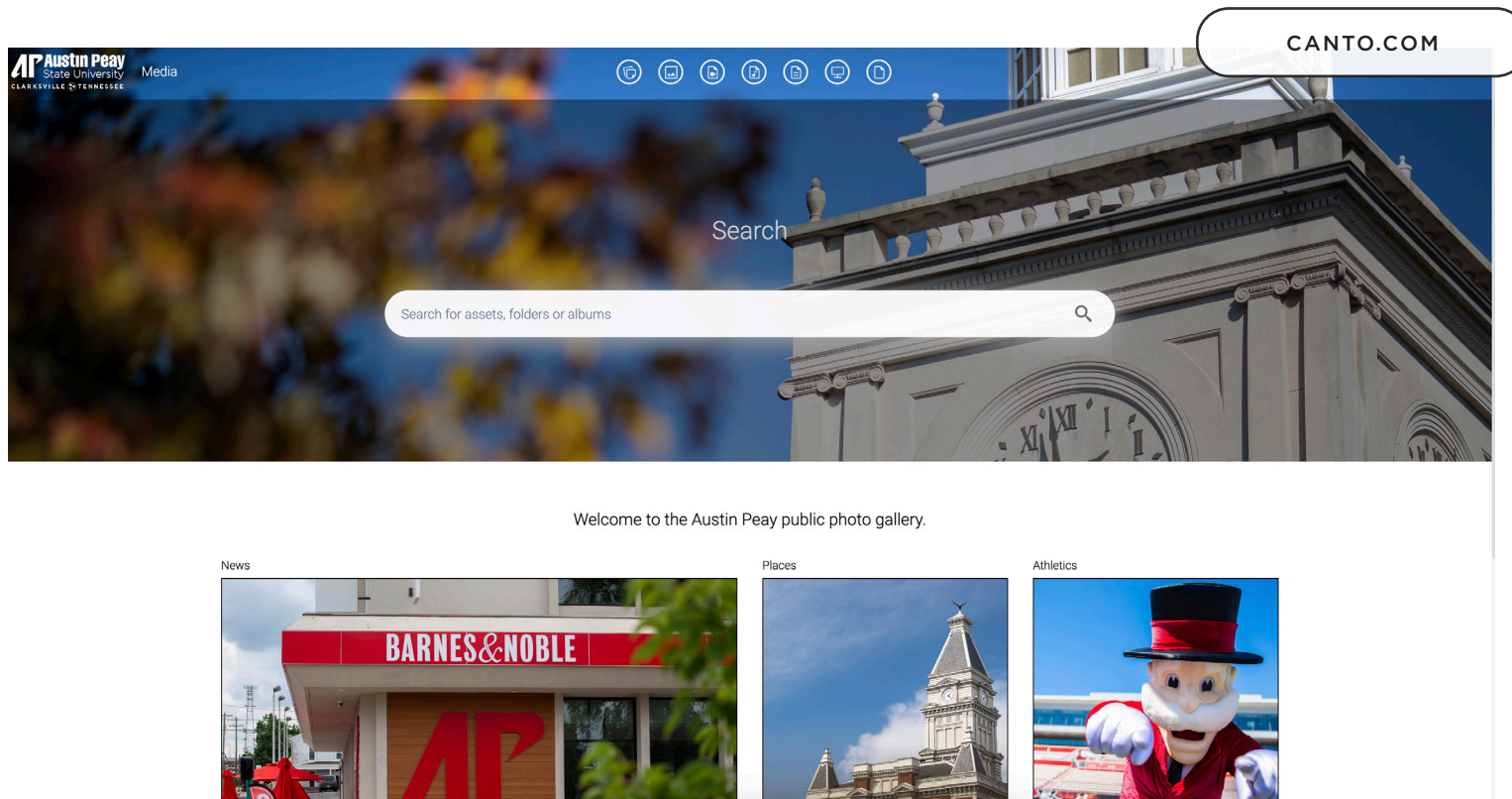
# Selecting Logos

## Logos

Austin Peay's logos and wordmarks were designed to be highly effective for a wide variety of purposes and applications.

If you are seeking a unit identifier for your department, please visit [canto.com](https://canto.com) and type the department's name in the search to find the department's unit identifier.

For additional help, please contact the Public Relations and Marketing office by email at [logoapproval@apsu.edu](mailto:logoapproval@apsu.edu) or by phone at **931-221-7459**.



# University Logo

## Vertical Full Color

Use this version of the logo when the space is more vertical than horizontal or when its centered orientation is the most appropriate for its application. This version and the horizontal versions shown on the subsequent pages are the primary logos that should be used on all university products unless size or reproduction issues require other versions provided later in this guide.

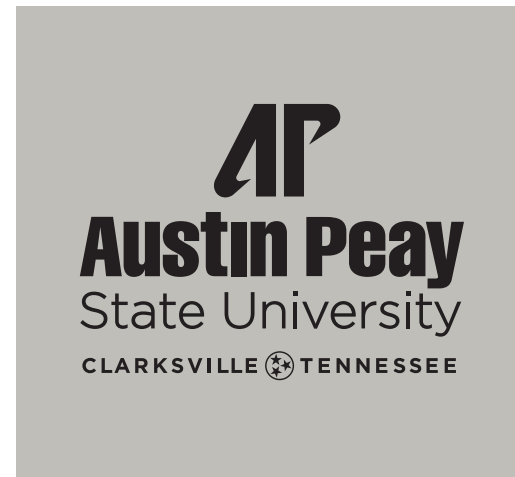
**The full color version should only be used against a white or black background.**



# University Logo

## Vertical One Color

Use this version of the logo when the space is more vertical than horizontal or when its centered orientation is the most appropriate for its application.



# University Logo

## Horizontal Full Color

Use this version of the logo when the space is horizontal or when its flush left or right alignment is the most appropriate for its application.

**The full color version should only be used against a white or black background.**



# University Logo

## Horizontal One Color

Use this version of the logo when the space is horizontal or when its flush left or right alignment is the most appropriate for its application.



# The AP Logo

The AP logo is the primary logo for the university. This should appear on anything produced for the university. If the university logo shown on the previous pages or the abbreviated versions shown on subsequent pages cannot be reproduced on the item, this is the required mark that should be displayed.





# The University Seal

The university seal is used primarily for academic recognition and achievement, and on official documents related to academic accomplishments such as certificates, diplomas, awards, etc.



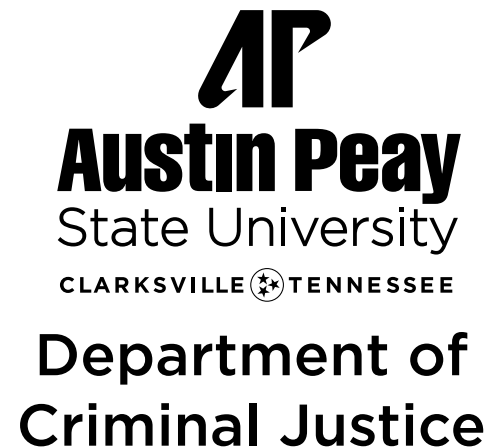
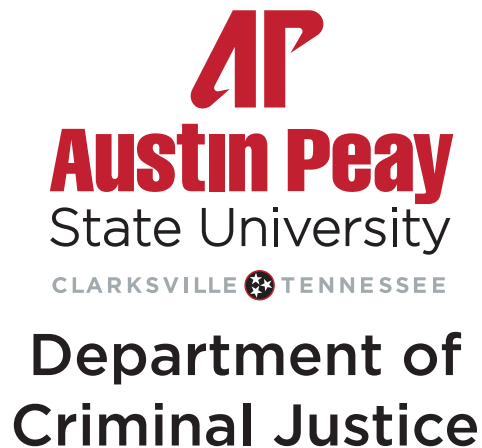
# The University Rope Seal

The university rope seal is an alternative version that can be used when a more traditional and ornate look is desired. However, in some applications, the rope forming the outer circle may be problematic for reproduction. Please consult with the product manufacturer prior to using.



# University Unit Identity

For situations requiring identification of a department, program or function.



# Abbreviated Unit Identity

For situations where a department, program or function needs to be identified, but size or other reproduction limitations prohibit using the full university unit identity.



Department of Music



Department of Music



Department of  
Criminal Justice



Department of  
Criminal Justice



College of STEM



College of STEM



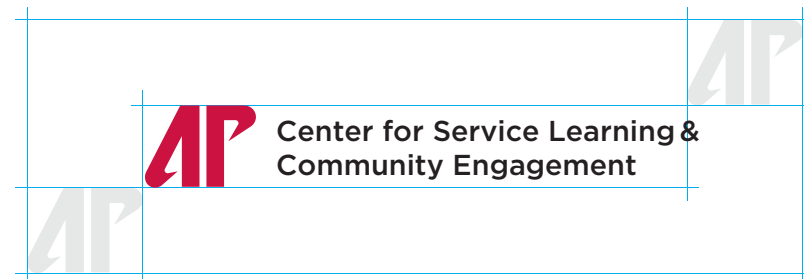
College of  
Graduate Studies



College of  
Graduate Studies

# Spacing

A minimum amount of free space should be maintained around any of our marks. Free space refers to the absence of any imagery, graphics, folds, text or other elements that may interfere with the impact of the logo. This free space is measured by the height of the AP logo on the product.



# Minimum Size

The logo and the seal should be reproduced no smaller than 1.5 inches.



1.5" WIDE



1.5" WIDE



1.5" WIDE



1.5" WIDE



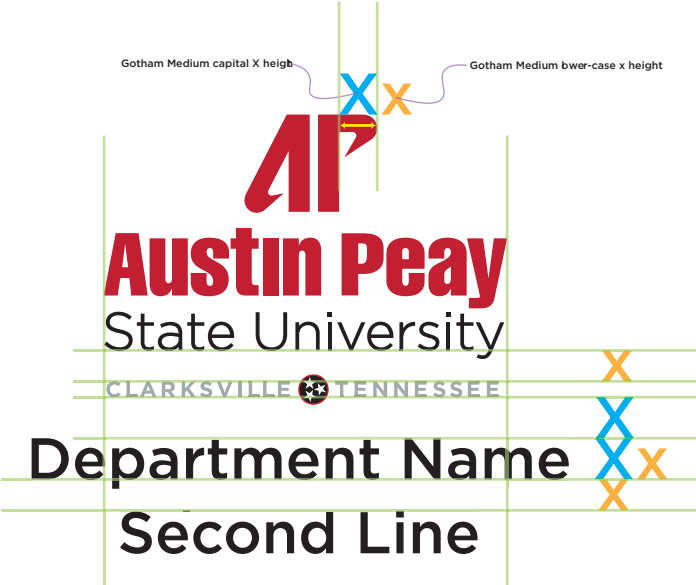
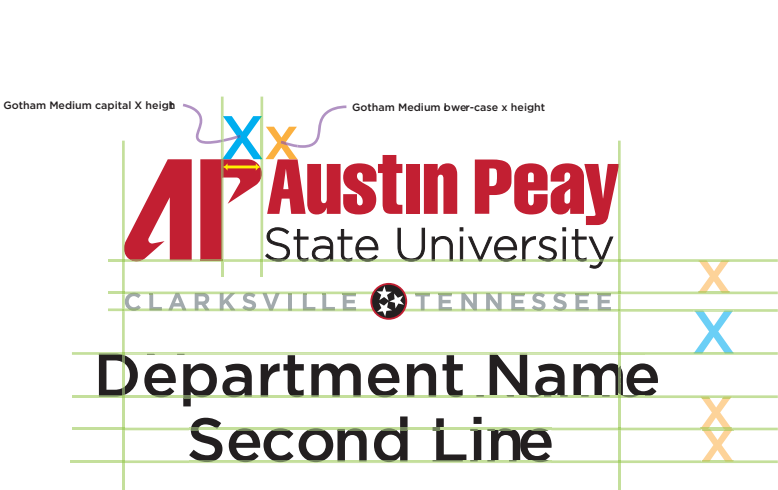
1.5" WIDE



1.5" WIDE

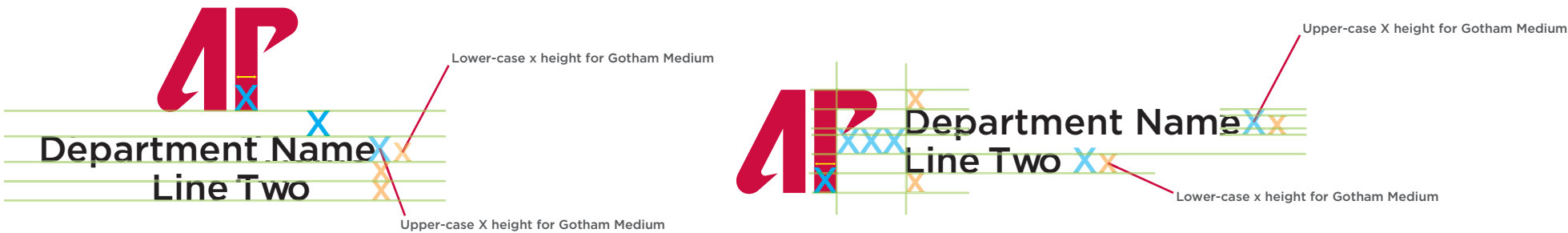
# Wordmark with Unit Identity Alignment

The following examples are provided for reference only to show the methodology and spacing used in building unit identifiers.



# Abbreviated Unit Identity Alignment

The following examples are provided for reference only to show the methodology and spacing used in building unit identifiers.





# Military Logo

## Vertical Full Color

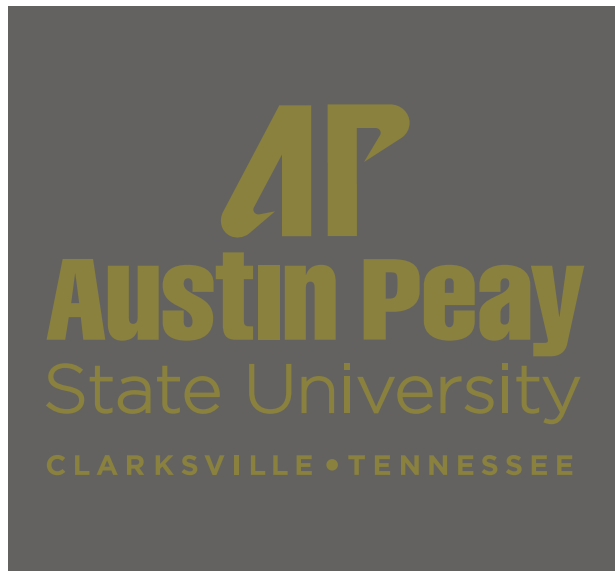
The military logo is designed to be the primary logo for the Military and Veterans Affairs Division and as determined by the vice president of the division. The logo will also be used for military-specific events and marketing efforts as determined by the vice president for the Military and Veterans Affairs Division and leadership in the Office of Public Relations and Marketing. As the vertical full-color version, this option should be used in vertical layout situations.



# Military Logo

## Vertical One Color

Use this version of the logo when the space is more vertical than horizontal, or when its centered orientation is the most appropriate for its application and printing is limited to a single color.



# Military Logo

## Horizontal Full Color

The horizontal full-color version of the military logo is provided for layout situations well-suited to horizontal space.



# Military Logo

## Horizontal One Color

Use this version of the logo when the space is horizontal, or when its flush left or right alignment is the most appropriate for its application and printing is limited to a single color.



# The Governor

Illustrations of the Gov depicting him in field-specific attire should be used internally and not used as a primary or predominant icon for recruiting, branding or other efforts.



# Let's Go Peay!

LET'S GO PEAY! is the university's official cheer. While it originated in athletics, it is used broadly across all areas of campus. The cheer is always capitalized and ends with an exclamation point. LET'S GO PEAY! should only be displayed in the official athletics-branded font, as shown below.

**LET'S GO PEAY!**

**LET'S GO PEAY!**

**LET'S GO PEAY!**

**LET'S GO PEAY!**

**LET'S GO PEAY!**

**LET'S GO PEAY!**

# Be A Gov! Logo

The “Be A Gov!” campaign was developed as a specific message and call to action that is used primarily in traditional recruitment efforts by the admissions and enrollment management areas. For more information about Be A Gov! slogan usage, please contact the Office of Public Relations and Marketing.



# Spirit Marks

While the Austin Peay State University logo and the Governor mascot are the most recognizable images associated with APSU, these spirit marks can be used to promote the university in other ways. However, they are not a substitute for the requirement of displaying the university logo on products made to promote Austin Peay.



*Governors*

*Governors*



# **FONTS**



# Fonts

The official fonts to be used in university publications and materials developed for marketing, recruitment, fundraising or other communication efforts are Gotham, Garamond Pro and Revolution Gothic. The preferred typography unifies the appearance of all communication and strengthens the university's brand recognition.

**NOTE:** The university wordmark is created using two font families, Impact and Gotham medium and bold. Both fonts are intended for the logo/wordmark, but Impact is not for use elsewhere.

## Gotham

Primary font used for headlines, subheads and body copy.

Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(:;!?)@

Book  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(:;!?)@

*Book Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890\$%&(:;!?)@*

Medium  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(:;!?)@

*Medium Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890\$%&(:;!?)@*

Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(:;!?)@

## Trade Gothic Condensed Bold

Used mostly for body copy and subheads.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(:;!?)@

## Garamond Pro

Secondary font used for headlines or body copy.

Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(:;!?)@

Regular Italic  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890\$%&(:;!?)@*

## Revolution Gothic

Used infrequently to provide differentiation in layouts through word graphics, calls to action, etc.

Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(:;!?)@

## Helvetica

When Gotham and Garamond are not available, use Helvetica. It comes in numerous weights, but only medium is shown.

Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(:;!?)@

Medium  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(:;!?)@

## Sign Painter

Used for formal programs and invitations.

Regular  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890\$%&(:;!?)@*

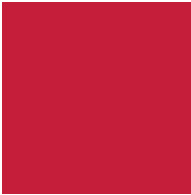
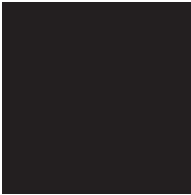
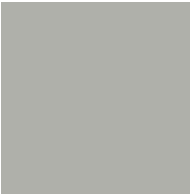

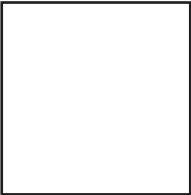
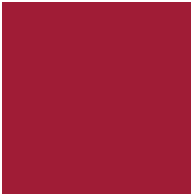


# COLOR PALETTE



# Color Palette

The color standards that apply to Austin Peay State University’s brand identity are detailed here. The colors should never be altered from the numbers specified below. NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this usage and style guide may not match the actual Pantone® colors.

					
<b>PANTONE 200</b>	<b>PANTONE Black</b>	<b>PANTONE 429</b>	<b>PANTONE Cool Gray 10</b>	<b>WHITE</b>	<b>SHADOW RED</b>
<b>RED</b>	<b>BLACK</b>	<b>SILVER GRAY</b>	<b>DARK GRAY</b>	<b>WHITE</b>	<b>SHADOW RED</b>
PMS 200	Black	PMS 429	PMS Cool 10	White	Shadow Red
<b>Process:</b> C: 0 M: 100 Y: 65 K: 15	<b>Process:</b> C: 0 M: 0 Y: 0 K: 100	<b>Process:</b> C: 6 M: 0 Y: 0 K: 34	<b>Process:</b> C: 0 M: 0 Y: 0 K: 75	<b>Process:</b> C: 0 M: 0 Y: 0 K: 0	<b>Process:</b> C: 25 M: 100 Y: 76 K: 19
<b>Madeira: 1839</b> R: 217 G: 0 B: 76	<b>Madeira: 1000</b> R: 0 G: 0 B: 0	<b>Madiera: 1012</b> R: 158 G: 168 B: 168	<b>Madiera: 1415</b> R: 64 G: 64 B: 64	<b>Madiera: 1002</b> R: 255 G: 255 B: 255	<b>Madiera: 1039</b> R: 155 G: 0 B: 50
HEX: #C41E3A	HEX: 000000	HEX: #9EA8A8	HEX: #404040	HEX: #FFFFFF	HEX: #9F1C37

# Military Color Palette

The samples below provide various color system information for the military logo and supporting camouflage patterns. Use of these colors and the camouflage pattern are determined by the Office of Public Relations and Marketing and the vice president for the Military and Veterans Affairs Division.



**PANTONE**  
**5825 C**

**LIGHT GREEN**

**Process:**  
C: 45  
M: 39  
Y: 91  
K: 14

**Madeira: 1956**  
R: 138  
G: 128  
B: 60

**HTML: 8a803c**



**PANTONE**  
**5815 C**

**DARK GREEN**

**Process:**  
C: 56  
M: 52  
Y: 96  
K: 42

**Madeira: 1495**  
R: 85  
G: 79  
B: 42

**HTML: 554f2a**



The camo pattern is designed to be utilized under the umbrella of the Military and Veterans Affairs Division for promotional, event and marketing-focused efforts that support military-affiliated students.

# Color Palette Examples

Appropriate color palette usage is exemplified below. Please note that the use of Shadow Red should not be used to replace Pantone 200 Red, our primary university color.



## Student Satisfaction Inventory Survey:

- The survey opens April 3 and closes April 21
- Allows students to use their voices to effect change
- Takes 20 minutes or less
- Offers a chance at weekly prizes for participating students

To complete the survey, check your APSU email for a personalized link or use the QR code below with your A number.

Scan the QR code!





AUSTIN PEAY STATE UNIVERSITY

SEARCH PROFILE

POSITION AND OPPORTUNITIES FOR IMPACT

## DIVISION OF STUDENT AFFAIRS

The team in Student Affairs provides vital support services and engaging opportunities for students to build bridges between the classroom and campus life and experience the excitement and responsibility that comes from being an active member of a community of higher learning. The office of the vice president for Student Affairs serves as an advocate for students and supports student learning, engagement, health, wellness and personal and professional development.

The division of Student Affairs includes the Adult, Nontraditional & Transfer Student Center, Wilbur N. Daniel African American Cultural Center, Career Services, Community Engagement & Sustainability, Fraternity & Sorority Affairs, Latino Community Resource Center, Housing/Residence Life & Dining Services, Little Gows Child Learning Center, Student Disability Resource Center, Care Coordinator, Student Life & Engagement, Student Affairs Programs & Assessment, Student Counseling & Health Services, Student Publications & Communications and University Recreation. The departments in Student Affairs work collaboratively across campus to provide a variety of educational, social, wellness and developmental programs for students throughout the year.

### ASSOCIATE VICE PRESIDENT FOR CAMPUS ENGAGEMENT OVERVIEW

The associate vice president for Campus Engagement (AVP) for the Division of Student Affairs (DSA) reports to the vice president for Student Affairs (VPSA) and serves as a senior leader to provide transformative strategy, vision, multidisciplinary and data-informed approach, and operational leadership to develop, inspire, and lead campus engagement, co-curricular engagement, and career development of students. As a senior leadership team member, this position collaborates in a cross-divisional and cross-institutional approach to boost the campus engagement and co-curricular engagement of students. The AVP will serve as a student-centered leader who seeks to create a thriving campus life environment that contributes to the holistic success of students. The AVP serves as the "number two" chief student affairs officer.

In serving as AVP, the incumbent serves as a key division strategist and provides supervisory leadership for the following areas:

- Community Engagement & Sustainability
- Housing, Residence Life & Dining
- Student Life & Engagement
- Student Care & Conduct

### GENERAL RESPONSIBILITIES FOR THIS POSITION INCLUDE

Provides oversight leadership with development and management of an annual operating budget of approximately \$13 million, housing facilities and dining, and is responsible for 25 full-time staff, including four direct reports, and student staff.

- Responsible for critical support of division strategic planning to advance the mission of Student Affairs at Austin Peay State University.
- Seek continuous and integrated improvements on all related matters and collaborate with campus partners to achieve division goals.
- Represent the VPSA in all situations with a student-centered approach, collaboration and tact, and requires a dedication to consultation and consensus building.

16 DIVISION DEPARTMENTS	21% ADULT LEARNER UNDERGRAD	27% MILITARY ENROLLED
9,945 STUDENTS ENROLLED	17% FIRST-TIME COLLEGE ENROLLED	15% RESIDENTIAL STUDENTS
60% FULL-TIME	11 RESIDENTIAL HALLS	165 STUDENT ORGANIZATIONS
60% FEMALE	39% MALE	20 FRATERNITIES AND SORORITIES
38% MAJORITY STUDENTS	66% TRADITIONAL UNDERGRAD	580 STUDENT LEADERSHIP OPPORTUNITIES

## Take the next step, on your schedule





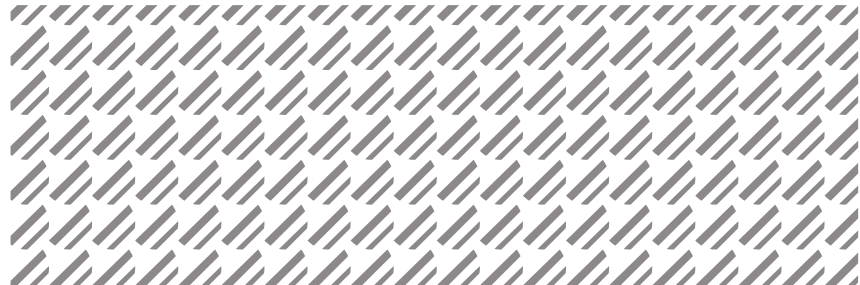
School of Nursing  
RN to BSN

# PATTERNS



# Patterns

Shapes and patterns may be used to create continuity throughout your materials and increase brand recognition. Drawing inspiration from the Governor mascot and various places on campus, a number of shapes and patterns have been added to the university identity system as optional elements and are not exhaustive in nature.





# Common Misuses of Logos & Wordmarks

Use the logo only as provided. Avoid these common misuses of the APSU logo and wordmarks.

- Do not combine or add graphics to the logo.
- Do not box or place shapes around the logo.
- Do not distort the logo in any way.
- Do not apply special effects or outlines to the logo.
- Be careful not to use old or outdated logos.



Current

Retired



Current



Retired



Current



Retired



# STATIONERY



# Business Cards

University business cards must align with the following styles and dimensions to achieve consistency in look and feel when presented to external audiences.

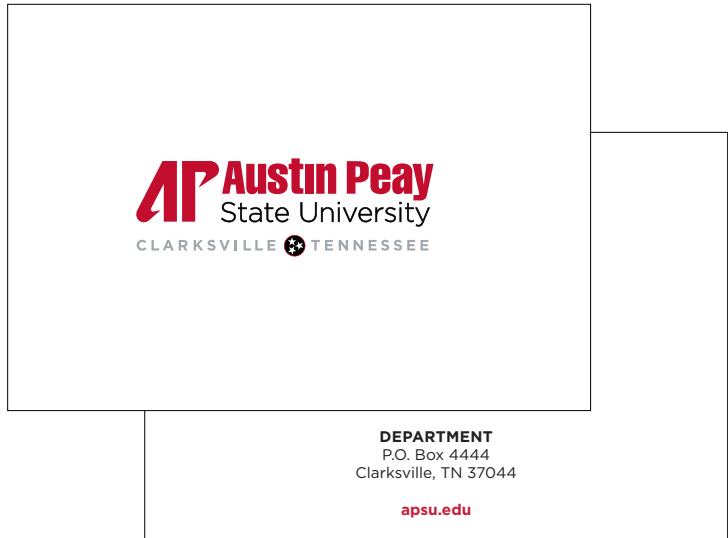
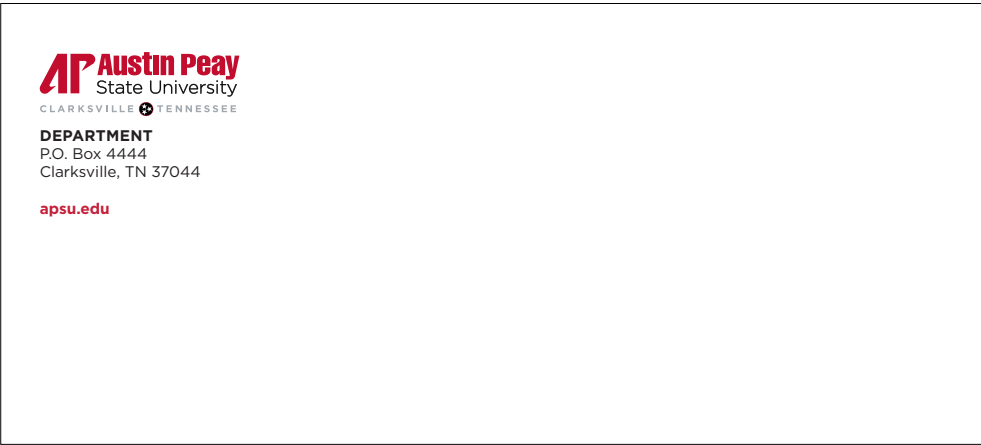
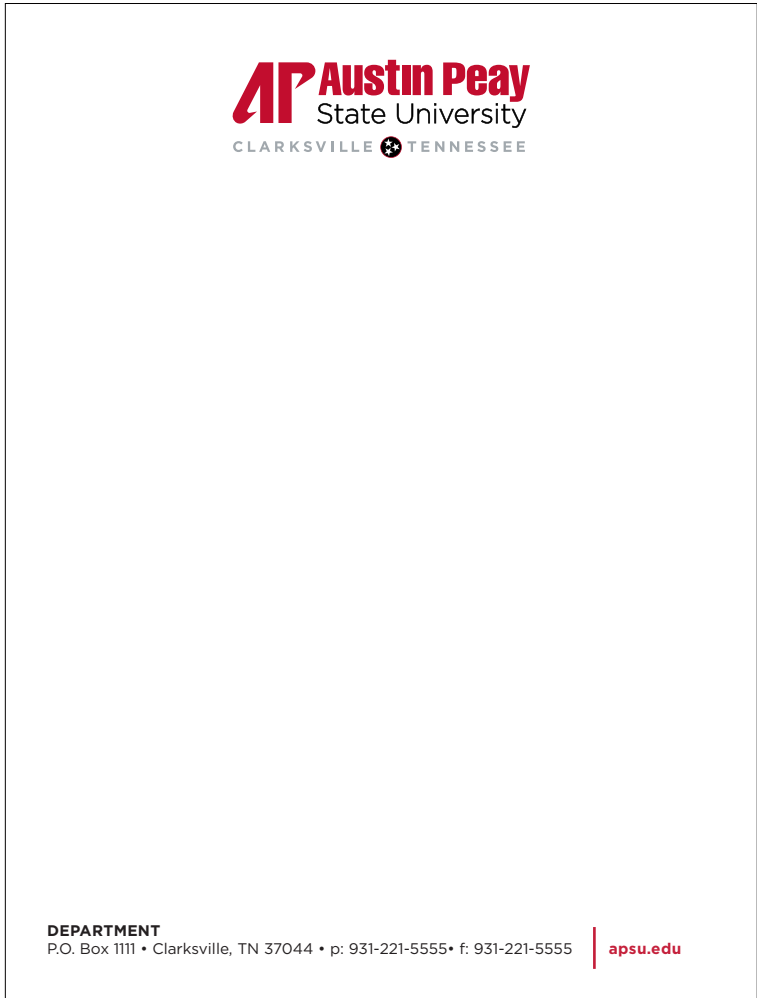


# Letterheads, Notecards & Envelopes

Letterheads and envelopes from APSU administrative offices must present a consistent wordmark, while also being customized based on the department or office.

Department Name: Gotham Bold, all caps Black • Contact Info: Gotham Book Black • Web Address: Lowercase Gotham Bold Red 200

*Envelope, notecard and letterhead are shown at quarter size.*



# 9-by-12 Envelope

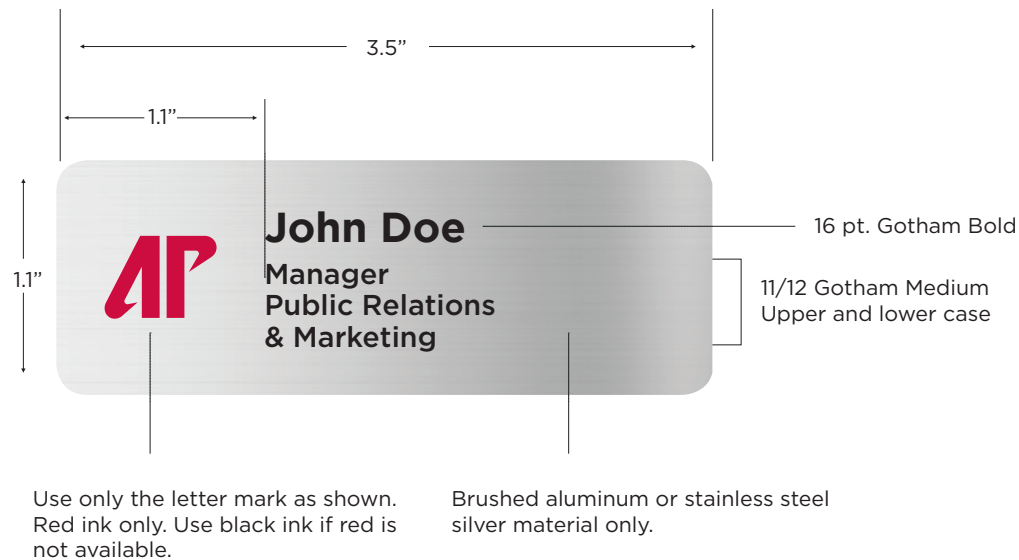
Different colored versions of the 9-by-12 envelopes have been designed for business and promotional purposes. The Gov head (Be a Gov!) logo should only be used in admissions/recruitment material.

Logo 2.388"



# Name Tags

The design and presentation on APSU name tags is intended to be clean, easy to read and clear, while also presenting an attractive visual identity for the university.



# DIGITAL MEDIA



# Email Signature

It's important for the APSU brand that email signatures are formatted and presented consistently. The simplicity of this design is intentional to make it easy for APSU personnel to use. Multiple hyperlinks are not recommended. No additional quotations, statements or graphics should be added. Shown here is the signature to be used for both outgoing and reply emails. The font is Helvetica Regular with the name set in bold. Working files can be downloaded at [apsu.edu/identity](https://apsu.edu/identity).

Set type in two spaces in from edge.

Align type and logo as shown.

**Cc:**   
**Bcc:**   
**Subject:** Signature block

**Name:**  
10.5pt. Helvetica Bold  
Red

**Title:**  
9 pt. Helvetica Regular  
Black

9 pt. Helvetica Regular  
Black  
(all but Austin Peay name)

Full color logo at the bottom

Match size shown

**Joe Smith**  
Associate Department Manager

**Austin Peay State University**  
Department Name  
Box 1234  
Clarksville, TN 37044  
[doej@apsu.edu](mailto:doej@apsu.edu)  
[www.apsu.edu](http://www.apsu.edu)





# PowerPoint Templates

This predesigned set of PowerPoint slides provides consistent branding across all university presentations. The PowerPoint templates can be downloaded at [apsu.edu/identity](https://apsu.edu/identity). Use APSU fonts and colors in all imported charts, diagrams and graphics when possible and appropriate.




## TITLE SLIDE

Subhead or text goes here

## Title and Content Slide

- Click to add subtitle




## Title only slide



## Title Slide


Subhead or text goes here



## Two Content Slide

- Text


- Text



## Content with caption slide

Text here

- Bullet text here



# SIGNAGE



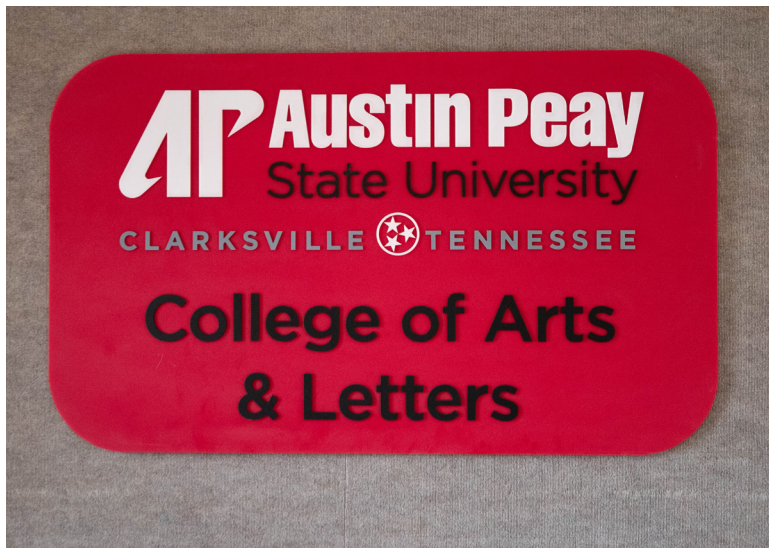
# Campus Outdoor/Directional Signage

Navigating campus should be an effortless experience for all visitors. Campuswide signage is part of an overall strategy to identify locations and clearly direct pedestrian and vehicle traffic in a way that's easy to understand and attractive. This cohesive system includes exterior and interior signage working together to create an appealing and consistent presentation of the APSU brand. Signage standards are managed by the Physical Plant. A full signage manual has been prepared. For more information, please contact the Physical Plant.



# Interior/Office Signage

Signage that outlines office hours for various individuals and departments must be easy to read, clear and understandable while also presenting a look that's consistent with other campus signage and the APSU brand. Interior signage standards and installation are managed by the Physical Plant. A full signage manual has been prepared. Govs Print has the correct font and can assist in creating the insert for the office name. For more information on interior signage and installation, visit [apsu.edu/physical-plant](https://apsu.edu/physical-plant) or call **931-221-1265**.



# Temporary Signage

Yard signs should only be used for recruitment and admissions events to help visitors navigate campus. Signs should be in good condition when placed and be removed as soon as the event ends. Special consideration should be used when placing them so that they do not interfere with grounds maintenance.



- Gotham Bold
- Use largest point size possible
- Use icons only if it helps communicate
- Do not use photography
- Use any combination of upper and lower case letters
- Keep messages short



# Wall and Interior Graphics

Shown here are examples of large scale wall and interior graphics which help promote the university in a fun and exciting way, while remaining true to the brand identity. These are usually vinyl stickers which are affixed to a wall or other smooth surface for promotional and informational purposes. If you are considering building or interior graphics, please consult with the Office of Public Relations and Marketing before beginning your project.



# VEHICLES



# Vehicles

The vehicle depictions shown here represent a range of vehicles used by the university. Vehicle color should be black or white. Red can be used but should match PMS 200. Gray or silver can be used if black, white or red 200 is not available. Graphics should not be applied to vehicles of other colors.





# APPAREL



# Apparel

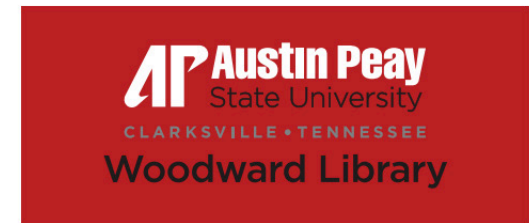
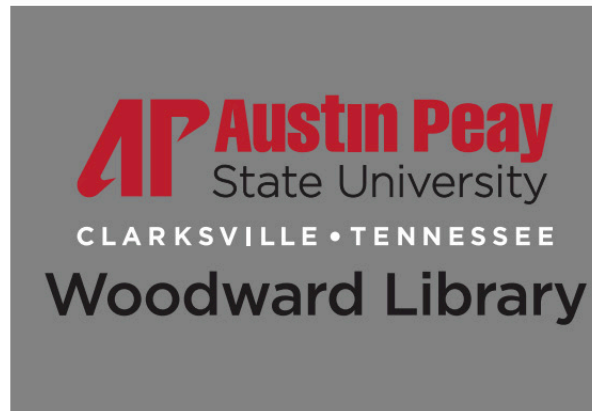
Apparel items have two requirements. They must display the full university logo or the department's unit identity and utilize the primary color palette exemplified when choosing shirt/jacket colors. As a general rule, it is a best practice to use the full logo/wordmark combination on apparel since we are in a rapidly growing and highly transient community where newcomers may not be familiar with the Austin Peay brand. All apparel requires review by the Office of Public Relations and Marketing prior to a department ordering designs. Exceptions can only be made by PR and Marketing or the vice president for Legal Affairs and Organizational Strategy.

Additionally, while the Gov logo is a university logo, it should not be used in place of the AP logo. Instead, utilize the Gov as a secondary design element on the product, such as the back or sleeve. The exception to this rule is athletics, which has a separate identity guide and standards focused on sports marketing. The athletics brand guide should be followed when designing athletic-specific items or promotions.



# Apparel

This design is for embroidery situations only when reproduction of the Tri-Star design is problematic. This design should not be used in other applications unless the Office of Public Relations and Marketing has deemed it appropriate due to reproduction limitations.



# Glossary of Terms

This glossary is meant to offer clarity on various marketing terms you might encounter, so that the entire APSU team will have a consistent understanding of strategic and tactical concepts.

## **Body Copy**

Body copy refers to content that appears as a running narrative on the pages of print publications or digital/ electronic communications such as web pages or emails. Body copy often follows a headline or subheadline.

## **Brand**

The persona created through the use of logos, symbols, colors, images, writing, typography, music and voice that represents the university.

## **Brand Identity**

Brand identity refers to the overarching perception various audiences hold when thinking about APSU.

## **Brand Messaging**

Brand messaging is the strategic and tactical approach to writing headlines, subheads, body copy and photo captions.

## **Brand Voice**

Brand voice refers to the overall tone of the editorial and the personality it is meant to convey.

## **Color Palette**

A limited set of colors that is repetitively and consistently used in design for a range of media.

## **Core Values**

The core values are those key attributes that characterize the APSU learning experience and should be consistently reinforced through brand messaging and design.

## **Headlines**

Headlines are the main messaging tactic used as standalones on billboards and preceding body copy in publications, web pages and emails.

## **Lettermark**

An element of a graphic identity used when a length name needs to be reduced to an acronym. It is most often used in place of an abstract symbol.

## **Logo**

The graphic symbol or design that represents the university in a single visual.

## **Marketing Assets**

Marketing assets refers to the various tools on file to be used in marketing initiatives, such as photographs, logos and interviews with students, faculty and alumni for profiles.

## **Subheadline**

Subheadlines, or subheads, are typically five to seven words, reinforce a topic area that's initially conveyed by a headline and are used to set up a block of body copy or bulleted list so readers can scan a page and quickly see what topics are being written about.

## **Tagline**

The tagline is the university's main messaging point and often appears along with the APSU wordmark.

## **Unit Identifier**

The graphic symbol or design that represents both the university and a department or office of the university.

## **Visual Identity**

Visual identity refers to the overarching visual feel presented by photography style, color palette and design elements.

## **Wordmark**

A specific typographic arrangement of words or letters used in part to represent a spelled out name or acronym for the university.

# Questions?

For more information regarding the Austin Peay State University official logos and trademarks or for specific details regarding use, contact:

**APSU Public Relations & Marketing**  
**Browning, Room 207**  
**Box 4567 Clarksville, TN 37044**  
**Phone 931-221-7459**  
**Email: [logoapproval@apsu.edu](mailto:logoapproval@apsu.edu)**



**AUSTIN PEAY**  
ATHLETICS BRAND IDENTITY





**AUSTIN PEAY  
ATHLETICS  
INTRODUCTION**





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## **GOVERNORS BRAND**

What are the elements that make up Austin Peay's brand identity? The words you choose. The type you use. The colors, graphics and imagery you display. A unique and iconic primary logo. These are the key building blocks that help tell the Governors story and shape the perception of Austin Peay Athletics. Underlying all Austin Peay brand expressions is a detailed, well-ordered system of visual assets. When implemented consistently, this unified system is an expression of the values of the Austin Peay experience.

The Governors brand identity system honors Austin Peay tradition while bringing a contemporary edge to the brand, making it timeless and distinct. It is designed to position the Governors brand for the future.

To become the premier athletics department in the Atlantic Sun Conference and a leader in all we do, the Austin Peay Athletics brand must evolve to keep pace with our needs. The updated identity system is designed to do just that. Vibrant, exciting and forward-thinking, our visual system is flexible enough to build communications that are fun and dynamic, or create messaging that is clean, simple and elegant.

# INTRODUCTION

## BRAND OVERVIEW

The building blocks for communicating the Austin Peay brand identity in a unified, consistent way have been established by a team of university stakeholders. Comprised of core elements including logo, color and typography, as well as extended expressions and treatments, this wide range of tools is designed to be flexible and to enable creativity and innovation across all media. To effectively define the Austin Peay brand experience, these core elements must be aligned across every touchpoint.

The following sections provide creative guidance on how to use the brand palette.

With a shared design sensibility, each element can be used to elevate the Austin Peay brand in a way that is immediately recognizable. The brand identity reinforces our mission to educate and inspire through athletics.



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## **TRADEMARK PROTECTION**

All university marks are federally registered. The marks within this guide are the copyrighted and trademarked property of Austin Peay State University. No part or whole of the marks may be reproduced by any means or in any form whatsoever without express written permission from the university.

Staff members and contractors of the Austin Peay State University athletics department may request permission for the use of athletics marks described within this Brand Identity Guide by contacting the Austin Peay State University Athletics Communications Office.

External users should request permission for the use of these marks by contacting the Austin Peay State University Office of Public Relations and Marketing by email at [logoapproval@apsu.edu](mailto:logoapproval@apsu.edu) or by phone at 931-221-7459.



**AUSTIN PEAY  
ATHLETICS  
PRIMARY IDENTITY**



## GOVERNORS BRAND

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### THE GOVERNOR

Established in 1927, Austin Peay State University was championed by Clarksville native, Tennessee governor and future namesake Austin Peay as a school to further the training of teachers for the state's rural public schools. Over the years, as traditions began and evolved, a variety of logos and verbiage came to signify the university and its athletics teams.

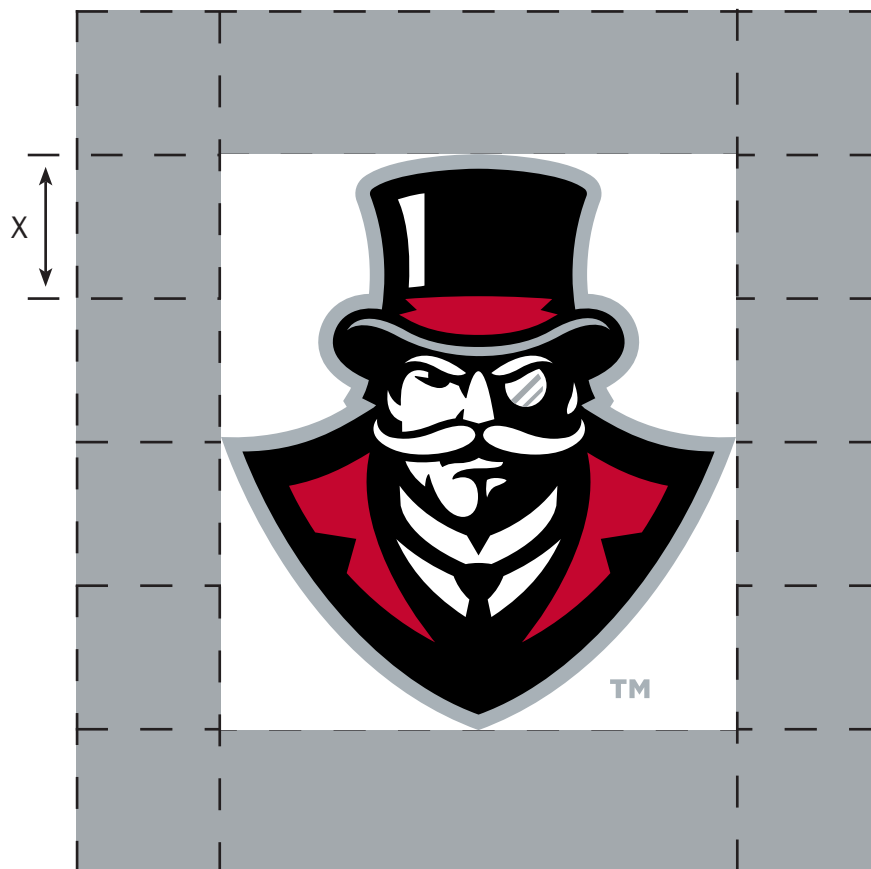
For nearly 40 years, the university and its athletics department utilized a stylized AP mark that was established for the University's 50th anniversary in 1977.

However, in 2015 the university realized the importance of a clear and distinctive brand identity that communicated the Austin Peay brand to a global audience. The Governor logo above was established through this process in 2016 to specifically identify Austin Peay's athletics teams.

The Governor logo will serve as the primary representation of the Austin Peay brand and is used as the main identifying device for athletics. In primary or secondary colors, the Governor logo works well across all media, and will be adopted across all Austin Peay athletics teams.

# PRIMARY IDENTITY APPLICATION

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area (indicated by an X) is equivalent to one-quarter the height of the logo.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Primary Athletics folders in the Austin Peay Athletics branding files.

If using the primary identity and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{111.8}{100} = \frac{H}{W}$$



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## PRIMARY IDENTITY APPLICATION

The logo can be used in the color variations shown below.

### FULL COLOR



### SINGLE COLOR



NOTE: In the single color versions of the logo (bottom row), the Governors' monocle is on the shaded side of the face and is on the right side of the logo when facing the viewer. Please ensure the image's colors are not inverted and the image is not horizontally inverted when using this version of the logo.

# PRIMARY IDENTITY

## PRIMARY PALETTE

### GOVERNORS RED

PANTONE 200C  
CMYK: 0, 100, 65, 15  
RGB: 196, 30, 58  
HTML: #C41E3A  
Pantone TCX: 18-1761  
MADEIRA RAYON: 1184  
ROBISON-ANTON: 5566

UNDER ARMOUR: 600 (Red)

### WHITE

No Ink (or use Opaque White)  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HTML: #FFFFFF

MADEIRA RAYON: 1002  
ROBISON-ANTON: 2297

UNDER ARMOUR: 100

## SECONDARY PALETTE

### BLACK

PANTONE Process Black C  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HTML: #000000  
Pantone TCX: 15-4225  
MADEIRA RAYON: 1000  
ROBISON-ANTON: 2296

UNDER ARMOUR: 001

### SILVER GRAY

PANTONE 429C  
CMYK: 6, 0, 0, 34  
RGB: 173, 175, 170  
HTML: #ADAFAA  
Pantone TCX: 15-4101  
MADEIRA RAYON: 1011  
ROBISON-ANTON: 2585

UNDER ARMOUR: 055 (Silver)

### AZALEA PINK

*For Cancer Awareness use only*

PANTONE 2038C  
CMYK: 0, 68, 0, 0  
RGB: 239, 96, 163  
HTML: #EF60A3  
Pantone TCX: 16-2126  
MADEIRA RAYON: 1990  
ROBISON-ANTON: 2590

UNDER ARMOUR: 654 (Tropic Pink)

## COLOR

When it comes to expressing the Austin Peay Athletics brand, color is a quintessential component of the story. The above color configurations show how Austin Peay's primary and secondary colors can be expanded comparatively to build harmonious color palettes and complementary pairings.

Use of red and white at Austin Peay dates back to the university's first intercollegiate competitions in 1929, when the then-Warriors wore the two colors in a basketball game against Springfield Athletic Club. Austin Peay is the only four-year state university in Tennessee to utilize red as one of its official school colors.

At times, an opportunity arises to utilize an expanded color palette or colors outside of the primary palette. This is typically seen in the occasional use of a unique uniform. Though acceptable for special occasions, colors outside of the primary color palette are not intended for long-term use.

Beyond the field of play, color plays a critical role in the retail environment. Retail brand expressions should have seasonal core palette flexibility and when used correctly, will complement the primary color palette utilized on the field of play.

NOTE: In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the current PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.



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**AUSTIN PEAY  
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TYPOGRAPHY**



# TYPOGRAPHY



GOVERNORS STANDARD

## TYPOGRAPHY

Type tells a story. The right typeface, used consistently, can become a strong brand identifier. To assist in creating a consistent look for a wide variety of athletic communications, a custom display typeface and numeral set have been included as an enhancement to the primary identity.

Our custom font, named “Governors Standard,” is a critical component of the Austin Peay Athletics identity, and speaks to the hardworking and determined nature of Austin Peay’s student-athletes, coaches and fans.

## USE OF THE GOVERNORS BRAND FONT

The font used to form the athletics branding elements – the Govs font – is considered part of the athletics department brand identity. It should be limited to use only in those brand elements and approved extensions. As of Sept. 2023, the lists of approved elements is as follows:

### Approved Athletics Usage

- Austin Peay
- Governors
- Govs
- Let’s Go Peay!
- LetsGoPeay.com
- Stacheville
- Clarksville
- Champions
- Monocle Society
- Uniform Numbers

### Approved University Usage

- Austin Peay
- Governors
- Govs
- Let’s Go Peay!
- Clarksville

All the above marks are available in JPG or EPS format and those files should be used to present the elements. The font should not be used to create these elements as there are distinctive elements to the marks that are not reflected in the font.

### Improper Usage

- The Govs font should not be used for any element outside the above lists without the approval.
- Within athletics, any other element should utilize either Gotham – if used in direct relation with the mark – or Gotham Narrow.
- In no situation should the Govs font be used on more than one line – it should not be double or triple stacked.



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The Governors Standard typeface is shown below in its preferred application without an accent color.



**On team uniforms only**, it is acceptable to trim the Governors Standard typeface in either a Silver Gray or White accent color, as presented below. When an accent color is used, it should be no more than 2% the font height and be positioned inside the typeface. Fonts must be in red or white on uniforms. Note on a gray uniform the Silver Gray outline should not be used. To ensure the accent color has been utilized correctly, it should not touch when the “4” or “G” is used.



# TYPOGRAPHY

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  
0 1 2 3 4 5 6 7 8 9 0

GOTHAM BLACK

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  
0 1 2 3 4 5 6 7 8 9 0

GOTHAM BOLD

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  
0 1 2 3 4 5 6 7 8 9 0

GOTHAM BOOK

EXAMPLE

**WELCOME TO RAYMOND C. HAND PARK**  
THE HOME OF GOVERNORS BASEBALL

The sans serif typeface Gotham was selected to complement Governors Standard, the primary typeface, and directly tie back to the Austin Peay Athletics brand identity. Gotham will serve as a secondary typeface used primarily for brand expressions including sport-specific marks, headlines and environmental graphics. For headlines and display type use Gotham Black; for subheads and secondary communications Gotham Bold, or Gotham Book are acceptable.

Gotham's letterforms are inspired by a form of architectural signage that achieved popularity in the mid-20th century. Andrew Romano of *Newsweek* said. "Unlike other sans serif typefaces, it's not German, it's not French, it's not Swiss. It's very American."

For social media graphics and presentations where horizontal space is limited, Gotham Condensed in the weights noted here may be used (not presented above).



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The official fonts to be used in Austin Peay Athletics publications and materials developed for marketing, recruitment, fundraising or other communication efforts are Gotham, Garamond Pro and Franklin Gothic. The preferred typography unifies the appearance of all communication and strengthens the athletics department's brand recognition.

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

0 1 2 3 4 5 6 7 8 9 0

FRANKLIN GOTHIC DEMI

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

0 1 2 3 4 5 6 7 8 9 0

FRANKLIN GOTHIC BOOK

Franklin Gothic is a realist sans serif typeface. In typography, a sans serif typeface is one that does not have the small projecting features called "serifs" at the end of strokes. The term realist to describe a group of typefaces created in the early 19th century to early 20th century. Franklin is part of a family that offers an exceptionally wide range of weights, thus providing great versatility and legibility. Franklin Gothic is currently used by Austin Peay Athletics as an official typeface.

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

0 1 2 3 4 5 6 7 8 9 0

GARAMOND BOLD

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

0 1 2 3 4 5 6 7 8 9 0

GARAMOND REGULAR

Garamond is an old-style serif typefaces. In typography, a serif typeface is one that has the small projecting features called "serifs" at the end of strokes. Garamond-style typefaces are popular and often used, particularly for printing body text and books. Garamond is currently used by Austin Peay State University and its athletics department as an official typeface.



**AUSTIN PEAY  
ATHLETICS  
WORDMARKS**



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## WORDMARKS

The protected area around the wordmark ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area (indicated by an X) is equivalent to one-half the height of the wordmark. Narrow versions of “Austin Peay” and “Governors” marks for use on uniform fronts. (90% width of regular marks).



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Austin Peay Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact Austin Peay Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Word Mark folders in the Austin Peay Athletics branding files.

# WORDMARKS APPLICATIONS

The wordmarks can be used in the color variations shown below. Note that the wordmark should never be outlined.



If using the **Austin Peay wordmark** and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{18.8}{100} = \frac{H}{W}$$



If using the **Governors wordmark** and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{19.3}{100} = \frac{H}{W}$$



If using the **Govs wordmark** and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{45.2}{100} = \frac{H}{W}$$



**GOVERNORS BRAND**  
**BRAND**  
**OVERVIEW**  
**TRADEMARK & LICENSING**  
**PRIMARY IDENTITY**  
**THE GOVERNOR**  
**COLOR**  
**TYPOGRAPHY**  
**PRIMARY TYPOGRAPHY**  
**SECONDARY TYPOGRAPHY**  
**WORDMARKS**  
**AUSTIN PEAY WORDMARK**  
**GOVERNORS WORDMARK**  
**TEAM IDENTIFIERS**  
**COMBINATION MARK**  
**SECONDARY IDENTITIES**  
**GOVERNORS HEAD**  
**TENNESSEE PICTORIAL**  
**UNIVERSITY LETTERMARK**  
**BRAND APPLICATION**  
**INCORRECT USAGE**





## GOVERNORS BRAND

### BRAND

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### TRADEMARK & LICENSING

### PRIMARY IDENTITY

#### THE GOVERNOR

#### COLOR

### TYPOGRAPHY

#### PRIMARY TYPOGRAPHY

#### SECONDARY TYPOGRAPHY

### WORDMARKS

#### AUSTIN PEAY WORDMARK

#### GOVERNORS WORDMARK

#### TEAM IDENTIFIERS

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### SECONDARY IDENTITIES

#### GOVERNORS HEAD

#### TENNESSEE PICTORIAL

#### UNIVERSITY LETTERMARK

### BRAND APPLICATION

#### INCORRECT USAGE

## TEAM IDENTIFIERS

The protected area around the wordmark ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to one-half the height of the wordmark.



Each team is represented with placement of its name in a specified body of type beneath the logo as shown above. The team identifier should be typeset in Gotham Black, centered, 200% kerning, and two-sevenths (28.6%) of the height of the wordmark and positioned below the wordmark with clear space equal to one-seventh (14.3%) the height of the wordmark. Departmental names should not appear smaller than 7 point type, nor extend beyond the width of the logo. If a departmental name is wider than a single line space allows, a line break should occur in the name, with leading set to 105% of the type size.

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Austin Peay Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact Austin Peay Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Sports Specific Mark 1 folders in the Austin Peay Athletics branding files.

If using the **Austin Peay team identifier** and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{28.0}{100} = \frac{H}{W}$$

## TEAM IDENTIFIERS

**AUSTIN PEAY**  
BASEBALL

**AUSTIN PEAY**  
BASKETBALL

**AUSTIN PEAY**  
BEACH  
VOLLEYBALL

**AUSTIN PEAY**  
CHEERLEADING

**AUSTIN PEAY**  
CROSS COUNTRY

**AUSTIN PEAY**  
DANCE

**AUSTIN PEAY**  
FOOTBALL

**AUSTIN PEAY**  
GOLF

**AUSTIN PEAY**  
SOCCER

**AUSTIN PEAY**  
SOFTBALL

**AUSTIN PEAY**  
TENNIS

**AUSTIN PEAY**  
TRACK & FIELD

**AUSTIN PEAY**  
VOLLEYBALL

**AUSTIN PEAY**  
WOMEN'S  
BASKETBALL



**GOVERNORS BRAND**  
BRAND  
OVERVIEW  
TRADEMARK & LICENSING  
PRIMARY IDENTITY  
THE GOVERNOR  
COLOR  
TYPOGRAPHY  
PRIMARY TYPOGRAPHY  
SECONDARY TYPOGRAPHY  
WORDMARKS  
AUSTIN PEAY WORDMARK  
GOVERNORS WORDMARK  
TEAM IDENTIFIERS  
COMBINATION MARK  
SECONDARY IDENTITIES  
GOVERNORS HEAD  
TENNESSEE PICTORIAL  
UNIVERSITY LETTERMARK  
BRAND APPLICATION  
INCORRECT USAGE



## GOVERNORS BRAND

### BRAND

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### TRADEMARK & LICENSING

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#### THE GOVERNOR

#### COLOR

### TYPOGRAPHY

#### PRIMARY TYPOGRAPHY

#### SECONDARY TYPOGRAPHY

### WORDMARKS

#### AUSTIN PEAY WORDMARK

#### GOVERNORS WORDMARK

#### TEAM IDENTIFIERS

#### COMBINATION MARK

### SECONDARY IDENTITIES

#### GOVERNORS HEAD

#### TENNESSEE PICTORIAL

#### UNIVERSITY LETTERMARK

### BRAND APPLICATION

#### INCORRECT USAGE

## TEAM IDENTIFIERS

The protected area around the wordmark ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to one-half the height of the wordmark.



Each team is represented with placement of its name in a specified body of type beneath the logo as shown above. The team identifier should be typeset in Gotham Black, centered, 200% kerning, and two-sevenths (28.6%) of the height of the wordmark and positioned below the wordmark with clear space equal to one-seventh (14.3%) the height of the wordmark. Departmental names should not appear smaller than 7 point type, nor extend beyond the width of the logo. If a departmental name is wider than a single line space allows, a line break should occur in the name, with leading set to 105% of the type size.

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Austin Peay Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact Austin Peay Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Sports Specific Mark 2 folders in the Austin Peay Athletics branding files.

If using the **Governors team identifier** and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{28.7}{100} = \frac{H}{W}$$

## TEAM IDENTIFIERS



**GOVERNORS**  
ATHLETICS

**GOVERNORS**  
BASEBALL

**GOVERNORS**  
BASKETBALL

**GOVERNORS**  
BEACH  
VOLLEYBALL

**GOVERNORS**  
CHEERLEADING

**GOVERNORS**  
CROSS COUNTRY

**GOVERNORS**  
DANCE

**GOVERNORS**  
FOOTBALL

**GOVERNORS**  
GOLF

**GOVERNORS**  
SOCCER

**GOVERNORS**  
SOFTBALL

**GOVERNORS**  
TENNIS

**GOVERNORS**  
TRACK & FIELD

**GOVERNORS**  
VOLLEYBALL

**GOVERNORS**  
WOMEN'S  
BASKETBALL



- GOVERNORS BRAND
- BRAND
- OVERVIEW
- TRADEMARK & LICENSING
- PRIMARY IDENTITY
- THE GOVERNOR
- COLOR
- TYPOGRAPHY
- PRIMARY TYPOGRAPHY
- SECONDARY TYPOGRAPHY
- WORDMARKS
- AUSTIN PEAY WORDMARK
- GOVERNORS WORDMARK
- TEAM IDENTIFIERS
- COMBINATION MARK
- SECONDARY IDENTITIES
- GOVERNORS HEAD
- TENNESSEE PICTORIAL
- UNIVERSITY LETTERMARK
- BRAND APPLICATION
- INCORRECT USAGE

NOTE: Do not place "Athletics" under the Austin Peay wordmark. The Austin Peay Governors team identifier should be used to denote the entire athletics department and its administrative staff members.



TM

## GOVERNORS BRAND

### BRAND

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### TYPOGRAPHY

### PRIMARY TYPOGRAPHY

### SECONDARY TYPOGRAPHY

### WORDMARKS

### AUSTIN PEAY WORDMARK

### GOVERNORS WORDMARK

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### COMBINATION MARK

### SECONDARY IDENTITIES

### GOVERNORS HEAD

### TENNESSEE PICTORIAL

### UNIVERSITY LETTERMARK

### BRAND APPLICATION

### INCORRECT USAGE

## COMBINATION MARK

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to one-half the height of the logo (see primary identity page).



TM

**AUSTIN PEAY**  
**GOVERNORS**



TM

**AUSTIN PEAY**  
**GOVERNORS**

Austin Peay Athletics utilizes a combination mark, joining the logo and wordmark in a single identifier. This combination mark must appear in one of the two forms above (a vertical and horizontal version). In addition, the wordmark may be replaced by a team identifier when appropriate.

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Primary Word Mark folders in the Austin Peay Athletics branding files.

# COMBINATION MARK APPLICATION

The wordmarks can be used in the color variations shown below.



**GOVERNORS BRAND**

**BRAND**

**OVERVIEW**

**TRADEMARK & LICENSING**

**PRIMARY IDENTITY**

**THE GOVERNOR**

**COLOR**

**TYPOGRAPHY**

**PRIMARY TYPOGRAPHY**

**SECONDARY TYPOGRAPHY**

**WORDMARKS**

**AUSTIN PEAY WORDMARK**

**GOVERNORS WORDMARK**

**TEAM IDENTIFIERS**

**COMBINATION MARK**

**SECONDARY IDENTITIES**

**GOVERNORS HEAD**

**TENNESSEE PICTORIAL**

**UNIVERSITY LETTERMARK**

**BRAND APPLICATION**

**INCORRECT USAGE**



## GOVERNORS BRAND

### BRAND

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#### GOVERNORS WORDMARK

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#### GOVERNORS HEAD

#### TENNESSEE PICTORIAL

#### UNIVERSITY LETTERMARK

### BRAND APPLICATION

### INCORRECT USAGE

## COMBINATION MARK APPLICATION

The proportions of all marks in the identity must never be altered in any application under any circumstance.



If using the vertical logo (top version) and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{91.4}{100} = \frac{H}{W}$$

If using the horizontal logo (bottom version) and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{37.2}{100} = \frac{H}{W}$$

**AUSTIN PEAY  
ATHLETICS  
SECONDARY IDENTITIES**







## GOVERNORS BRAND

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### TENNESSEE PICTORIAL

### UNIVERSITY LETTERMARK

### BRAND APPLICATION

### INCORRECT USAGE

## SECONDARY MARK

The proportions of all marks in the identity must never be altered in any application under any circumstance.



### LIMITED USE

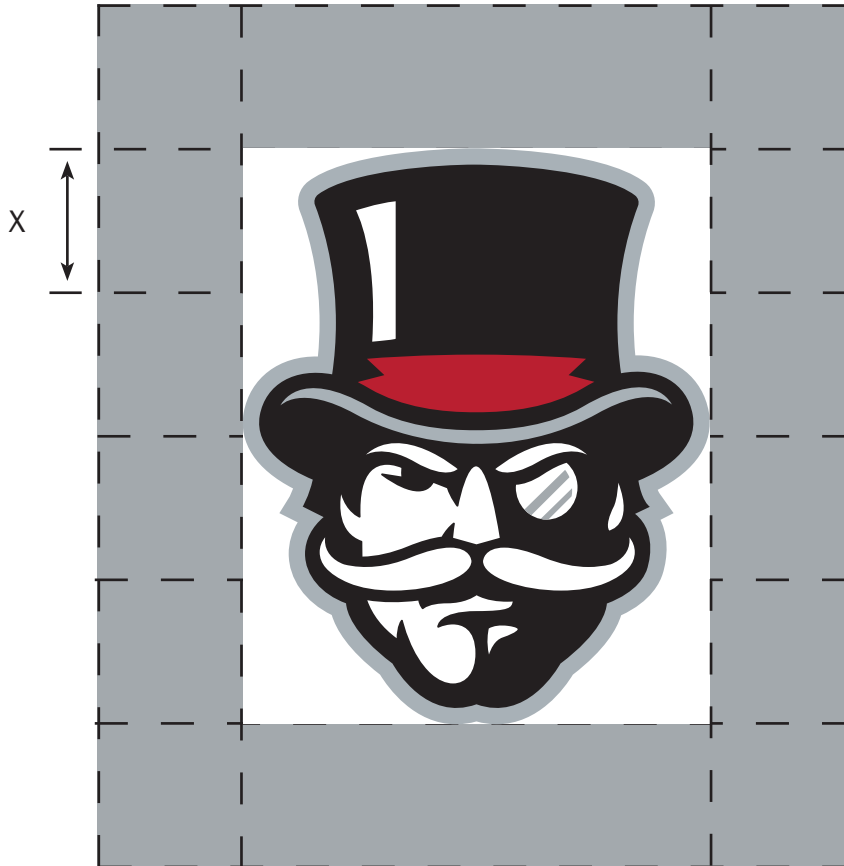
This mark may be used in place of the primary identity on occasion and should be used in place of the primary mark where space limits the use of the primary identity. In general, any space less than one-quarter inch high should utilize this secondary identity.

Additionally, it is acceptable to use the above secondary identity in secondary applications on team uniforms (i.e. shoulder patches, shorts, hats, etc.)

The secondary identity images are located in the Secondary Logo folders in the Austin Peay Athletics branding files.

# SECONDARY MARK APPLICATION

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area (indicated by an X) is equivalent to one-quarter the height of the logo.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements

If using the secondary identity and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{122.8}{100} = \frac{H}{W}$$



<b>GOVERNORS BRAND</b>
<b>BRAND</b>
<b>OVERVIEW</b>
<b>TRADEMARK &amp; LICENSING</b>
<b>PRIMARY IDENTITY</b>
<b>THE GOVERNOR</b>
<b>COLOR</b>
<b>TYPOGRAPHY</b>
<b>PRIMARY TYPOGRAPHY</b>
<b>SECONDARY TYPOGRAPHY</b>
<b>WORDMARKS</b>
<b>AUSTIN PEAY WORDMARK</b>
<b>GOVERNORS WORDMARK</b>
<b>TEAM IDENTIFIERS</b>
<b>COMBINATION MARK</b>
<b>SECONDARY IDENTITIES</b>
<b>GOVERNORS HEAD</b>
<b>TENNESSEE PICTORIAL</b>
<b>UNIVERSITY LETTERMARK</b>
<b>BRAND APPLICATION</b>
<b>INCORRECT USAGE</b>



## GOVERNORS BRAND

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### GOVERNORS WORDMARK

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### COMBINATION MARK

### SECONDARY IDENTITIES

### GOVERNORS HEAD

### TENNESSEE PICTORIAL

### UNIVERSITY LETTERMARK

### BRAND APPLICATION

### INCORRECT USAGE

## SECONDARY IDENTITY APPLICATION



# PICTORIAL MARK



## THE TENNESSEE MARK

Created in 2017, the Tennessee Mark inscribes the primary identity within an outline of the state of Tennessee. This pictorial mark proudly identifies Austin Peay's home state to those unfamiliar with the university's location.

## USAGES NOT ALLOWED

- As the primary or secondary mark on any game-day apparel;
- In combination with any other athletics logos or marks;
- In combination with any text in the Governors Standard font.

## PERMITTED USAGES

- In an accent location on game-day apparel (i.e. back collar or back of hat) with a height not to exceed one inch.
- Limited usage on team travel or practice clothing with no team permitted to have more than three pieces of such clothing.
- Limited usage on team travel gear (i.e. luggage) with no team permitted to have more than one piece of such equipment and then in only a secondary location.
- On team travel or practice clothing or equipment noted above, the mark may be used with a team identifier located below it in all caps using the Gotham Black font. The team identifier should be one-quarter the height of the mark and must have a space equal to one-quarter the height of the mark between the text and the mark.



<b>GOVERNORS BRAND</b>
<b>BRAND</b>
<b>OVERVIEW</b>
<b>TRADEMARK &amp; LICENSING</b>
<b>PRIMARY IDENTITY</b>
<b>THE GOVERNOR</b>
<b>COLOR</b>
<b>TYPOGRAPHY</b>
<b>PRIMARY TYPOGRAPHY</b>
<b>SECONDARY TYPOGRAPHY</b>
<b>WORDMARKS</b>
<b>AUSTIN PEAY WORDMARK</b>
<b>GOVERNORS WORDMARK</b>
<b>TEAM IDENTIFIERS</b>
<b>COMBINATION MARK</b>
<b>SECONDARY IDENTITIES</b>
<b>GOVERNORS HEAD</b>
<b>TENNESSEE PICTORIAL</b>
<b>UNIVERSITY LETTERMARK</b>
<b>BRAND APPLICATION</b>
<b>INCORRECT USAGE</b>



## GOVERNORS BRAND

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#### GOVERNORS WORDMARK

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#### GOVERNORS HEAD

#### TENNESSEE PICTORIAL

#### UNIVERSITY LETTERMARK

### BRAND APPLICATION

#### INCORRECT USAGE

## PICTORIAL MARK APPLICATION

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area (indicated by an X) is equivalent to one-quarter the height of the logo.



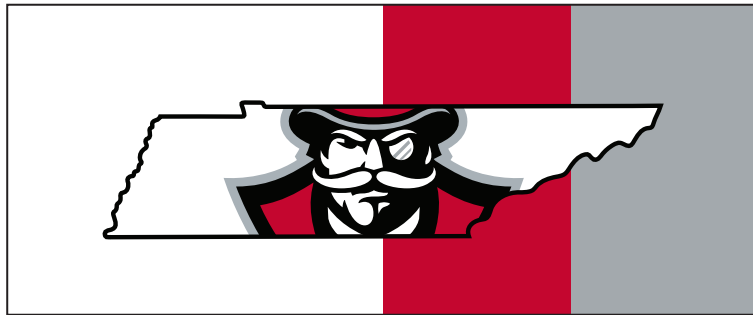
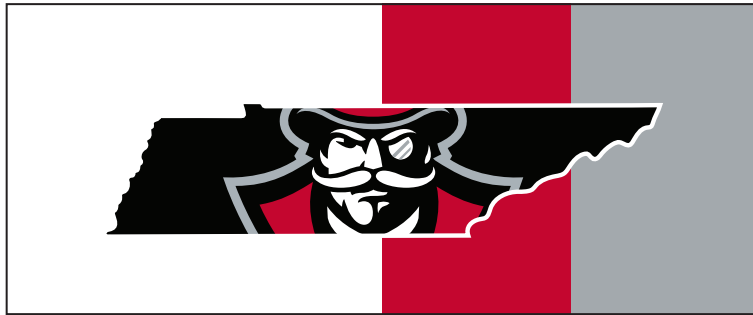
NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Primary Athletics folders in the Austin Peay Athletics branding files.

If using the pictorial mark and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{24.8}{100} = \frac{H}{W}$$

# PICTORIAL MARK APPLICATION



**GOVERNORS BRAND**  
**BRAND**  
**OVERVIEW**  
**TRADEMARK & LICENSING**  
**PRIMARY IDENTITY**  
**THE GOVERNOR**  
**COLOR**  
**TYPOGRAPHY**  
**PRIMARY TYPOGRAPHY**  
**SECONDARY TYPOGRAPHY**  
**WORDMARKS**  
**AUSTIN PEAY WORDMARK**  
**GOVERNORS WORDMARK**  
**TEAM IDENTIFIERS**  
**COMBINATION MARK**  
**SECONDARY IDENTITIES**  
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**BRAND APPLICATION**  
**INCORRECT USAGE**



## GOVERNORS BRAND BRAND

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#### SECONDARY TYPOGRAPHY

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#### GOVERNORS WORDMARK

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#### TENNESSEE PICTORIAL

#### UNIVERSITY LETTERMARK

### BRAND APPLICATION

#### INCORRECT USAGE

## SCRIPT MARKS

Austin Peay

Governors

Govs

### THE SCRIPT MARKS

- Script logos (reserved for use by baseball and softball teams at this time)

### USAGES NOT ALLOWED

- In combination with any other athletics logos or marks;
- In combination with any other text except for a uniform number in the Govs font;
- On team hats, visors, pants, travel gear (i.e. luggage), etc.

### PERMITTED USAGES

- Only for use by Austin Peay's baseball and softball teams unless specific permission is given by the Director of Athletics.
- As the primary front mark on a single game jersey, designated as the team's only throwback jersey and such jersey should not be worn more than once per weekend series or tournament.
- Limited usage on team travel or practice clothing with no team permitted to have more than two pieces of such clothing.

# SCRIPT MARKS APPLICATION

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area (indicated by an X) is equivalent to one-quarter the height of the logo.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Primary Athletics folders in the Austin Peay Athletics branding files.



<b>GOVERNORS BRAND</b>
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<b>TYPOGRAPHY</b>
<b>PRIMARY TYPOGRAPHY</b>
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<b>INCORRECT USAGE</b>





## GOVERNORS BRAND

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### BRAND APPLICATION

### INCORRECT USAGE

## SCRIPT MARKS APPLICATION

Austin Peay

Austin Peay

Austin Peay

Austin Peay

Governors

Governors

Governors

Governors

Gova

Gova

Gova

Gova

**On team uniforms only**, it is acceptable to trim the Script Marks in either a Silver Gray or White accent color, as presented in the Governors Standard typography application. These marks have preapproved versions that include an outline when needed. Only the files containing those versions should be utilized. Note on a gray uniform the Silver Gray outline should not be used.

If using the **Austin Peay script mark** and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{34.3}{100} = \frac{H}{W}$$

If using the **Governors script mark** and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{33.8}{100} = \frac{H}{W}$$

If using the **Gova script mark** and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{65.7}{100} = \frac{H}{W}$$

# UNIVERSITY LETTERMARK



## THE AP LETTERMARK

For nearly 40 years, the university and its athletics department utilized a stylized AP lettermark that was established for the university's 50th anniversary in 1977.

However, in 2015 the university realized the importance of a clear and distinctive brand identity that communicated the Austin Peay brand to a global audience. As part of those efforts, the AP lettermark was updated. The newest version give the lettermark a more geometric look with all elements of the design level with the baseline.

## LIMITED USE

Within athletics, the lettermark is reserved for use on helmets and hats for the Governors football, baseball, and softball teams. Any other use requires approval by the Director of Athletics.

The University Lettermark files are located in the Stand Alone AP folders in the Austin Peay Athletics branding files.



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**PRIMARY TYPOGRAPHY**

**SECONDARY TYPOGRAPHY**

**WORDMARKS**

**AUSTIN PEAY WORDMARK**

**GOVERNORS WORDMARK**

**TEAM IDENTIFIERS**

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**SECONDARY IDENTITIES**

**GOVERNORS HEAD**

**TENNESSEE PICTORIAL**

**UNIVERSITY LETTERMARK**

**BRAND APPLICATION**

**INCORRECT USAGE**

**AUSTIN PEAY  
ATHLETICS  
BRAND APPLICATION**



# BRAND APPLICATION

## GOVERNORS BRAND

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition and differentiate us from the competition. As elements of the current design systems evolve, one of the cornerstones of a memorable brand experience is the continued consistent expression of that brand.

The Austin Peay Athletics brand identity system is designed to support a range of creative expression, from the calm to the dynamic. Now any expression can be infused with precisely the right tone to support the right marketing message for your audience. No matter what expression is chosen, your communication will be supported by a foundation built on design integrity and quality.

- Logo must appear above any text unless it would be blocked (i.e. by the hood of a sweatshirt).
- Austin Peay must appear on one line
- Red must appear on all uniforms in some way, at a minimum the hat band of the Governor.



**GOVERNORS BRAND**

**BRAND**

**OVERVIEW**

**TRADEMARK & LICENSING**

**PRIMARY IDENTITY**

**THE GOVERNOR**

**COLOR**

**TYPOGRAPHY**

**PRIMARY TYPOGRAPHY**

**SECONDARY TYPOGRAPHY**

**WORDMARKS**

**AUSTIN PEAY WORDMARK**

**GOVERNORS WORDMARK**

**TEAM IDENTIFIERS**

**COMBINATION MARK**

**SECONDARY IDENTITIES**

**GOVERNORS HEAD**

**TENNESSEE PICTORIAL**

**UNIVERSITY LETTERMARK**

**BRAND APPLICATION**

**INCORRECT USAGE**



## GOVERNORS BRAND

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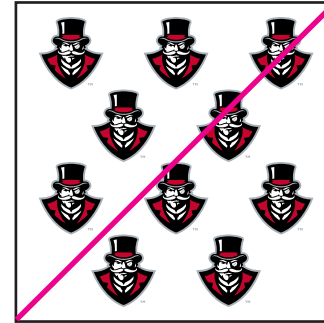
### BRAND APPLICATION

### INCORRECT USAGE

## BRAND APPLICATION



At no time should anything (other logos, type, etc.) be placed over the identity elements.



Identity elements should not be used in closed patterns.



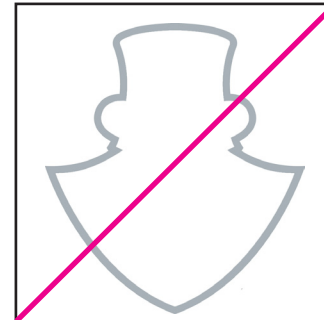
Identity elements should not be modified, stretched or distorted in any way.



Identity elements should not be used in any other color combinations other than those specifically called for in this manual.



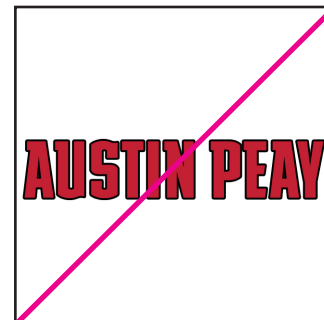
Identity elements should not appear against any distracting textures or repeated patterns.



Identity elements should not be used as an outline.



At no time should effects be added to the identity elements. (Glow, posterize, etc.)



Identity elements should not be outlined in any way other than those specifically called for in this identity manual.

# BRAND APPLICATION



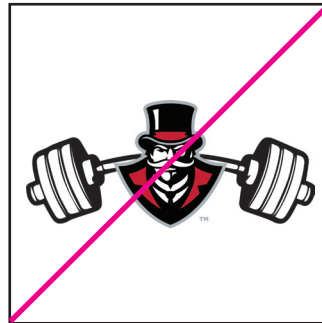
At no time should the proportions of the sport lock-ups be changed, nor should the positions of the identity elements be modified.



Identity elements should not be tilted or rotated.



Do not invert the colors of any of the identity elements.



At no time should additional graphics be added to the identity elements.



Identity elements should not be placed on photographic backgrounds.

Use the logo only as provided. In addition to the referenced examples to avoid, users should also avoid these common misuses of the APSU logo and wordmarks.

- Do not combine or add graphics to the logo.
- Do not box or place shapes around the logo.
- Be careful not to use old or outdated logos.



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