



AUSTIN PEAY
ATHLETICS BRAND IDENTITY



**AUSTIN PEAY
ATHLETICS
INTRODUCTION**



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

INTRODUCTION

GOVERNORS BRAND

What are the elements that make up Austin Peay's brand identity? The words you choose. The type you use. The colors, graphics and imagery you display. A unique and iconic primary logo. These are the key building blocks that help tell the Governors story and shape the perception of Austin Peay Athletics. Underlying all Austin Peay brand expressions is a detailed, well-ordered system of visual assets. When implemented consistently, this unified system is an expression of the values of the Austin Peay experience.

The Governors Brand Identity System honors Austin Peay tradition while bringing a contemporary edge to the brand, making it timeless and distinct. It is designed to position the Governors brand for the future.

To become the premier athletics department in the Ohio Valley Conference and a leader in all we do, the Austin Peay Athletics brand must evolve to keep pace with our needs. The updated identity system is designed to do just that. Vibrant, exciting and forward-thinking, our visual system is flexible enough to build communications that are fun and dynamic, or create messaging that is clean, simple and elegant.

INTRODUCTION

BRAND OVERVIEW

The building blocks for communicating the Austin Peay brand identity in a unified, consistent way have been established by a team of University stakeholders. Comprised of core elements including logo, color and typography, as well as extended expressions, and treatments, this wide range of tools is designed to be flexible and expandable enabling creativity and innovation across all media. To effectively define the Austin Peay brand experience, these core elements must be aligned across every touch point.

The following sections provide creative guidance on how to use the brand palette.

With a shared design sensibility, each element can be used to elevate the Austin Peay brand in a way that is immediately recognizable. The brand identity reinforces our mission to educate and inspire through athletics.



GOVERNORS BRAND
BRAND
OVERVIEW
TRADEMARK & LICENSING
PRIMARY IDENTITY
THE GOVERNOR
COLOR
TYPOGRAPHY
PRIMARY TYPOGRAPHY
SECONDARY TYPOGRAPHY
WORDMARKS
AUSTIN PEAY WORDMARK
GOVERNORS WORDMARK
TEAM IDENTIFIERS
COMBINATION MARK
SECONDARY IDENTITIES
GOVERNORS HEAD
TENNESSEE PICTORIAL
UNIVERSITY LETTERMARK
BRAND APPLICATION
INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

INTRODUCTION

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.

Staff members and contractors of the Austin Peay State University athletics department may request permission for the use of athletics marks described within this Brand Identity Guide by contacting the Austin Peay State University Athletics Communications Office.

External users should request permission for the use of these marks by contacting the Austin Peay State University Public Relations and Marketing Office by email at logoapproval@apsu.edu or by phone at 931-221-7459.



**AUSTIN PEAY
ATHLETICS
PRIMARY IDENTITY**



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

PRIMARY IDENTITY



THE GOVERNOR

Established in 1927, Austin Peay State University was championed by Clarksville-native, then Tennessee Governor, and future namesake Austin Peay as a school to further the training of teachers for the state's rural public schools. Over the years, as traditions began and evolved, a variety of logos and verbiage came to signify the University and its athletics teams.

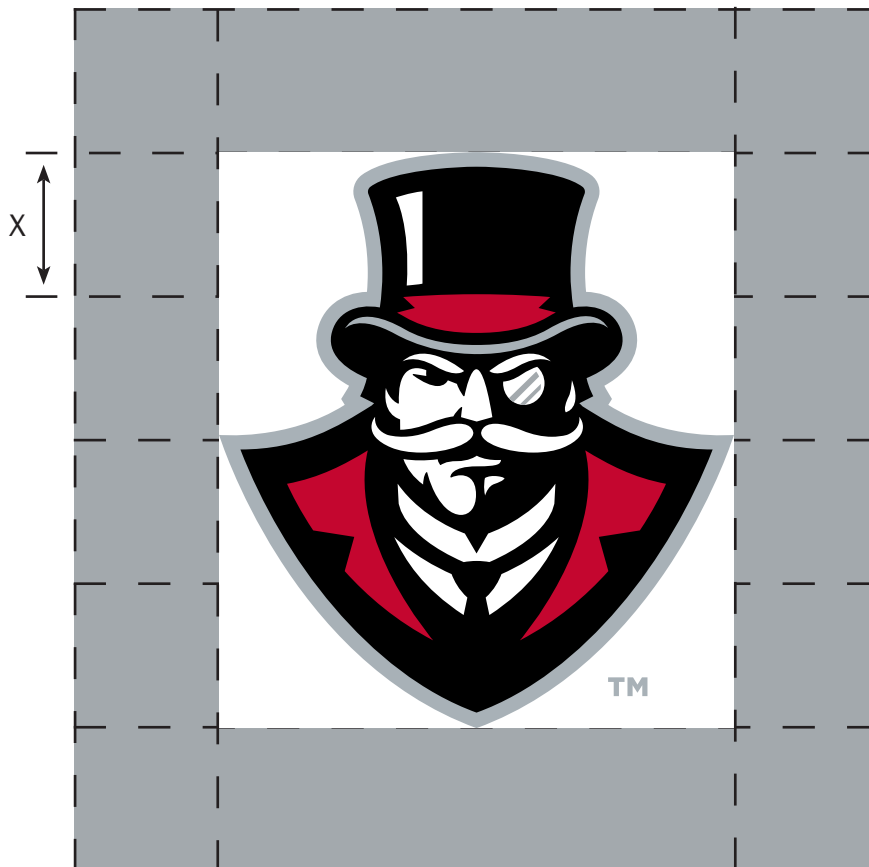
For nearly 40 years, the University and its athletics department utilized a stylized AP mark that was established for the University's 50th anniversary in 1977.

However, in 2015 the University realized the importance of a clear and distinctive brand identity that communicated the Austin Peay brand to a global audience. The Governor logo above was established through this process in 2016 to specifically identify Austin Peay's athletics teams.

The Governor logo will serve as the primary representation of the Austin Peay brand and is used as the main identifying device for athletics. In primary or secondary colors, the Governors logo works well across all media, and will be adopted across all Austin Peay athletics teams.

PRIMARY IDENTITY APPLICATION

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area (indicated by an X) is equivalent to one-quarter the height of the logo.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Primary Athletics folders in the Austin Peay Athletics branding files.

If using the primary identity and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{110}{100} = \frac{H}{W}$$



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

PRIMARY IDENTITY APPLICATION

The logo can be used in the color variations shown below.

FULL COLOR



SINGLE COLOR



NOTE: In the single color versions of the logo (bottom row), the Governors' monocle is on the shaded side of the face and is on the right side of the logo when facing the viewer. Please ensure the image's colors are not inverted and the image is not horizontally inverted when using this version of the logo.

PRIMARY IDENTITY

PRIMARY PALETTE

GOVERNORS RED

PANTONE 200C
CMYK: 0, 100, 65, 15
RGB: 196, 30, 58
HTML: #C41E3A
Pantone TCX: 18-1761
MADEIRA RAYON: 1184
ROBISON-ANTON: 5566

WHITE

No Ink (or use Opaque White)
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HTML: #FFFFFF

MADEIRA RAYON: 1002
ROBISON-ANTON: 2297

SECONDARY PALETTE

BLACK

PANTONE Process Black C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HTML: #000000
Pantone TCX: 15-4225
MADEIRA RAYON: 1000
ROBISON-ANTON: 2296

SILVER GRAY

PANTONE 429C
CMYK: 6, 0, 0, 34
RGB: 173, 175, 170
HTML: #ADAFAA
Pantone TCX: 15-4101
MADEIRA RAYON: 1011
ROBISON-ANTON: 2585

AZALEA PINK

PANTONE 2038C
CMYK: 0, 68, 0, 0
RGB: 239, 96, 163
HTML: #EF60A3
Pantone TCX: 16-2126
MADEIRA RAYON: 1990
ROBISON-ANTON: 2590

*For Cancer Awareness
promotional use only*

COLOR

When it comes to expressing the Austin Peay Athletics brand, color is a quintessential component of the story. The above color configurations show how Austin Peay's primary and secondary colors can be expanded comparatively to build harmonious color palettes and complementary pairings.

Use of Red and White at Austin Peay dates from the University's first intercollegiate competitions in 1929 when the then Warriors wore the two colors in a basketball game against Springfield Athletic club. Austin Peay is the only four-year state university in Tennessee to utilize red as one of its official school colors.

At times, an opportunity arises to utilize an expanded color palette or colors outside of the primary palette. This is typically seen in the occasional use of a unique uniform. Though acceptable for special occasions, colors outside of the primary color palette are not intended for long-term use.

Beyond the field of play, color plays a critical role in the retail environment. Retail brand expressions should have seasonal core palette flexibility and when used correctly, will complement the primary color palette utilized on the field of play.

NOTE: In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the current PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.



GOVERNORS BRAND
BRAND
OVERVIEW
TRADEMARK & LICENSING
PRIMARY IDENTITY
THE GOVERNOR
COLOR
TYPOGRAPHY
PRIMARY TYPOGRAPHY
SECONDARY TYPOGRAPHY
WORDMARKS
AUSTIN PEAY WORDMARK
GOVERNORS WORDMARK
TEAM IDENTIFIERS
COMBINATION MARK
SECONDARY IDENTITIES
GOVERNORS HEAD
TENNESSEE PICTORIAL
UNIVERSITY LETTERMARK
BRAND APPLICATION
INCORRECT USAGE

**AUSTIN PEAY
ATHLETICS
TYPOGRAPHY**



TYPOGRAPHY

A B C D E F G H
I J K L M N O P
Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0

GOVERNORS STANDARD

TYPOGRAPHY

Type tells a story. The right typeface, used consistently, can become a strong brand identifier. To assist in creating a consistent look for a wide variety of athletic communications, a custom display typeface and numeral set have been included as an enhancement to the primary identity.

Our custom font, named “Governors Standard,” is a critical component of the Austin Peay Athletics identity, and speaks to the hardworking and determined nature of Austin Peay’s student-athletes, coaches and fans.



- GOVERNORS BRAND
- BRAND
- OVERVIEW
- TRADEMARK & LICENSING
- PRIMARY IDENTITY
- THE GOVERNOR
- COLOR
- TYPOGRAPHY
- PRIMARY TYPOGRAPHY
- SECONDARY TYPOGRAPHY
- WORDMARKS
- AUSTIN PEAY WORDMARK
- GOVERNORS WORDMARK
- TEAM IDENTIFIERS
- COMBINATION MARK
- SECONDARY IDENTITIES
- GOVERNORS HEAD
- TENNESSEE PICTORIAL
- UNIVERSITY LETTERMARK
- BRAND APPLICATION
- INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

TYPOGRAPHY APPLICATION

The Governors Standard typeface is shown below in its preferred application without a accent color.



On team uniforms only, it is acceptable to trim the Governors Standard typeface in either a Silver Gray or White accent color, as presented below. When an accent color is used, it should be no more than two percent the font height and be positioned inside the typeface. Note on a gray uniform the Silver Gray outline should not be used. To ensure the accent color has been utilized correctly, it should not touch when the “4” or “G” is used.



TYPOGRAPHY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

GOTHAM BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

GOTHAM BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

GOTHAM BOOK

EXAMPLE

WELCOME TO RAYMOND C. HAND PARK
THE HOME OF GOVERNORS BASEBALL

The sans serif typeface Gotham was selected to complement Governors Standard, the primary typeface, and directly tie back to the Austin Peay Athletics brand identity. Gotham will serve as a secondary typeface used primarily for brand expressions including sport specific marks, headlines and environmental graphics. For Headlines and display type use Gotham Black, for subheads and secondary communications Gotham Bold, or Gotham Book are acceptable.

Gotham's letterforms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century. Andrew Romano of Newsweek said. "Unlike other sans serif typefaces, it's not German, it's not French, it's not Swiss. It's very American."

For social media graphics and presentations where horizontal space is limited, Gotham Condensed in the weights noted here may be used (not presented above).



GOVERNORS BRAND
BRAND
OVERVIEW
TRADEMARK & LICENSING
PRIMARY IDENTITY
THE GOVERNOR
COLOR
TYPOGRAPHY
PRIMARY TYPOGRAPHY
SECONDARY TYPOGRAPHY
WORDMARKS
AUSTIN PEAY WORDMARK
GOVERNORS WORDMARK
TEAM IDENTIFIERS
COMBINATION MARK
SECONDARY IDENTITIES
GOVERNORS HEAD
TENNESSEE PICTORIAL
UNIVERSITY LETTERMARK
BRAND APPLICATION
INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

TYPOGRAPHY

The official fonts to be used in Athletics Department publications and materials developed for marketing, recruitment, fundraising or other communication efforts are Gotham, Garamond Pro and Franklin Gothic. The preferred typography unifies the appearance of all communication and strengthens the Athletics Department's brand recognition.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

FRANKLIN GOTHIC DEMI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

FRANKLIN GOTHIC BOOK

Franklin Gothic is a realist sans serif typeface. In typography, a sans serif typeface is one that does not have the small projecting features called "serifs" at the end of strokes. The term realist to describe a group of typefaces created in the early 19th century to early 20th century. Franklin is part of a family that offers an exceptionally wide range of weights, thus providing great versatility and legibility. Franklin Gothic is currently used by Austin Peay Athletics as an official typeface.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

GARAMOND BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

GARAMOND REGULAR

Garamond is an old-style serif typefaces. In typography, a serif typeface is one that has the small projecting features called "serifs" at the end of strokes. Garamond-style typefaces are popular and often used, particularly for printing body text and books. Garamond is currently used by Austin Peay State University and its athletics department as an official typeface.



**AUSTIN PEAY
ATHLETICS
WORDMARKS**



GOVERNORS BRAND BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

WORDMARKS

The protected area around the wordmark ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area (indicated by an X) is equivalent to one-half the height of the wordmark.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Austin Peay Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact Austin Peay Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Word Mark folders in the Austin Peay Athletics branding files.

WORDMARKS APPLICATIONS

The wordmarks can be used in the color variations shown below. Note the wordmark should never be outlined.

AUSTIN PEAY

AUSTIN PEAY

AUSTIN PEAY

AUSTIN PEAY

GOVERNORS

GOVERNORS

GOVERNORS

GOVERNORS

GOVS

GOVS

GOVS

GOVS



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

TEAM IDENTIFIERS

The protected area around the wordmark ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to one-half the height of the wordmark.



Each team is represented with placement of its name in a specified body of type beneath the logo as shown above. The team identifier should be typeset in Gotham Black, centered, 200 percent kerning, and two-sevenths (28.6 percent) of the height of the wordmark and positioned below the wordmark with clear space equal to one-seventh (14.3 percent) the height of the wordmark. Departmental names should not appear smaller than 7 point type, nor extend beyond the width of the logo. If a departmental name is wider than a single line space allows, a line break should occur in the name, with leading set to 105% of the type size.

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Austin Peay Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact Austin Peay Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

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TEAM IDENTIFIERS

AUSTIN PEAY
GOVERNORS

AUSTIN PEAY
GOVERNORS

AUSTIN PEAY
GOVERNORS

AUSTIN PEAY
BASEBALL

AUSTIN PEAY
BASKETBALL

AUSTIN PEAY
BEACH
VOLLEYBALL

AUSTIN PEAY
CHEERLEADING

AUSTIN PEAY
CROSS COUNTRY

AUSTIN PEAY
DANCE

AUSTIN PEAY
FOOTBALL

AUSTIN PEAY
GOLF

AUSTIN PEAY
SOCCER

AUSTIN PEAY
SOFTBALL

AUSTIN PEAY
TENNIS

AUSTIN PEAY
TRACK & FIELD

AUSTIN PEAY
VOLLEYBALL

AUSTIN PEAY
WOMEN'S
BASKETBALL



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

NOTE: Do not place "Athletics" under the Austin Peay word mark, the Austin Peay Governors team identifier should be used to denote the entire athletics department and its administrative staff members.



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

TEAM IDENTIFIERS

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NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Austin Peay Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact Austin Peay Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Sports Specific Mark 2 folders in the Austin Peay Athletics branding files.

TEAM IDENTIFIERS

GOVERNORS
BASEBALL

GOVERNORS
BASEBALL

GOVERNORS
BASEBALL

GOVERNORS
ATHLETICS

GOVERNORS
BASEBALL

GOVERNORS
BASKETBALL

GOVERNORS
BEACH
VOLLEYBALL

GOVERNORS
CHEERLEADING

GOVERNORS
CROSS COUNTRY

GOVERNORS
DANCE

GOVERNORS
FOOTBALL

GOVERNORS
GOLF

GOVERNORS
SOCCER

GOVERNORS
SOFTBALL

GOVERNORS
TENNIS

GOVERNORS
TRACK & FIELD

GOVERNORS
VOLLEYBALL

GOVERNORS
WOMEN'S
BASKETBALL



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

COMBINATION MARK

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to one-half the height of the logo (see primary identity page).



AUSTIN PEAY
GOVERNORS



AUSTIN PEAY
GOVERNORS

Austin Peay Athletics utilizes a combination mark, joining the logo and wordmark in a single identifier. This combination mark must appear in one of the two forms above (a vertical and horizontal version). In addition, the wordmark may be replaced by a team identifier when appropriate.

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The images on these two pages are located in the Primary Word Mark folders in the Austin Peay Athletics branding files.

COMBINATION MARK APPLICATION

The wordmarks can be used in the color variations shown below.



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

COMBINATION MARK APPLICATION

The proportions of all marks in the identity must never be altered in any application under any circumstance.



If using the vertical logo (top version) and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{91}{100} = \frac{H}{W}$$

If using the horizontal logo (bottom version) and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{37}{100} = \frac{H}{W}$$

**AUSTIN PEAY
ATHLETICS
SECONDARY IDENTITIES**





GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

SECONDARY IDENTITY

The proportions of all marks in the identity must never be altered in any application under any circumstance.



LIMITED USE

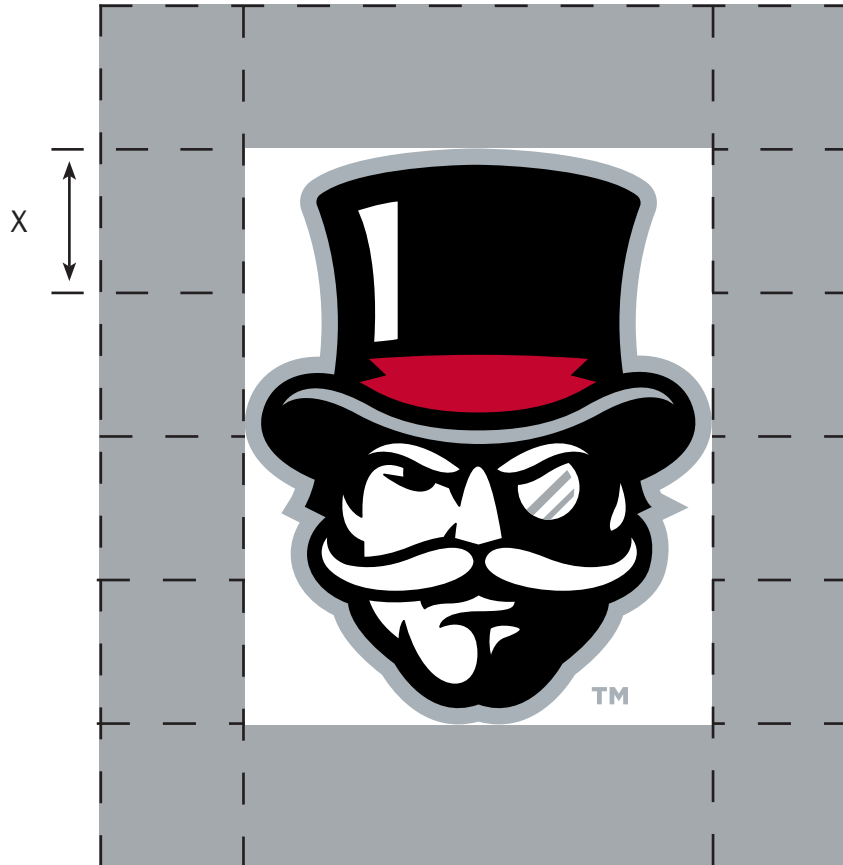
This mark may be used in place of the primary identity on occasion and should be used in place of the primary mark where space limits the use of the primary identity. In general, any space less than one-quarter inch high should utilize this secondary identity.

Additionally, it is acceptable to use the above secondary identity in secondary applications on team uniforms (i.e. shoulder patch, shorts, hats, etc.)

The secondary identity images are located in the Secondary Logo folders in the Austin Peay Athletics branding files.

SECONDARY IDENTITY

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area (indicated by an X) is equivalent to one-quarter the height of the logo.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements

If using the secondary identity and you know either the height or width you want, use the following equation to solve for the other dimension.

$$\frac{123}{100} = \frac{H}{W}$$



- GOVERNORS BRAND
- BRAND
- OVERVIEW
- TRADEMARK & LICENSING
- PRIMARY IDENTITY
- THE GOVERNOR
- COLOR
- TYPOGRAPHY
- PRIMARY TYPOGRAPHY
- SECONDARY TYPOGRAPHY
- WORDMARKS
- AUSTIN PEAY WORDMARK
- GOVERNORS WORDMARK
- TEAM IDENTIFIERS
- COMBINATION MARK
- SECONDARY IDENTITIES
- GOVERNORS HEAD
- TENNESSEE PICTORIAL
- UNIVERSITY LETTERMARK
- BRAND APPLICATION
- INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

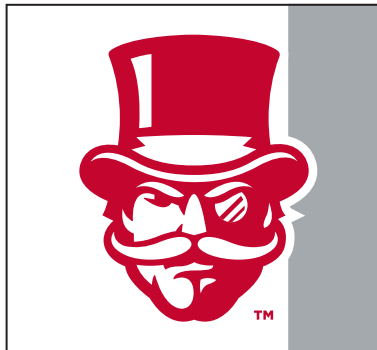
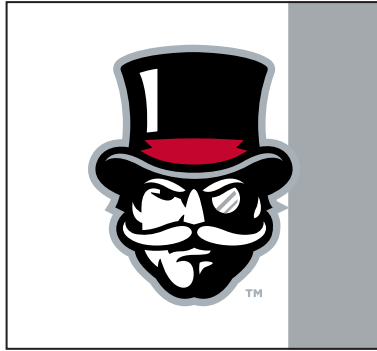
TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

SECONDARY IDENTITY APPLICATION



PICTORIAL MARK



THE TENNESSEE MARK

Created in 2017, the Tennessee Mark inscribes the primary identity within an outline of the state of Tennessee. This pictorial mark proudly identifies Austin Peay's home state to those unfamiliar with the university's location.

LIMITED USE, GENERAL

This mark should not be used as a replacement for the primary identity in the combination wordmark.

The Tennessee Mark images are located in the Tennessee Mark folders in the Austin Peay Athletics branding files.

LIMITED USE, TEAM APPAREL

The Tennessee Mark should not be used as the primary element on Austin Peay game uniforms or game-day apparel, including but not limited to on-court warm-up gear and shirts worn on-court by coaching staffs.

The Tennessee Mark may occasionally be used on equipment and apparel not intended to be seen in a game day or on-court setting. However, when Austin Peay teams use the Tennessee Mark, it must be approved by the athletics administrator overseeing the department's brand identity. No more than two pieces of equipment may utilize the Tennessee Mark at any one time.



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

PICTORIAL MARK APPLICATION



UNIVERSITY LETTERMARK



THE AP LETTERMARK

For nearly 40 years, the University and its athletics department utilized a stylized AP lettermark that was established for the University's 50th anniversary in 1977.

However, in 2015 the University realized the importance of a clear and distinctive brand identity that communicated the Austin Peay brand to a global audience. As part of those efforts, the AP lettermark was updated. The newest version give the lettermark a more geometric look with all elements of the design level with the baseline.

LIMITED USE

The AP lettermark will serve as the main identifying device for the university and its auxiliary services. In primary or secondary colors, the AP lettermark works well across all media, and will be adopted across Austin Peay State University.

The University Lettermark files are located in the Stand Alone AP folders in the Austin Peay Athletics branding files.



GOVERNORS BRAND
BRAND
OVERVIEW
TRADEMARK & LICENSING
PRIMARY IDENTITY
THE GOVERNOR
COLOR
TYPOGRAPHY
PRIMARY TYPOGRAPHY
SECONDARY TYPOGRAPHY
WORDMARKS
AUSTIN PEAY WORDMARK
GOVERNORS WORDMARK
TEAM IDENTIFIERS
COMBINATION MARK
SECONDARY IDENTITIES
GOVERNORS HEAD
TENNESSEE PICTORIAL
UNIVERSITY LETTERMARK
BRAND APPLICATION
INCORRECT USAGE

**AUSTIN PEAY
ATHLETICS
BRAND APPLICATION**



BRAND APPLICATION

GOVERNORS BRAND

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition, and differentiate us from the competition. As elements of the current design systems evolve, one of the cornerstones of a memorable brand experience is the continued consistent expression of that brand.

The Austin Peay Athletics Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. Now any expression can be infused with precisely the right tone to support the right marketing message for your audience. No matter what expression is chosen — your communication will be supported by a foundation built on design integrity and quality.



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

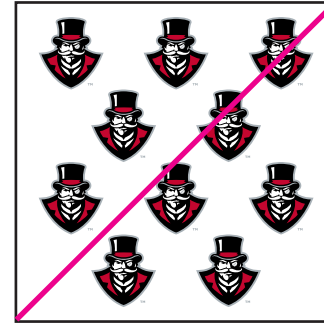
BRAND APPLICATION

INCORRECT USAGE

BRAND APPLICATION



At no time should anything (other logos, type, etc.) be placed over the identity elements.



Identity elements should not be used in closed patterns.



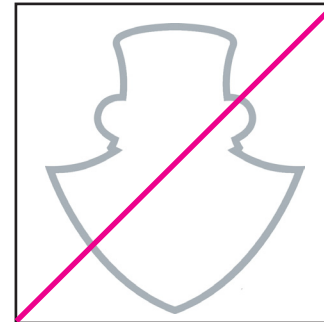
Identity elements should not be modified, stretched or distorted in any way.



Identity elements should not be used in any other color combinations other than those specifically called for in this manual.



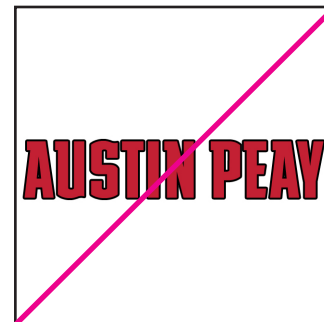
Identity elements should not appear against any distracting textures or repeated patterns.



Identity elements should not be used as an outline.



At not time should effects be added to the identity elements. (Glow, posterize, etc.)



Identity elements should not be outlined in any way other than those specifically called for in this identity manual.

BRAND APPLICATION



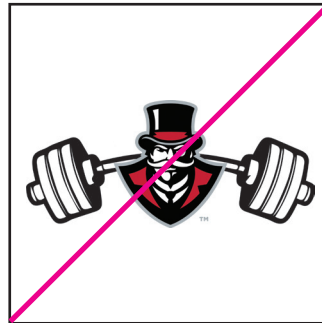
At no time should the proportions of the sport lock-ups be changed, nor should the positions of the identity elements be modified.



Identity elements should not be tilted or rotated.



Do not invert the colors of any of the identity elements.



At no time should additional graphics be added to the identity elements.



Identity elements should not be placed on photographic backgrounds.

Use the logo only as provided. In addition to the referenced examples to avoid, users should also 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.
- Be careful not to use old or outdated logos.



GOVERNORS BRAND

BRAND

OVERVIEW

TRADEMARK & LICENSING

PRIMARY IDENTITY

THE GOVERNOR

COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY

SECONDARY TYPOGRAPHY

WORDMARKS

AUSTIN PEAY WORDMARK

GOVERNORS WORDMARK

TEAM IDENTIFIERS

COMBINATION MARK

SECONDARY IDENTITIES

GOVERNORS HEAD

TENNESSEE PICTORIAL

UNIVERSITY LETTERMARK

BRAND APPLICATION

INCORRECT USAGE

