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.
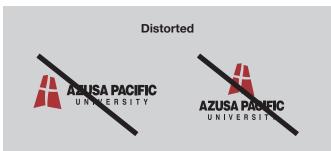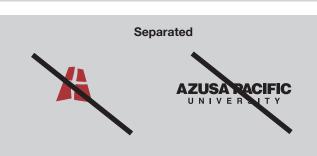
The Logo

The center of the Azusa Pacific visual identity is our logo (the cross rocks). The stylized "A" comprises 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.
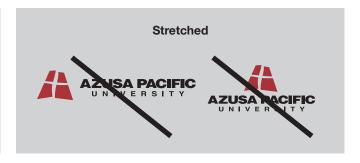
Logo Versions

Logo Misuse

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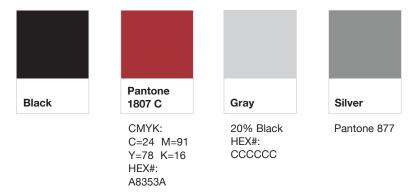
Distorted

Stretched

Separated

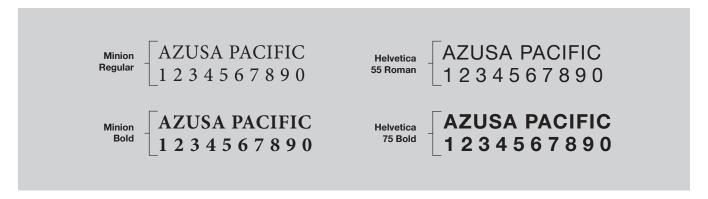**Customized**

University Colors and Typefaces

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.

Black	Pantone 1807 C	Gray	Silver
	CMYK: C=24 M=91 Y=78 K=16 HEX#: A8353A	20% Black HEX#: CCCCCC	Pantone 877

Typefaces

Azusa Pacific University's corporate typeface families 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.

Minion Regular	AZUSA PACIFIC 1 2 3 4 5 6 7 8 9 0
Helvetica 55 Roman	AZUSA PACIFIC 1 2 3 4 5 6 7 8 9 0
Minion Bold	**AZUSA PACIFIC** **1 2 3 4 5 6 7 8 9 0**
Helvetica 75 Bold	**AZUSA PACIFIC** **1 2 3 4 5 6 7 8 9 0**

University Department/Office Logos

NOTE: The Division of Strategic Communication and Engagement creates these logos, and can provide you with your department/office logo if you have not received one from us already. Email **stratcomm@apu.edu** for your area logo.