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

<table>
<thead>
<tr>
<th>Distorted</th>
<th>Stretched</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Distorted Logo" /></td>
<td><img src="image2" alt="Stretched Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Separated</th>
<th>Customized</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="Separated Logo" /></td>
<td><img src="image4" alt="Customized Logo" /></td>
</tr>
</tbody>
</table>

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.
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.

Seal Versions

1899
T. S. C. W.
GOD FIRST
1957
AZUSA COLLEGE
GOD FIRST
1965
AZUSA PACIFIC COLLEGE
1939
PACIFIC BIBLE COLLEGE

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.
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.

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### University Typefaces

**Minion Regular**

![Minion Regular Example](image)

**Minion Italic**

![Minion Italic Example](image)

**Minion Bold**

![Minion Bold Example](image)

**Minion Bold Italic**

![Minion Bold Italic Example](image)

### 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.

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**Keyline:** 1.5 pt.  
**Department/Office:** Helvetica 75 Bold Black, lowercase  
**Center alignment**

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**College of Music and the Arts**

Department/office, not to exceed length of logotype

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**Keyline:** 1.5 pt.  
**Department/Office:** Helvetica 75 Bold Black, lowercase  
**Center alignment**

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**College of Music and the Arts**

Department/office, not to exceed length of logotype

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*Azusa Pacific Graphics Standards Quickguide*