



University Logos

We tell a story with each communication opportunity that arises. Consistent use of logo, color, and even fonts can help in protecting and promoting our university brand as we tell these stories. As people view our materials, hear us on the radio, talk to us on the phone, etc., they begin to create an image of us in their mind's eye. We want that image to be consistent, and our audience expects it to be consistent as they build a relationship with us.

The Logo

The center of the Azusa Pacific visual identity is our logo (the cross rocks). The stylized "A" is comprised of four stones, which refer to the Cornerstones upon which Azusa Pacific is built: *Christ, Scholarship, Community, and Service*. The space between the rocks forms a cross, a reminder that Jesus Christ is at the center of the university.

Logo Versions



Logo Misuse

Keeping the university logo intact is vital to the overall brand. Distorting, altering, and customizing the logo are all examples of misuse of the university logo. The logo must always include the cross rocks and university name; do not use the cross rocks without the logo type.

Distorted



Stretched



Separated



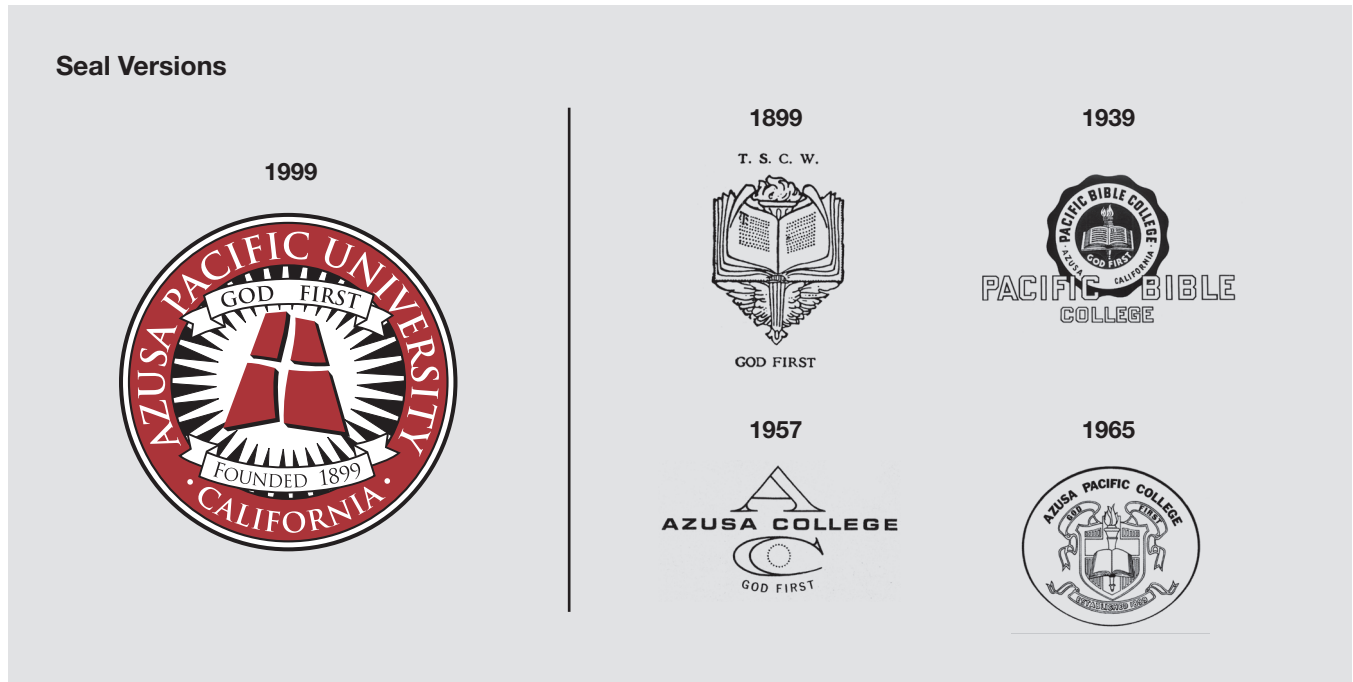
Customized



University Seal and Colors

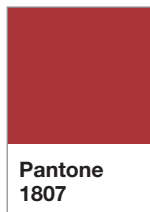
The Seal

Use of the university seal is reserved for the Offices of the President and Provost. The seal carries great weight and serves as a mark of authorization; it is used rarely to help preserve this significance. The seal of the university has changed several times since 1899, yet one thing that hasn't changed is the prominent placement of our motto. Since *God First* was established as our motto in the early 20th century, it has been on every seal.



University Colors

The university's official colors are brick and black. Gray and silver are acceptable accent colors. Our shade of red is a difficult color to match; maroon is often a better solution than traditional "red." Because our primary brand color is a bold red, we do not use percentages of the color since that will create pink hues.



CMYK:
C=0 M=100
Y=96 K=28
HEX#:
990000

20% Black
HEX#:
CCCCCC

Pantone 877



University Typefaces

The corporate typefaces of Azusa Pacific University are *Helvetica* and *Minion*. Chosen for maximum readability and clarity, these typefaces should be used on all printed materials except some promotional items such as advertisements, which may require a different typeface.

NOTE: If the official typefaces are not available, Helvetica may be replaced with Arial, and Minion with Times New Roman.

University Typefaces

<p>Minion Regular</p> <p>AZUSA PACIFIC 1 2 3 4 5 6 7 8 9 0</p>	<p>Helvetica 55 Roman</p> <p>AZUSA PACIFIC 1 2 3 4 5 6 7 8 9 0</p>
<p>Minion Italic</p> <p><i>AZUSA PACIFIC</i> <i>1 2 3 4 5 6 7 8 9 0</i></p>	<p>Helvetica 56 Roman Italic</p> <p><i>AZUSA PACIFIC</i> <i>1 2 3 4 5 6 7 8 9 0</i></p>
<p>Minion Bold</p> <p>AZUSA PACIFIC 1 2 3 4 5 6 7 8 9 0</p>	<p>Helvetica 75 Bold</p> <p>AZUSA PACIFIC 1 2 3 4 5 6 7 8 9 0</p>
<p>Minion Bold Italic</p> <p><i>AZUSA PACIFIC</i> <i>1 2 3 4 5 6 7 8 9 0</i></p>	<p>Helvetica 76 Bold Italic</p> <p><i>AZUSA PACIFIC</i> <i>1 2 3 4 5 6 7 8 9 0</i></p>

University Department/Office Logos

NOTE: University Relations creates these logos, and can provide you with your department/office logo if you have not received one from us already. Email universityrelations@apu.edu for your area logo.

<p>Keyline: 1.5 pt. Department/Office: Helvetica 75 Bold Black, lowercase Center alignment</p>	 <p>AZUSA PACIFIC UNIVERSITY</p> <hr style="border: 0.5px solid black;"/> <p>College of Music and the Arts</p> <p>Department/office, not to exceed length of logotype</p>	<p>Keyline: 1.5 pt. Department/Office: Helvetica 75 Bold Black, lowercase Center alignment</p>	 <p>AZUSA PACIFIC UNIVERSITY</p> <hr style="border: 0.5px solid black;"/> <p>College of Music and the Arts</p> <p>Department/office, not to exceed length of logotype</p>
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