Logo Variations

There are two approved versions of the Alaska Pacific University logo: a **primary, horizontal version** and a **secondary, stacked version**. Use the primary lockup whenever possible, but when space is prohibitive the secondary lockup may be used.

Vertical Lockup (Secondary)

Horizontal Lockup (Primary)

Logo Components

Each logo consists of two components: the **logo mark** (the graphic found on the left of the horizontal lockup, often referred to as 'the arches'), and the **word mark** (the letters spelling out 'Alaska Pacific University'). Together, the two components create a strong visual brand identity that can be instantly recognized by viewers.

Logo Mark

Word Mark

Logo Clear Space

The Alaska Pacific University logo should have adequate spacing between it and other elements to ensure clarity and prominence. As a general rule, keep the height of the upper case C (as found in the word mark) between the logo and any surrounding elements.

Logo Minimum Sizing

To ensure maximum legibility of the word mark, the primary lockup of the Alaska Pacific University logo should never be sized smaller than 1.5 inches wide, while the secondary lockup should never be sized smaller than 1 inch wide.

1.5" Minimum

1" Mimimum

Logo Font

Baskerville Regular

Baskerville Bold

Color Variations and Usage

Aside from the full-color version of the logo, the Alaska Pacific University logo is available in two alternate color variations: an all-white version and an all-black version. The full-color version is intended for use with white or neutral light backgrounds and is the recommended use of the logo. The all-black version can be used when color reproduction is not available, while the all-white version can be used with dark or colored backgrounds.

Note: The all black logo should **only** be used when color reproduction is not available.

All-White Version

All-Black Version

Full-Color on White

The full-color logo on white or neutral light background is the ideal contrast for legibility and the recommended use of the logo.

Reversed on Color

If a dark or colored background is required, use the all-white version of the Alaska Pacific University logo.

Full Color on Image

When placing the logo on imagery and the image allows, use the full-color version of the logo.

Reversed on Image

The all-white version of the logo may be used when the image does not provide enough contrast for the full-color version.

Brand Colors

APU Blue

Web: #165c7d
RGB: 22, 92, 125
CMYK: 92, 26, 0, 51
Pantone Coated: 7700 C
Pantone Uncoated: 302 U

APU Gold

Web: #d69a2d
RGB: 214, 154, 45
CMYK: 0, 28, 79, 16
Pantone Coated: 7563 C
Pantone Uncoated: 110 U

APU Green

Web: #5fa15f
RGB: 95, 161, 95
CMYK: 67, 16, 81, 2
Pantone Coated: 369 C
Pantone Uncoated: 7739 U

Brand Typography

Rockingham

Headlines, Subheads — *Bold, upper lowercase*

Rockingham is a highly versatile and modern slab serif font. Rockingham Bold set in upper and lowercase is the preferred use for headlines and subheadlines.

Rockingham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova

Body Copy — *Regular*

Proxima Nova was chosen for its modern and contemporary feel. Proxima Nova Regular is the current preferred sans-serif font for body copy in official university documents.

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

Default Font – *Regular*

In cases where Rickingham and Proxima Nova are not available, the use of Arial is recommended due to its similarity to Proxima Nova and ubiquity across both Windows and Mac operating systems.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz