
Branding and Logo Proposal

PRIMARY AND SECONDARY UNIVERSITY LOGOS

Primary Logo

Appalachian
STATE UNIVERSITY

Secondary Logo

APPSTATE

APPSTATE

PRIMARY AND SECONDARY UNIVERSITY LOGOS

Logo Color Options

The primary logo is available in three colors: Black, white and gold



The secondary logo is available in the following color combinations:



PRIMARY UNIVERSITY MARKS

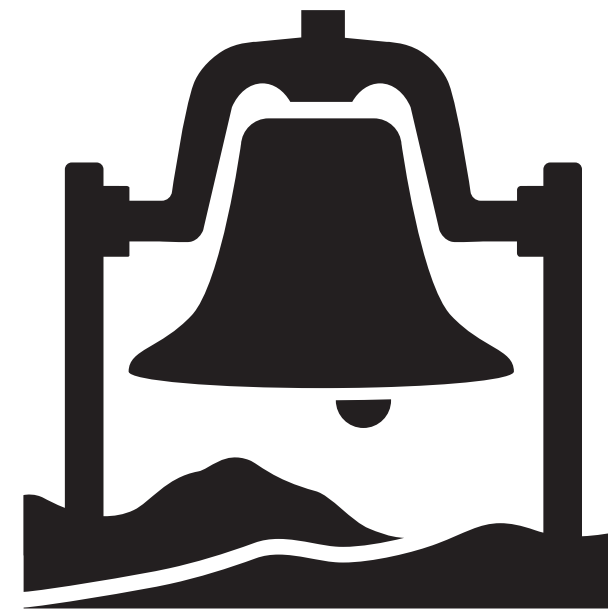
Primary University Marks

The Block A and the University Bell can be used to describe the university in a less formal way when positioned near the words Appalachian State University or App State.

Block A



University Bell



PRIMARY UNIVERSITY MARKS COLORS

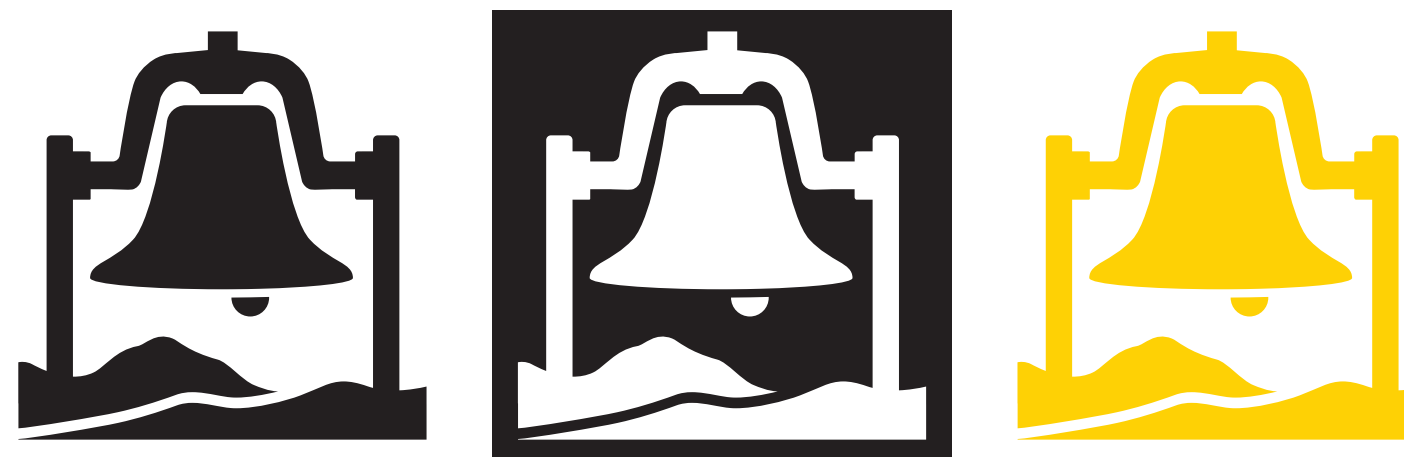
Official Block A colors

Full color, white outline, gold outline, black outline, solid white and black.



Official University Bell colors

Black, white and gold.



COLLEGE, PROGRAM AND DEPARTMENT/UNIT LOGOS

Horizontal



Vertical



OTHER OFFICIAL UNIVERSITY MARKS

Chancellor's Seal



The Chancellor's Seal symbolizes the university at the highest level. The use of the seal is restricted to use by The Office of the Chancellor only.

Yosef Head



Yosef is an official mark associated with App State Athletics. It should not be used by academic units, initiatives or fundraisers, and it should not appear as a standalone graphic element without permission.

Heroes Block A



Represents members of App State's military, fire departments, police and medical responders.

CUSTOM LOGOS



UNIVERSITY UNIFORM LOGO GUIDELINES



APPSTATE
**Facilities
Management**

Arial font is to be used with the APPSTATE logo and lettering must be less the width of the logo.

Appalachian
STATE UNIVERSITY
Campus Dining

Times New Roman font is to be used with the Classic Appalachian logo and lettering must be less the width of the logo.

APPSTATE

UNIVERSITY VEHICLE LOGO GUIDELINES

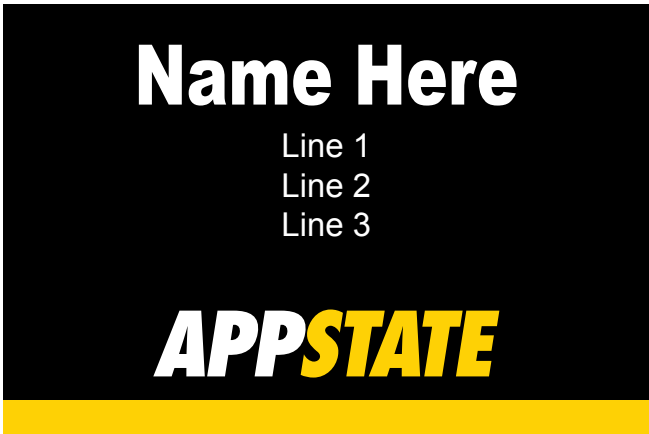


All University vehicles will have the App State logo

APPSTATE

APPSTATE

UNIVERSITY NAME BADGES



Option 1



Option 2



Option 3



Option 4

Name Badge Options
3" x 2"
One line for name
3 lines for info



UNIVERSITY LOGO SWAG GUIDELINES

Times New Roman font is to be used with the Classic Appalachian logo and lettering must be less the width of the logo or the same height if placed side by side.

Appalachian
STATE UNIVERSITY
Campus Dining

Appalachian | Campus Dining
STATE UNIVERSITY

Arial font is to be used with the APPSTATE logo and lettering must be less the width of the logo or the same height if placed side by side.

APPSTATE
CAMPUS DINING

APPSTATE CAMPUS DINING

APPSTATE

UNIVERSITY LAPEL PINS



Custom lapel pins can be created once approved by University Communications.



OFFICIAL STUDENT GROUP LOGO TEMPLATES

STUDENT GROUP NAME

AT APPALACHIAN STATE UNIVERSITY

STUDENT GROUP
OR ORGANIZATION

at Appalachian State University

STUDENT GROUP
NAME HERE

AT APP STATE

APPSTATE