



Azusa Pacific University
Athletic Brand Standards

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From the youngest fan's cap to billboards at the beach, Azusa Pacific University's brand identity is on display far and wide.

Seize these opportunities to bolster brand recognition and foster Cougar pride and unity. Using these athletic brand standards consistently will communicate the strength and enduring nature of the Azusa Pacific brand.

The athletic brand standards are provided by the Division of Strategic Communication and Engagement in partnership with the Athletics Department for Azusa Pacific University as a resource to ensure that brand implementation is consistent.

We recommend that offices and departments on campus, as well as external partners, use this guide when creating content and designs to support Athletics and student belonging efforts, to ensure effective communication and adherence to university brand standards.

4	Overview
6	Cougar Athletics Logos
8	Cougars Wordmarks
10	Azusa Pacific Wordmarks
12	Initials, Monogram, and Claw Logo
14	Social Media Marks
16	Clear Zone
18	Inappropriate Uses of the Athletic Brand Standards
20	Centering the Cougar and Claw
22	Print and Digital Minimum Sizing
24	Embroidery Minimum Sizing
26	Typography
28	Color Palette
30	Color Variants

Overview

The Azusa Pacific University athletic logo is a unique and powerful symbol that represents the past, present, and future of APU's athletic legacy. Use it responsibly and with consistency, recognizing that the logo is a representation of the university's full, authentic athletic brand.

Do not use scanned, re-created, re-proportioned, or otherwise modified versions of any of the Cougar Athletics logos.

Use "Azusa Pacific" or "Azusa Pacific University" in all references. While "APU" and "Azusa" should not be used to refer to the university, the initial logo may be used in specific circumstances—with permission from Azusa Pacific Athletics.

Azusa Pacific Wordmark

By placing "Azusa Pacific" at the top, the logo clarifies the name of the athletic team's identity, ensuring immediate recognition with Azusa Pacific University. Centering it above "Cougars" and the Cougar icon communicates a unified identity with the athletic brand.

Cougars Wordmark

"Cougars" appears in prominent, bold lettering that reflects Azusa Pacific Athletics' legacy of strength and excellence. The large type emphasizes the athletic brand, fostering a sense of belonging and pride among athletes and fans alike.

Cougar Icon

The Azusa Pacific Cougar symbolizes the dedication and uplifting power of Azusa Pacific athletes and the entire Azusa Pacific community. The Cougar looks forward into the future with a deep-seated purpose, ready to inspire others with humility, compassion, and leadership.



Cougar Athletics Logos

The Cougar Athletics logos include the vertical logo, horizontal logo, initial logo, and the Cougar icon. These variations allow for the logo to be compatible with an array of applications.

Vertical Logo (Preferred Primary)

Prominent and established, this logo includes the Azusa Pacific wordmark, Cougars wordmark, and Cougar icon. This is the preferred logo and should be used whenever possible.

Horizontal Logo

Maintaining its strength and confidence, this logo arranges the Cougar beside the wordmark. This is an alternate option to the preferred vertical logo.

Initial Logo

In most cases, use the preferred vertical logo or the alternate horizontal logo. Where space requires an abbreviated logo, use the initial logo where other Azusa Pacific branding is apparent. Contact Azusa Pacific Athletics for permission to use this variant.

Cougar Icon

The Cougar icon may be used alone when other Azusa Pacific branding is apparent. The only exception for this is apparel. Contact Azusa Pacific Athletics for permission to use this variant.

Vertical Logo (Preferred Primary)



Initial Logo



Horizontal Logo



Cougar Icon



Cougars Wordmarks

Wordmarks are a distinct text-only typographic treatment of the university name or team name. These variations highlight “Cougars,” making the athletic branding prominent.

Wordmark usage is available when size, spacing, or other limitations require a simplified expression of the Azusa Pacific identity.

The Cougars script logo is reserved for baseball and softball only.

Cougars

Cougars Combo Wordmark

AZUSA PACIFIC
COUGARS

Cougars Wordmark

COUGARS

Arched Cougars Combo Wordmark

AZUSA PACIFIC
COUGARS

Arched Cougars Wordmark

COUGARS

Azusa Pacific Wordmarks

These Azusa Pacific wordmarks may be used with or without “Cougars.” Whether used in combination with “Cougars” or on its own, “Azusa Pacific” uses the custom athletics typography, creating a memorable connection to the strength and spirit represented by the athletic brand while allowing the university’s name to shine.

Wordmark usage is available when size, spacing, or other limitations require a simplified expression of the Azusa Pacific identity.

Azusa Pacific Combo Wordmark

AZUSA PACIFIC
COUGARS

Azusa Pacific Wordmark

AZUSA PACIFIC

Arched Azusa Pacific Combo Wordmark

AZUSA PACIFIC
COUGARS

Arched Azusa Pacific Wordmark

AZUSA PACIFIC

Initials and Monogram

The APU initials adapt the strength and prominence of Azusa Pacific Athletics into a compact format suitable for uniforms and other apparel. The AP monogram works best when space is a limiting factor.

APU Initials



AP Monogram



Claw Logo

Alongside its official athletic logos and wordmarks, Azusa Pacific Athletics maintains a distinguished mark specific to the Cougars—the Claw.

The Claw uses Athletics' colors and features four stylized “claw marks” in reference to Azusa Pacific’s Four Cornerstones: Christ, Scholarship, Community, and Service. The Claw evokes a sense of moving forward with purpose.

Note that when using the Claw, the full signature or other approved wordmarks must also be featured on the product or apparel. This standard is to ensure that the “Azusa Pacific” is always present.

Primary Claw Logo



Alternative Claw Logo



Social Media Marks

All official social media profiles for all Azusa Pacific athletic teams should use the AP monogram as their profile image. The monogram should be centered within the profile, as demonstrated.

Teams should contact the Division of Strategic Communication and Engagement for team versions.

Main Profile



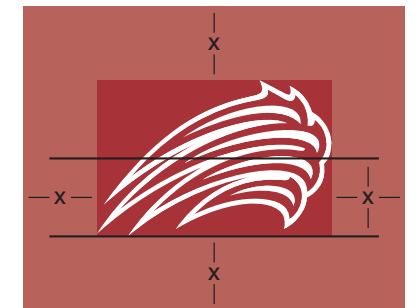
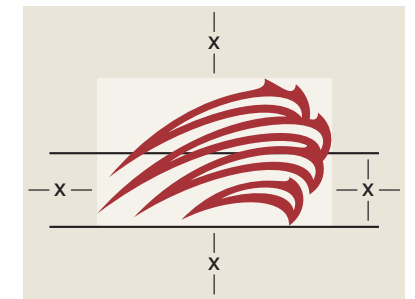
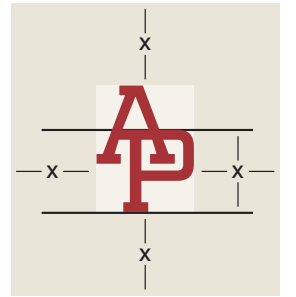
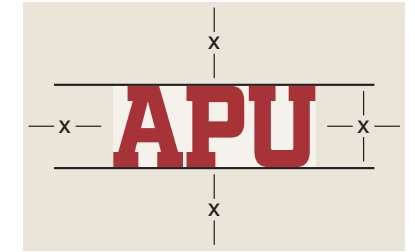
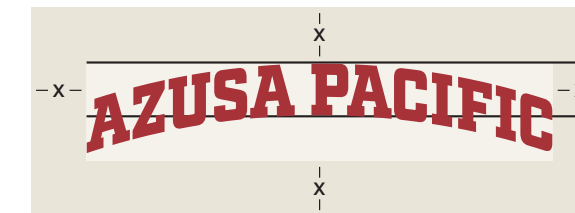
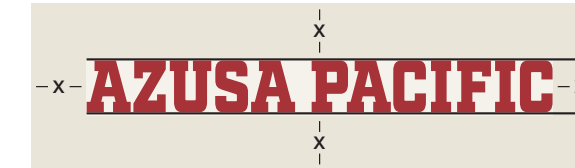
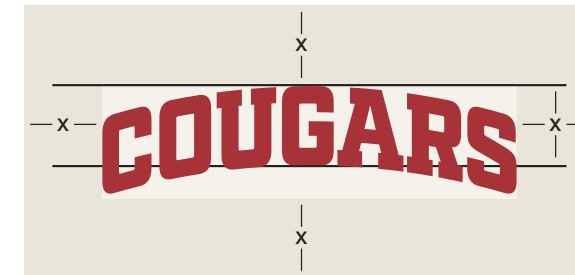
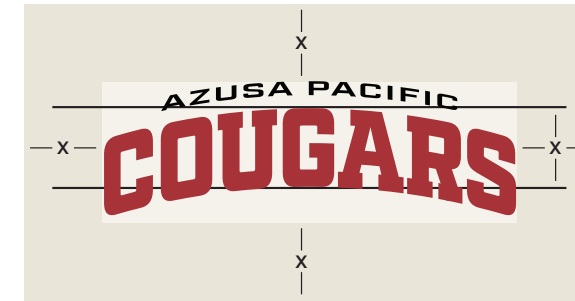
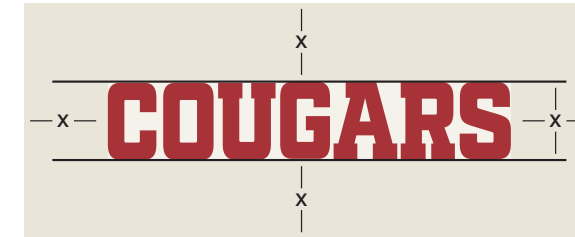
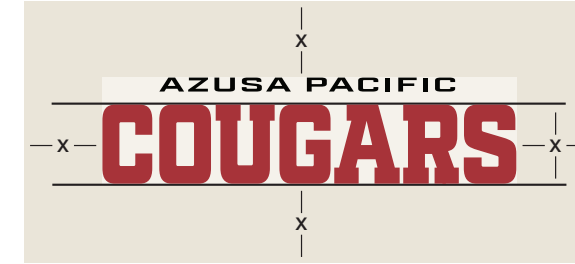
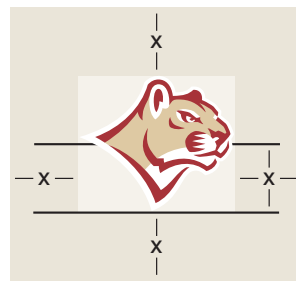
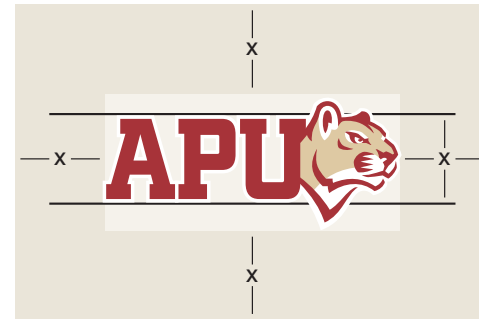
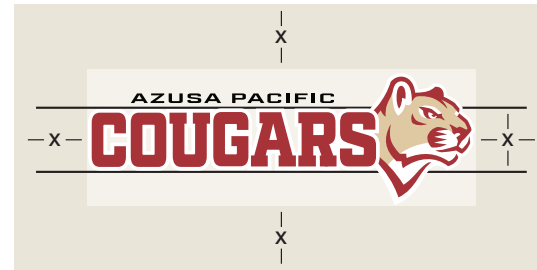
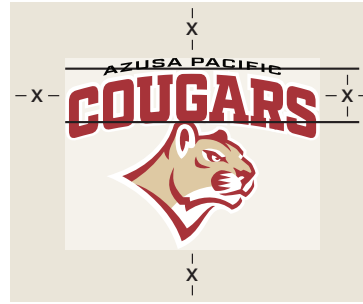
Team Name Profile



Clear Zone

The clear zone is the area around a logo that no other elements may enter. This space should be kept free of any text or graphics. The clear zone also acts as a buffer against the edges of a document. To calculate the clear space needed for the Azusa Pacific athletic logo at any size, use the height of the largest letters in the wordmark—"G" in "Cougars" and "P" in "Azusa Pacific."

For the Cougar icon on its own and the Claw logo, the clear space should be equal to half the height of the logo's height.



Inappropriate Uses of the Athletic Brand Standards

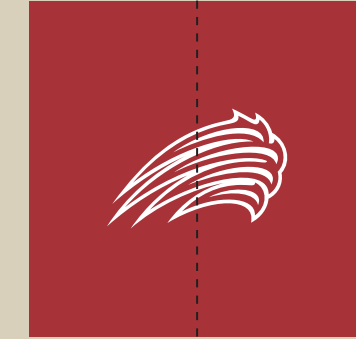
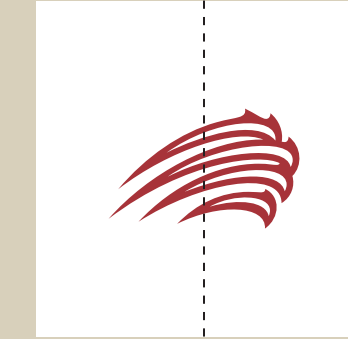
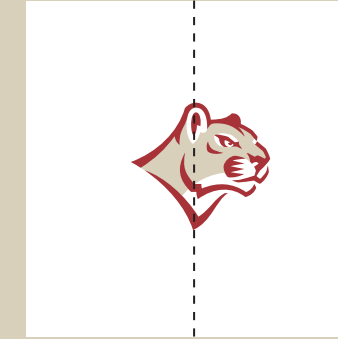
Using the logos, marks, icons, and monogram as shown in this guide is vital to the overall brand, and these elements should not be altered or customized in any way. Do not use scanned, re-created, re-proportioned, re-colored, distorted, or otherwise modified versions of any of the APU athletic brand standards. We cannot illustrate every possible misuse, but here are some general examples:



Centering the Cougar and Claw

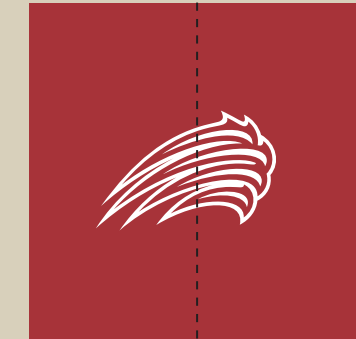
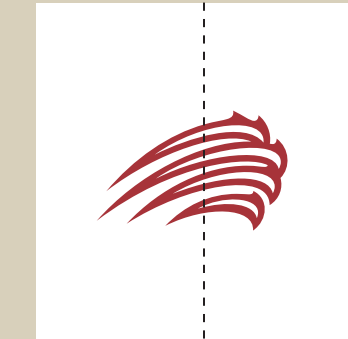
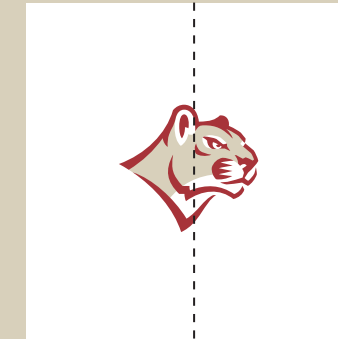
When used alone, the Cougar icon and Claw logo should be optically centered. The optical center of the Cougar icon aligns with the inner outline of the Cougar's fully visible ear. The optical center of the primary Claw logo aligns with the physical center of the third claw mark from the top. The optical center of the alternative Claw logo aligns with the inner point of the bottom claw mark.

Physical Center



vs.

Optical Center (Preferred)



Print and Digital Minimum Sizing

There is a minimum size requirement for print and digital applications of the athletic logo to ensure it is always clear and legible. The minimum size requirement is based on the width of the design and applies to all variations of the athletic logo aside from the stand-alone social media mark.

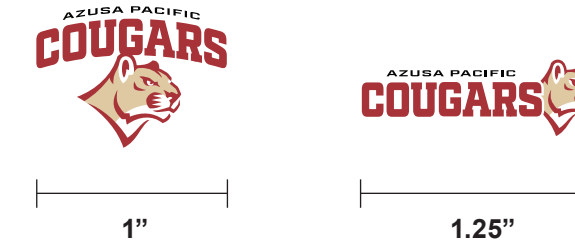
Print

For print applications, the minimum size of the design is 1" wide. Horizontal logos are the exception, requiring a minimum width of 1.25".

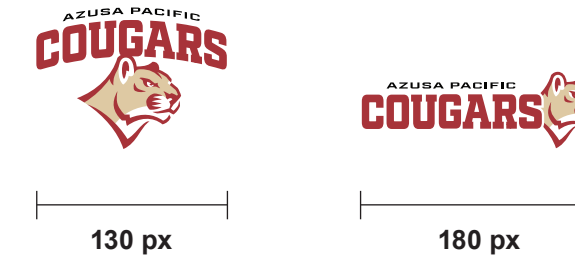
Digital

For digital applications, the minimum width is 130 pixels at 72 ppi. Horizontal logos are the exception, requiring a minimum of 180 pixels.

Print Minimum Size



Digital Minimum Size



Embroidery Minimum Sizing

To ensure that embroidery of the athletic logo marks is legible, set the width of the mark no smaller than the sizes shown on the right.

These wordmark and primary logo versions have been adjusted and made legible for embroidery applications. Use these versions only for embroidery applications.

Embroidery Wordmark

The minimum size of the wordmark is 2.5" wide. Both versions of the wordmark are adjusted to look best in embroidery applications and should not be used in any other application.

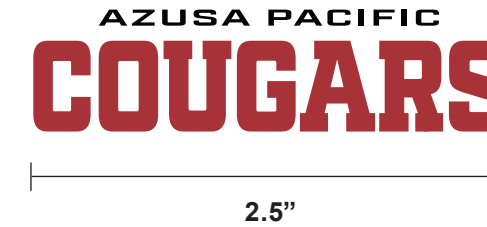
Embroidery Logo

The minimum size of the logo is 2.5" wide. This logo is adjusted to look best in embroidery applications and should not be used in any other application.

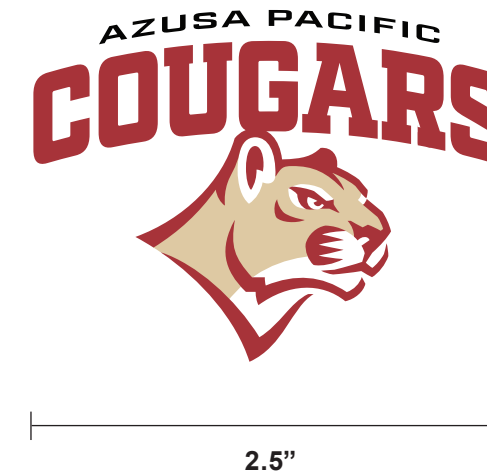
Embroidery Icon

To maintain the clarity of the icon, the minimum size is 1.75" wide.

Embroidery Wordmark Minimum Size



Embroidery Logo Minimum Size



Embroidery Icon Minimum Size



Typography

To provide a consistent brand identity, Azusa Pacific Athletics specifies two typefaces that may be used in communication products.

Azusa Pacific's chosen typefaces for web, digital, and print athletic applications are Factoria and Industry.

Factoria is a display font, as seen in the "Cougars" wordmark of the preferred Cougar Athletics logo. Beyond the athletic logos and wordmarks, use it sparingly—if at all. Those instances should be for headlines and text that are more prominent than the rest of the canvas.

FACTORIA

Aa Bb Cc Dd Ee Ff Gg

0 1 2 3 4 5 6 7 8 9

{ & @ # ? ! % }

Industry is a display font, as seen in the "Azusa Pacific" wordmark of the preferred Cougar Athletics logo. Beyond the athletic logos and wordmarks, use it sparingly—if at all. Those instances should be for headlines and text that are more prominent than the rest of the canvas.

INDUSTRY

Aa Bb Cc Dd Ee Ff Gg

0 1 2 3 4 5 6 7 8 9

{ & @ # ? ! % }

Color Palette

Eliciting emotional responses and brand recognition, color is a seemingly straightforward component and yet a powerful tool. Azusa Pacific Athletics' color palette has been selected to support core brand values and an accurate representation of the university's brand system and personality.

Azusa Pacific Athletics' colors are Brick Red (Pantone 1807 C) and Warm Taupe (Pantone 468 C). Colors in the logos must be used as they are presented. No other color variations are permitted.

Neutral colors—such as Black and White—are essential to any brand identity system. These colors allow a canvas to “breathe” and help to highlight and feature the rest of the color palette. Do not overlook the power of negative space.

Brick Red

PMS 1807 C
CMYK 24 / 91 / 78 / 16
RGB 168 / 53 / 58
HEX #A8353A

Warm Taupe

PMS 468 C
CMYK 10 / 10 / 23 / 5
RGB 216 / 208 / 187
HEX #D8D0BB

Black

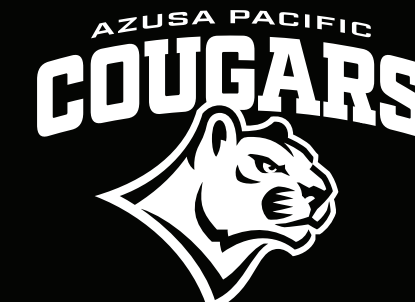
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000

White

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

Color Variants

The Cougar Athletics logo allows a variety of color variants that remain consistent in brand and identity. These variations provide options for using the logo on Brick Red (Pantone 1807 C), Warm Taupe (Pantone 468 C), White, and Black backgrounds. Each logo has its own set of color variants that are represented here by the primary mark. Use only these approved sets of options on the coordinating backgrounds.





PRODUCED BY

The Division of Strategic Communication and Engagement, Azusa Pacific University

CONTACT

Questions? Email stratcomm@apu.edu and include "Athletic Brand Standards" in the subject line.