
AZUSA PACIFIC UNIVERSITY LOGO STANDARDS

Graphic standards give an audience faster recognition of who we are in the marketplace. This is particularly important given that Azusa Pacific University is a vibrant, growing organization. Much of the university's success lies in our ability to communicate meaningfully with many different audiences. An effective identity program advances this purpose.

The purpose of the Azusa Pacific University identification program is to project an image of the organization – in a systematic method – to its audience that is consistent with its goals and objectives. This identification system is intended to establish and maintain positive public recognition of Azusa Pacific University in domestic and international communities.

When a system of identification is effective, and each visual statement is compatible with the others and consistent

with the organization's style and objectives, a strong and unmistakable profile results. This profile projects a personality and character that works subtly yet powerfully to support all of the organization's activities.

To ensure the identity's strong impact, do not modify or distort the trademark.

When it is necessary for the department name to accompany the logo, the following specifications must be used for appropriate usage. Department title is *NEVER* to be substituted for "University" in logotype.

Please email logorequest@apu.edu or call Ext. 4500 with questions regarding proper implementation or to request a department-specific logo.



2-COLOR PMS TRADEMARK



1-COLOR TRADEMARK WITH
SCREEN TINT BLACK

1-COLOR TRADEMARK BLACK



DEPARTMENT-SPECIFIC
APPLICATIONS

Internal Office Use

External Office Use