



Quick Brand Guide

For full guide, visit: apsu.edu/identity.

LOGO/WORDMARK

PRIMARY

Wordmark

The University logo and wordmark are the most important visual elements of Austin Peay's brand. Vertical and horizontal versions are available. Always maintain the colors and scale them proportionately.



Logo

The stylized AP is used primarily for athletic purposes, but may be used for academic pieces only when space is limited.



Unit ID

Each office and department has a unit identity that can be used in place of the full wordmark.



SECONDARY

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.



Gov Logo

The Gov logo should not be used in place of the University logo; it's a secondary element. The athletic style guide should be followed when using the Gov logo.



COLORS



PANTONE 200, PANTONE Black, PANTONE 429, PANTONE Cool Gray 10, WHITE

The official primary colors should never be changed. Follow the pantone colors.

FONTS

These are the official fonts for University publications, marketing and recruitment. When not available, Helvetica may be substituted.

Gotham (headlines, subheads, and body copy)

Garamond Pro (body copy)

Revolution Gothic (used for recruitment pieces)

APPAREL

Apparel items must display the University logo or unit ID. Use primary colors when selecting a shirt.



STATIONERY

Stationery has a brand standard for letterhead, business cards and envelopes.

To order, visit apsu.edu/printing.



SIGNAGE

Exterior yard signs can be produced by Printing Services. For interior directories and door plates, contact the Physical Plant.



RESOURCES

For Printing Services, visit apsu.edu/printing/products-and-services.

For Public Relations & Marketing, visit apsu.edu/pr-marketing.