

# University Brand Guidelines: Use of the University Identifier, Unit Identifiers, and Secondary Marks

## 1. Overview

This document defines the appropriate use of the primary university logo/identifier, official unit identifiers, and approved secondary marks within our visual identity system. These elements are designed to work in harmony, with the university brand always remaining front and center. Clear and consistent application reinforces trust, visibility, and connection across all audiences.

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## 2. Primary University Logo or identifier

### Definition:

The primary identifier is the university's core logo, which includes the full university name, location and approved visual elements. This is the highest level of branding and represents the university in its entirety.

### Use the Primary Identifier When:

- Representing the university as a whole
- Communicating with external audiences or perspective students unfamiliar with individual departments or programs
- Supporting university-wide initiatives, campaigns, or events
- Signing off on official or legal documents
- Displaying institutional identity at major university functions, ceremonies, or external relations

### Examples:

- Main website homepage
- Admissions materials
- Press releases and media kits
- Campus signage
- Official university merchandise
- Official university business cards

### 3. Unit Identifiers (Colleges, Departments, Centers)

#### Definition:

Unit identifiers are officially branded name lockups for recognized colleges, departments, schools, centers, and other core units. These identifiers are built from the primary university identifier and follow strict formatting to maintain brand consistency. They ensure the university's name appears in all communications while also distinguishing the unit.

#### Use Unit Identifiers When:

- Communicating within or about a specific college, department, or center
- Marketing academic or research programs tied to a unit
- Hosting events or programs at the college/department level
- Producing content that needs both unit and university affiliation clearly shown
- Internal or peer-to-peer communications among faculty, staff, and students

#### Examples:

- Department newsletters or academic brochures
- Department specific Stationery
- Faculty presentations
- Program-specific web pages
- College-hosted events or symposiums
- Research grant materials identifying affiliated departments

#### Important Notes:

- Unit identifiers should never be replaced with standalone logos or custom graphics.
  - Units should not create their own marks or logos; all identifiers must be created and approved by the office of PR and Marketing.
  - Unit identifiers may not include illustrations, icons, or other decorative elements.
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#### 4. Secondary Marks (Supplementary Visuals)

##### Definition:

Secondary marks are visual illustrations, icons, or mascots created to support and enhance the identity of internal programs or initiatives. These marks are supplementary only and should never replace the primary logo/identifier or unit identifier. Examples might include illustrated mascots, program symbols, or campaign visuals (e.g., Nursing's illustrated Nurse Gov character).

##### Use Secondary Marks When:

- Enhancing engagement with student-facing or program-specific initiatives
- Creating a sense of community or culture within a particular group
- Supporting outreach materials, swag, or social content where visual interest is key
- Reinforcing identity for long-standing, approved programs

##### Conditions for Use:

- Must always appear in support of an official university or unit identifier (not in place of one)
- Must be approved by the brand office before use
- Cannot resemble a standalone logo or override the university's visual hierarchy
- Cannot be used on official documents, academic publications, or legal communications
- Units should not create their own marks or logos; all secondary must be created and approved by the office of PR and Marketing.

##### Examples:

- Peay Composed, Library Reading Gov, Nursing Gov
- Internal program t-shirts or marketing materials (still need to include full logo)
- Social media posts and digital stickers
- Wellness or student support program materials

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Summary: Visual Identity Hierarchy			
Element	Use Level	Audience	Primary Role
Primary Identifier	University-wide	External & Institutional	Core brand representation
Unit Identifier	College/Dept/Center	Internal & External	Clarifies unit affiliation within university
Secondary Mark	Program/Initiative-level	Internal, Targeted External	Supplementary storytelling or engagement tool

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## Questions & Requests

All requests for new unit identifiers or secondary marks must be submitted to [logoapproval@apsu.edu](mailto:logoapproval@apsu.edu)