The primary logotype is composed of the AU mark and the words American University and Washington, D.C., separated by a horizontal rule. Type for American University is modified Garamond; for Washington, D.C., modified Helvetica. The words in the logotype are in AU blue, and the rule is in AU red.

The logotype must be used as shown in its entirety, not separated into component parts, altered in proportion, printed in color combinations other than those outlined in any other way. The type in the logotype may not be used without the mark, however, the mark may be used by itself.

AU blue and AU red are the official colors of the logotype. Preferably, the logotype and the mark should be printed in those colors as shown. However, other color options are permitted:

**One Color—AU blue, AU red, black, gold, or silver**

There are two ways to use the logotype in one color. The first is to use the mark with a screened background. The type and rule may be printed in AU blue or black. The letters A and U of the mark must always be white; the left side of the mark must be the solid color and the right side of the mark should be screened at 40 percent.

The second way to use the logotype in one color is to eliminate the background and print the letters A and U and a box in one color. This is called the embossed logotype. Acceptable colors include AU blue, AU red, black, white, gold, or silver.

**Two or Three Colors—AU blue, AU red, plus black or white**

The mark must always be in AU red and AU blue. When printing on a dark-colored background, a white border equal in thickness to the thickest line in the A encloses the mark.

The words American University and Washington, D.C. must be in the same color. Acceptable colors are AU red, AU blue, and black. When reversing out of a dark-colored background, the words may be printed in white.

The rule between American University and Washington, D.C. must be in a contrasting color to the words. Acceptable rule colors are AU red, AU blue, and black. When printing on a dark-colored background, the rule may be printed in white.

The logotype should not be rotated. The logotype should not appear smaller than 1.375 inches in width.

**Official Colors**

- AU red Pantone 186
- AU blue Pantone 072
- AU gold Pantone 872
- AU black