



**APP STATE ATHLETICS**  
**BRAND BOOK**



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# APP STATE ATHLETICS MISSION

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**In support of the Educational Mission of the University,**

**We protect and promote the safety, health, and well-being of each and every one of our Student-Athletes.**

**We guide and support our Student-Athletes in their quest for excellence - academically, athletically, and socially.**

**We gather and engage our University Community to become a part of our plans.**



# CORE VALUES

- Academic Integrity
- Competitive Excellence
- Social Responsibility
- World-Class Experience



# PRIMARY LOGO

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The App State Block A is the chief visual component of App State Athletics' overall brand integrity. Our logo has become one of the single most visible manifestations of the App State Athletics. Reinforcement of the primary identity will build equity in the brand.

**FOR ALL PURPOSES WE WILL ALWAYS USE THE BLOCK A.** Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. Approximately 1 inch tall is the smallest the Block A should be. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.



# PROTECTED AREA

The protected area around the logo ensures that no other graphic elements interfere with clarity and integrity. The protected area around the mark is roughly equal to the triangle height of the inside of the “A”. At least this amount of space must surround the Block A in all applications.



# COLOR VARIATION

The black Block A is the primary identity of App State Athletics.  
The white Block A is the primary identity of Appalachian State University.

The Block A can be used in the following color variations:





# ONE COLOR VARIATION

The Block A can be used as a single color in the following variations:

**FILL BLACK**



**FILL WHITE**



**STROKE BLACK**



**STROKE WHITE**

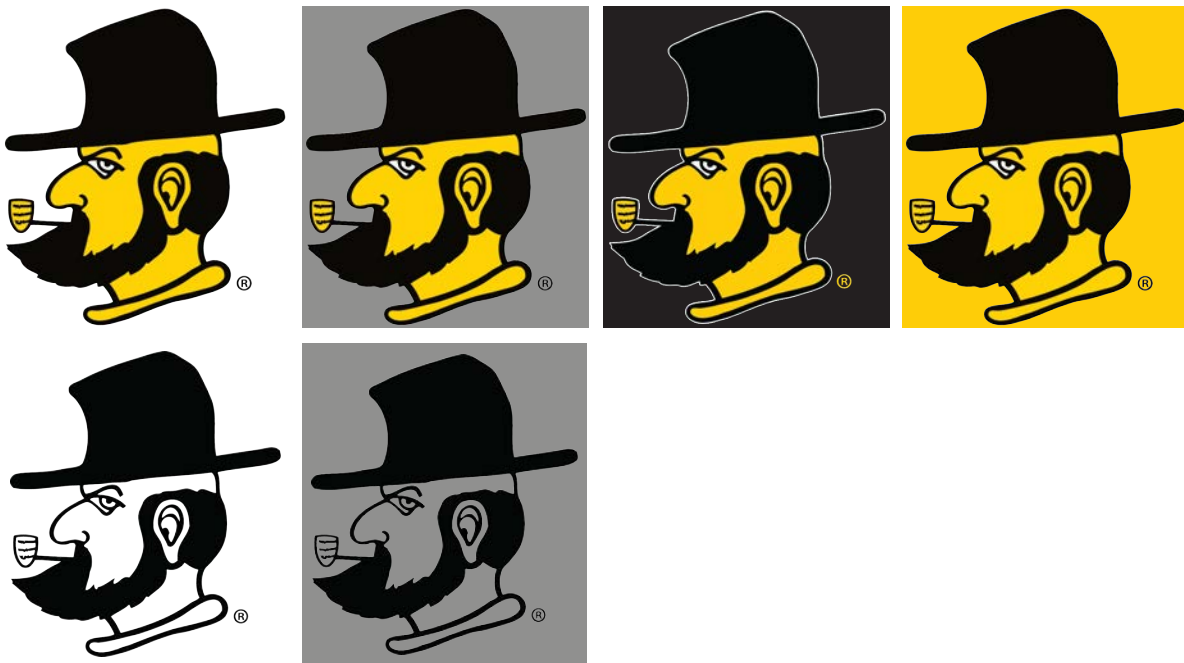


# SECONDARY LOGO

This Yosef secondary logo may be used for select approved purposes. Use of this mark requires a separate contract type and a higher royalty rate.

**ALL RULES THAT APPLY TO THE PRIMARY LOGO ALSO APPLY TO THE SECONDARY LOGO.**

**DO NOT** use the Yosef one color on a gold background without the eye filled with white.



# **HEROES DAY**

Appalachian State University has added a special logo to its graphic offering. This logo features the American flag with the Block A and will be utilized for select games. The select game will be known as Heroes Day and the school will honor members of the military, fire department, police and first responders. This logo may be used by the Student Veteran Association (SVA), ROTC, Military Affairs Committee (MAC) and other parties with permission.



# LOGO USE: PRIMARY & SECONDARY

All primary and secondary logos can appear as specified in these guidelines. This ensures the desired consistency in logo usage that promotes effective recognition.

All primary and secondary logos should be placed on a solid background and on photographs that offer sufficient contrast for the Block A's legibility. Other alterations may be permissible with approval.



Do not combine two logos in an overlaying pattern or put text over the logo.



Do not add elements or remove "Mountaineers" from the Block A.



Do not eliminate the border or make the logo thicker.



Do not alter the colors of the logo, add gradient, or pattern.



Do not alter proportions by stretching, bending, warping, or changing the angle of the Block A.



Do not crop off a portion of the logo.



Do not fill the Block A with gold.



Do not blur, distress, or disintegrate. Do not bevel or emboss where the Block A is destroyed.



Do not use the Block A to replace the letter 'A' in text without permission.



Do not remove the white in the eye on a gold background.



Do not invert the secondary logo.



# WORDMARKS AND PRIMARY AND SECONDARY DEPARTMENTAL LOCKUPS

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The App State primary wordmark can be used in the following color variants:



Sport-specific wordmark lockups will follow the same colorway as the primary wordmark. The lockup will always be right justified. A complete list of sport-specific wordmarks can be sent upon request.



Created by Hall of Fame football coach Jerry Moore, the Mountaineer script can be utilized as a standalone mark with permission. The script is not a font and should not be replicated. The script can be used in the following color variants:



The App State secondary lockup will have the sport centered with the Block A. A full list of sport-specific wordmarks can be sent upon request. The secondary lockup can be used in the following variants:



# LOGO USE: LOCKUPS

All primary and secondary logos can appear as specified in these guidelines. This ensures the desired consistency in logo usage that promotes effective recognition.

All primary and secondary logos should be placed on a solid background and on photographs that offer sufficient contrast for the Block A's legibility. Other alterations may be permissible with approval.



Do not stack the primary wordmark. The mark should always be side-by-side.



Do not crop off a portion of the mark.



Do not alter the colors of the logo, add gradient, or pattern.



Do not flip the colors of the primary wordmark.



Do not blur, distress or disintegrate. Do not bevel or emboss that the marks are destroyed.



Do not add a stroke.



Do not add elements to the primary wordmark.



Do not alter proportions by stretching, bending, shrinking, warping, or changing the angle.



Do not use white for the sport for the secondary departmental lockup.







# DISCONTINUED MARKS

The following logos and marks are retired and should not be used without approval.



# COLOR INFORMATION

	<b>PMS</b>	<b>CMYK</b>	<b>RGB</b>	<b>HEX</b>
	PANTONE 116C	C: 0 M: 16 Y: 100 K: 0	R: 255 G: 201 B: 0	#FFCC00
	PROCESS BLACK	C: 60 M: 60 Y: 60 K: 100	R: 0 G: 0 B: 0	#000000
	WHITE	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	#FFFFFF
	PANTONE 423	C: 0 M: 0 Y: 0 K: 44	R: 143 G: 143 B: 143	#8F8F8F





# SUN BELT CONFERENCE LOGOS

The Sun Belt Conference has been an NCAA Division I affiliate since 1976 and an FBS sponsor of football since 2001. App State became a member of the league in 2014. Of App State's 17 programs, 15 compete in the Sun Belt Conference. The 12 Sun Belt Conference partner institutions are as follows:



APP STATE  
MOUNTAINEERS



ARKANSAS STATE  
RED WOLVES



COASTAL CAROLINA  
CHANTICLEERS



GEORGIA SOUTHERN  
EAGLES



GEORGIA STATE  
PANTHERS



LITTLE ROCK  
TROJANS



LOUISIANA  
RAGIN' CAJUNS



ULM  
WARHAWKS



SOUTH ALABAMA  
JAGUARS



UT ARLINGTON  
MAVERICKS



TEXAS STATE  
BOBCATS



TROY  
TROJANS



# SOUTHERN CONFERENCE LOGOS

App State Wrestling has competed in the Southern Conference since 1993. Our Southern Conference wrestling partner institutions are as follows:



APP STATE MOUNTAINEERS



BELLARMINE KNIGHTS



CAMPBELL CAMELS



CHATTANOOGA MOCS



THE CITADEL BULLDOGS



DAVIDSON WILDCATS



GARDNER-WEBB BULLDOGS



PRESBYTERIAN BLUE HOSE



VMI KEYDETS



# MID-AMERICAN CONFERENCE LOGOS

App State Field Hockey has competed in the Mid-American Conference since 2017. Our MAC field hockey partner institutions are as follows:



**APP STATE  
MOUNTAINEERS**



**BALL STATE  
CARDINALS**



**BELLARMINE  
KNIGHTS  
(2021)**



**CENTRAL MICHIGAN  
CHIPPEWAS**



**KENT STATE  
GOLDEN FLASHES**



**LONGWOD  
LANCERS**



**MIAMI  
REDHAWKS**



**OHIO  
BOBCATS**



# AFFILIATE LOGOS

The Sun Belt Conference’s logo identity highlights the sun as a powerful and iconic expression that suggests unity, strength, promise and ambition. The individual parts of the icon combine to create a unified whole and represent strength in togetherness; a foundational value at the core of the Sun Belt Conference brand. The band of blue across the diameter of the icon symbolizes the Sun “Belt” region, while dually creating the feeling of a sun breaking the horizon at the dawn of a new day.

Primary and secondary Sun Belt logos are below. Refer to the Sun Belt’s brand book for a full list of logos and usage.

The Southern Conference Logo is used only for App State Wrestling. The MAC logo is used only for App State Field Hockey.



# TYPEFACE

## FUTURA

**Futura** is the primary font of App State Athletics.

Extra Bold and Extra Bold Oblique should be used when identifying the athletics department and sport programs.

Futura should be used to denote departments and sports in places like letterheads, signage, or primary and secondary headers in graphics. It should not be used for large bodies of text.

**Futura** and **Futura PT Condensed** can be used interchangeably. Both can be accessed through Adobe Fonts.

### Futura

Condensed Medium  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pq**rstuvwxyz

Medium  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pq**rstuvwxyz

Medium Italic  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pq**rstuvwxyz

**Bold**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**abcdefghijklmno**pq**rstuvwxyz**

**Condensed Extra Bold**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**abcdefghijklmno**pq**rstuvwxyz**

### Futura PT Condensed

Condensed Medium  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pq**rstuvwxyz

*Medium Oblique*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklmno**pq**rstuvwxyz*

**Bold**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**abcdefghijklmno**pq**rstuvwxyz**

*Bold Oblique*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklmno**pq**rstuvwxyz*

**Extra Bold**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**abcdefghijklmno**pq**rstuvwxyz**

**Extra Bold Oblique**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**abcdefghijklmno**pq**rstuvwxyz**



# Tungsten, Lyon and Trade Gothic LT

Tungsten, Lyon and Trade Gothic LT are secondary fonts.

These fonts can be used for secondary headlines and bodies of text.

## Tungsten

### **Tungsten Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Lyon

### Lyon Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### *Lyon Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

### **Lyon Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Trade Gothic LT

### Trade Gothic LT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### *Trade Gothic LT Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

### **Trade Gothic LT Bold Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### *Trade Gothic LT Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***



# LANGUAGE

## Official University Name: APPALACHIAN STATE UNIVERSITY

Pronunciation: app-uh-LATCH-in

**Incorrect:** app-uh-LAY-shin

## When Referring to Athletics: APP STATE

Limited Use:

- Appalachian State
- Appalachian

**DO NOT USE:**

- ASU
- APPY
- APPY STATE
- APP. STATE
- AppState

## Nickname: MOUNTAINEERS

Always use Mountaineers on first reference of a team nickname.

Acceptable to use on subsequent

references:

- Apps
- Black and Gold

**DO NOT USE:**

- 'NEERS

## Mantras, Slogans, Hashtags

- #AppFamily
- #AppNation
- #GoApp
- Go App
- Go Mountaineers
- #MakeAnImpact
- #TIGMA
- Today I Give My All For App State

Limited Use:

- Go Apps
- #GoApps

**DO NOT USE:**

- Go 'Neers
- #GoNeers
- Roll 'Neers
- #RollNeers



# STATIONERY

## EMAIL SIGNATURE EXAMPLES



**FIRST NAME LAST NAME**  
**TITLE**  
 APP STATE ATHLETICS  
 MARK E. RICKS ATHLETICS COMPLEX  
 425 JACK BRANCH DRIVE, BOONE, NC 28608  
 O: (828) 555-0123 | M: (828) 555-4567 | F: (828) 555-8901  
 [Facebook] AppStateSports [Twitter] AppStateSports [Instagram] AppStateSports



**YOSEF**  
**MASCOT**  
 APP STATE ATHLETICS  
 MARK E. RICKS ATHLETICS COMPLEX  
 425 JACK BRANCH DRIVE, BOONE, NC 28608  
 O: (828) 555-1234 | M: (828) 555-5678 | F: (828) 555-0912  
 [Facebook] AppStateSports [Twitter] AppStateSports [Instagram] AppStateSports



**FIRST NAME LAST NAME**  
**TITLE**  
 APP STATE ATHLETICS  
 MARK E. RICKS ATHLETICS COMPLEX  
 425 JACK BRANCH DRIVE, BOONE, NC 28608  
 O: (828) 555-0123 | M: (828) 555-4567 | F: (828) 555-8901  
 [Facebook] AppStateSports [Twitter] AppStateSports [Instagram] AppStateSports



**YOSEF**  
**MASCOT**  
 APP STATE ATHLETICS  
 MARK E. RICKS ATHLETICS COMPLEX  
 425 JACK BRANCH DRIVE, BOONE, NC 28608  
 O: (828) 555-1234 | M: (828) 555-5678 | F: (828) 555-0912  
 [Facebook] AppStateSports [Twitter] AppStateSports [Instagram] AppStateSports

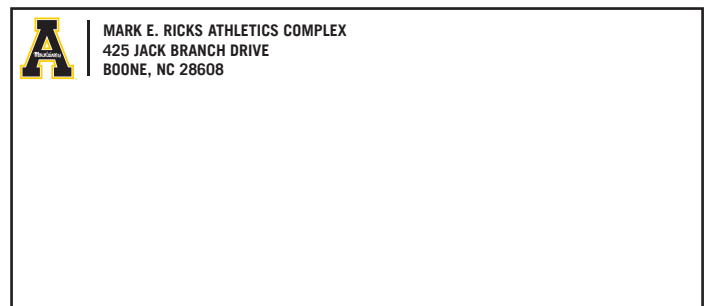
## LETTERHEAD EXAMPLE



**APP STATE**  
**ATHLETICS**

425 JACK BRANCH DR. BOONE, NC 28608 828.555.1234 APPSTATESPORTS.COM

## ENVELOPE EXAMPLE



**A** MARK E. RICKS ATHLETICS COMPLEX  
 425 JACK BRANCH DRIVE  
 BOONE, NC 28608

## BUSINESS CARD EXAMPLES



**A** **NAME HERE**  
 PROFESSIONAL TITLE  
 SPORT NAME

O | Office # (required)  
 C | Cell # (not required)  
 F | Fax # (or office location) not required

APPSTATESPORTS.COM



**A**  
 Mountaineers





# CONTACT US

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If you've made it this far, thank you.

The App State story is something we all love and deeply care for. You're an important part of telling it, and these tools and resources will help you tell our story. Thank you for giving your all for App State.

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