

**AZUSA PACIFIC**  
UNIVERSITY



**GRAPHIC STANDARDS MANUAL**



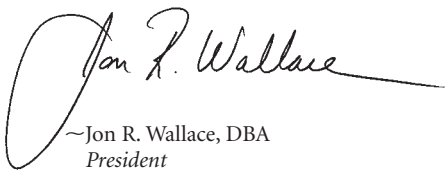
*Azusa Pacific University is an, evangelical Christian community of disciples and scholars who seek to advance the work of God in the world through academic excellence in liberal arts and professional programs of higher education that encourage students to develop a Christian perspective of truth and life.*

- As we seek to advance Azusa Pacific University's mission, we have carefully developed visual identities that reflect the physical attributes of the institution, including the name, brand, and our commitment to God-honoring excellence. To enhance awareness and impact, the Office of University Marketing and Creative Media (UMCM) compiled this graphic identity system that calls us to take university-wide advantage of our organizational image in the eyes of our constituents. Audience perception of an institutional image constitutes institutional identity. The collective impact of our images form the university's reputation.

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.

A graphic identity system manages constituent relationships visually. This user-friendly manual conveys that all parts of the university are committed to a common mission. Whatever the medium – print publications, webpages, advertising, wayfinding, multimedia productions – layout, color, and typography are orchestrated to express a unity.

By following the guidelines and standards outlined in this manual, we all can be part of advancing the brand of Azusa Pacific University in effective and consistent ways. Please direct any questions to the Office of University Relations by calling (626) 815-4507.



~Jon R. Wallace, DBA  
President

**“CHRIST,  
SCHOLARSHIP,  
COMMUNITY,  
AND SERVICE.**

*Together these form  
the foundation  
upon which  
Azusa Pacific University  
is built. They are  
the cornerstones  
and the motivation  
for all that we do”*

~Jon R. Wallace, DBA  
President

- 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, 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.

The center of the Azusa Pacific University identity is the logo, around which a framework for an identification system has been created. The stylized "A" is comprised of four "stones" which refer to the four cornerstones upon which Azusa Pacific University is built.

The cornerstones are Christ, Scholarship, Community, and Service. The space between the cornerstones forms a cross at the center of the mark. This serves as a reminder of the role given to Jesus Christ at the center of the university.

Within the identity system, the type treatment is dominant and the focal point for recognition. Both the size and placement of the Azusa Pacific University name in relation to the layout and other design elements work to accomplish this. The typeface was selected on several merits; its sans-serif characters are very readable and approachable at any size. The typeface appears in all upper case to further communicate a sense of legibility and a strong foundation.

The layout and color treatment for the stationery package work to support the identification system. By utilizing a structure of clean graphics and bold colors, the result is a powerful communication tool with visual appeal.



- The Azusa Pacific University identification system is designed to communicate a foundation that is based on a long-standing biblical tradition. The identification system features a rock-solid mark and a typeface that is clean and distinctly memorable. The identification system is flexible for a variety of applications. This manual defines and illustrates the basic elements of the Azusa Pacific University identification system and specifies its proper use.

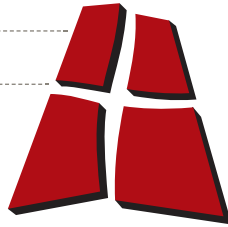
The success of an organization's identity is based on consistent use of various design elements. Since the introduction of too many options would lead to an erosion of the identification system, this manual illustrates both the acceptable and unacceptable variations.

For some period of time, elements of both old and new identities will be in use. Adoption of the new identity system should be as expedient and economically prudent as possible.

If there are any questions about proper implementation, please contact the director of marketing.

Cornerstones

Depth Shadow



Mark

Logotype

**AZUSA PACIFIC**  
UNIVERSITY

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2-COLOR TRADEMARK  
CONFIGURATION

- The primary element of the Azusa Pacific University identification system is the logo or trademark. It consists of three integrated parts:

1. The mark, a stylized “A”
2. The logotype, “Azusa Pacific University;” “Azusa Pacific” in the letterform Helvetica Black, “University” in the letterform Helvetica Regular
3. The color, using Pantone Matching System uncoated colors 1807–Red and Black for the mark; Black for the logotype

In applications where the trademark will be reproduced in 4-Color Process printing, use the following mixes to ensure continuity of the identity.

Red: 100%M, 100%Y, 30%K

Black: 100%K

The preferred use of the logotype and symbol is the stacked configuration illustrated below. When necessary, it is acceptable to use the horizontal configuration, following the guidelines specified in this book. Any exceptions to these two uses must be approved by the Director of Marketing.



2-COLOR PMS TRADEMARK

PMS 1807–Red

Black

\*PMS colors refer to uncoated colors



4-COLOR PROCESS TRADEMARK

Red: 100% Magenta  
100% Yellow  
30% Black

Black: 100% Black

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1-COLOR TRADEMARK  
CONFIGURATION

- The primary element of the Azusa Pacific University identification system is the logo or trademark. When limitations exist whereby the trademark cannot be reproduced in its full color version, the variations below will be acceptable.

The 1-Color trademark utilizes a screen value in the symbol. For 1-Color application, it is to be reproduced in no other colors except Black.

When the trademark is photocopied or faxed, a solid Black (without a screen) is to be used. Refer to the appropriate logosheet in this manual.

The preferred use of the logotype and symbol is the stacked configuration illustrated below. When necessary, it is acceptable to use the horizontal configuration, following the guidelines specified in this book. Any exceptions to these two uses must be approved by the Director of Marketing.



**1-COLOR TRADEMARK  
WITH SCREEN TINT  
BLACK**

25% Screen tint of Black

Black



**1-COLOR TRADEMARK  
BLACK**

100% Black

TRADEMARK

COLOR VARIATIONS

- The color versions of the stacked trademark shown below demonstrate appropriate usage of the Azusa Pacific University trademark.

When using the 2-Color trademark, PMS 1807-Red and Black from the Pantone Matching System are the approved colors, as shown below.

Trademarks which are dark on a light background are referred to as positive; and those which are light on dark background are referred to as negative. The dark backgrounds in this manual represent a continuous surface and the rectangular shapes are not part of the design.

1



2



\* Black indicates a continuous color field and is not part of design.

4-COLOR TRADEMARK

- 1 Positive implementation
- 2 Negative implementation  
Reverse logotype out of black background  
No depth shadow

3



4



\* Black indicates a continuous color field and is not part of design.

2-COLOR TRADEMARK

- 3 Positive implementation
- 4 Negative implementation  
Reverse logotype out of black background  
No depth shadow

5



6



\* Black indicates a continuous color field and is not part of design.

1-COLOR TRADEMARK

- 5 Positive implementation
- 6 Negative implementation  
Reverse logotype out of dark background  
No depth shadow

7



\* Gray indicates a continuous color field and is not part of design.

8



\* Blue indicates a continuous color field and is not part of design.

TRADEMARK ON A COLORED BACKGROUND

- 7 Positive implementation
- 8 Negative implementation  
Reverse logotype out of color background  
Only use depth shadow if it is noticeable against color background

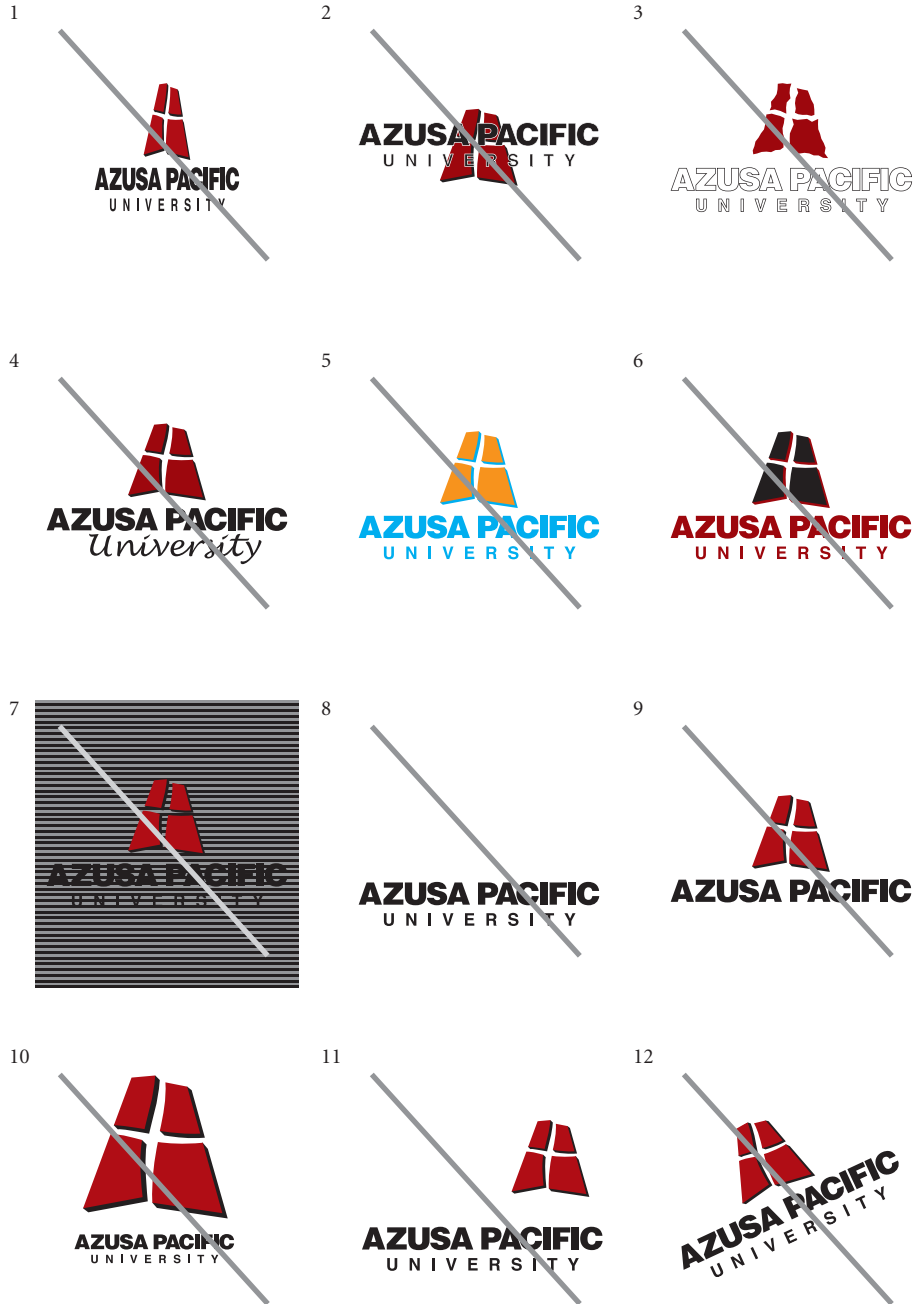
Examples 7 and 8 show minimum amount of contrast allowable.



2-COLOR TRADEMARK  
MISUSES

▪ To ensure the identity's strong impact, do not modify or distort the trademark. The uses shown on this page are all unacceptable. Each of the variations on this page show how the 2-Color Azusa Pacific University trademark should not be used.

Most questions about trademark use will be answered by reviewing the unacceptable examples below. Direct any remaining questions on trademark use to the director of marketing.



**UNACCEPTABLE**

- 1 *Distorting the trademark*
- 2 *Modifying the trademark*
- 3 *Outlining the trademark*

**UNACCEPTABLE**

- 4 *Changing the typeface*
- 5 *Printing in unapproved colors*
- 6 *Rearranging the colors*

**UNACCEPTABLE**

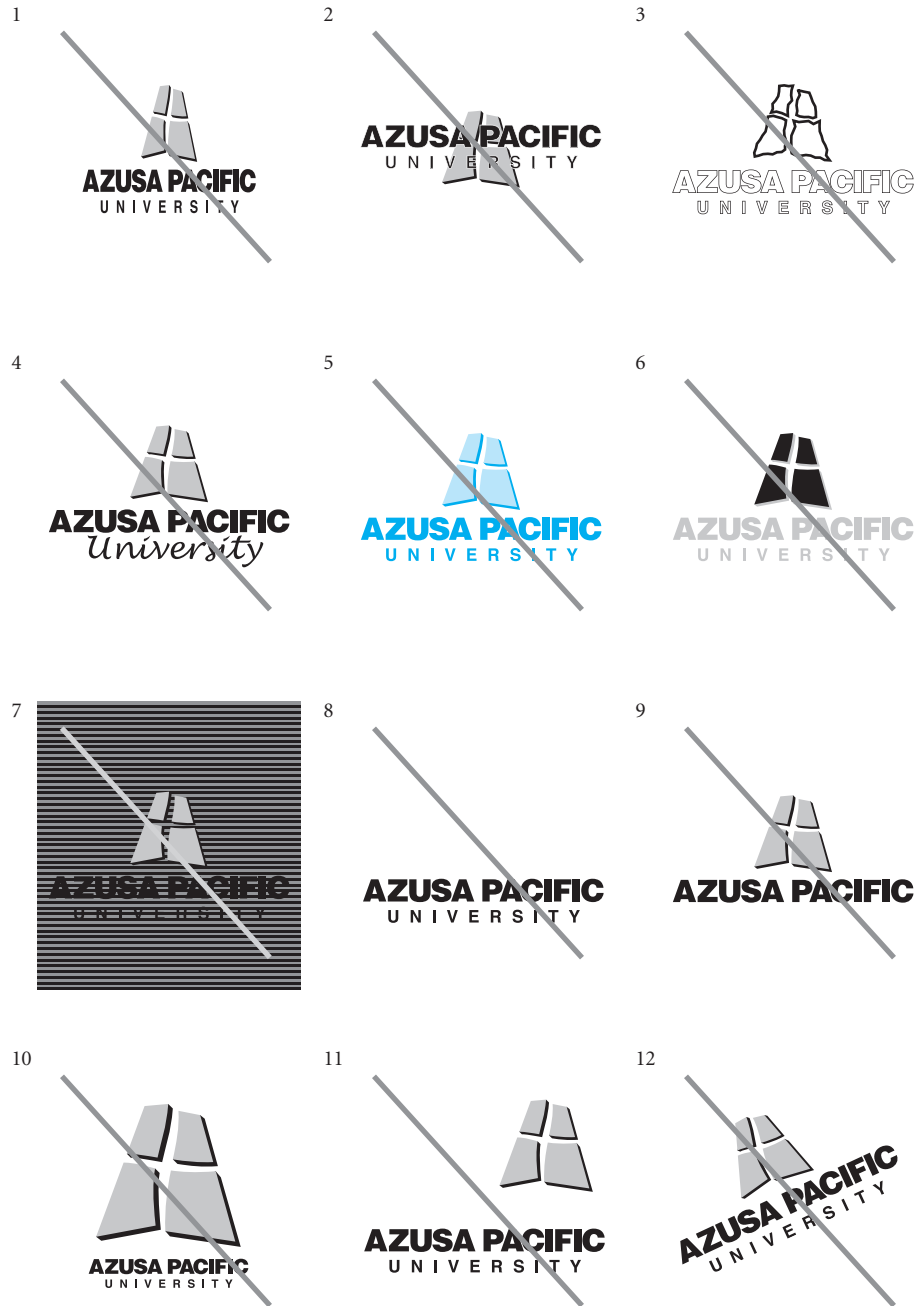
- 7 *Using the trademark on a busy background*
- 8 *Using the logotype alone*
- 9 *Using the symbol without the full logotype*

**UNACCEPTABLE**

- 10 *Changing the size relationships of the symbol to the logotype*
- 11 *Changing the placement of the symbol to the logotype*
- 12 *Slanting the trademark*

▪ To ensure the identity's strong impact, do not modify or distort the trademark. The uses shown on this page are all unacceptable. Each of the variations on this page show how the 1-Color Azusa Pacific University trademark should not be used.

Most questions about trademark use will be answered by reviewing the unacceptable examples below. Direct any remaining questions on trademark use to the director of marketing.



**UNACCEPTABLE**

- 1 *Distorting the trademark*
- 2 *Modifying the trademark*
- 3 *Outlining the trademark*

**UNACCEPTABLE**

- 4 *Changing the typeface*
- 5 *Printing in unapproved colors*
- 6 *Rearranging the colors*

**UNACCEPTABLE**

- 7 *Using the trademark on a busy background*
- 8 *Using the logotype alone*
- 9 *Using the symbol without the full logotype*

**UNACCEPTABLE**

- 10 *Changing the size relationships of the symbol to the logotype*
- 11 *Changing the placement of the symbol to the logotype*
- 12 *Slanting the trademark*

- The corporate typeface for Azusa Pacific University support print media is Helvetica and Minion. For headline text only and not body copy, Helvetica Black, Trajan, or Bank Gothic can be used.

Chosen for maximum readability and clarity, these typefaces should be used on all printed materials except those promotional items such as advertisements which may require a different face.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 / !@#\$%^&\*()\_+{}<>?

MINION

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
 1234567890 / !@#\$%^&\*()\_+{}<>?

MINION ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 / !@#\$%^&\*()\_+{}<>?

HELVETICA

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
 1234567890 / !@#\$%^&\*()\_+{}<>?

HELVETICA ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 / !@#\$%^&\*()\_+{}<>?**

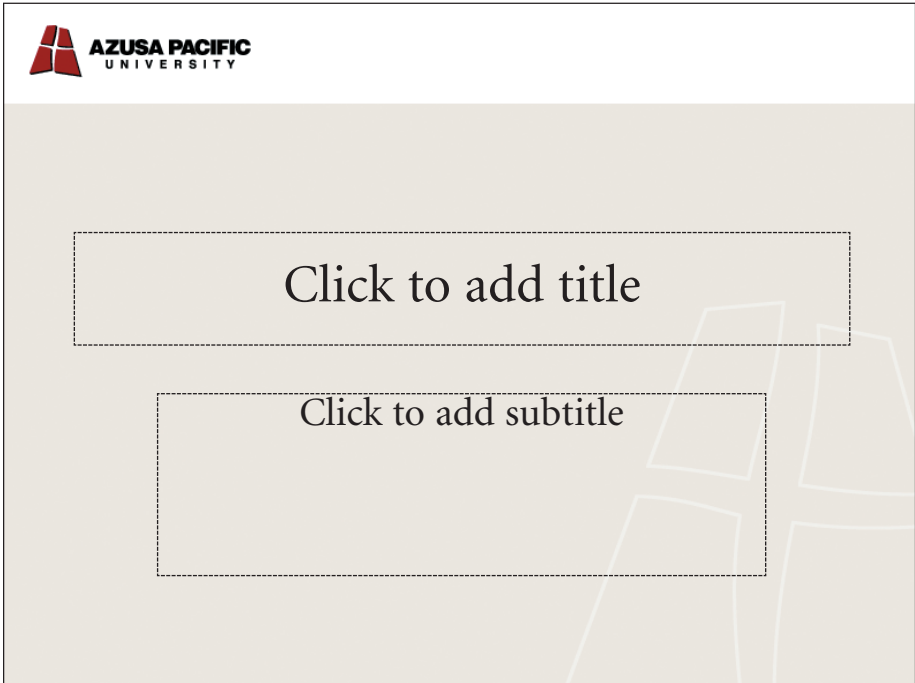
HELVETICA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 / !@#\$%^&\*()\_+{}<>?**

HELVETICA BLACK

- This template should be used for all university-sponsored PowerPoint presentations. Variations on visual hierarchy of content are permitted, but the background graphics and logo placement should remain the same.

Electronic art for this design is on file to be distributed as needed. Contact the Director of Marketing for any clarification on or adjustments to this template.



**POWER POINT SPECIFICATIONS**

**COLOR**  
*Top Bar: White*  
*Flood: PMS Cool Gray 2*  
*Logo: see page 5*

- As future needs arise, custom applications of the Azusa Pacific University logo will be extended to specialty items, clothing, and a variety of accessories. This may include application of the type without the icon or a multi-colored icon. This mark takes a youthful, aggressive approach that may be appropriate for certain applications. Each of these items will play a role in reflecting the identity of Azusa Pacific University to the public. Therefore, the following basic recommendations must be considered before implementing a custom application of the Azusa Pacific University logo.

When using the trademark or Azusa “A” logo on its own, size and placement may vary depending on the item. Most important, the original proportions of each design must remain consistent. *Stretching, condensing, or eliminating elements from within and adding elements to the original design is NOT ACCEPTABLE.* Special processes such as foil, embossing and debossing, UV coating, or varnish, as well as any additional questions regarding the usage of the Azusa Pacific University identity in the design of custom applications should be directed to the director of marketing.



DEPARTMENT USE  
OF LOGO

- 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. Provided below are samples of acceptable and unacceptable usage.

When using a departmental logo on apparel, it is best to apply the APU logo on the breast

of the shirt without the department name and then run the department name horizontally along the bottom of the left sleeve. Please refer to the polo shirt on page 20 for an illustration of this usage.

If there are any questions about proper implementation, please contact the director of marketing.

Half of Height of “University”

Keyline

Department

**AZUSA PACIFIC**  
**UNIVERSITY**

**School of Nursing**

Center Department, never to exceed length of logotype

**DEPARTMENT APPLICATION SPECIFICATIONS**

**TRADEMARK**

*Stacked trademark is to be used*

**TYPESSETTING**

*Logo: see page 5*

*Keyline: 1.5 pt.*

*Department: Helvetica Black lower case*

*Size 14.7 pt.; Tracking 14 pt.*

*Leading 20 pt.*

*Center Department name*

**COLOR**

*Logo: see page 5*

*Keyline: Black*

*Department: Black*



**ACCEPTABLE**

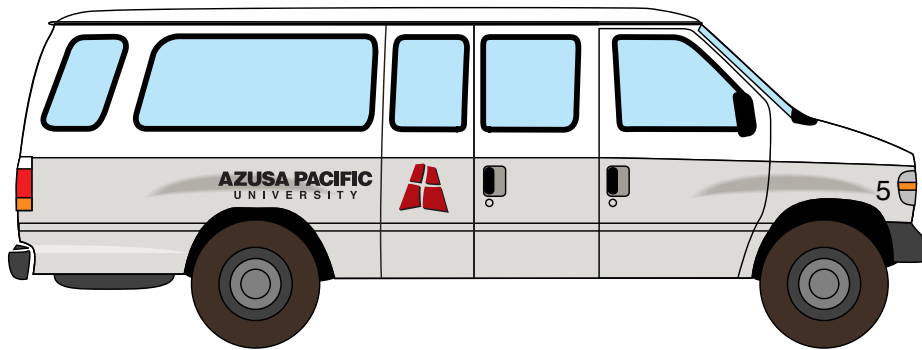
**UNACCEPTABLE**

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UNIVERSITY VEHICLE  
APPLICATION

- The following illustrations depict suggested application of logo usage on university vehicles. Vans should reflect scale as shown below and should only be applied to an all white surface.

If there are any questions about proper implementation, please contact the director of marketing.

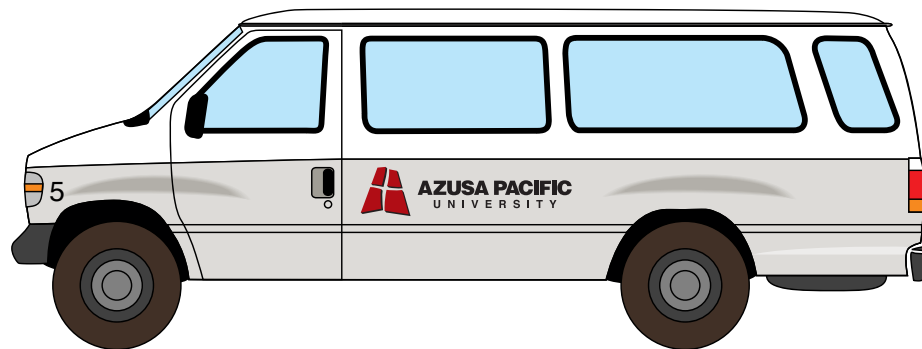


**VAN SPECIFICATIONS  
PASSENGER SIDE VIEW**

TRADEMARK  
*Reflect scale at left*

COLOR  
*Color Bar: PMS Cool Gray 2  
Logo: see page 5*

*All colors must be mixed to match  
PMS colors identified on page 5.*

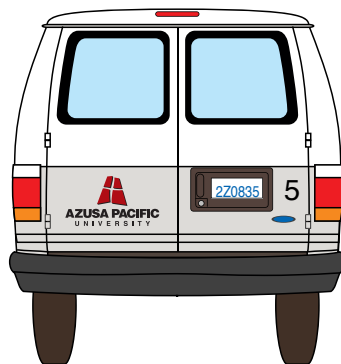


**VAN SPECIFICATIONS  
DRIVER SIDE VIEW**

TRADEMARK  
*Reflect scale at left*

COLOR  
*Color Bar: PMS Cool Gray 2  
Logo: see page 5*

*All colors must be mixed to match  
PMS colors identified on page 5.*



**VAN SPECIFICATIONS  
REAR VIEW**

TRADEMARK  
*Reflect scale at left*

COLOR  
*Color Bar: PMS Cool Gray 2  
Logo: see page 5*

*All colors must be mixed to match  
PMS colors identified on page 5.*

- The trademarks used by Azusa Pacific University are the property of Azusa Pacific University. Their use without prior written approval from Azusa Pacific University is strictly prohibited.

The colors, (PMS 1807, Cool Gray 2, and Black), are integral parts of the identification system and the trademark. These colors, as well as black and white images, are to be used only in strict conformance with the instructions set forth in this manual. No other colors are to be used in displaying the trademark.

PANTONE®- identified color reproduction information has been provided for the guidance of the reader. The colors have not been checked by Pantone, Inc. Refer to current PANTONE® Color Publications for the color standard.

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