

**POLICIES**

**Issued:** April 20, 2017

**Responsible Official:** Vice President for External Affairs

**Responsible Office:** Office of Public Relations and Marketing

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**Policy Statement**

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The University administration has developed a visual identity consisting of logos, marks and type styles that are the designated symbols for representing the University's name through words and a single symbol. These symbols are protected through federal and state trademark and copyright laws.

It is critical that the University have a consistent style that is not only represented through trademarks, but through images, illustrations, writing style, typography and other visually and verbally aesthetic experiences that identify the University to prospective students, the campus community and the region it serves.

Additionally, to represent a strong brand, the campus community must accurately and consistently represent that brand both externally and internally.

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**Purpose**

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To enhance, maintain and protect the brand identity of Austin Peay State University (APSU), its operational units and campuses, this policy governs the use of all words, logos or symbols used to identify or distinguish services affiliated with APSU for any purpose. It provides that all appropriate applicable guidelines pertaining to the words, logo, symbols, visual and written style, or other brand identifiers must be followed.

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### **Definitions**

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<b>Brand</b>	The persona created through the use of logos, symbols, colors, images, writing, typography, music and voice that represents the University.
<b>Logo</b>	The graphic symbol or design that represents the University in a single visual.
<b>Wordmark</b>	A specific typographic arrangement of words or letters used in part to represent a spelled out name or acronym for the University or its departments and functions.
<b>Unit Identifier</b>	The graphic symbol or design that represents both the University and a department or office of the University.

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### **Procedures**

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<b>General Requirements</b>	Any materials produced representing the University must be created in a manner that is consistent with the current established brand guidelines.
<b>Authority of Usage</b>	The APSU seals, logo, word marks, graphic symbols, names and other relevant brand identifiers may only be used by official APSU units or organizations and may not be used by any unauthorized organization, group or authority without the expressed approval of the Executive Director of Public Relations

and Marketing, the Vice President of External Affairs, or their designee.

The University Athletics Director, or their designee, has approval authority for logo usage through athletic corporate partnerships or related athletics sponsorships.

**Minimum Brand Requirements**

All departments, offices or functions of the University must clearly identify the University and their department, whenever possible, in conformance with the appropriate identity guidelines. Each should include the appropriate University name, at minimum, and graphic identifier for the University (seal, word mark, unit identity, etc.) on digital and printed publications, marketing materials, websites, social media accounts and any other applicable communication pieces.

**Exceptions and Exemptions**

The Executive Director for Public Relations and Marketing may exempt specific materials or grant exceptions to the style guide when deemed appropriate. Requests for exceptions and exemptions must be submitted in writing to the Executive Director for Public Relations and Marketing.

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**Related Forms**

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**Publication Approval Form** [https://www.apsu.edu/files/pr-marketing/pub\\_form.pdf](https://www.apsu.edu/files/pr-marketing/pub_form.pdf)

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**Links**

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**University Identity Guide** [https://www.apsu.edu/sites/apsu.edu/files/APSU\\_Style\\_Guide\\_2014.pdf](https://www.apsu.edu/sites/apsu.edu/files/APSU_Style_Guide_2014.pdf)

**Athletics Identity Guide** [https://www.apsu.edu/sites/apsu.edu/files/AP\\_Athletics\\_Gd\\_2.pdf](https://www.apsu.edu/sites/apsu.edu/files/AP_Athletics_Gd_2.pdf)

**Publication and Promotional Materials Policy** [http://www.apsu.edu/sites/apsu.edu/files/pr-marketing/APSU\\_Style\\_Guide\\_2015\\_BE\\_A\\_GOV.pdf](http://www.apsu.edu/sites/apsu.edu/files/pr-marketing/APSU_Style_Guide_2015_BE_A_GOV.pdf)

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**Revision Dates**

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APSU Policy 7:010: – Issued: April 20, 2017

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**Subject Areas:**

Academic	Finance	General	Human Resources	Information Technology	Student Affairs
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**Approved**

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President: signature on file

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