BRAND STANDARDS GUIDE

AP Austin Peay State University

CLARKSVILLE ✦ TENNESSEE

Brand Standards

Introduction

This official guide has been developed to provide direction and help understand the use of the Austin Peay State University brand. The brand guide outlines the standards that will ensure the integrity of our visual identity.

Why A Visual Identity System

As we work together to convey the Austin Peay story, we want to ensure an effective and consistent message to our intended audiences. This is accomplished through the appropriate use of messaging, design, photography and logos. When producing any publication or item, it's important to follow logo and brand guidelines as they are an integral part of any brand strategy.

When communicating about APSU, we need to be on the same page and disciplined about where, how and to whom we're promoting the University. That's why all marketing initiatives must receive necessary approvals before they are implemented.

To submit an item for approval, visit the University's Print & Creative site at https://www.apsu.edu/pr-marketing/print-creative

You can download the most current version of this guide at **apsu.edu/identity.**

The complete guide, or individual sections, should be printed in color.

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.

To request permission, contact the Austin Peay State University Public Relations and Marketing Office by email at logoapproval@apsu.edu or by phone at 931-221-7459.

Approval Requirements

When communicating about APSU, we need to be on the same page and disciplined about where, how and to whom we're promoting the University. That's why all marketing initiatives must receive necessary approvals before they are implemented.

To submit an item for approval, visit the University's Print & Creative site at https://www.apsu.edu/pr-marketing/ printcreative.

Selecting Logos

Austin Peay's logos and wordmarks were created in a number of ways to work with maximum effectiveness across a wide variety of purposes and applications. The specific execution and medium being used will help determine which version of the logo to use. Refer to the following pages for the most appropriate logo for your use.

Logos can be downloaded using the following link (insert Canto link for University logo).

If you are seeking a unit identifier for your department, please visit canto.com

For additional help, please contact the Public Relations and Marketing office by email at 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.

Full color on white or light backgrounds

Full color for red backgrounds

Full color for black backgrounds

Black for lighter backgrounds

White for darker backgrounds

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.

Use when only one color of ink is available.

One color on white or light backgrounds

Reverse or white on red backgrounds

Reverse or white on black backgrounds

Black on lighter backgrounds

Reverse or white on darker backgrounds

University Logo
Horizontal Full Color
Use this version of the logo when the space is horizontal or when its flush left alignment is the most appropriate for its application.

Full color on white or light backgrounds

Full Color for red backgrounds

Full Color for black backgrounds

Black on lighter backgrounds

Reverse or white on darker backgrounds

University Logo
Horizontal One Color

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

Use when only one color of ink is available.

One color on white or light backgrounds

Full color on red backgrounds

One color on backgrounds such as light gray.

One color on black or dark color backgrounds such as dark gray.

One color on black or dark color backgrounds such as dark gray.

The AP Logo

This version of the logo can be used when the full version of the logo is not necessary. AP can stand on its own when used on internal communication, on campus or when in proximity to other logos and APSU-branded materials.

One color on white or light backgrounds

Reverse or white on red backgrounds

One color on lighter backgrounds such as gray.

One color on black or dark color backgrounds such as dark gray.

The University Seal

The University seal is used predominantly on official documents such as certificates, awards and diplomas. If foil-stamped or embossed, silver or gold foil is allowed.

Full color on white or light backgrounds

One color on white or light backgrounds

One color on white or light backgrounds

One color on black or dark backgrounds

The University Rope Seal

The University rope seal is used predominantly on official documents such as certificates, awards and diplomas. If foil-stamped or embossed, silver or gold foil is allowed.

This alternative version can be used when a more traditional and ornate look is desired.

However, in some applications, the rope making the outer circle may be problematic for reproduction. Please consult with the product manufacturer prior to using.
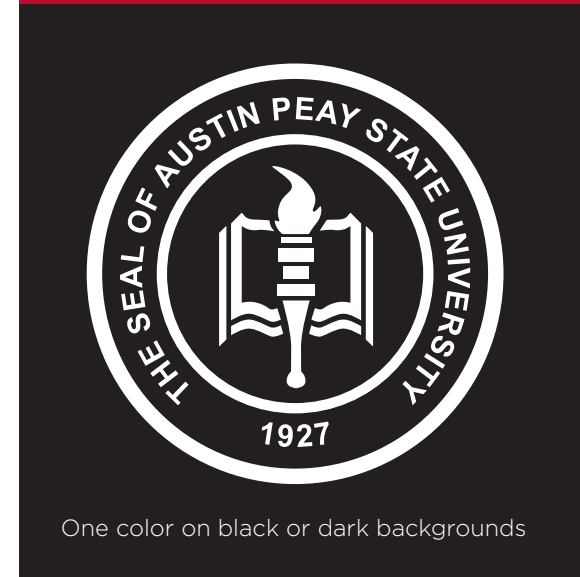
Full color on white or light backgrounds

One color on white or light backgrounds

One color on white or light backgrounds

One color on black or dark backgrounds

University Unit Identity

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

AP **Austin Peay**
State University
CLARKSVILLE ✪ TENNESSEE

College of Arts & Letters

AP **Austin Peay**
State University
CLARKSVILLE ✪ TENNESSEE

College of Arts & Letters

AP
Austin Peay
State University
CLARKSVILLE ✪ TENNESSEE

Theatre and Dance

AP
Austin Peay
State University
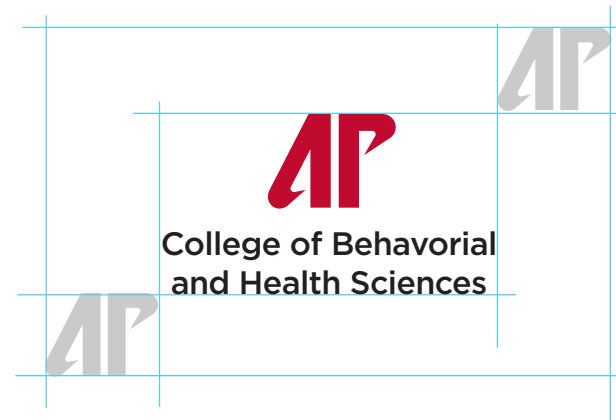CLARKSVILLE ✪ TENNESSEE

Theatre and Dance

Abbreviated Unit Identity

For situations where departmental, program or function needs to be identified, but size or other reproduction limitations prohibit using the University unit identity.

AP College of Business

AP College of Business

AP Service Learning and Community Engagement

AP Service Learning and Community Engagement

AP

Academic Affairs

AP

Academic Affairs

AP

College of Behavorial and Health Sciences

AP

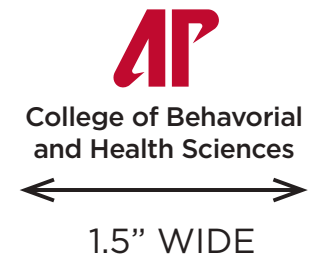College of Behavorial and Health Sciences

Spacing

To maximize impact, 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.

AP Austin Peay
State University
CLARKSVILLE ✸ TENNESSEE

AP
Austin Peay
State University
CLARKSVILLE ✸ TENNESSEE

AP Service Learning and
Community Engagement

AP
College of Behavorial
and Health Sciences

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

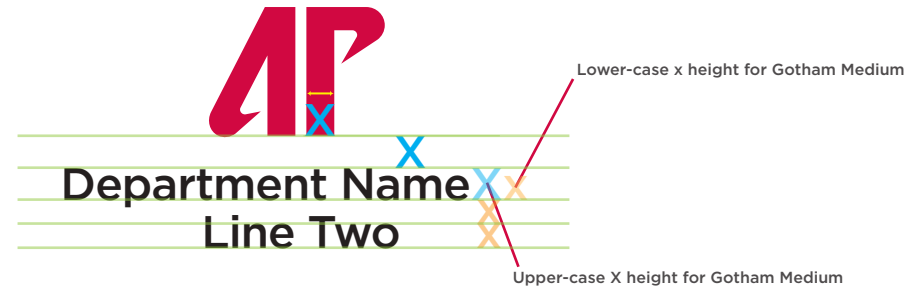

1.5" WIDE

1.5" WIDE

1.5" WIDE
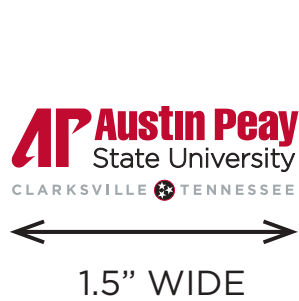
Wordmark With Unit Identity Alignment

The following examples are provided to show methodology and spacing setup for building unit identifiers from scratch.

Gotham Medium capital X height

Gotham Medium lower-case x height

AP
Austin Peay
State University
CLARKSVILLE ★ TENNESSEE

Department Name
Second Line

AP
Austin Peay
State University
CLARKSVILLE ★ TENNESSEE

University Recreation

AP
Austin Peay
State University
CLARKSVILLE ★ TENNESSEE

Geology

AP
Austin Peay
State University
CLARKSVILLE ★ TENNESSEE

**Center for Service Learning &
Community Engagement**

Gotham Medium capital X height

Gotham Medium lower-case x height

AP **Austin Peay**
State University
CLARKSVILLE ★ TENNESSEE

Department Name
Second Line

AP **Austin Peay**
State University
CLARKSVILLE ★ TENNESSEE

**Center for Service Learning &
Community Engagement**

AP **Austin Peay**
State University
CLARKSVILLE ★ TENNESSEE

Geology

AP **Austin Peay**
State University
CLARKSVILLE ★ TENNESSEE

University Recreation

Abbreviated Unit Identity Alignment

The following examples are provided to show methodology and spacing setup for building abbreviated unit identifiers from scratch.

Lower-case x height for Gotham Medium

Department Name Line Two

Upper-case X height for Gotham Medium

University Recreation

Center for Service Learning & Community Engagement

Geology

Upper-case X height for Gotham Medium

Department Name

Lower-case x height for Gotham Medium

Upper-case X height for Gotham Medium

Department Name Line Two

Lower-case x height for Gotham Medium

University Recreation

Geology

Center for Service Learning & Community Engagement

Military Version

Considering APSU's longstanding relationship with the military and Fort Campbell, it's important we celebrate this with an official camouflage version of the logo. This offers an additional option for students, faculty and staff, while also reinforcing the importance of this relationship.

Additionally, these logos can be used for unit identifiers for military-related departments and functions.

AP-Camo.eps

This version was created for placement over Austin Peay's camouflage pattern. (Note: Most camouflage patterns are copyright protected.)

AP-CamoReverse.eps

Austin Peay camouflage pattern

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.
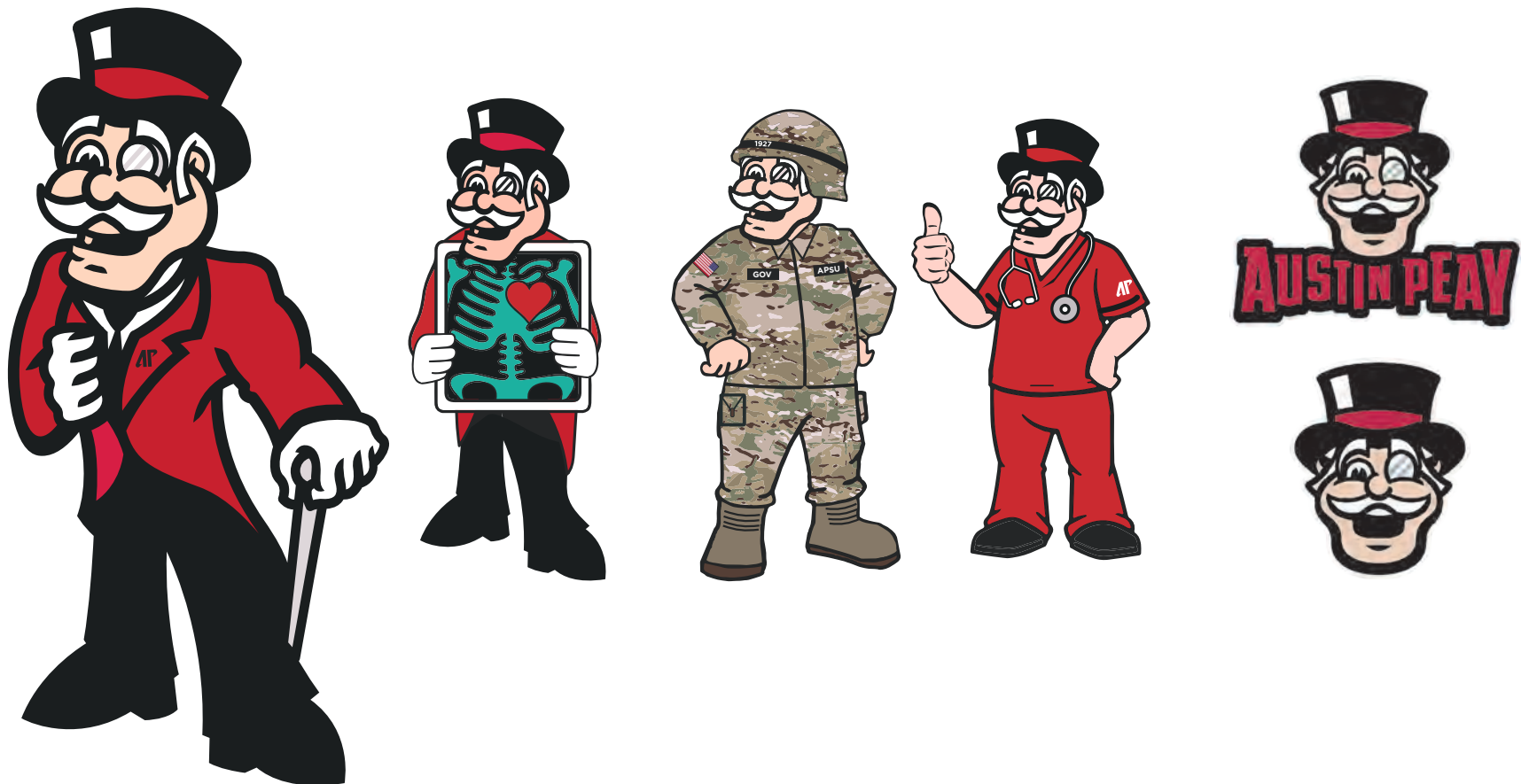
Be A Gov! Logo

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 PR and Marketing office.

Be A Gov! logos

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.

1. Impact   2. Gotham Medium   3. Gotham Bold

Gotham
Primary font used for headlines, subheads and body copy

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

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

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, subheads

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

Garamond Pro
Secondary font used for headlines or body copy

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

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

Revolution Gothic
Used infrequently for situations needing some graphic differentiation in layouts such as 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.

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

Color Palette

The color standards that apply to the Austin Peay 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.
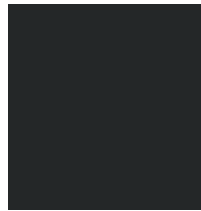
························· Primary Colors ·························

PANTONE 200	PANTONE Black	PANTONE 429	PANTONE Cool Gray 10	WHITE
RED	**BLACK**	**SILVER GRAY**	**DARK GRAY**	**WHITE**
PMS 200	Black	PMS 429	PMS Cool 10	White
Process: C: 0 M: 100 Y: 65 K: 15	Process: C: 0 M: 0 Y: 0 K: 100	Process: C: 6 M: 0 Y: 0 K: 34	Process: C: 0 M: 0 Y: 0 K: 75	Process: C: 0 M: 0 Y: 0 K: 0
Madeira: 1184	Madeira: 1000	Madeira: 1011	R: 99 G: 100 B: 102	Madeira: 1002
R: 196 G: 30 B: 58	R: 0 G: 0 B: 0	R: 173 G: 175 B: 170	HTML: 636466	R: 255 G: 255 B: 255
HTML: C41E3A	HTML: 000000	HTML: ADAFAA	HTML: 63666A	HTML: FFFFFF
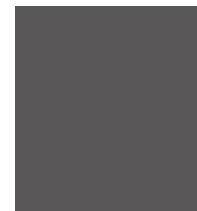
Color Palette Usage Examples

Austin Peay color palettes provide balance to page layouts through the use of complementary colors. While our primary color is red, the traditional two colors used in marketing and athletics over the decades have been red and white. Black has been used traditionally as a trim or accent color. With our current brand, black has been used more prominently, and we have also added a silver gray. These options are now our primary colors, and red remains the most significant color in our primary palette.

Common Misuses of Logos and 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.
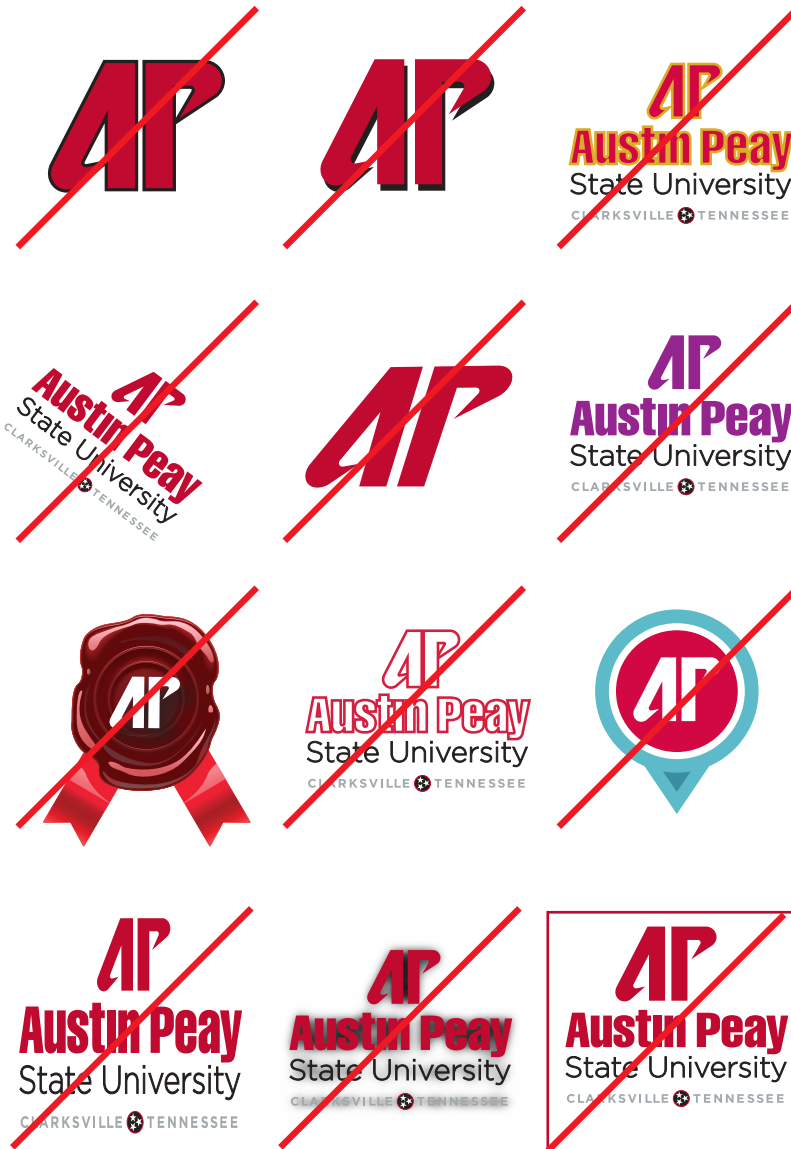

Current

Retired

Current

Retired

Current

Retired

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. These are the only options offered by the Univerisity.

Logo 1.5"   A

Name:
Gotham bold
Black

Full Name, Credentials
Credentials line 2
Position/Title
Position/Title line 2

Department
Location
P.O. Box 4444
Clarksville, TN 37044

O: 931-221-7777
F: 931-221-7777
C: 931-221-7777
E: name@apsu.edu

Title:
Gotham Bold
Gray 429

Contact Info:
Gotham Book
Flush left
Black   B
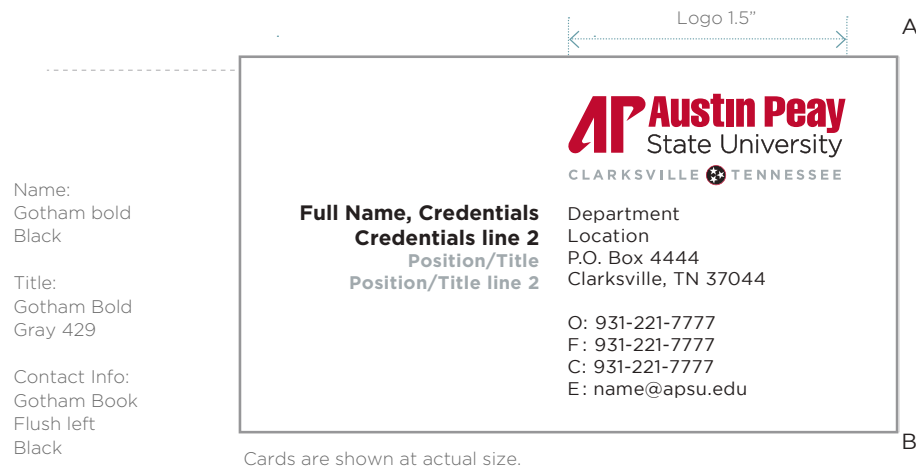
Cards are shown at actual size.

apsu.edu

apsu.edu
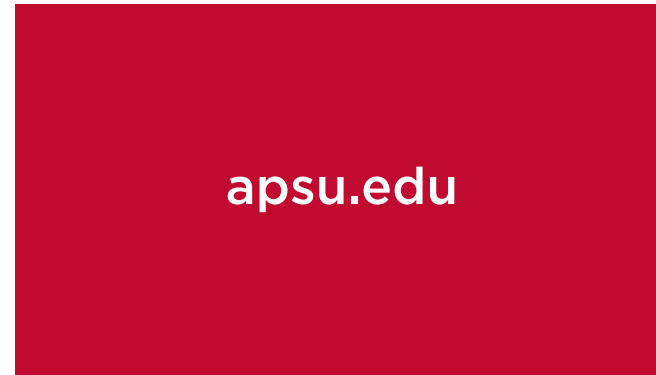
For the back of the card you have 2 options, A and B.

Letterhead, Notecards & Envelopes

Letterhead and envelopes from APSU administrative offices must present a consistent wordmark, while also being customized based on the department or office from which it is coming.

All type is
flush left.

Notecard

AP Austin Peay
State University
CLARKSVILLE TENNESSEE

AP Austin Peay
State University
CLARKSVILLE TENNESSEE
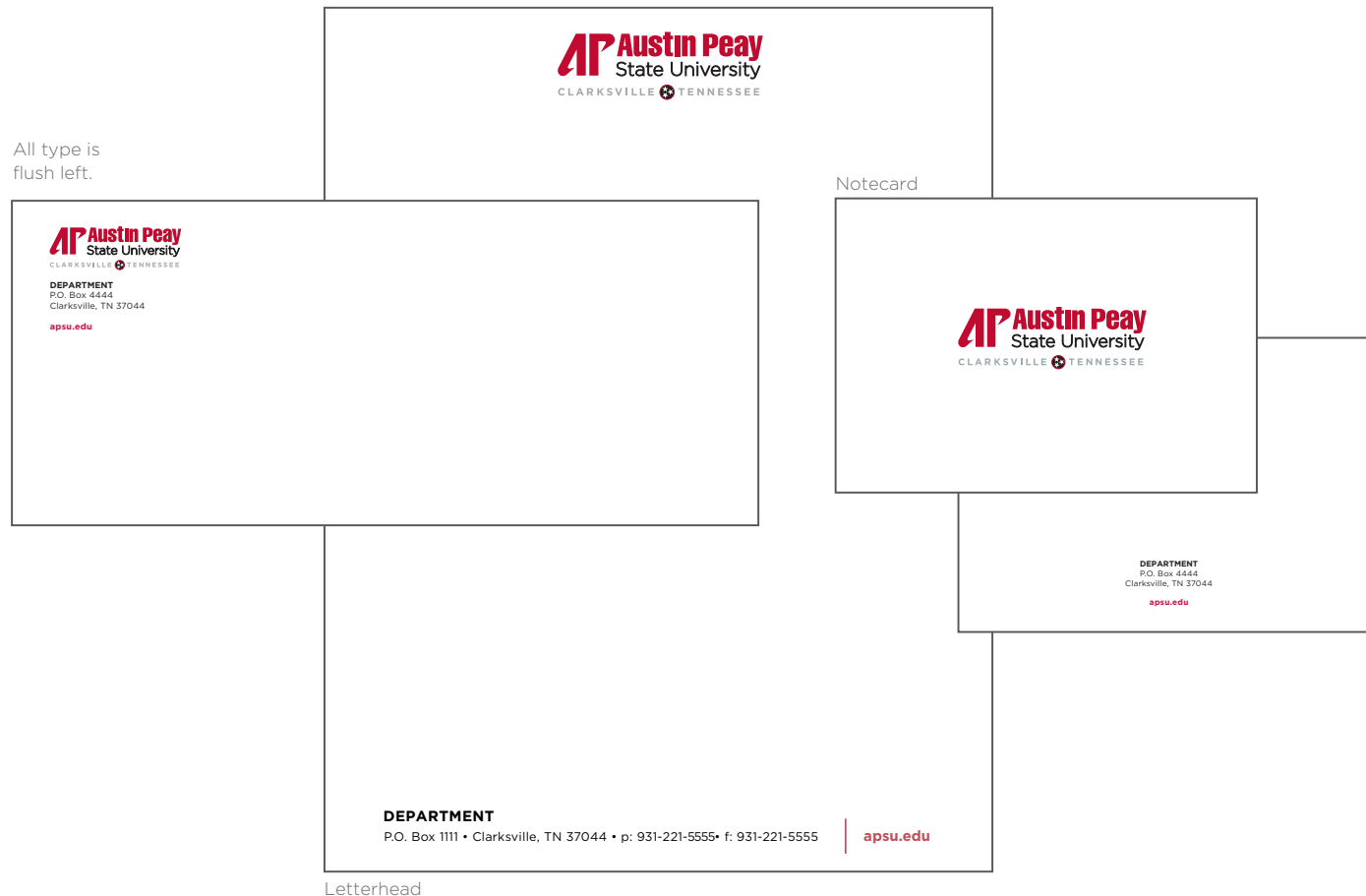
DEPARTMENT
P.O. Box 4444
Clarksville, TN 37044

apsu.edu

AP Austin Peay
State University
CLARKSVILLE TENNESSEE

DEPARTMENT
P.O. Box 4444
Clarksville, TN 37044

apsu.edu

Department Name:
Gotham Bold, all caps
Black

Contact Info: Gotham
Book
Black

Web Address:
Lowercase
Gotham Bold
Red 200

DEPARTMENT
P.O. Box 1111 • Clarksville, TN 37044 • p: 931-221-5555• f: 931-221-5555   **apsu.edu**

Letterhead

Envelope, notecard and letterhead are shown at quarter size.

9" by 12" Envelope

Different colored versions of the 9" x 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"

AP Austin Peay
State University
CLARKSVILLE ✪ TENNESSEE

9" x 12" Envelope

not actual size

AP Austin Peay
State University
CLARKSVILLE ✪ TENNESSEE

Office of Advancement
P.O. Box 4417
Clarksville, TN 37044

BE A GOV!

Envelopes may have additional messaging but must meet postal regulations and keep postal barcode areas clear.

not actual size

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 to this. Shown here is the signature to be used for both outgoing and reply email. Font is Helvetica Regular with the name set in bold. Working files can be downloaded at apsu.edu/identity

Set type in two spaces in from edge.
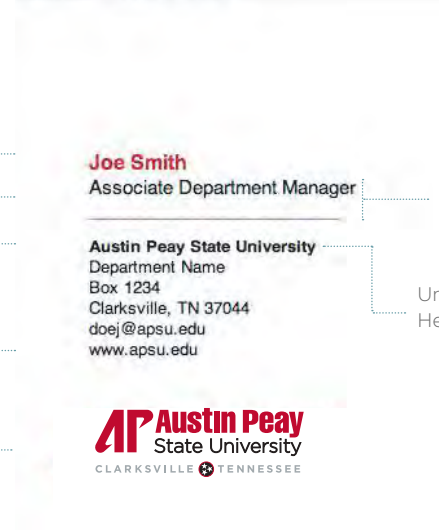Align type and logo as shown.

Cc:
Bcc:
Subject: Signature block

Name:
10.5 pt. 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
www.apsu.edu

Dark gray rule
(repeating EM dash)
Aligns with edge of
outermost element

University is set in
Helvetica Bold

AP Austin Peay State University
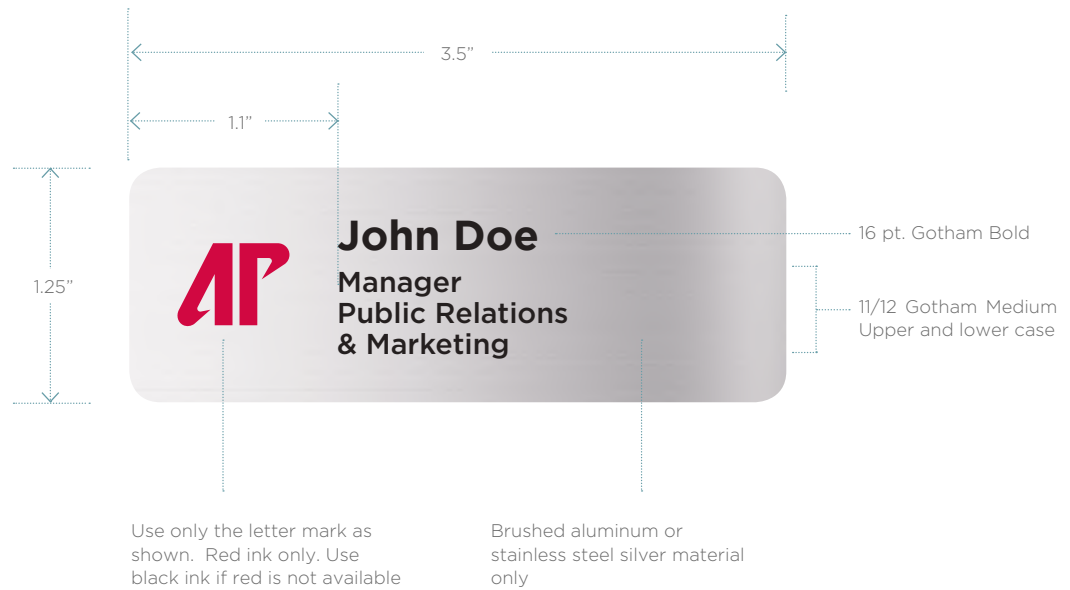CLARKSVILLE ✦ TENNESSEE

PowerPoint Templates

The predesigned set of PowerPoint slides provide consistent branding across all University presentations. The PowerPoint templates can be downloaded at apsu.edu/identity. Use APSU fonts and colors in all imported charts, diagrams and graphics when possible and appropriate.
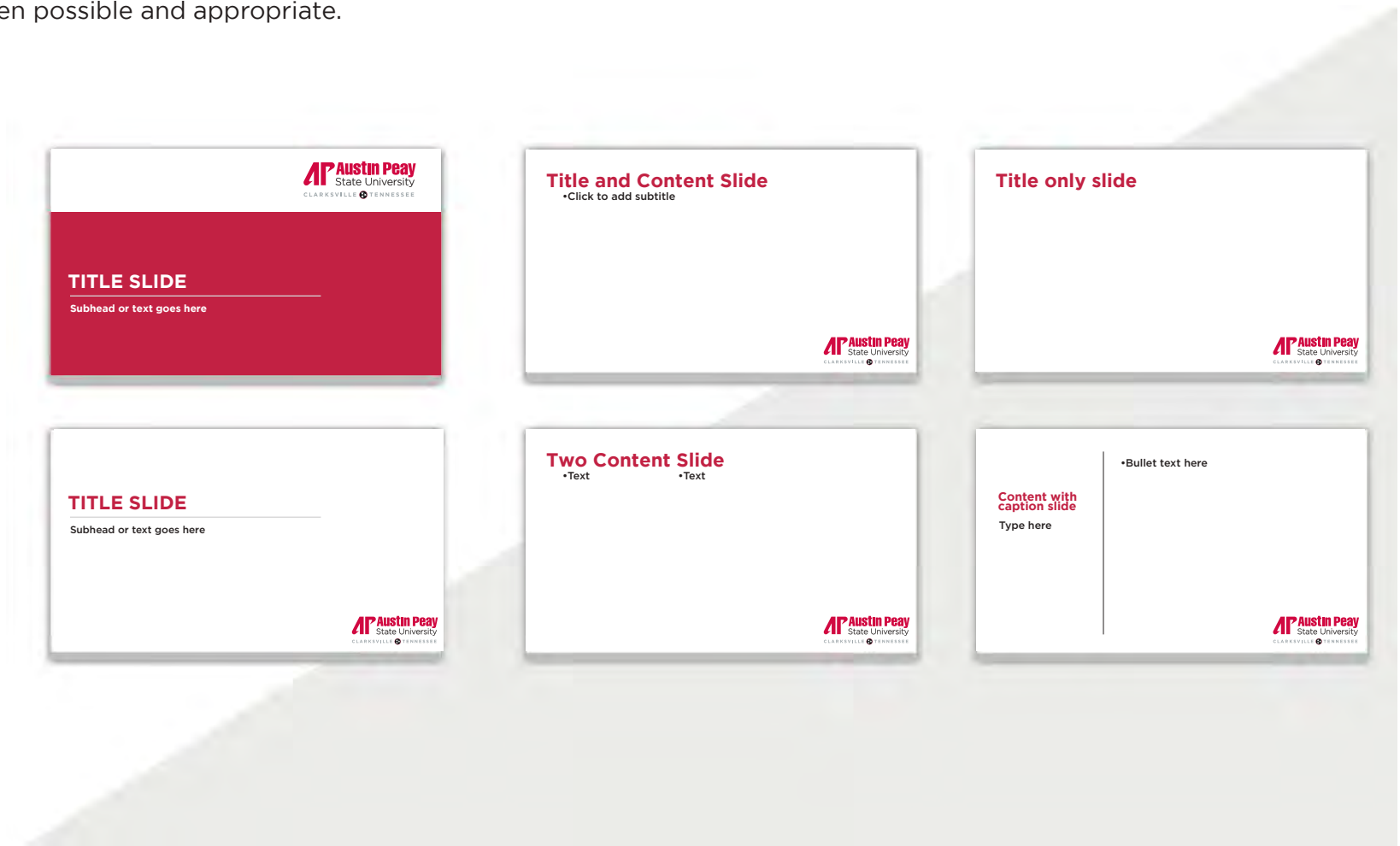
Name Tags

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.

3.5"

1.1"

1.25"

John Doe

Manager
Public Relations
& Marketing

16 pt. Gotham Bold

11/12 Gotham Medium
Upper and lower case

Use only the letter mark as shown. Red ink only. Use black ink if red is not available

Brushed aluminum or stainless steel silver material only

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, contact apsu.edu/physical-plant
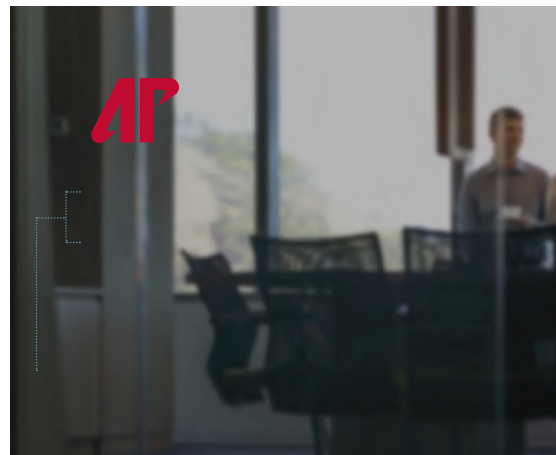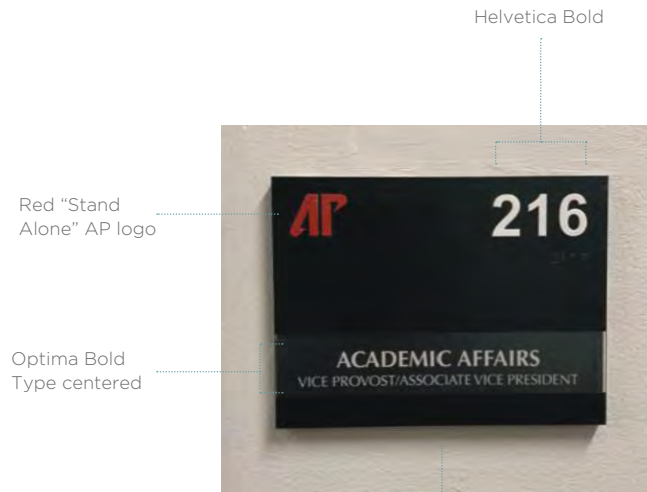Phone 931-221-1265
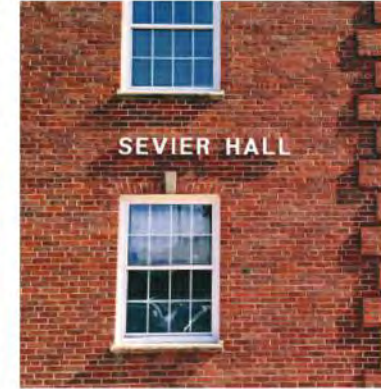
Interior/Office Signage

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, contact
apsu.edu/physical-plant
Phone 931-221-1265

Helvetica Bold

Red "Stand Alone" AP logo

Optima Bold
Type centered

216

AP 216
ACADEMIC AFFAIRS
VICE PROVOST/ASSOCIATE VICE PRESIDENT

**Large
Location**
On Glass
60/70pt

AP 216
ACADEMIC AFFAIRS
VICE PROVOST/ASSOCIATE VICE PRESIDENT

**Small
Location**
On black sign board
Approx. 8" wide
30/38pt type

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
- Color use is restricted to the primary APSU palette (Red, Gray Black)
- Use icons only if it helps communicate
- Do not use photography
- Use any combination of upper and lower case letters
- Keep messages short

Small
Location
On black sign board
Approx. 8" wide
30/38pt type

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 Public Relations and Marketing before beginning your project.

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.

The two color logo should be used on the front passenger and driver's side doors to identify the vehicle. Unit/department labels and web address are optional.

Vehicles such as a golf cart are used only on campus and can be labeled as needed as long as only official graphics are used.

This Physical Plant vehicle example follows the same guidelines but serves no additional marketing or PR purposes and is free of additional contact info or promotional graphics.

Vehicles: Promotional

Shown here are additional examples of APSU vehicles that promote the University in an engaging way and are reflective of the brand identity. Use the correct fonts, colors, and a large Gov mascot logo bleeding off or wrapping around to other sides.

This media van covers public events and has high visibility, therefore it's covered in a vinyl vehicle wrap.

Large vehicles with spirit graphics shown here are used large to capture maximum attention.

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 exampled 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 PR 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 PR and Marketing staff has deemed it appropriate due to reproduction limitations.

Austin Peay State University / Brand Standards Guide

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 times used in place of an 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 to be used as profiles.

Subheadline – Subheadlines, or subheads, are typically 5-7 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
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