

Brand Standards Guide



Brand Standards

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Introduction

As part of our team at Austin Peay State University, you're in a position to help bring our story to the world.

And what a story it is. As you know, our mission is all about empowering students to be 21st-century leaders. And we do that by providing a learning experience founded upon quality and challenging academics, collaboration among unique individuals, innovating new ways to solve serious problems, approaching life with a global perspective and always coming together in spirit to celebrate who we are.

Why A Visual Identity System

This guide is meant to provide some direction to employees and affiliated partners on how to effectively and consistently convey Austin Peay's story through the appropriate use of messaging, design, photography and logo. Remember, no matter how extraordinary our story is, if we aren't disciplined, focused and consistent with how we tell it, it'll be hard to break through to our intended audiences.

You can download the most current version of this guide at [APSU.edu/identity](https://apsu.edu/identity). The complete guide, or individual sections, should be printed in color.



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 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 or its departments and functions.

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/print-creative>.

This information can also be found on the following pages of the APSU website:

[apsu.edu/policy/7s_advancement_and_communications/](https://www.apsu.edu/policy/7s_advancement_and_communications/)

Reference:

- 7:001 Publications and Promotional Materials
- 7:010 Branding Policy



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 from apsu.edu/identity. Contact the Austin Peay State University Office of Public Relations and Marketing Office by email at logoapproval@apsu.edu or by phone at 931-221-7459 for additional help.



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 on red backgrounds



Full color on black backgrounds

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



White on black backgrounds



One color on black backgrounds

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



Reverse or white on red backgrounds



One color on black backgrounds

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



Reverse or white on red backgrounds



One color on black backgrounds



One color on black backgrounds

Lettermark

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



White on black backgrounds



One color on black 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 white or light backgrounds



One color on white or light backgrounds



One color on black or dark backgrounds

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.



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

Unit Identity

Length of department or office name and print placement determine best options.

Standard Wordmark with Unit Identity



Abbreviated Wordmark with Unit Identity

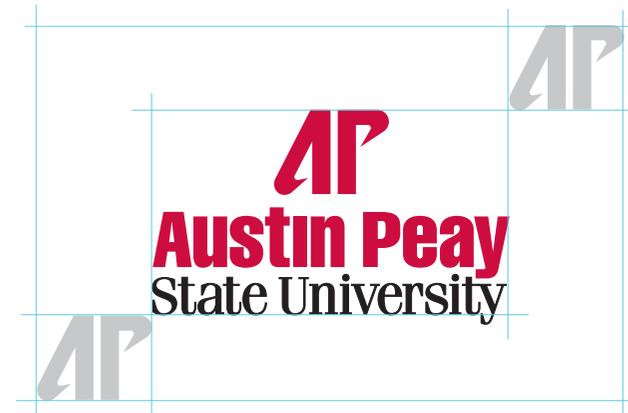


Logo with Unit Identity - Use for small objects only (pens, pencils, jewelry, etc.).



Spacing Around Logo

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.



Minimum Size

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



Subunit Alignment

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.



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.



AP-Camo.eps



AP-CamoReverse.eps

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



Austin Peay camouflage pattern

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.

This messaging ethos is defined by our position statement, “Leading Through Excellence,” which defines what it means to “Be A Gov!” through the use of our multifaceted advertising efforts that focus on the terms, Lead, Leader or Leading Through Excellence.

For information on our “Leading Through Excellence” position statement and campaign efforts, please refer to the “Brand Position” section.

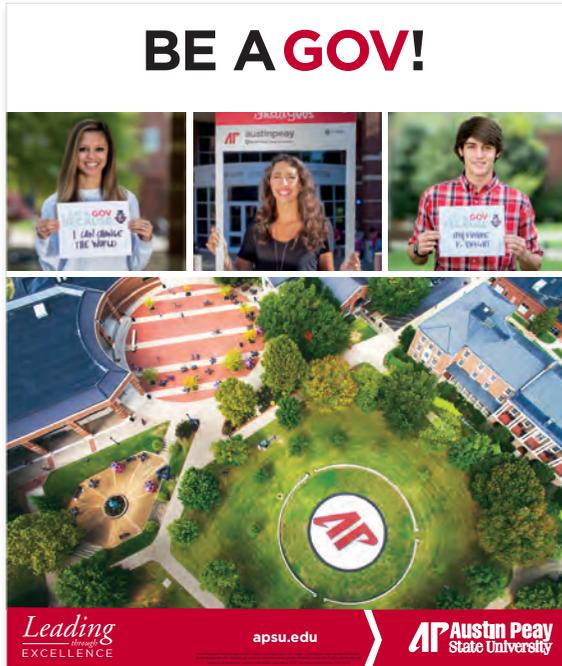
Samples of usage for “Be A Gov!” campaigns are provided on the following pages.

For more information and logo downloads, visit apsu.edu/identity.



Be A Gov! logos

Be A Gov! Campaign Samples



Advertisement



Postcard



Acceptance Letter

Brochure Covers



Transfer



Road



Junior

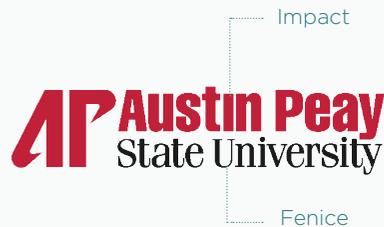


Junior Brochure Interior

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 ITC Fenice. Both fonts are intended for the logo/wordmark only and not for use elsewhere.



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
abcdefghijklmnopqrstu
ABCDEFGHIJKLMN
1234567890\$%&(,;:!?)@

Revolution Gothic
 Used primarily for student recruitment pieces and available in five weights and italics

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

Helvetica
 When Gotham and Garamond are not available use Helvetica. It comes in numerous weights but only medium is shown.

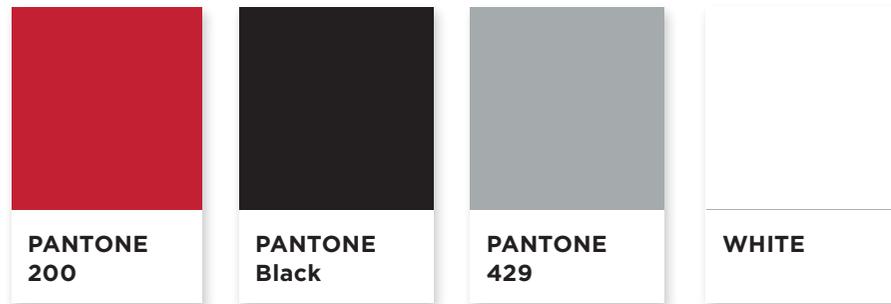
Medium
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(,;:!?)@

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.

When specifying colors, refer to the Pantone® or Madeira® (embroidery thread) number for accurate color reproduction. A secondary set of colors has been selected to complement the primary color palette. The colors shown in this palette are the only others that should be used.

Primary Colors



RED

PMS 200

Process:
C: 0
M: 100
Y: 65
K: 15

Madeira: 1184

R: 196
G: 30
B: 58

HTML: C41E3A

BLACK

Black

Process:
C: 0
M: 0
Y: 0
K: 100

Madeira: 1000

R: 0
G: 0
B: 0

HTML: 000000

SILVER GRAY

PMS 429

Process:
C: 6
M: 0
Y: 0
K: 34

Madeira: 1011

R: 173
G: 175
B: 170

HTML: ADAFAA

WHITE

White

Process:
C: 0
M: 0
Y: 0
K: 0

Madeira: 1002

R: 255
G: 255
B: 255

HTML: FFFFFFFF

Secondary Colors



DARK GRAY

PMS Cool 10

Process:
C: 0
M: 0
Y: 0
K: 75

R: 99
G: 100
B: 102

HTML: 636466

YELLOW

PMS 107

Process:
C: 0
M: 0
Y: 92
K: 0

R: 251
G: 225
B: 34

HTML: FFF21F

LIGHT TEAL

PMS 325

Process:
C: 57
M: 0
Y: 23
K: 0

R: 100
G: 204
B: 201

HTML: 64CCC9

DARK TEAL

PMS 7475

Process:
C: 69
M: 12
Y: 30
K: 36

R: 72
G: 122
B: 123

HTML: 487A7B

Color Palette 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 has 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 color options are now our primary colors, with a focus still on red as the most significant color for our primary palette.

With the implementation of this brand guide, we are also including a series of secondary colors that provide options for creating

overall page and layout balance. These colors are to be used sparingly as accents to break up layouts and provide options for focused elements such as font highlights, differentiation, etc. A good rule is that these colors should not make up more than 10 percent of the overall layout. Also, keep in mind that photos make up for good color balance in page layouts. If you have photos with lots of rich blues, yellows, teal, etc. use of secondary colors on other sections of the page may not be necessary.

Examples of appropriate use of secondary colors are provided below.

Getting Financial Aid
Your attention to detail and careful planning can make or break your financial aid award. Readily respond to any requests or notifications to clarify.

- STEP 1** Apply for admission to APSU. Apply for federal aid, state aid and scholarships.
- STEP 2** Watch your email and APSU email for updates. You can also check your financial aid via our Desktop portal. Notifications will include instructions for accepting aid.
- STEP 3** Follow instructions for accepting aid. We'll automatically post scholarship and grant to your account once these funds are 1 year in to be used. But we cannot credit funds to your account until you accept them.
- STEP 4** Check your mail, APSU email and desktop portal for updates. You may have to credit additional documents in order to receive aid.

Keeping Financial Aid
Five points are attached to just about ALL financial aid and scholarships. If you want to keep your aid, check the five points and make sure you meet the terms and conditions. In this section, make a note of these common and recurring (or extraordinary) conditions.

- Poor academic performance**
Are you required to earn a certain GPA? Is that GPA per semester or overall? What happens if you don't?
- Withdrawing from (or failing) courses**
Does your dual listing classes, your academic progress will impact your ability to get financial aid. Do certain conditions will be waived?
 - The number of credit hours you've registered for like a "withdrew hour".
 - Your semester cumulative GPA.
 If your report shows a history of dropping and for classes you later dropped for failed, you may be at risk of losing financial aid.
- Shifting to part-time enrollment**
Are you required to enroll full time? If so, what happens if you drop a part-time semester? If you haven't earned hours a semester, dropping a class may mean dropping to part time. You may not understand how this will impact your aid.

A FUTURE OF GROWTH
WORKFORCE READY AND DRIVE TO 55

The continued influx of migrants, both domestic and international, to the Nashville-Corpus Christi area holds a great promise for economic and industry growth that will require more Tennesseeans with degrees to meet the growing industry need for workers with mid-level job skills.

Austin Peay State University is committed to Graduate 2025 Initiative to 55, an initiative that seeks to meet the future workforce demand by increasing the number of Tennesseeans with college degrees to 55 percent by the year 2025.

STRATEGIC RESPONSE
To meet the growing employment and educational needs of this region and to align with the Drive to 55 Initiative, the University's strategic goals call for achieving the following five goals:

- Create enrollment
- Enhance student success
- Expand University growth
- Expand diversity
- Strengthen communication

“Austin Peay plays a valuable role in making the LEAF for this region as a business location, and in the decades ahead, the collaboration between business and higher education will likely grow even stronger.”
Ralph Schulz, president, Nashville Area Chamber of Commerce

SYDNEY SHEPHERD
LOCATION: CHATTANOOGA
MAJOR: BUSINESS MANAGEMENT
WHY DID YOU COME TO AUSTIN PEAY?
I wanted to be a chef and was that when I was in college program. I went to the City and then I found it at Austin Peay. I was a chef for 10 years and I wanted to go back to school. And I found Austin Peay through my roommate.

LUKE CECIL
LOCATION: FARMINGDALE
WHY DID YOU COME TO AUSTIN PEAY?
I like to cook. I want to be a chef. When I came to Austin Peay, I decided to major in business management of the college and because I want to be a chef, I decided to go to the business management program.

YVETTE ANDERSON
LOCATION: FARMINGDALE
WHY DID YOU COME TO AUSTIN PEAY?
I wanted to be a chef and was that when I was in college program. I went to the City and then I found it at Austin Peay. I was a chef for 10 years and I wanted to go back to school. And I found Austin Peay through my roommate.

ALMANTAS OZELIS
LOCATION: INDIANAPOLIS, INDIANA
MAJOR: BIOLOGY
WHY DID YOU COME TO AUSTIN PEAY?
I was looking for a school that was close to home and had a good reputation. I found Austin Peay through my roommate.

FAITH HUDGENS
LOCATION: CINCINNATI, OHIO
WHY DID YOU COME TO AUSTIN PEAY?
I was looking for a school that was close to home and had a good reputation. I found Austin Peay through my roommate.

RICARDO GOTI
LOCATION: CLARKSVILLE
MAJOR: UNDECEDED
WHY DID YOU COME TO AUSTIN PEAY?
I was looking for a school that was close to home and had a good reputation. I found Austin Peay through my roommate.

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.



New



Old



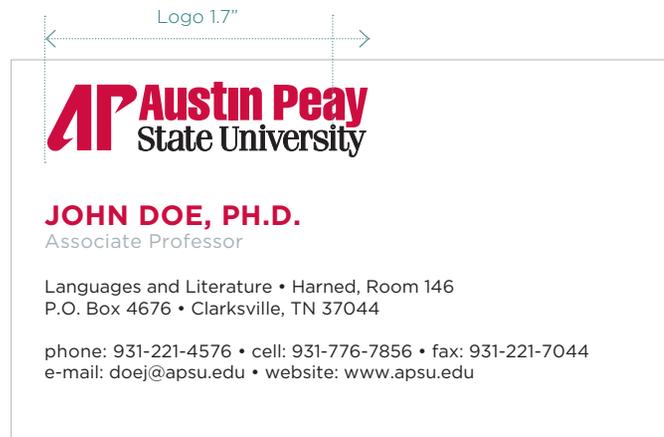
Business Cards

University business cards must align with the following styles and dimensions to achieve consistency in look and feel when presented to external audiences.

Name:
Gotham bold, all caps
Red 200

Title:
Gotham Book
Gray 429

Contact Info:
Gotham Book
Flush left
Black



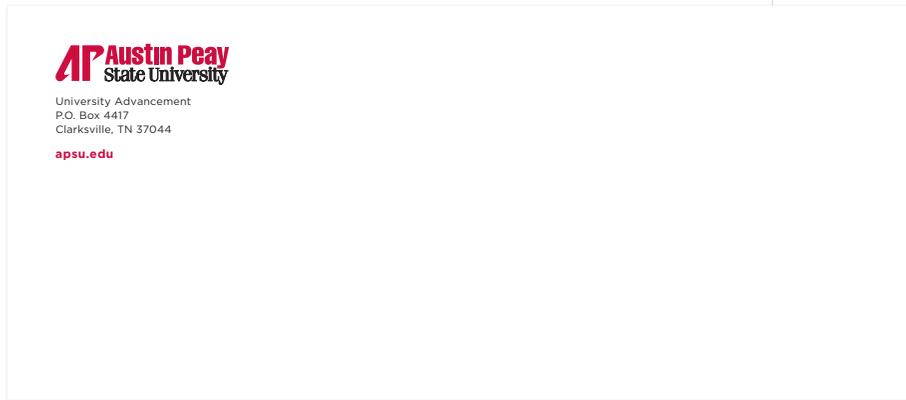
Standard backside

Cards are shown at actual size.

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.



Envelope, notecard and letterhead are shown at half size.



Department Name:
Gotham Bold, all caps
Red 200

Contact Info:
Gotham Book
Black

Web Address:
Lowercase
Gotham Bold
Red 200

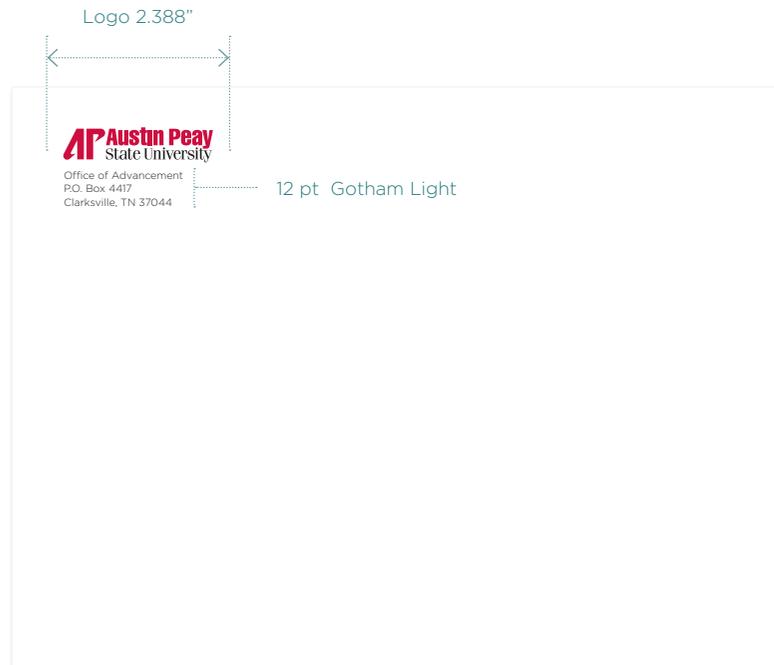


GEOGRAPHIC INFORMATION SYSTEMS CENTER
P.O. Box 4424 • Clarksville, TN 37044 • phone: 931-221-6517 • fax: 931-221-7476
apsu.edu

All type is centered.

9" by 12" Envelope

Different colored versions of the 9" x 12" envelopes have been designed for business and promotional purposes. Usage of Gov head (Be A Gov!) logo for use only in admissions/recruitment student activity.



9" x 12" Envelope

not actual size



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



9" x 12" Marketing Envelope

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.

Name:

10.5 pt. Helvetica Bold
Red

Title:

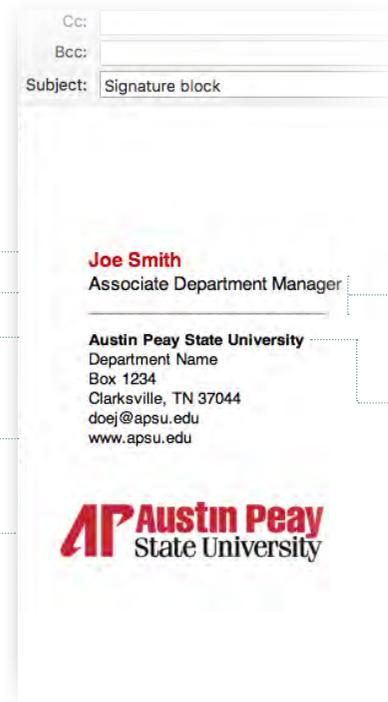
9 pt. Helvetica Regular
Black

9 pt. Helvetica Regular
Black
(all but Austin Peay name)

Optional:

Use of full color logo at the bottom is optional

Match size shown



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

University is set in Helvetica
Bold

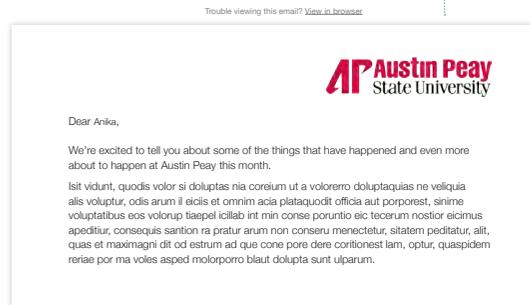
Email/Landing Page Marketing

The landing page should present visuals and messaging consistent with what audiences see in the various digital executions that lead them here, as a way to compel them to complete a call to action. Landing pages are used to identify and qualify leads, and provide them with specific, relevant information. Landing pages should be highly focused in messaging. Do not confuse the user with multiple calls to action or meandering content.

The primary content on the landing page should match the ad visitors clicked to get there.

For maximum effectiveness, the color of the button is different than any other color on the landing page.

Logo links to the home page. It also serves as a way for the visitor to verify the University's authenticity. Other times, visitors may enter the landing page unintentionally and providing this link helps the visitor re-orient.



News [View All News](#)

APSU embraces community with Foy Center's new outdoor camp for teens

The camp focuses on getting teens outdoors and offers activities ranging from hiking and biking to rock climbing and caving, all of which are offered in the Clarksville area.

APSU part of state's inaugural Food Waste Initiative

The Tennessee Department of Environment and Conservation (TDEC) announced the first group of participants in Get Food Smart TN - a statewide initiative aimed at reducing food waste.

Events [View Events Calendar](#)

May 17

Baseball vs. Eastern Illinois

Date: May 17, 2018
Time: 6 p.m.
Location: Raymond C. Hand Park

May 17

Campus Tour

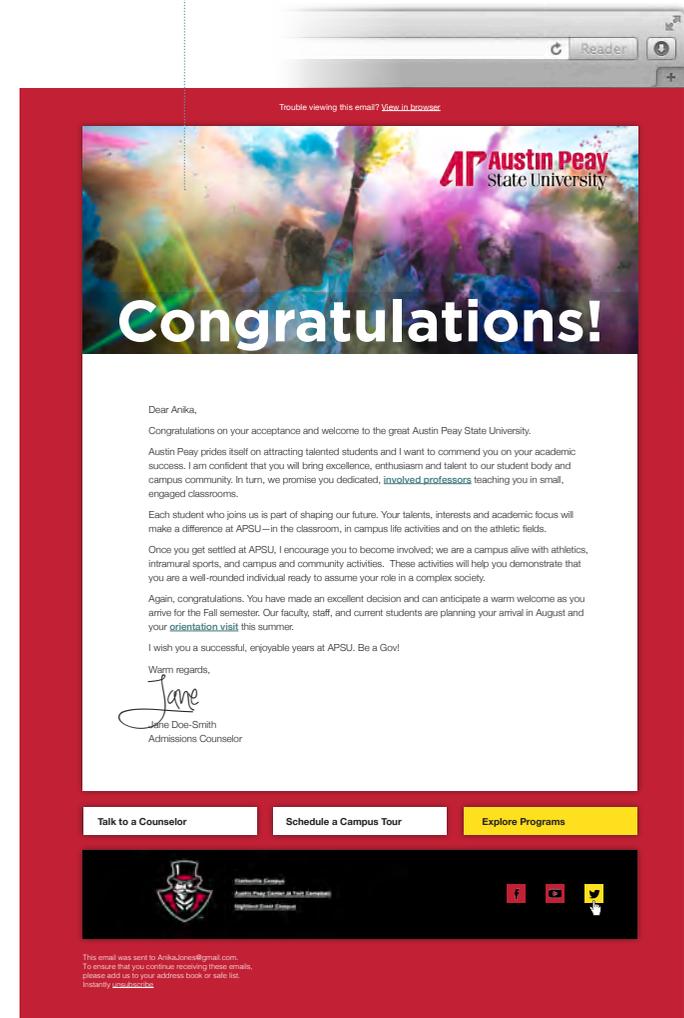
Date: May 17, 2018
Time: 9:30 AM - 11:00 AM
Location: University Center 307

Reserve Your Spot



This email was sent to: Anika.Doe@apsu.com
To ensure that you continue receiving these emails, please add us to your address book or safe list.
Inevitely [unsubscribe](#).

When possible use video. Conversion rates improve by almost 80% when a video is included on the landing page.

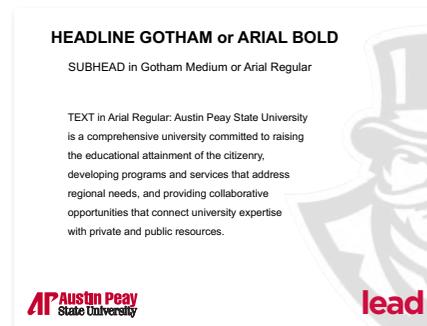
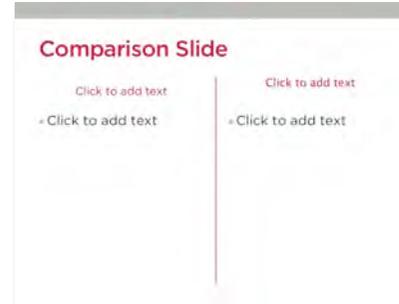
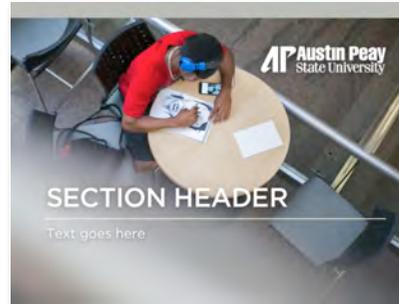
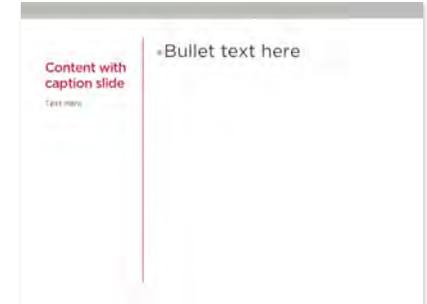
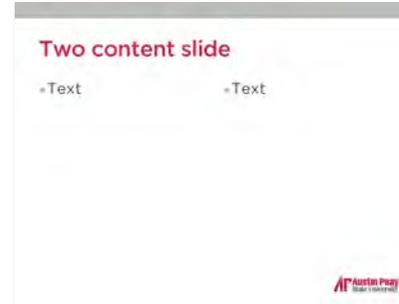


An incentive colleges typically give visitors is a discount on the application fee or provide a customized brochure for a specific program/interest if they fill out a form (not shown).

PowerPoint Templates

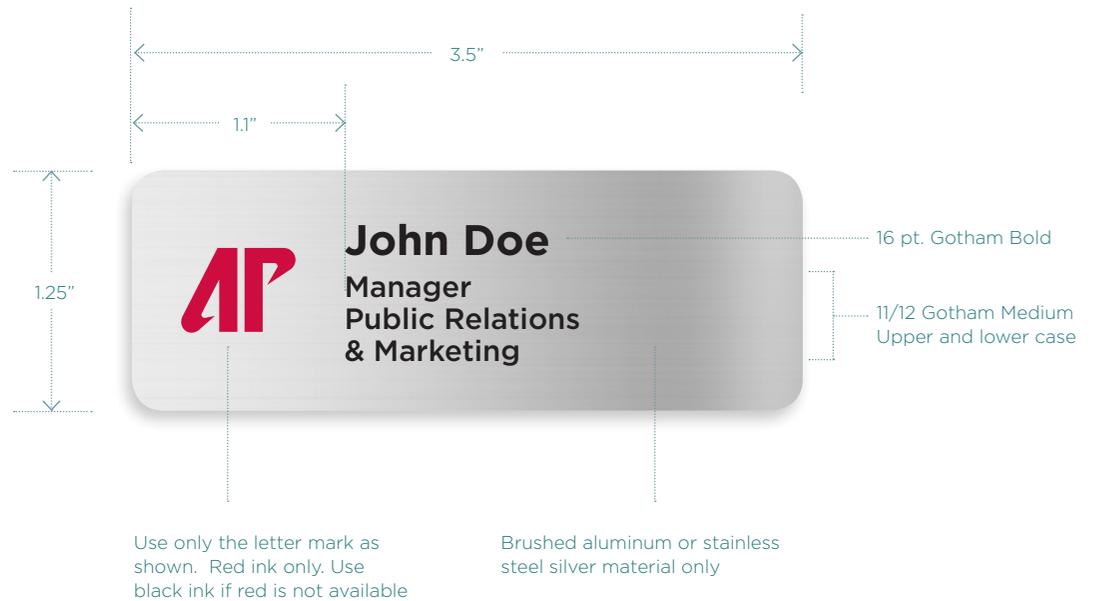
The predesigned set of PowerPoint slides provide consistent branding across all University presentations. The PowerPoint templates can be downloaded at [APSU.edu/identity](https://apsu.edu/identity).

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.



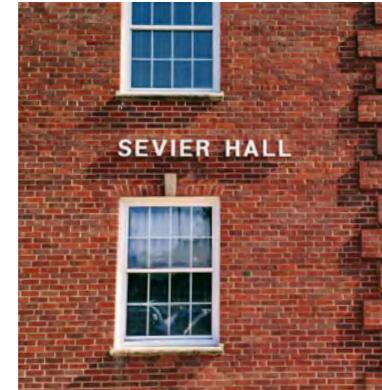
Campus Outdoor/Directional Signage

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



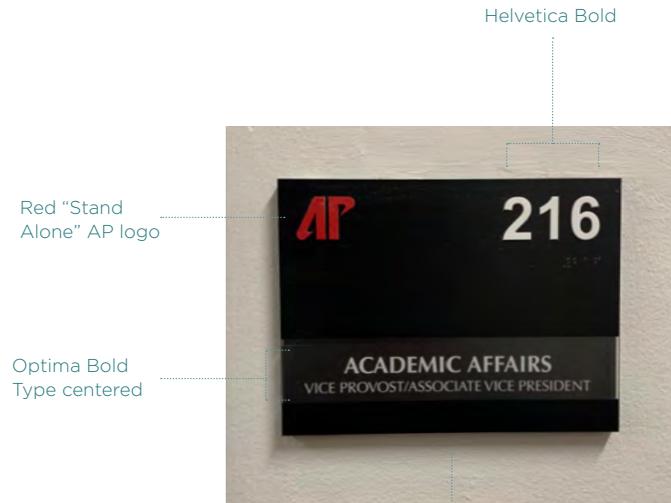
Interior/Office Signage

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.

Printing Services 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



Large Location
 On Glass
 60/70pt



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

Temporary Signage

Temporary signage around campus must use the same fonts and colors as other signage and branded APSU graphic materials. Use APSU primary colors only; secondary palette is off limits. Examples show a variety of possibilities, including fonts; iconography; APSU red, gray and black; all caps; caps and lower case; etc. These tools provide a range of options to create signage solutions for any message and should be displayed temporarily. Signs should be displayed no longer than two weeks. Keep copy short and to the point. Avoid using photography. For information contact:

APSU Printing Services
Phone 931-221-7187



- 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

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 governor 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 University logo (the full AP logo) or the department's unit identity (the AP with the department's name) and utilize the primary color palette exemplified 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 department ordering designs. Exceptions can only be made by PR and Marketing or External Affairs.

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.



Questions?

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

APSU Public Relations & Marketing

Browning, Room 206

Box 4567

Clarksville, TN 37044

Phone 931-221-7459

Email: logoapproval@apsu.edu



Our Foundation

The first step to establishing any type of messaging strategy and supporting tactics is fully understanding the foundation upon which that messaging will be built. Austin Peay State University (APSU) has put in extensive work as part of its Strategic Plan on identifying and clarifying its core values and its theme of Leading Through Excellence. Those core values are:

- Quality
- Community
- Innovation
- Globalization
- Collaboration

It's important to understand that while establishing core values is an essential exercise for any college or university, the way those values ultimately are expressed to various audiences is a different game altogether. For example, APSU's core values of innovation and community are important indicators of what people can expect from the experience we deliver, but when it comes to messaging we can't simply tell prospective students and their families that APSU is an innovative place with a supportive community.

Similarly, while taglines certainly serve a purpose—especially in a culture where gaining even just a few seconds of someone's attention is becoming harder by the day—it's crucial that any tagline being used is authentic to who APSU is, relevant to our intended audiences, and memorable.

With our current brand position *Leading Through Excellence*, we have to ask ourselves—what does this really mean, how

are we living this, and does it matter to those with whom we're trying to connect?

On that front, many of discussions surrounding this Brand Standards Guide centered on *Be a Gov!*. It's clear that *Be a Gov!* is popular among admissions, athletics, enrollment management, and students. As a recruiting call to action, *Be a Gov!* isn't going away anytime soon.

So to be clear, the charge with this endeavor is to establish creative standards that will guide APSU as it moves ahead in bringing the values and themes set forth in the Strategic Plan to life. The resulting messages will resonate with prospective and current students, parents, alumni, donors, faculty and staff, and the Clarksville community.



Messaging Ethos

The ethos is a verbal expression of the tone, attitude, and personality of the APSU brand, and should drive the overall feel of the University's messaging and design initiatives.

We are individuals. We are confident. We are bold.

We are artists and athletes, musicians and scientists, thinkers and doers.

We make more out of opportunities, because we expect more out of ourselves.

We believe in digging for new answers, and asking new questions.

We inspire not by what we say, but by what we do.

We're not daunted by the challenge.

We're not scared to fall and get back up.

We're not predictable, or common.

We think beyond the horizon.

We are humble, authentic, and proud.

This is who we are.

Together, in spirit.



Messaging Rationale

We're taking a very direct, honest, and powerful approach to messaging. This is important because, first and foremost, it's an accurate reflection of APSU as an institution and community.

With the Leading Through Excellence theme, the leadership aspect—as opposed to excellence—needs to be central to the messaging efforts. And at its core, leading is about giving a very clear vision of who you are and what you stand for, so that you can inspire others to follow. This explains the approach to the Messaging Ethos—being very clear about who APSU is, who it isn't, what it believes in, and what it strives for.

Additionally, this approach provides an opportunity to give more meaningful context to APSU's core values.

- **Collaboration** – We are artists and athletes, musicians and scientists, thinkers and doers.
- **Quality** – We make more out of opportunities, because we expect more out of ourselves.
- **Innovation** – We believe in digging for new answers, and asking new questions.
- **Leadership** – We inspire not by what we say, but by what we do.
- **Leadership** – We're not daunted by the challenge.
- **Leadership** – We're not scared to fall and get back up.
- **Globalization** – We think beyond the horizon.
- **Community** – Together, in spirit.

These are just examples from the Messaging Ethos itself. The idea is to avoid simply stating that APSU is about leadership, quality, innovation, collaboration, etc., and find more specific and inspiring ways to convey those core ideas—in more conceptual narrative copy as expressed above, through stories of student and alumni accomplishments, and in video profiles and social media, among others.

Finally, by using this straightforward approach to convey the characteristics of APSU and its people, we're clearing the path for a smooth, uncluttered connection between the broader Leading Through Excellence brand identity and the Be a Gov admissions campaign. In the broader brand messaging we're saying this is who we are, which plays directly into the idea of prospective students becoming one of us.



Messaging Tactics

Successfully implementing effective messaging takes a set of well thought out tactics so that APSU communications always have a solid home base from which to operate. Consistency is key, so when developing content keep these things in mind as they relate to taglines, headlines, body copy, and voice.

On Taglines...

With Leading Through Excellence identified as APSU's overarching institutional tagline, there are some important things to keep in mind.

- As a tagline, it's very broad and not terribly distinctive in the eyes of a younger audience that's being inundated with marketing materials, so we recommend limiting its use for certain audiences.
- Avoid having it appear front-and-center as the main messaging point on executions like billboards and the main feature area of the APSU homepage, simply because there are more effective ways to express the idea of "leading," as well as the core values, that will be more distinctive and more appealing.
- However, Leading Through Excellence is an effective tagline for the University's Advancement program. The tagline's sentiment and graphical treatment combines for a distinguished look and feel which would appeal to a slightly older audience.
- Except for Advancement initiatives, resist the temptation to use variations of the tagline with the core values, such as Leading Through Quality, Leading through Globalization, etc. Again, this emphasis will resonate with certain audiences. When using these

variations for Advancement initiatives, limit their use to avoid overkill and watering down the impact of the Leading Through Excellence tagline.

On Headlines...

One way to successfully express the essence of the Leading... theme is with headlines that are concise, specific, and powerfully bring the brand theme to life.

- Make sure headlines have a copy-like presentation and aren't graphically treated (as the Leading Through Excellence tagline is) to avoid audiences thinking they are taglines.
- Use headlines as main messaging points on things like billboards, print ads, and the main feature area of the homepage, as a way to give the broader core values and leading idea more meaningful context. Some examples include:
 - *We are together, in spirit.*
 - *Leading... is knowing that there are answers out there waiting to be found.*
 - *Leading... is inspiring by our actions, not our words.*
 - *We are artists and athletes, musicians and scientists, thinkers and doers.*
 - *We think beyond the horizon.*
 - *Never being afraid to fall and get back up—LEAD.*
- Headlines should be used on web pages, larger print ads, and publication spreads as an introduction to specific student and alumni stories that personify APSU's core values.

Messaging Tactics (continued)

On Body Copy...

When writing body copy it's important to keep several things in mind in order to ensure that the APSU story is being told effectively, as well as in a way that meets today's readers where they want to be met.

- Whether in print publications, ads, or in digital communications, keep copy concise. Don't let individual paragraphs exceed two or three sentences.
- Stay *on* brand, but don't get buried *under* the brand.
 - On brand means letting the *Leading* theme guide the content, with occasional direct references via a headline or introductory copy in a publication, and limiting the We are... editorial approach in longer form pieces.
 - Under the brand means overkill with continuous use of taglines, variations of taglines, and too many direct references to the theme within body copy.
- Make the copy engaging by working in second-person POV references (you) and finding ways to forge a connection between you and them by speaking directly to the reader.
 - *At Austin Peay, we know who we are. We believe in each other. And we empower our students with the skills, adaptive thinking, and habits of mind it'll take to lead the way in a constantly evolving world.*
 - *Students who aren't afraid of the challenge. Students like you.*
- When writing for full web pages or full pages within a publication like a viewbook, make the copy scannable. Break up the running narrative with bolded subheads, infographics, bulleted lists, and graphically treated testimonials.

- Take a storytelling approach by featuring interesting stories of student experiences and accomplishments, as well as those of faculty and alumni, keeping in mind that they will ideally have some kind of connection to leading and the core values. This is how to bring those values to life in the mind of your audiences.
- Keep testimonials short and "heroic" in nature.
 - *DO: "I always knew there was a leader in me. Austin Peay is where I found it."*
 - *DON'T: "As a student at Austin Peay there are so many opportunities to develop your leadership skills through things like student organizations, intramurals, planning campus activities and events, and student-led class projects. It's been really amazing taking advantage of those opportunities and I know that they'll pay off after I graduate and get out into the real world."*

On Voice...

Bold. Direct. Honest. That's what characterizes the voice and tone of the messaging here. While being powerful and inspiring with what we write is a good thing, it's important to avoid hyperbole or drifting into the land of marketing fluff.

- *DO: At Austin Peay, we make more out of opportunities, because we expect more out of ourselves. It's just who we are. And it's who we've always been.*
- *DON'T: At Austin Peay, we take opportunities to amazing new heights every day in a way you won't find at other universities. We dream big together and let our talents soar.*

Leading Through Excellence Logo

This logo serves as a visual foundation of the brand, and can be adapted to focus on various aspects of APSU's core foundations.

Leading
— *through*
EXCELLENCE

Combination Logo

The Leading Through Excellence logo can be paired with the primary University lettermark for more focused messaging.

Match all aspects of this example if creating new versions.

AP | *Leading through*
EXCELLENCE

Out-of-Home Advertising

These can take the form of billboards and other large advertisements out in heavily traveled areas and are a good opportunity to gain exposure for the APSU brand.

Out-of-Home Advertising: Printed Poster or Digital

A large single image should dominate the space available.



Red border bar with right-aiming arrow bleeds off bottom edge

In this example the border bar is also used to contain information including the APSU logo, web address, and Leading Through Excellence logo.

Large transparent themeline type is placed over image.

Small Brochures

The following demonstrates how the brand identity could be brought to life in the form of a rack size brochure.



Bleed image

Brochure title is set in Revolution Gothic Bold 25/25 and centered in a red box with a 2 pt. white rule.

.625" (5/8") border bleeds off top edge

Body copy is set in 10/13 Gotham Light Black.

Subheads are set in 10/13 Revolution Gothic. Red.

Inside Spread

Math Degree Options

Why Math at Austin Peay?

At APSU, you can concentrate on one of four options:

- Mathematics
- Actuarial Science
- Mathematics Education
- Statistics

APSU is one of the few institutions to offer undergraduate programs in statistics and actuarial science. Whichever concentration you decide, you will have the opportunity to conduct undergraduate research with internationally recognized scholars, attend regional and national conferences, and to participate in the Galois Math Club and the Tennessee Epsilon Chapter of Pi Mu Epsilon, the national mathematics honor society. APSU's Department of Mathematics and Statistics often places graduates in competitive graduate programs.

What Will I Learn?

The Bachelor of Science Degree in Mathematics consists of either the Mathematics major or three different concentrations: Mathematics Education, Statistics, and Actuarial Science. Go to our Majors and Concentrations page for more information on further requirements for each concentration.

Mathematics Major Core

- MATH 1910 - Calculus and Analytic Geometry I | 4
- MATH 1920 - Calculus and Analytic Geometry II | 4
- MATH 2110 - Calculus III | 4
- MATH 3010 - Introduction to Mathematical Reasoning | 3
- MATH 3450 - Linear Algebra | 3
- MATH 4240 - Probability | 3
- MATH 4450 - Mathematical Models | 3
- MATH 4810 - Senior Seminar | 1

25 Hours

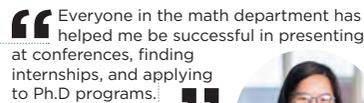


Mathematics Concentration

The purpose of the Mathematics option is to give students an understanding of the structure of mathematics, to stimulate their interest in research, and to prepare them for future work or further study in Master's or Ph.D. programs.

Mathematics Education Concentration

School systems are always in need of graduates to teach and inspire our next generation of doctors, scientists, engineers, and mathematicians. The Mathematics Education concentration prepares math teachers for grades 7-12, although additional coursework in education is also required.



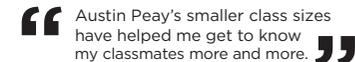
Lead Innovation

Actuarial Science Concentration

Actuarial science is the use of mathematics and statistics to study and manage risk, to evaluate the probabilities of future events occurring and find ways to decrease or reduce the impact of negative events. Actuaries combine their skills in math, statistics, finance, and economics to solve problems in government, or the insurance or financial industries.

Statistics Concentration

Statistics is the science of gathering and analyzing data. Statisticians are employed all over the world in many capacities; determining effectiveness and safety of new medicines; quality control in manufacturing; estimating probable payoffs for insurance companies; analyzing consumer demand; planning social services by government agencies.



KATHERINE KREUSER
Junior



The example shown measures 3.5" x 8.5" when folded and trimmed.

Quotes are 10/12 Gotham. Leading quotemark is a 2 line drop-cap.

Flyers/Postcards

Flyers that feature the Leading Through Excellence logo are a good way to deliver highly focused messaging with concise copy and the logo presented smaller towards the bottom.

PHYSICS

If you can touch it or imagine it, it's physics. The physics major is a customizable degree built to teach different tools to solve complex problems (experimental, theoretical, and computational).

Physics students go on to graduate schools to study physics, engineering and computer science, while graduates can be found working in a variety of disciplines, such as physics, engineering and astronomy.



Lead Innovation

JEREMIAH SIMMONS
Applied Physics/OTC

apsu.edu/physics

AP Austin Peay State University

Leading EXCELLENCE



DOMINIC CRITCHLOW
Physics/High Altitude Balloon Team Lead

BE A GOV!

ENGINEERING PHYSICS

Interested in solving real-world problems? Engineering physics majors are trained to bring unique problem-solving approaches to issues in industrial research and development where traditional approaches may fail.

Graduates find careers in high-tech, industrial and manufacturing settings to solve real-world design and implementation problems.

JO LYNN TYNER
Physics

APU is an Equal Opportunity Institution. All decisions are based on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by APSU. http://www.apsu.edu/policy/Policies/EEO.

Postcard

Flyer

THE COLLEGE OF GRADUATE STUDIES

Want to attend APSU at the same time as your student/child?
Consider earning a master's degree from Austin Peay.



WHY GET A MASTER'S DEGREE AT AUSTIN PEAY

- Earn on average, \$12,000 more per year than with a bachelor's degree.
- 33 total programs offered
- 18 programs are online
- No specific undergraduate degree is required for many graduate programs
- Many degree programs can be completed in one year

TO APPLY FOR ADMISSION

- Apply at www.apsu.edu/grad-studies.
- Pay \$45 application fee.
- Bachelor's degree with minimum 2.5 GPA required.
- Submit official GRE, GMAT, or MAT scores (if required).
- Request official transcripts from previous institutions.

HOW MUCH DOES IT COST?

Credit Hours	In State	Out of State
1-10	\$503 per credit hour	\$1,202 per credit hour
11+	\$85 per credit hour	\$225 per credit hour

CONTACT US

College of Graduate Studies
gradadmissions@apsu.edu
931-221-7662

• Federal aid is available through fafsa.gov.

AP Austin Peay State University

Leading EXCELLENCE

Austin Peay State University does not discriminate on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by APSU. http://www.apsu.edu/policy/Policies/EEO.

PowerPoint

This demonstrates how the Leading Through Excellence identity is incorporated into PowerPoint presentations, in comparison to the PowerPoint presentations covered earlier in the manual that don't feature the Leading Through Excellence logo.

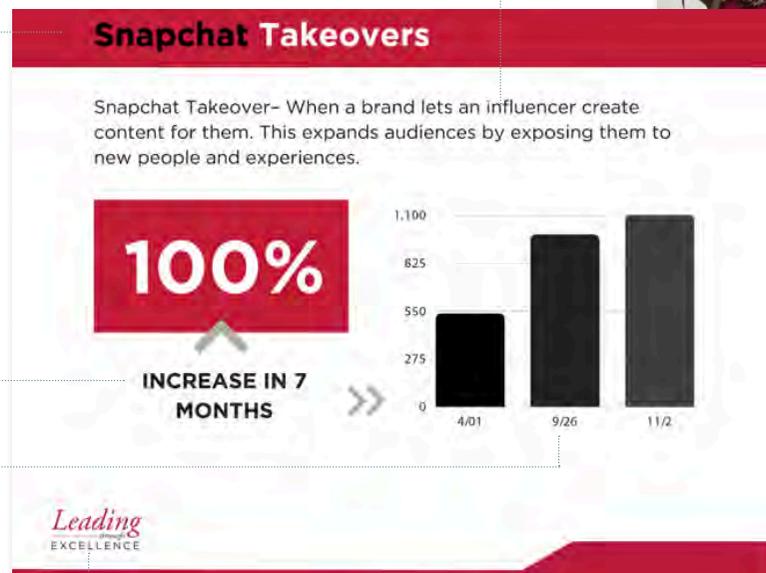
Title page incorporates a full bleed image when possible.

Title page



Interior Page

Text is Gotham regular.



Snapchat Takeovers

Snapchat Takeover- When a brand lets an influencer create content for them. This expands audiences by exposing them to new people and experiences.

100%
INCREASE IN 7 MONTHS

Date	Value
4/01	500
9/26	1000
11/2	1000

Leading Through EXCELLENCE

Gotham Bold is used for all headings and subheads.

Graphics within should use only APSU colors and fonts.

Footer consisting of angular bar and Leading Through Excellence logo is common to every page except for the front title page.

Homecoming

Leading Through EXCELLENCE

College Fairs

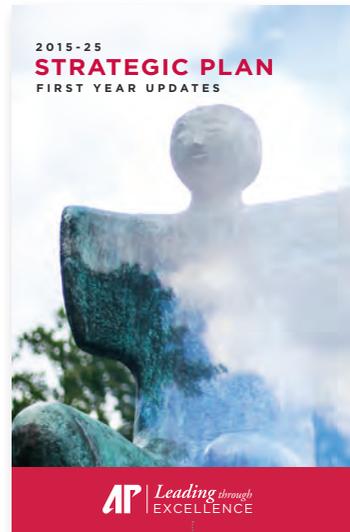
Table top display and banners are used to identify APSU's booth and representatives only. All other information can be communicated through discussion, digital presentation, and other printed materials.



Pop-up Banner

Brochures

The following demonstrate how the brand identity could be brought to life in the form of brochures.



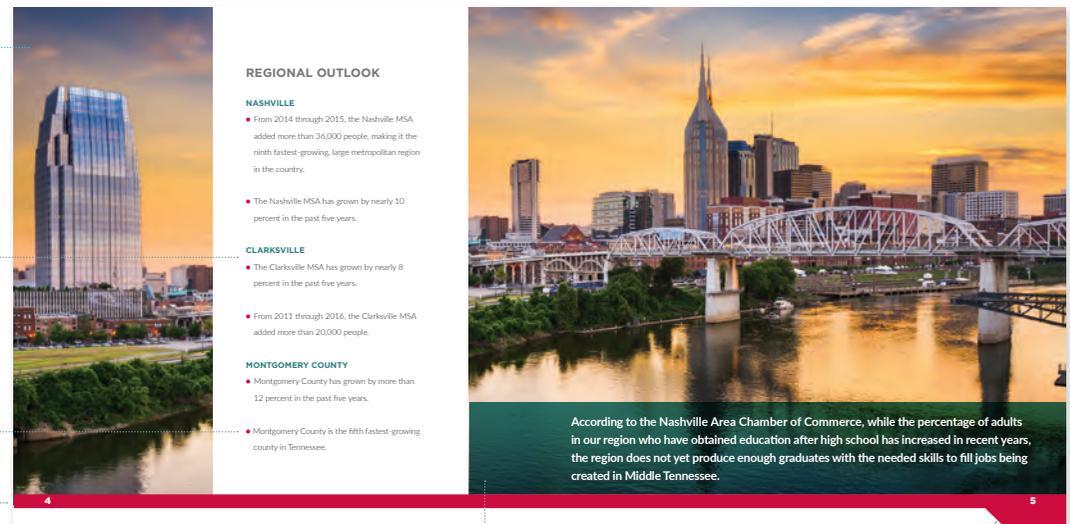
Front Cover

Leading Through Excellence brand campaign logo centered in red full-bleed bar serves as a foundation for cover content.

Inside Spread



Inside Spread



Bleed images when possible.

Accent colors such as dark teal are used on subheads, bullets, charts and graphs, etc.

Red should always be the dominant color throughout.

A transparent color overlay is an effective way to place copy over an image. Shown is dark teal with Gotham type set in white.

Shown is an optional 45° degree angle.

Advertising

Recruitment ads present an excellent opportunity to showcase the Leading Through Excellence logo and identity to prospective student audiences.

lead

"APSU has continuously challenged and pushed me to become the person I am today."

CELESTE MALONE,
Graduate Communication

Find out more about who you'll become at Austin Peay State University.

apsu.edu **AP Austin Peay State University**

Lead Tomorrow

"When I visited Austin Peay, I fell in love with this place and its opportunities."

WUGA'S AIMEED
Biology/Pre-Med

lead

Find out more about who you'll become at Austin Peay State University.

apsu.edu **AP Austin Peay State University**

Lead Creativity

"Everything about my story is tied to music: it's my passion; it's my love; it's going to be my job - it's everything to me."

EBRAHIMUEL HEJEUN
Music

We challenge the imagination, spur artistic vision and perform with passion. Whether you're earning a standing ovation for an on-stage performance, producing award-winning documentary films or studying poetry at Robert Frost's summer home, the opportunity to pursue your passion has no bounds at Austin Peay.

Lead Innovation

"My hands-on internship experience was more than just shadowing someone; the real work I did solidified my desire to be a nurse."

JESSICA SWEARS
Nursing

It's not all white coats and laboratories although, yes, we have those, too. Maybe you'll shimmy through caves to research bats, bring a robot to life with newfound programming skills or launch a balloon into near space. You'll make more out of opportunities, and expect more out of yourself.

Lead Tomorrow

"My professors have always asked me to think about how I can take what I'm already good at and use that to help a bigger group of people than I have before."

JOSHUA REES
Foreign Language

We'll help you bring out your best, whatever your best may be. The future you create is up to you, but it all starts here.

apsu.edu **AP Austin Peay State University**

Find out more about who you'll become at Austin Peay State University.

Color Palette

The color standards that apply to the APSU logos are detailed here. Color placement and specifications should not be altered.

This color palette is to be used for all APSU materials whether it be identity or branding without variations or exceptions.

PANTONE® is a registered trademark of PANTONE® Inc.



RED

Pantone 200

Process:

C: 0

M: 100

Y: 65

K: 15

Madeira: 1184

R: 196

G: 30

B: 58

HTML: C41E3A



BLACK

Black

Process:

C: 0

M: 0

Y: 0

K: 100

Madeira: 1000

R: 0

G: 0

B: 0

HTML: 000000



SILVER GRAY

Pantone 429

Process:

C: 6

M: 0

Y: 0

K: 34

Madeira: 1011

R: 173

G: 175

B: 170

HTML: ADAFAA

Questions?

For more information regarding the Austin Peay State University Leading Through Excellence brand campaign, or for specific details regarding use, please contact:

APSU Public Relations & Marketing

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Box 4567
Clarksville, TN 37044
Phone (931) 221-7459
Email: moorel@apsu.edu