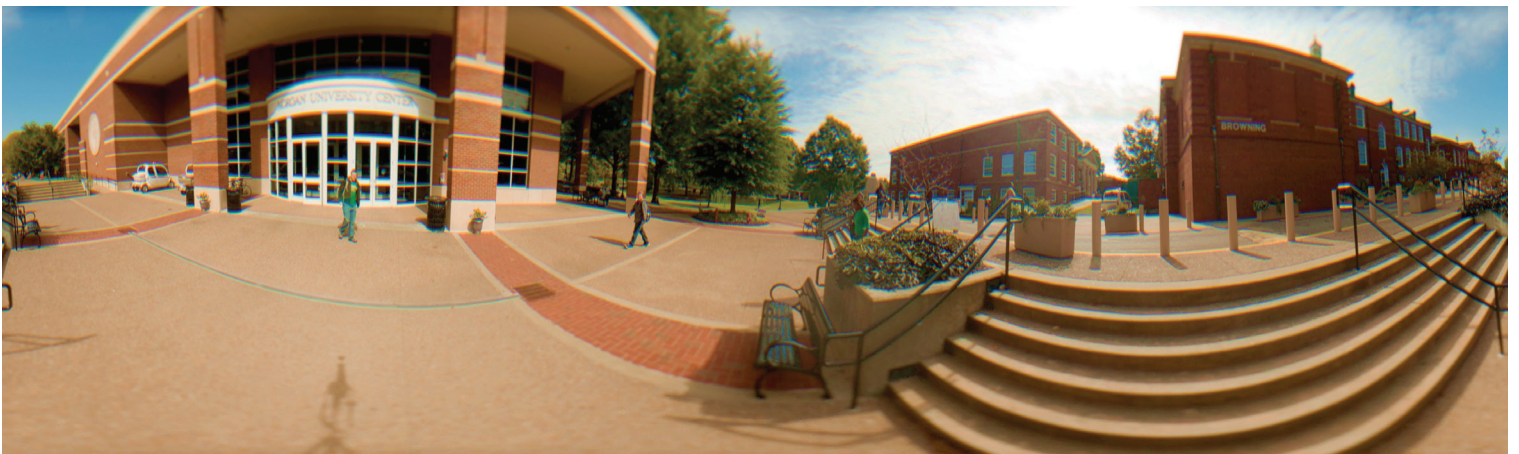


AP Austin Peay State University



AUSTIN PEAY STATE UNIVERSITY
OFFICIAL LOGOS AND TRADEMARKS - USAGE AND STYLE GUIDE

TABLE OF CONTENTS

WORDMARK VERTICAL	
Full Color	2
One Color	3
WORDMARK HORIZONTAL	
Full Color	4
One Color	5
STAND ALONE AP	
One Color	6
UNIVERSITY SEAL	
Full Color / One Color	7
UNIVERSITY ROPE SEAL	
Full Color / One Color	8
UNIT IDENTITY	9
FREE SPACE AND MINIMUM REPRODUCTION	10
PROPORTIONS	11
TYPOGRAPHY	12
COLOR PALETTE	13
COMMON MISUSE	14
CONTACT INFORMATION	15



FULL COLOR on white or light backgrounds



FULL COLOR on red backgrounds



FULL COLOR on black or dark backgrounds



ONE COLOR on white or light backgrounds



ONE COLOR on red backgrounds



ONE COLOR on black or dark backgrounds



FULL COLOR on white or light backgrounds



FULL COLOR on red backgrounds



FULL COLOR on black or dark backgrounds



ONE COLOR on white or light backgrounds



ONE COLOR on red backgrounds



ONE COLOR on black or dark backgrounds

STAND ALONE - One Color



ONE COLOR on white or light backgrounds



ONE COLOR on red backgrounds



ONE COLOR on black or dark backgrounds

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 red backgrounds



ONE COLOR on white or light backgrounds



ONE COLOR on black or dark backgrounds

UNIVERSITY ROPE 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 red backgrounds



ONE COLOR on white or light backgrounds



ONE COLOR on black or dark backgrounds

UNIT IDENTITY

Standard Wordmark with Unit Identity

AP Austin Peay
State University
Academic Affairs

AP Austin Peay Academic Affairs
State University

AP
Austin Peay
State University
Academic Affairs

AP
Austin Peay
State University
Academic
Affairs

Abbreviated Wordmark with Unit Identity

AP Austin Peay
Academic Affairs

AP Austin Peay
Academic Affairs

AP
Austin Peay
Academic Affairs

AP
Austin Peay
Academic
Affairs

Logo with Unit Identity - Use for small objects only (pens, pencils, jewelry, etc.). Line is optional.

AP
Academic
Affairs

AP | Academic Affairs

AP
Academic
Affairs

AP Academic Affairs

FREE SPACE AND MINIMUM REPRODUCTION

To maximize impact, a minimum amount of free space should be maintained around the logo. Free space refers to the absence of any imagery, graphics, folds, text or other elements that may interfere with the impact of the logo.



Free space should be the same height as the **AP** mark as shown above.



The logo should be reproduced no smaller than **1 inch** wide.

PROPORTIONS

HORIZONTAL RECTANGULAR VERSION

Unit identity should not exceed the width of “Austin Peay”.
Short unit names should be right justified.



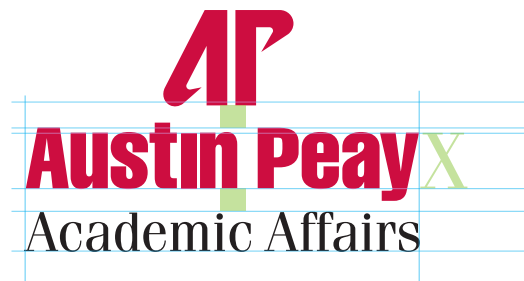
HORIZONTAL STACKED VERSION

Unit identity cap height should not exceed x height of “Austin Peay” and width should not exceed the width of the entire wordmark. Short unit names should be right justified.



VERTICAL VERSION

Unit identity should not exceed the width of “Austin Peay” and the identity cap height should not exceed the x height of “Austin Peay”. Unit names should be centered.



TYPOGRAPHY

The University wordmark is created using two font families, Impact and ITC Fenice. Both fonts are intended for the logo/wordmark only and not recommended for use in body copy. 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.

GOTHAM - used for headlines, subheads and body copy

BOOK

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

ITALIC

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

BOLD

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

GARAMOND PRO - used for body copy

REGULAR

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

ITALIC


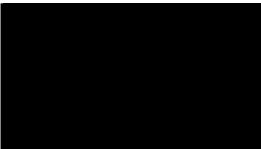

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.;:!?)@

REVOLUTION GOTHIC - used primarily for recruitment pieces

REGULAR

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

COLOR PALETTE

		
RED	BLACK	SILVER GRAY
Pantone 200	Black	Pantone 429
Process:	Process:	Process:
C: 0	C: 0	C: 6
M: 100	M: 0	M: 0
Y: 65	Y: 0	Y: 0
K: 15	K: 100	K: 34
Madeira: 1184	Madeira: 1000	Madeira: 1011
HTML: C41E3A	HTML: 000000	HTML: ADAFAA

The color standards that apply to the Austin Peay logos are detailed above. The color placement and specifications should never be altered.

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. When specifying colors please refer to the PANTONE® or MADEIRA® number for accurate color reproduction.

PANTONE® is a registered trademark of PANTONE® Inc.

COMMON MISUSE OF LOGOS AND WORDMARKS

- Do not combine or add graphics to logos.
- Do not box or place logos within shapes.
 - Do not distort the logos in any way.
- Do not apply special effects or outlines to the logos.



CONTACT INFORMATION

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

APSU PUBLIC RELATIONS & MARKETING OFFICE

Browning, Room 206
Box 4567
Clarksville, TN 37044
Phone (931) 221-7459