

AZUSA PACIFIC UNIVERSITY

UNDERGRADUATE ADMISSIONS BRAND GUIDELINES

VERSION 1.2 | MAY 30, 2023

APU

GOD FIRST SINCE 1899



The Undergraduate Admissions Brand Guidelines is provided by the Division of Strategic Communication and Engagement for Azusa Pacific University as a resource to ensure brand implementation is consistent.

We recommend that offices, schools, and departments on campus, as well as outside partners, use this guide when creating content and design geared toward the traditional undergraduate student population to ensure effective communication and adherence to university brand standards.

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↑ STUDENT AMBASSADORS | WEST CAMPUS

LOGOS & WORDMARKS

APU Crossrocks Logos

All UGA brand collateral should contain the APU Crossrocks Logo in either the Stacked or Horizontal format. For collateral pieces that use the logo in multiple places, try to use the same logo format throughout for consistency.

The following examples illustrate the correct usage of the APU logo on various color backgrounds. The APU logo should only be used on these specific color backgrounds unless otherwise approved by SCE.



Stacked Logo



Horizontal Logo

IT IS UNACCEPTABLE TO ALTER THE **APU LOGO** IN ANY MANNER.



2-color logo on White background



2-color logo on Bone White background



2-color logo on Soft Taupe background



Black logo on White background.
May also be used on Bone White or Soft Taupe.



White logo on Brick Red background



White logo on Black or Slate Black background

APU Wordmark

2-Color Versions

The APU Wordmark has been created specifically for use in UGA brand materials. It's a quick visual read that promotes the familiarity of Azusa Pacific University in the way many people refer to it, therefore-APU.

The APU Wordmark is to be used on the covers or the front side of marketing pieces and the APU Crossrocks Logo (ie. parent brand logo) should be used on the back cover or reverse side. In instances where the product only has one side, the APU Crossrocks Logo should be used instead of the APU Wordmark (ex. billboards).

The following examples illustrate the correct usage of the APU Wordmark on various color backgrounds. The APU Wordmark should only be used on these specific color backgrounds unless otherwise approved by SCE.



IT IS UNACCEPTABLE TO ALTER THE **APU WORDMARK** IN ANY MANNER.



Black APU on White background



Black APU on Bone White or Soft Taupe background



White APU on Black background



White APU on Slate Black background



White APU on Brick Red background

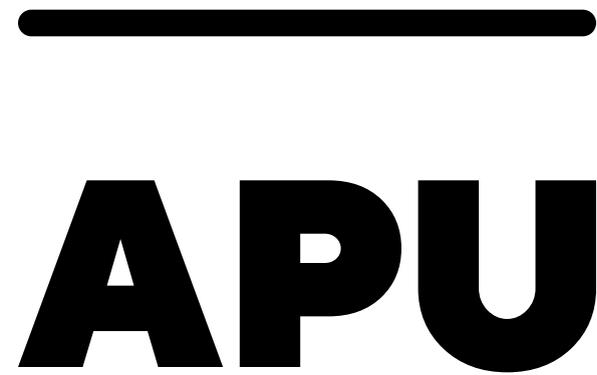


White APU on Dark Brick background

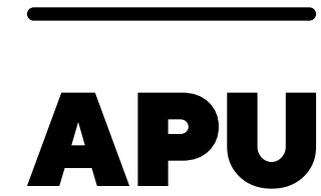
APU Wordmark

1-Color Versions

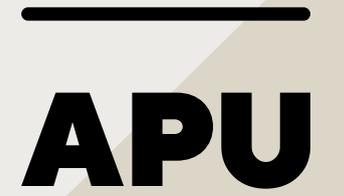
The 1-color versions of the APU Wordmark are only to be used on 1-color print pieces.



IT IS UNACCEPTABLE TO ALTER THE **APU WORDMARK** IN ANY MANNER.



Black APU on White background



Black APU on Bone White or Soft Taupe background



White APU on Black background



White APU on Slate Black background



White APU on Brick Red background



White APU on Dark Brick background

COLOR

Color Palette

The UGA color palette is rooted in the Brick Red and Black colors of the APU parent brand and is enhanced by accent colors to create additional visual interest within the design applications. Specifically, the addition of the Slate Black color elevates and softens the presentation of black, slightly reducing the contrast to soften the look. Warm neutrals and accent colors have been added to expand the palette, providing a sophisticated energy that is appropriate for the undergraduate audience.

APU Parent Brand & Logo

VIBRANT RED
PMS RED 032 C

CMYK 0 / 90 / 70 / 0
RGB 239 / 64 / 74
HEX #EF404A

BRICK RED
PMS 1807 C

CMYK 24 / 91 / 78 / 16
RGB 168 / 53 / 58
HEX #A8353A

DARK BRICK
PMS 188 C

CMYK 30 / 92 / 72 / 30
RGB 137 / 47 / 54
HEX #892A36

APU Parent Brand & Logo

PURE BLACK
100% BLACK

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000

SLATE BLACK
95% BLACK

CMYK 0 / 0 / 0 / 95
RGB 51 / 49 / 51
HEX #333133

SLEEK SILVER
PMS 877 C

**For use in print only.*

PURE WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

BONE WHITE
PMS WARM GRAY 1 C

CMYK 6 / 5 / 6 / 0
RGB 237 / 235 / 232
HEX #EDEBE8

SOFT TAUPE
PMS 7527 C

CMYK 13 / 12 / 19 / 0
RGB 220 / 214 / 201
HEX #DCD6C9

PEACEFUL PEACH
PMS 714 C

CMYK 0 / 25 / 50 / 0
RGB 253 / 198 / 137
HEX #FDC689

ALPINE BLUE
PMS 3105 C

CMYK 65 / 0 / 15 / 0
RGB 57 / 194 / 216
HEX #39C2D8

ROYAL PURPLE
PMS 274 C

CMYK 100 / 100 / 35 / 30
RGB 36 / 31 / 85
HEX #241F55

Accent Color

Accent Color

** Used only in dutone photos*

Color Usage

While the UGA color palette is diverse, it should be used thoughtfully with attention to the ratios displayed on this page. The Brick Red, Slate Black, and White colors should lead to maintain cohesion with the APU parent brand, and the accent colors can be used to diversify the visual language in various ways. See the Design section for examples of color usage.

NOTES:

Slate Black should be used as the default "black" color in UGA brand applications.

Pure Black color is used specifically in the APU crossroads logo as it pertains to the parent brand.

Sleek Silver is reserved for specific print contexts as it pertains to photo treatments.

Royal Purple is only to be used as part of duotone photo treatments.

BRICK RED

PURE WHITE

SLATE BLACK

BONE WHITE

SOFT TAUPE

PEACEFUL PEACH

ALPINE BLUE

VIBRANT RED

DARK BRICK

PURE BLACK

SLEEK SILVER

ROYAL PURPLE

TYPOGRAPHY

Primary Typefaces

The UGA brand typefaces are both modern and classic. They support the forward trajectory of the UGA brand while maintaining sophistication that is appropriate and consistent with the parent brand.

TT Norms Pro is a modern sans serif font that offers a variety of weights. As such, this typeface can be used to create an appropriate visual hierarchy and balance between headlines and accent type. Minion Pro brings sophistication and legibility to body copy and is consistent with the body copy used for the APU parent brand.

HEADLINES

Aa

TT NORMS PRO / VARIOUS WEIGHTS

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789!@#%&?

BODY COPY

Aa

MINION PRO / VARIOUS WEIGHTS

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789!@#%&?

Alternate Typefaces

In situations where TT Norms Pro is unable to be used, the following typefaces may be used as a substitute. When using these alternates, it is important to match the font weight to TT Norms Pro to maintain congruency in the UGA brand. This page displays the relationship between the primary brand fonts and the alternate options.

PRIMARY BRAND FONT

TT NORMS PRO EXTRABOLD
TT NORMS PRO BOLD
TT NORMS PRO MEDIUM
TT NORMS PRO REGULAR

The following TT Norms Pro fonts are not currently being used, but may be explored at later time:

TT NORMS PRO HEAVY
TT NORMS PRO BLACK
TT NORMS PRO LIGHT
TT NORMS PRO EXTRALIGHT
TT NORMS PRO THIN

ALTERNATE #1

PROXIMA NOVA EXTRABOLD
PROXIMA NOVA BOLD
PROXIMA NOVA SEMIBOLD
PROXIMA NOVA REGULAR

The following Proxima Nova fonts are not currently being used, but may be explored at later time:

PROXIMA NOVA BLACK
PROXIMA NOVA MEDIUM
PROXIMA NOVA LIGHT
PROXIMA NOVA THIN

ALTERNATE #2

PROMPT EXTRABOLD
PROMPT BOLD
PROMPT MEDIUM
PROMPT REGULAR

The following Prompt fonts are not currently being used, but may be explored at later time:

PROMPT BLACK
PROMPT LIGHT
PROMPT EXTRALIGHT
PROMPT THIN

Type Usage

The following specifications are the default values for creating adequate hierarchy in typesetting the UGA brand. Typesetting specifications may vary as needed for the given context yet it will be important to maintain visual consistency between all marketing pieces as it pertains to font weight, kerning of headline type, color application, and ratio of font sizes between headlines and body copy. For example, larger marketing pieces such as posters and billboards will need a larger font size for headlines. Please refer to the Design section for examples of how to implement type styling.

HEADLINES

H1
 TT Norms Pro Extra Bold
 Style 1: All caps
 Style 2: Solid color fill (A)
 Style 3: 1 pt outline (B)
 Size: 40 pt
 Leading: 40 pt
 Tracking: 0

HEADLINE 1A
HEADLINE 1B

H2
 TT Norms Pro Bold
 Style: Upper lower
 Size: 24 pt
 Leading: 28 pt
 Tracking: 0

Headline 2

H3
 TT Norms Pro Extra Bold (A)
 TT Norms Pro Regular (B)
 Style: All caps
 Size: 18 pt
 Leading: 24 pt (variable)**
 Tracking: 150

HEADLINE 3A
HEADLINE 3B

H4
 TT Norms Pro Extra Bold
 Style: All caps
 Size: 14 pt
 Leading: 18 pt
 Tracking: 0

HEADLINE 4

* The H1b headline should only be used in conjunction with the H1a headline and not as a standalone headline treatment. For the initial launch of the UGA brand, it is best to use this headline treatment on interior pages and not on covers, but we may introduce this type treatment on covers or in social media contexts at a later time. (see Design section)

BODY COPY + ACCENT TYPE

At APU, you'll discover where your passion meets your purpose and how your faith fosters action. Through APU's innovative, values-based education, with a focus on compassionate service, you will become a leader who follows after God's own heart.

BODY COPY
 Minion Pro Regular
 Style: Upper lower
 Size: 11 pt
 Leading: 14 pt
 Tracking: 0
 Space After: 0.125

apu.edu/stories

WEBSITE URLS***
 TT Norms Pro Medium
 Style: Upper lower
 Size: 10 pt
 Leading: 12 pt
 Tracking: 0

GOD FIRST SINCE 1899

GOD FIRST TAG
 TT Norms Pro Extra Bold
 TT Norms Pro Medium
 Style: All caps
 Size: 9 pt
 Leading: 12 pt
 Tracking: 100

CHRIST | SCHOLARSHIP | COMMUNITY | SERVICE

CORNERSTONES TAG
 TT Norms Pro Extra Bold
 TT Norms Pro Regular (pikes)
 Style: All caps
 Size: 7 pt
 Leading: 9 pt
 Tracking: 50

PSYCHOLOGY 101 | EAST CAMPUS

PHOTO LABELS
 TT Norms Pro Bold
 Style: All caps
 Size: 7 pt
 Leading: 9 pt
 Tracking: 150

** Use more leading in specific areas of the design to separate certain headings. ex. When vertically displaying the four cornerstones over a large photo. (see Design section)

*** Website URLs should be featured within the rounded rectangle design element. (see Design section)

PHOTOGRAPHY

Photo Selections

Photos should be high-quality images that showcase the APU brand and promote its commitment to *God First*. Photos of students, faculty, and staff should reflect our diversity and capture the warm, welcoming spirit of our community. Photos of campus should represent the university's Southern California location well, highlighting its attractive landscaping, surrounding mountains, and blue skies.

To Request Photos:

SCE has an extensive library of professional photos showcasing APU's campus, classes, and community. If you would like a copy of a university-related photo, please fill out the **Photo Request Form** and email the completed form to stratcomm@apu.edu.

Note: Please allow approximately 5-10 business days for SCE to complete your photo request.

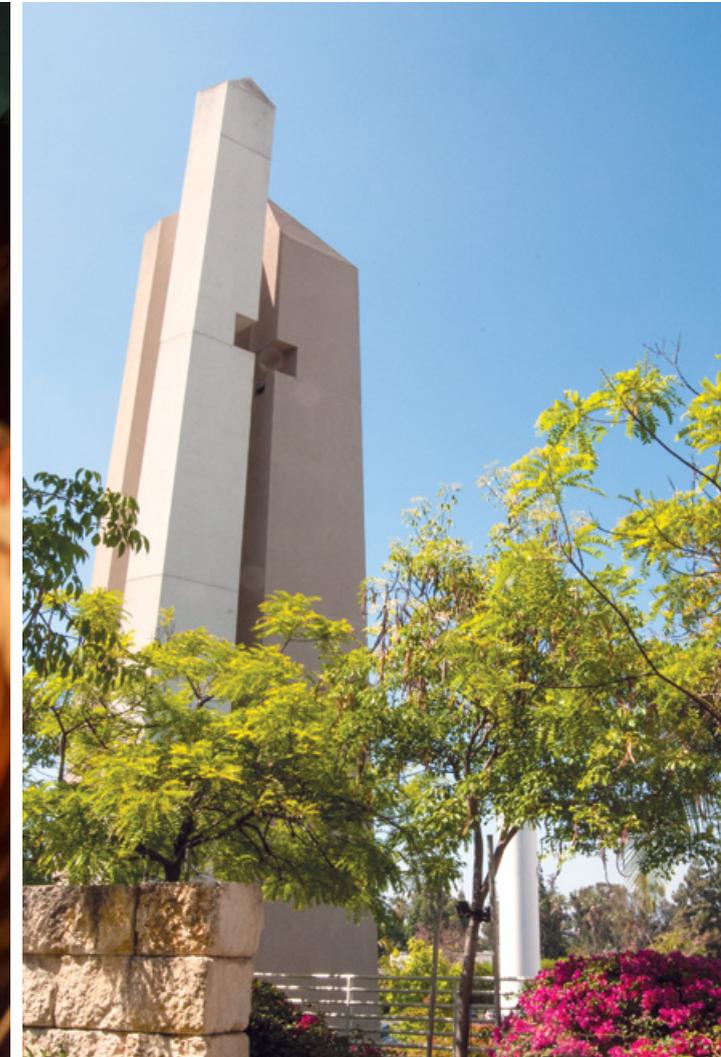


Photo Treatments

"Silver" Effect

The following example displays how a photo may be treated for use in UGA collateral. See the Design section for example usage.

Silver Effect Formula:

- Convert color photo to grayscale.
- Apply a high contrast adjustment to push the highlights and black values of the image. This may look overly contrasted initially, but it will effect the final silver result. Test and readjust values as needed.
- Picture box fill = 55% Black*
- Photo fill = 100% Black*
- Photo opacity @ 85%*

* Values listed above are applied to a grayscale Tiff image in Adobe InDesign. Similar treatments can be applied in Adobe Photoshop. These values will need to be adjusted per the specific photo being used.

** This photo treatment can be developed further in print by using silver ink to enhance the "silver" effect.



Original Color Photo



Modified Silver Effect Photo

Photo Treatments

"Duotone" Effect

The following example displays how a photo may be treated for use in UGA collateral. See the Design section for example usage.

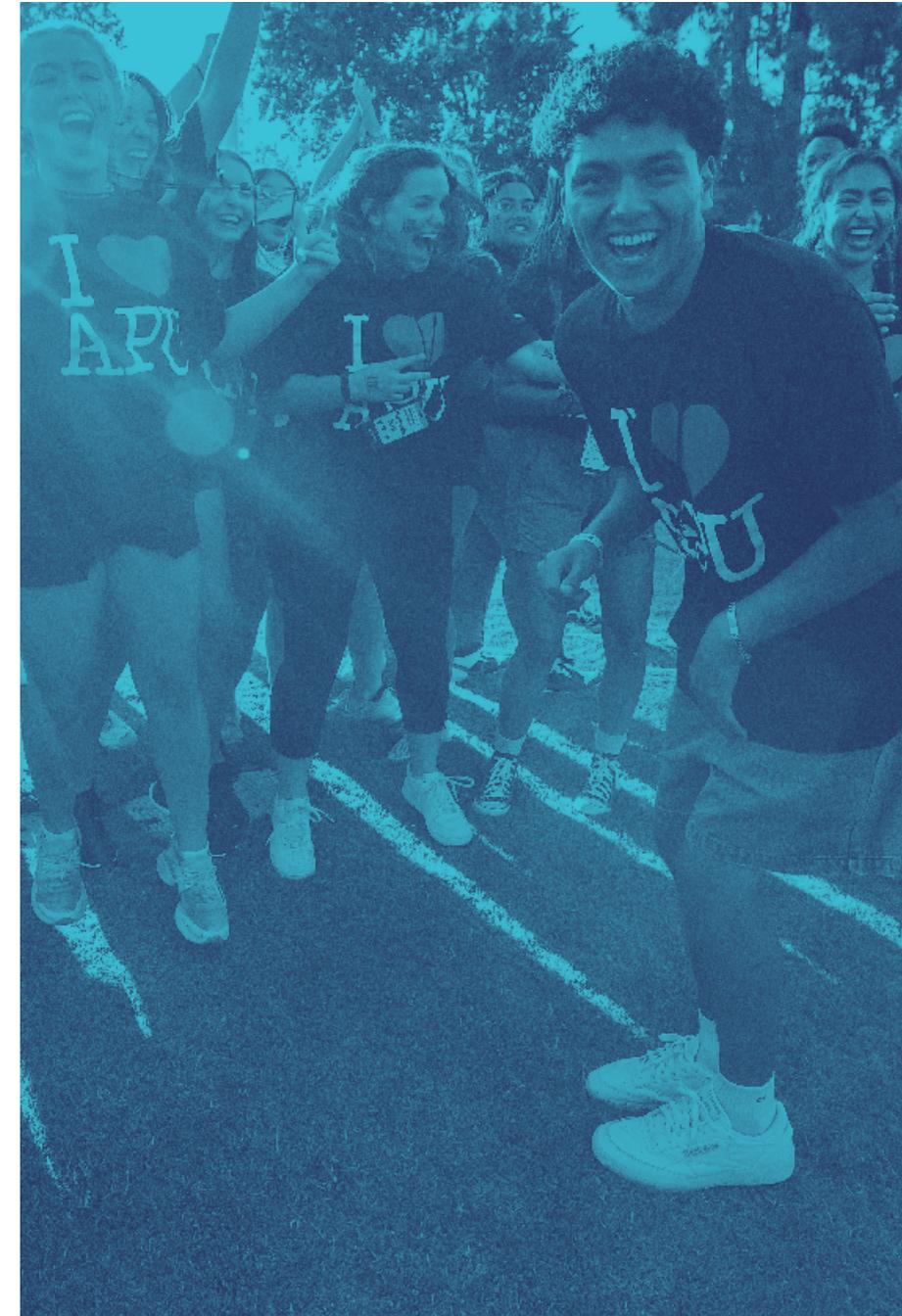
Duotone Effect Formula:

- Convert color photo to grayscale image.
- Adjust contrast as needed to enhance highlights, midtones, and blacks.
- Picture box fill = 100% Alpine Blue*
- Photo fill = 100% Royal Purple*

** Values listed above are applied to a grayscale Tiff image in Adobe InDesign. Similar treatments can be applied in Adobe Photoshop.*



Original Color Photo



Modified Duotone Effect Photo

DESIGN

Design Elements

The following design elements, in conjunction with the brand colors, logos, photos, and typography, are used in various ways to create the visual language for the UGA brand. Please refer to the design comps in the Design section to see examples of how these elements are used and for usage specifications.



Rounded Keyline



Accent Arrow



Rounded Rectangle Outline



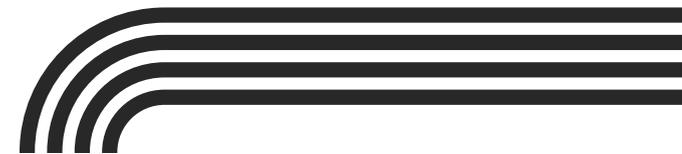
Rounded Rectangle Fill



Rounded Edge Box



Cornerstones Track (Half)



Cornerstones Track (Quarter)

Rounded Keyline

- Line Weight = 4 pt*
- Vibrant Red
- Rounded cap on both sides

Rounded Rectangle Outline

- Line Weight = 1 pt
- Vibrant Red
- Adjust corner radius value to make a perfectly rounded end cap on both sides

Rounded Rectangle Fill

- Variable colors from UGA color palette
- Adjust corner radius value to make a perfectly rounded end cap on both sides

Rounded Edge Box

- Corner Radius = 0.25"
- Various colors
- Used for photo boxes and grids
- Can have 1, 2, 3, or all sides be rounded pending the design context.
- See Design section for example usages.

Accent Arrow

- Vibrant Red
- Size = 0.25" x 0.25"

Cornerstones Track (Half)

- Various colors
- One side should be cropped off of the page (left or right side is acceptable)
- Use sparingly to feature cornerstones text and/or to add visual interest.
- See next page for additional details.
- See Design section for example usages.

Cornerstones Track (Quarter)

- Various colors
- Two sides should be cropped off of the page, splitting the track in half.
- Use sparingly to add visual interest.
- See next page for additional details.
- See Design section for example usages.

Cornerstones Track

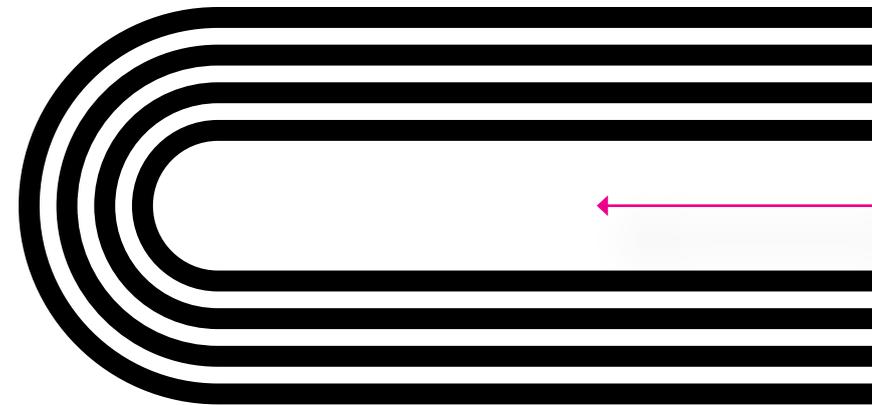
The Cornerstones Track is to be used sparingly within UGA materials for intentional moments of visual embellishment. Please be mindful to *not overuse* this design element.

Usage Parameters:

- Do not use on covers or the front side of communication pieces.
- Use in a subtle or minimal manner within a multi-page communication, such as the UGA Viewbook or UGA Small GIB. But please do not use on every page.

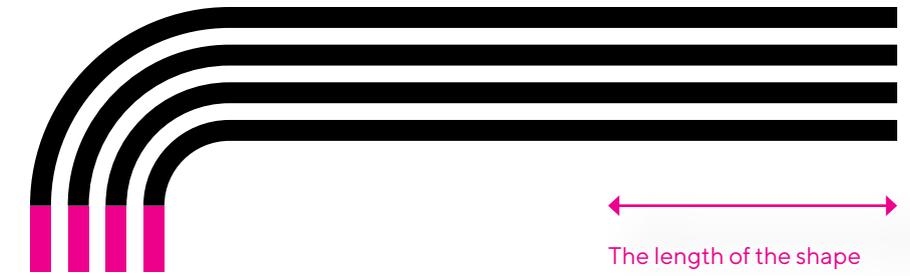
For usage questions, please contact SCE at stratcomm@apu.edu.

Cornerstones Track (Half)



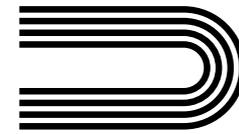
The length of the shape can be adjusted to be longer or shorter.

Cornerstones Track (Quarter)



The bleed will need to be added to the curved edge for print contexts.

The length of the shape can be adjusted to be longer or shorter.



YES

Okay to flip the track.



YES

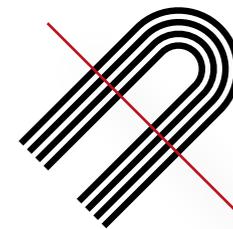


YES



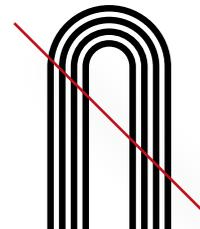
YES

Okay to flip the track while keeping the horizontal orientation.

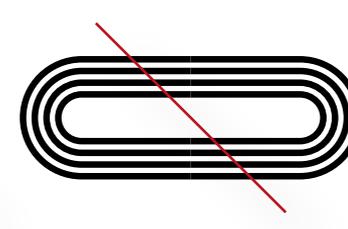


NO

Do not rotate the track to be on a diagonal or to be used vertically.

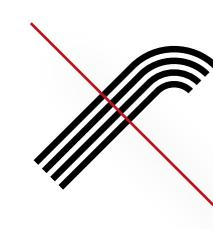


NO



NO

Do not use a full track shape.

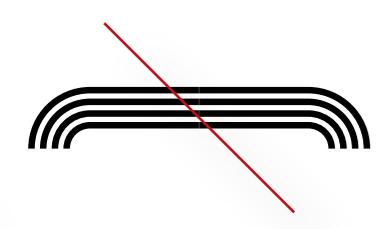


NO

Do not rotate the track to be on a diagonal or to be used vertically.



NO



NO

Do not use a quarter curve on two sides.

Cover Design Sample

Cover designs may take on a variety of compositions using the UGA design elements. The following cover designs display a few sample layouts. The design specifications listed here are specific for this particular size cover and it is expected that they might need to be adjusted for alternate size covers as well as alternate compositions and/or background color.

Cover Size
• 6.25" x 9.375"

Headline
• H1 (see Type Usage)
• Left justified
• Top half of headline text overlaps photo

Rounded Rectangle
• 1 pt line weight
• 0.5" h X 4.625" w
• Vibrant Red

Cornerstones
• Cornerstone Tag (see Type Usage)



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APU

Border
• 0.5" wide

Photo
• Cover photos should work in harmony with the title of the collateral piece. In instances where the title or collateral piece is less specific, photos of graduates and smiling students are good options.
• When displaying students, always try to use photos that show diversity between gender and ethnicity to authentically portray the APU student body.

Rounded Edge Box
• Corner radius = 0.25"
• Size is variable

APU Wordmark
• The APU Wordmark should be placed in either the bottom right or bottom left corner.



**DISCOVER YOUR
HIGHER CALLING**

AT AZUSA PACIFIC UNIVERSITY

GOD FIRST SINCE 1899

APU



**YOUR STORY.
GOD'S PLAN.**

GOD FIRST SINCE 1899

APU

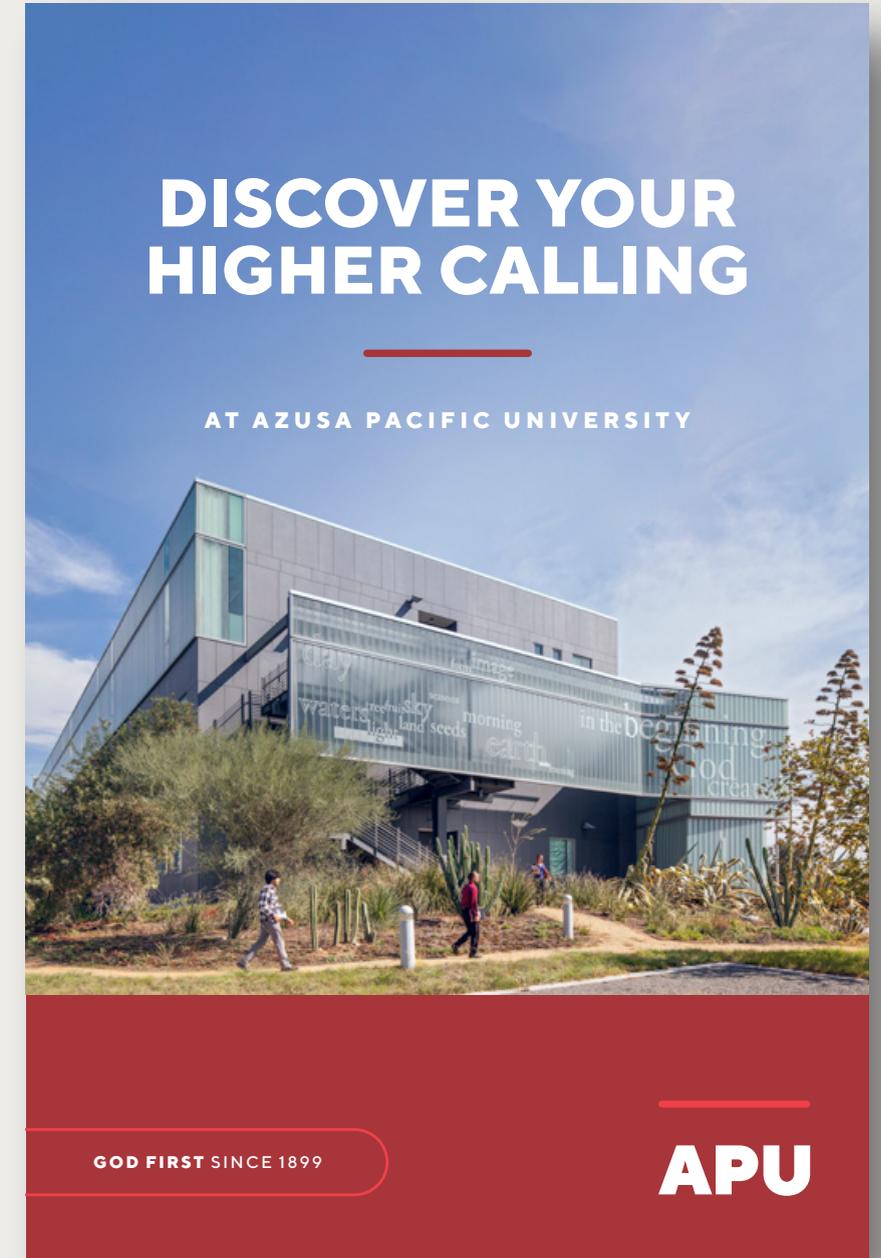
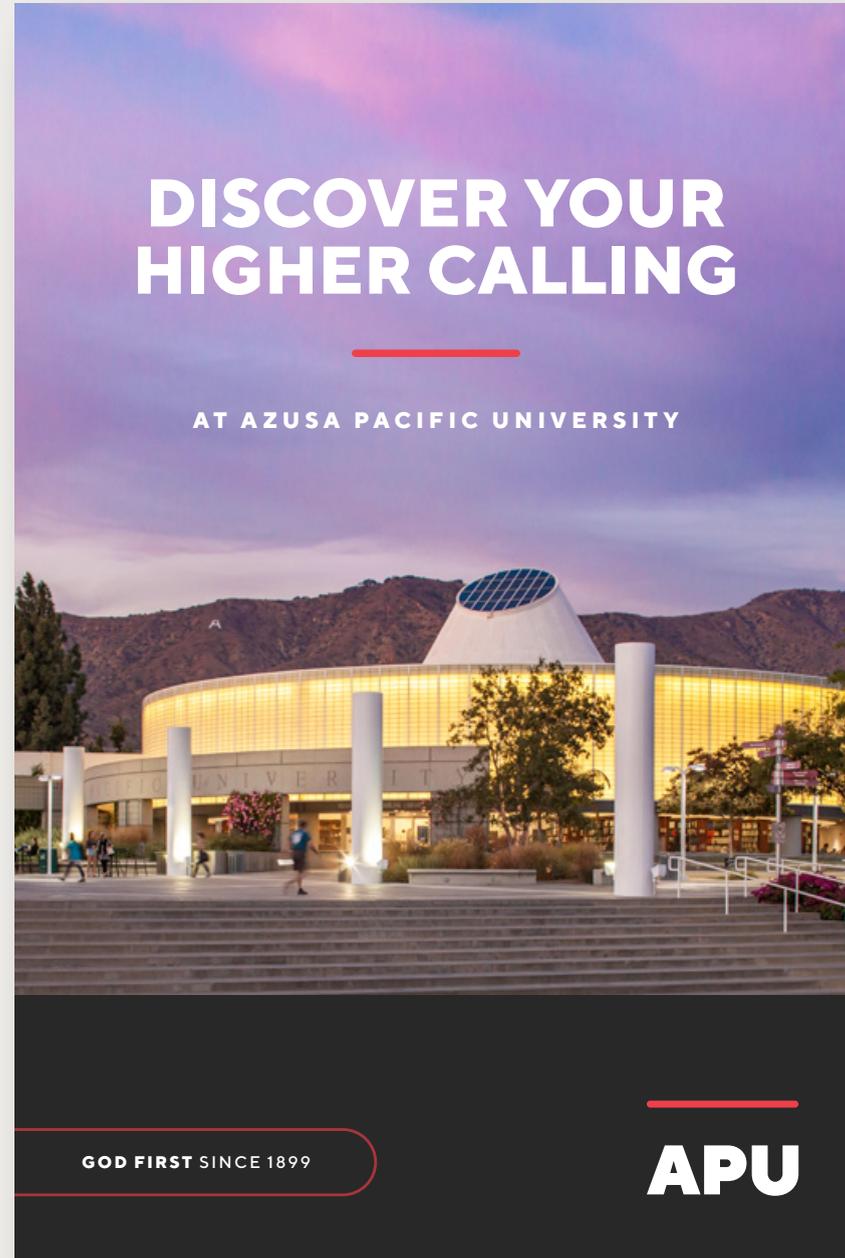
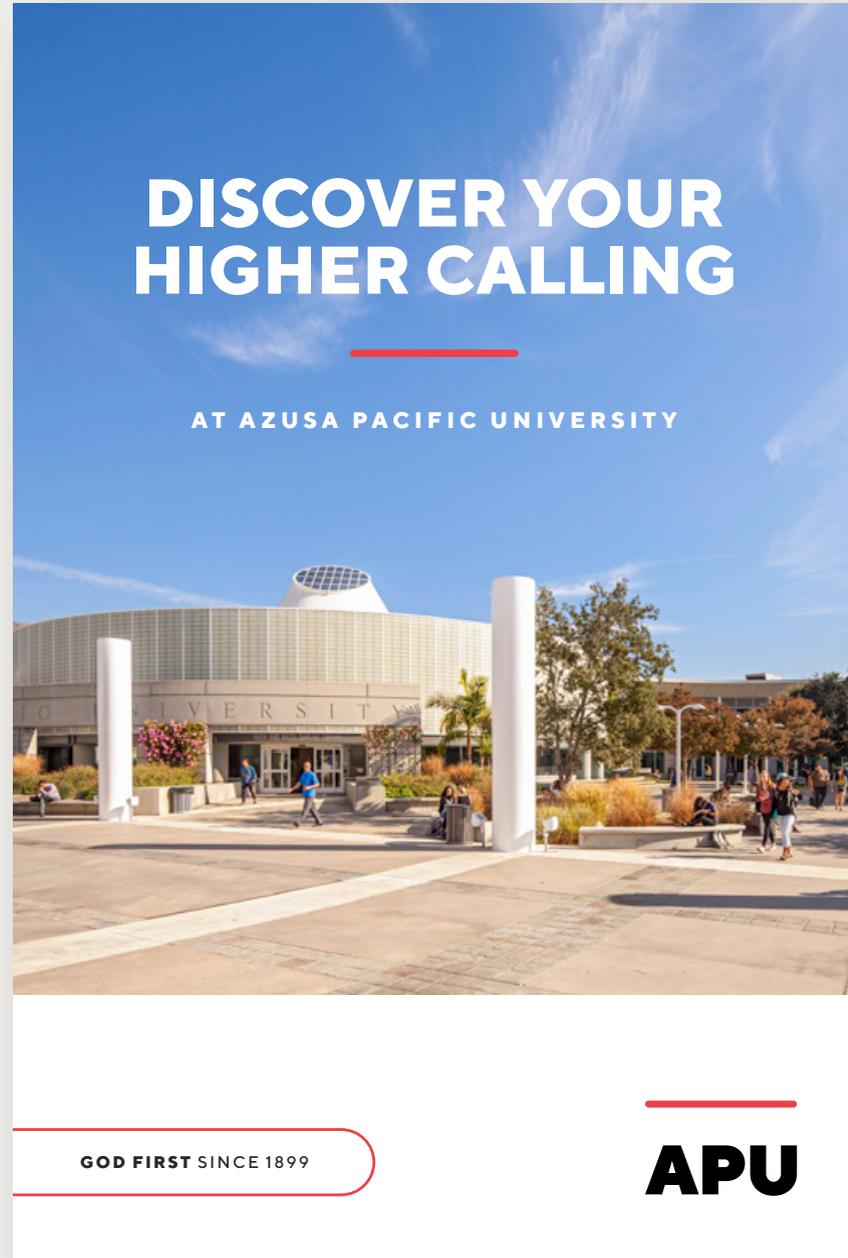


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Additional Cover Design Samples



Additional Cover Design Samples

Full Spread Design Sample

Full spread layout featuring large photo grid and short-form brand messaging.

SPRING COMMENCEMENT

APU PRAYER TOWER

Transformed for a Higher Calling.

At APU, you'll discover where your passion meets your purpose and how your faith fosters action. Through APU's innovative, values-based education, with a focus on compassionate service, you will become a leader who follows after God's own heart.

apu.edu/undergraduate-admissions

Your Story. God's Plan.

As your story unfolds, APU is here for you, guiding you as you realize God's plan. With every milestone, you experience transformation. In cap and gown, you cross the stage ready to answer your higher calling to make a difference in the world.

apu.edu/stories

Asymmetrical Photo Grids

- Use asymmetrical photo grids to highlight the APU experience.
- Create interesting compositions by incorporating space around specific images.
- Separate photos in grid by 0.0625".

Accent Text

- Accent text can be used throughout collateral to provide additional information while adding visual interest.

Accent Arrow

- The accent arrow should accompany accent text and point toward the photo the text is descriptive of.
- The space between the arrow and the text is 0.25" (the width of the arrow/circle).

Rounded Keyline

- Use Vibrant Red rounded keylines above headings to draw attention and add pops of accent color to page.
- Line weight = 4 pt

Rounded Rectangle

- Use the Rounded Rectangle to feature website URLs.
- Line weight = 1 pt
- Height = 0.375"
- Width (variable per text length)

Full Spread Design Sample

Full spread layout featuring large headline messaging with supporting body copy and hero image. Headline and body copy specifications may be adjusted on these types of pages beyond the default text styles outlined in the Typography section.

FIND BELONGING IN APU'S THRIVING COMMUNITY

APU is known for our authentic and inspiring community. Together, we strengthen faith, embolden leadership, and support one another during the highs and lows. We foster meaningful connections and serve others—at APU and beyond.



STUDENT AMBASSADORS



Spread Gutter

Spread Gutter & Crossover
• Be careful when crossing over the gutters on a spread to make sure text and important contents of photo are not lost in the gutter when bound.

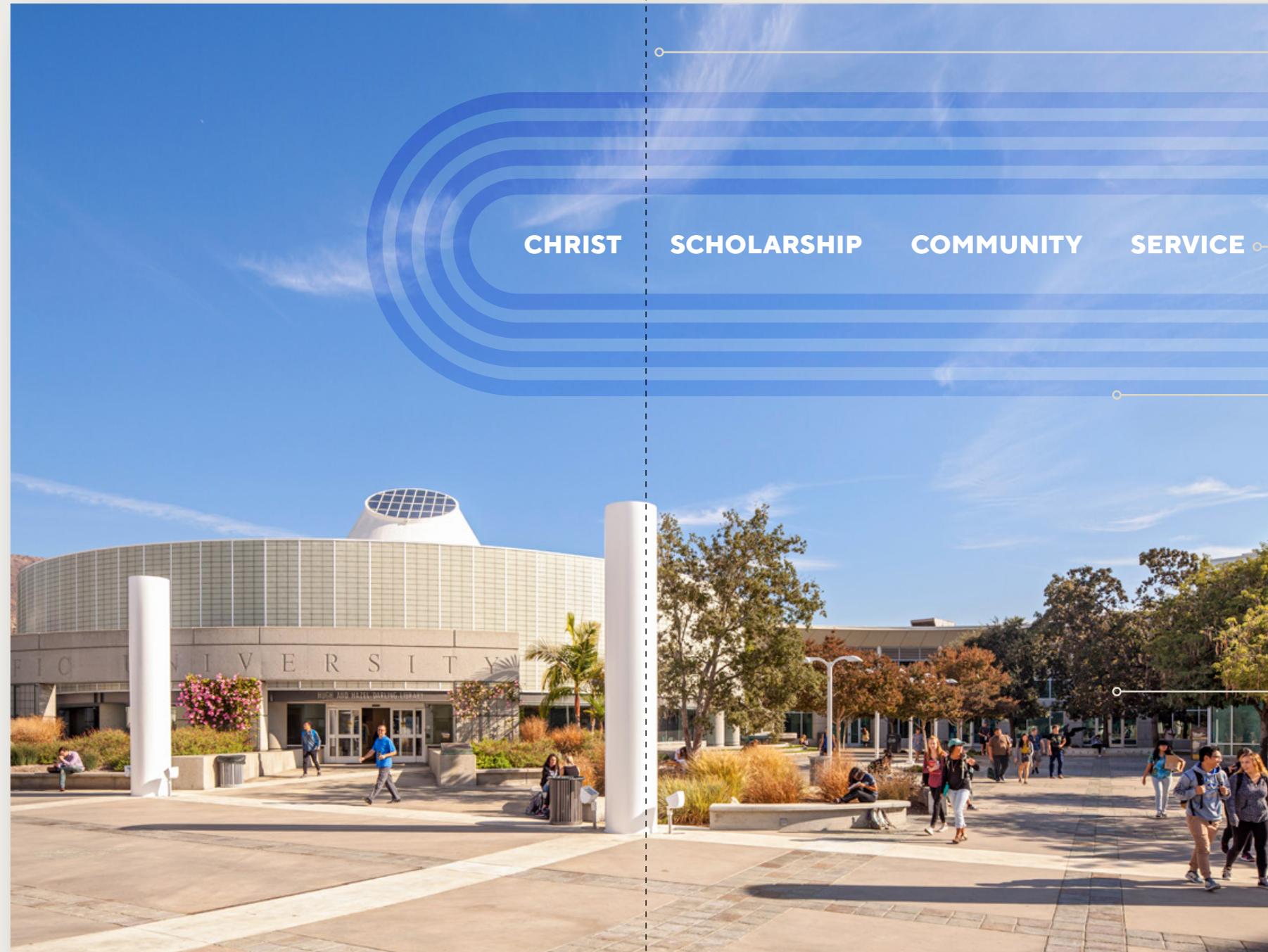
Content
• Body copy typesetting values on feature pages may be adjusted as needed to better fit the design of the page.

Cornerstones Track (Half)
• Use this design element to add pops of color to the page.
• See pg. 21 for usage details.

Photo
• Use large hero images that display the diversity of APU students.

Full Spread Design Sample

Full spread layout featuring a large hero image of campus with design treatment for university cornerstones. This application may be best used on collateral pieces that do not have enough pages to feature all four cornerstones separately throughout.



Spread Gutter

- Spread Gutter & Crossover**
- Be careful when crossing over the gutters on a spread to make sure text and important contents of photo are not lost in the gutter when bound.

- Cornerstones**
- H4 type styling

- Cornerstone Track (Half)**
- Overlay blend mode applied to Cornerstone Track element Royal Purple @ 35% opacity
 - Blend mode and opacity can be adjusted as needed to create a similar subtle effect on different photos.
 - See pg. 21 for usage details.

- Photo**
- Use large hero images of campus with students in them to show authenticity of campus life.

Full Spread Design Sample

Full spread layout featuring a large hero image of campus with type design that highlights university cornerstones individually. This design application may be best used in collateral pieces that have enough pages to highlight all four cornerstones on different pages throughout.

Spread Gutter



- Spread Gutter & Crossover**
- Be careful when crossing over the gutters on a spread to make sure text and important contents of photo are not lost in the gutter when bound.

- Cornerstones**
- H3 type styling

- Rounded Rectangle (outline)**
- Use the Rounded Rectangle to highlight the specific university cornerstone that the photo portrays.
 - Match line weight of rectangle to that of the bolded font.

- Rounded Rectangle (fill)**
- Use a Round Rectangle with white fill to display short photo captions.
 - 0.25”h X (variable width)

- Photo Caption**
- Photo Labels type styling

Single Page Design Sample

The page features a large photo grid that incorporates the rounded edge box, brand colors, photography, and short brand messaging.

Page Size
• 6.25" x 9.375"

Symmetrical Photo Grids

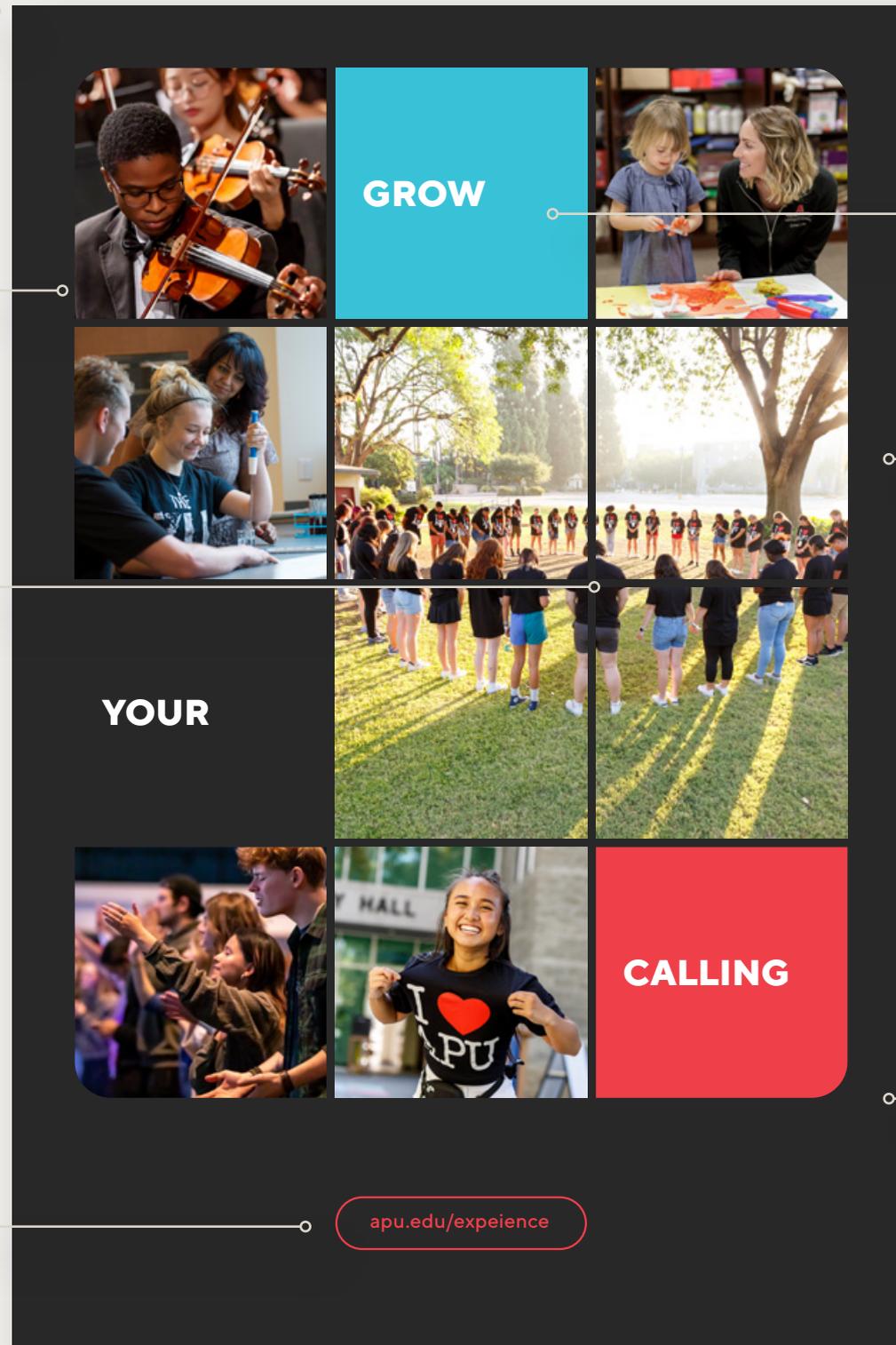
- Use full page symmetrical photo grids to showcase various aspects of the APU experience.
- Add in pops of color and text to reinforce brand messaging.
- Separate photos in grid by 0.0625".

Window Pane Grid

- Use portions of the photo grid to feature a larger image. This helps to create a focal point while adding visual interest to the design.

Rounded Rectangle

- Use the Rounded Rectangle to feature website URLs.
- Line weight = 1 pt



Color Pops

- Use brighter colors from the UGA color palette to add visual interest to the design and feature keywords in the brand messaging.

Slate Black

- Using the Slate Black color underneath large photo grids creates a dynamic visual energy. These types of design treatments can be featured as a full page or as portions of a page.

Rounded Edge Box

- Use the Rounded Edge Box on the corners of the photo grid.

Single Page Design Sample

This page design illustrates another usage of a photo grid in conjunction with more content and other UGA brand design elements. Additionally, it displays how an accent color may be used as the background for a full page bleed.

Page Size

- 6.25" x 9.375"

Rounded Keyline

- Use Vibrant Red rounded keylines above headings to draw attention and add pops of accent color to page.
- Line weight = 4 pt

Content

- Use the H2 heading for general content section headings.
- Use the Body Copy style as the default values for content blocks.

Rounded Rectangle

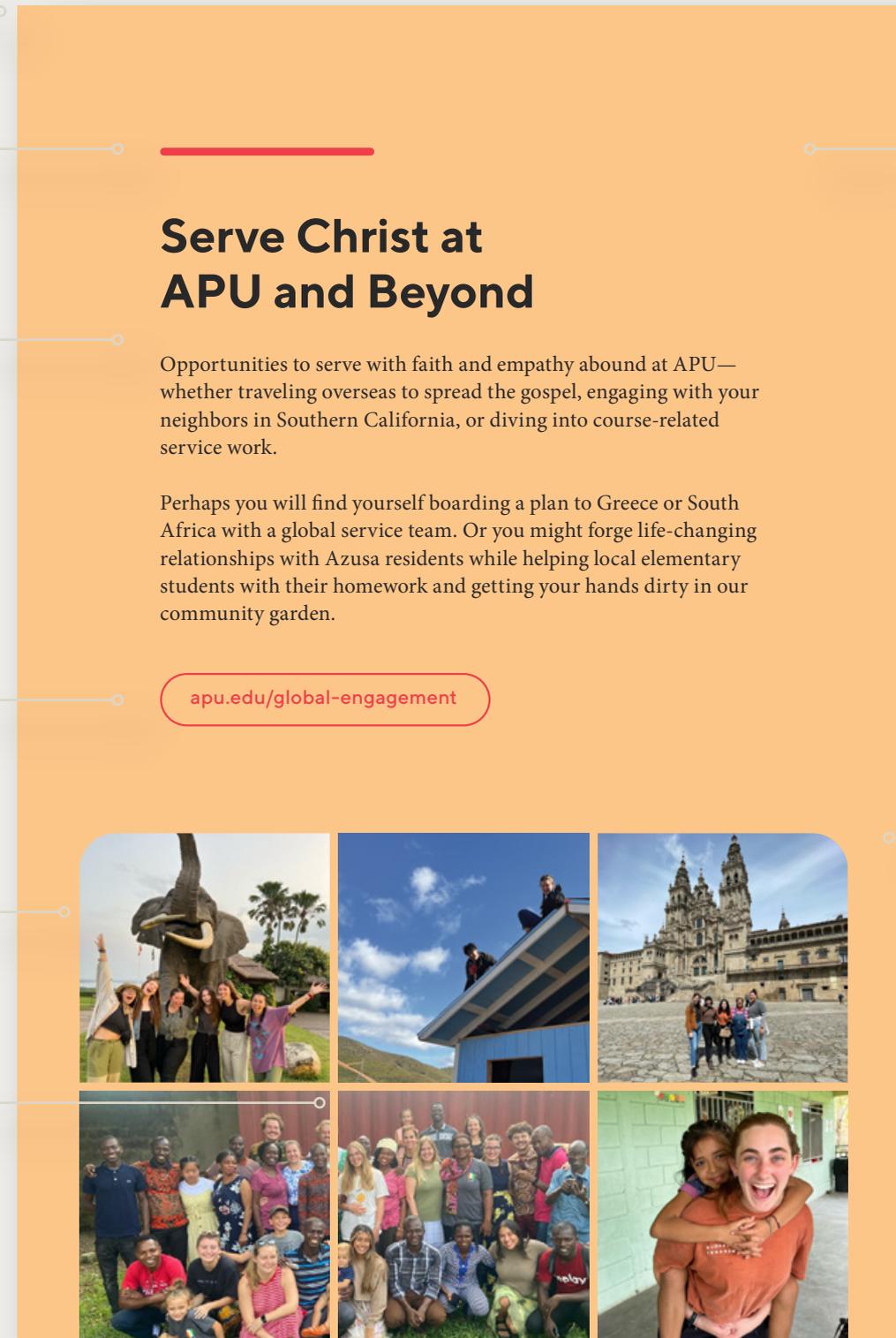
- Use the Rounded Rectangle to feature website URLs.
- Line weight = 1 pt

Symmetrical Photo Grids

- Use symmetrical photo grids to showcase various aspects of the APU experience.

Window Pane Grid

- Use portions of the photo grid to feature a larger image. This helps to create a focal point while adding visual interest to the design.



Page Color

- Use the UGA accent colors for full page color bleeds to differentiate certain sections of messaging. In this example, the Peaceful Peach color helps bring a lively and earthy feel that is appropriate for serving Christ in various geographic regions.

Rounded Edge Box

- Use the Rounded Edge Box on the corners of the photo grid.

Single Page Design Sample

This page illustrates how a photo treatment can be used as a full page bleed in conjunction with additional UGA brand design elements.

Page Size
• 6.25" x 9.375"

Silver Effect Photo Treatment

- Convert color photo to grayscale.
- Apply a high contrast adjustment to push the highlights and black values of the image. This may look overly contrasted initially, but it will effect the final silver result. Test and readjust values as needed.
- Picture box fill = 55% Black*
- Photo fill = 100% Black*
- Photo opacity @ 85%*

* Values listed above are applied to a grayscale Tiff image in Adobe InDesign. Similar treatments can be applied in Adobe Photoshop. These values will need to be adjusted per the specific photo being used.

** This photo treatment can be developed further in print by using silver ink to enhance the "silver" effect.



GOD CREATED YOU, AND
THERE IS NO ONE LIKE YOU.
YOUR PATH IS UNIQUE.
YOUR GIFTS ARE GOD GIVEN.
THIS UNIVERSITY STANDS IN
EXPECTATION OF HOW
HE WILL USE YOU, MOLD YOU,
CHANGE YOU TO BECOME
HIS DIFFERENCE MAKER.
HERE, WE ENCOURAGE
YOUR CREATIVITY,
INSPIRE YOUR FAITH,
EMBOLDEN YOUR LEADERSHIP.
HERE, YOU'LL BE
**TRANSFORMED FOR
A HIGHER CALLING.**

Creative Copy

- Feature creative copy over photos that visual portray the message.
- TT Norms Bold all caps (font size, tracking, and leading can be adjusted to fit the design context)

Creative Copy Tag

- Call attention to text that drives homes the messaging.
- TT Norms Bold and Medium all caps (font size, tracking, and leading can be adjusted to fit the design context)

Cornerstones Track (Quarter)

- Use this design element to add pops of color to the page.
- See pg. 21 for usage details.

Single Page Design Sample

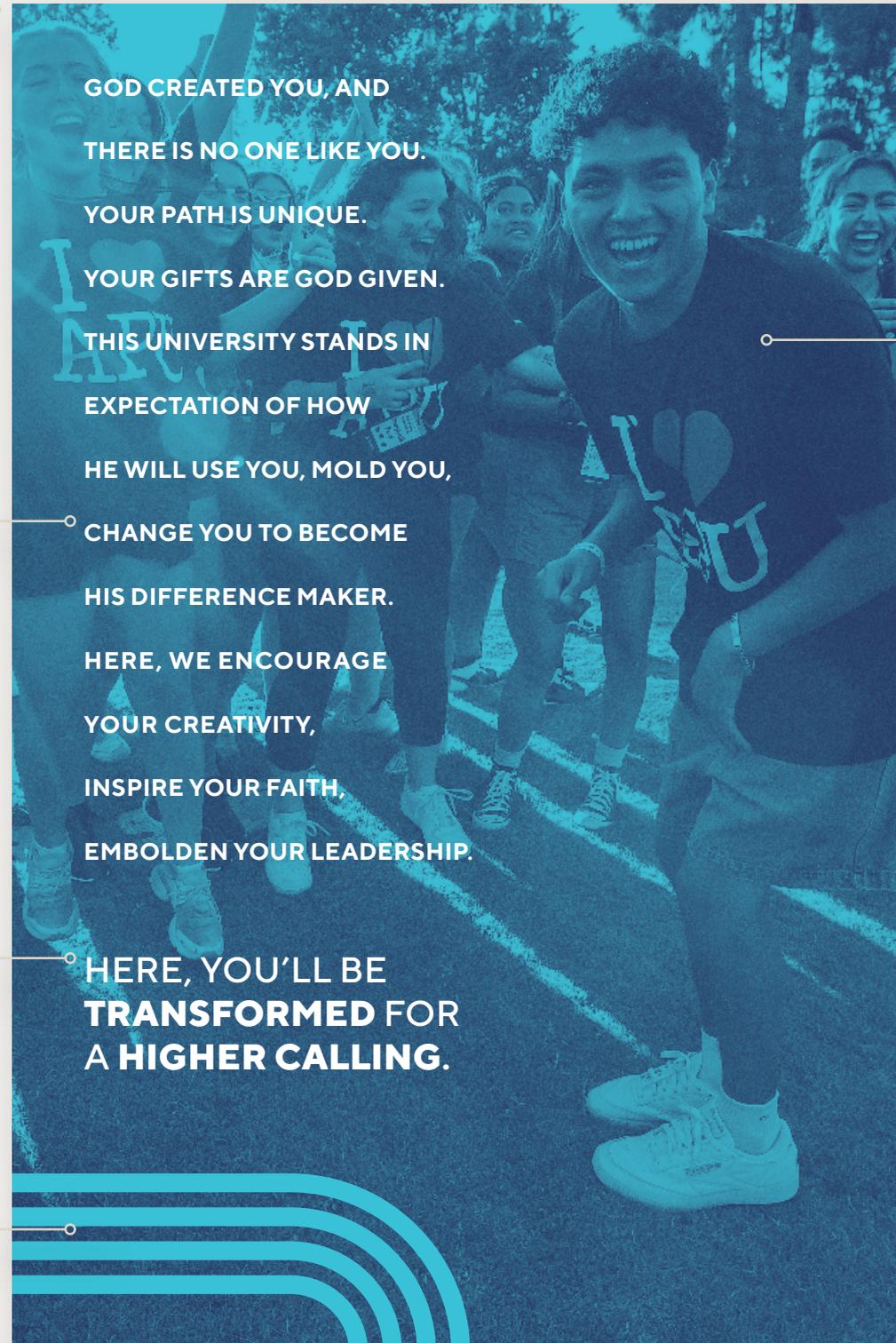
This page illustrates how a photo treatment can be used as a full page bleed in conjunction with additional UGA brand design elements.

Page Size
• 6.25" x 9.375"

Creative Copy
• Feature creative copy over photos that visual portray the message.
• TT Norms Bold (font size, tracking, and leading can be adjusted to fit the design context)

Creative Copy Tag
• Call attention to text that drives homes the messaging.
• TT Norms Bold and Medium (font size, tracking, and leading can be adjusted to fit the design context)

Cornerstones Track (Quarter)
• Use this design element to add pops of color to the page.
• See pg. 21 for usage details.

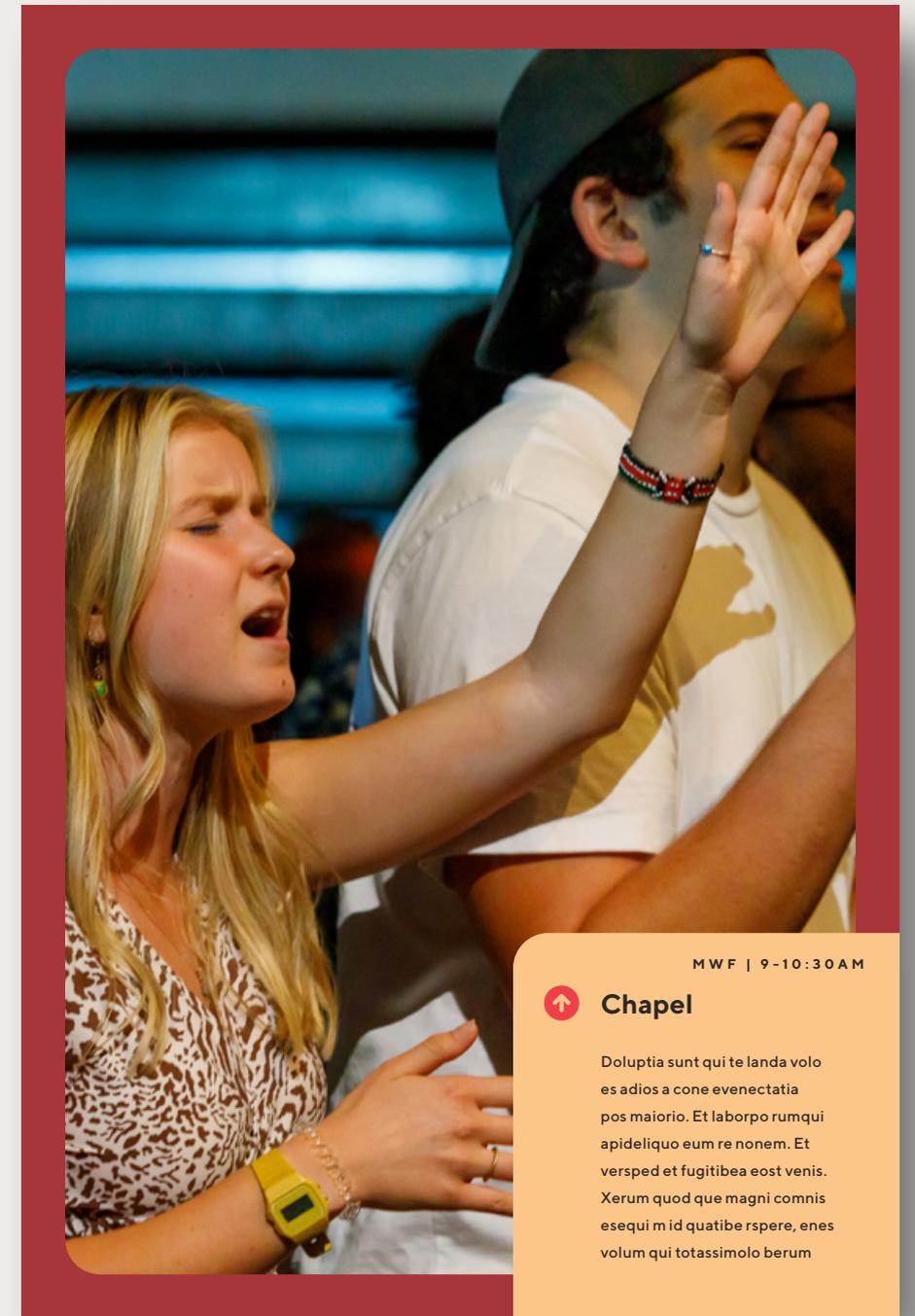


Duotone Photo Treatment
• Convert color photo to grayscale image.
• Adjust contrast as needed to enhance highlights, midtones, and blacks.
• Picture box fill = 100% Alpine Blue*
• Photo fill = 100% Royal Purple*
** Values listed above are applied to a grayscale Tiff image in Adobe InDesign. Similar treatments can be applied in Adobe Photoshop.*

ADDITIONAL DESIGN SAMPLES



KINESIOLOGY 360 | WEST CAMPUS



MWF | 9-10:30 AM

Chapel

Doluptia sunt qui te landa volo
es adios a cone evenectatia
pos maiorio. Et laborpo rumqui
apideliquo eum re nonem. Et
versped et fugitibea eost venis.
Xerum quod que magni comnis
esequi m id quatibe rspere, enes
volum qui totassimolo berum

Additional Full Spread & Single Page Design Samples



**FIND BELONGING
IN APU'S THRIVING
COMMUNITY**

APU is known for our authentic and inspiring community. Together, we strengthen faith, embolden leadership, and support one another during the highs and lows. We foster meaningful connections and serve others—at APU and beyond.



**Find Belonging in APU's
Thriving Community.**

At APU, you'll discover where your passion meets your purpose and how your faith fosters action. Through APU's innovative, values-based education, with a focus on compassionate service, you will become a leader who follows after God's own heart.



Additional Full Spread & Single Page Design Samples



Serve Christ at APU and Beyond

Opportunities to serve with faith and empathy abound at APU—whether traveling overseas to spread the gospel, engaging with your neighbors in Southern California, or diving into course-related service work.

Perhaps you will find yourself boarding a plane to Greece or South Africa with a global service team. Or you might forge life-changing relationships with Azusa residents while helping local elementary students with their homework and getting your hands dirty in our community garden.

apu.edu/global-engagement



Additional Full Spread & Single Page Design Samples

FIND **BELONGING** IN APU'S THRIVING **COMMUNITY**

APU is known for our authentic and inspiring community. Together, we strengthen faith, embolden leadership, and support one another during the highs and lows. We foster meaningful connections and serve others— at APU and beyond.



STUDENT AMBASSADORS



GROW

YOUR

CALLING

apu.edu/experience

Additional Full Spread & Single Page Design Samples



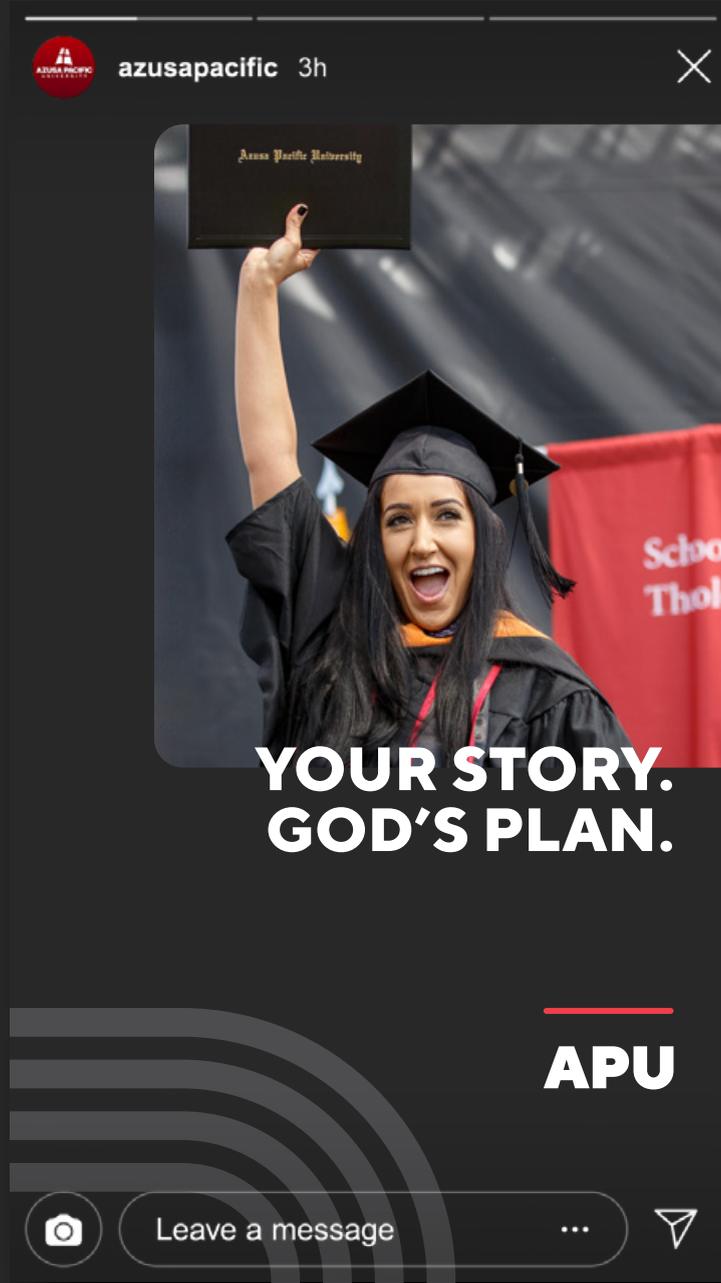
azusapacific 3h

**GOD FIRST
SINCE 1899**

APU

Leave a message

This Instagram post features a red background. At the top, the profile name 'azusapacific' and '3h' are visible. The main image shows two graduates in black caps and gowns, one clapping. Below the image, the text 'GOD FIRST SINCE 1899' is written in white. At the bottom right, the 'APU' logo is displayed above a red and white decorative graphic. The bottom navigation bar includes a camera icon, a 'Leave a message' button, a three-dot menu, and a share icon.



azusapacific 3h

**YOUR STORY.
GOD'S PLAN.**

APU

Leave a message

This Instagram post has a dark background. The top header shows 'azusapacific 3h'. The central image depicts a graduate in a black cap and gown holding up a diploma. Below the image, the text 'YOUR STORY. GOD'S PLAN.' is written in white. The 'APU' logo is positioned at the bottom right, with a decorative graphic below it. The bottom navigation bar contains a camera icon, a 'Leave a message' button, a three-dot menu, and a share icon.



azusapacific 3h

**DISCOVER YOUR
HIGHER CALLING**

AT AZUSA PACIFIC UNIVERSITY

APU

Leave a message

This Instagram post has a white background. The top header shows 'azusapacific 3h'. The main image is a close-up of a smiling graduate in a black cap and gown. Below the image, the text 'DISCOVER YOUR HIGHER CALLING' is written in black, followed by 'AT AZUSA PACIFIC UNIVERSITY' in a smaller font. The 'APU' logo is at the bottom right, with a decorative graphic below it. The bottom navigation bar includes a camera icon, a 'Leave a message' button, a three-dot menu, and a share icon.

Social Media Design Samples



apu.edu

TRANSFORMED FOR A HIGHER CALLING.

GOD FIRST SINCE 1899



01042



**YOUR STORY.
GOD'S PLAN.**

apu.edu

GOD FIRST SINCE 1899



01042



PRODUCED BY

The Division of Strategic Communication and Engagement,
Azusa Pacific University

PHOTOGRAPHY

All photos by Dana Attebery or APU photo archives

CONTACT

Questions? Email stratcomm@apu.edu and include
"UGA Style Guide" in the subject line.



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