

APCO INTERNATIONAL

BRAND STYLE GUIDE

PREPARED BY:

The Marketing &
Communications
Department

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TABLE OF contents

PAGE 04 | SECTION 1.0 | LOGO ELEMENTS

PAGE 08 | SECTION 2.0 | BRAND COLORS

PAGE 10 | SECTION 3.0 | TYPOGRAPHY

PAGE 14 | SECTION 4.0 | GRAPHICS

PAGE 17 | SECTION 5.0 | LEGAL PREMISE

PAGE 18 | SECTION 6.0 | EVENT LOGOS

1.0 LOGO ELEMENTS

1.1 Logo With Tagline

The integrity of the logo should always be preserved by following the specifications provided. It is important to never alter the logo components and to keep them as a unit. The logo must always appear with the registered symbol.



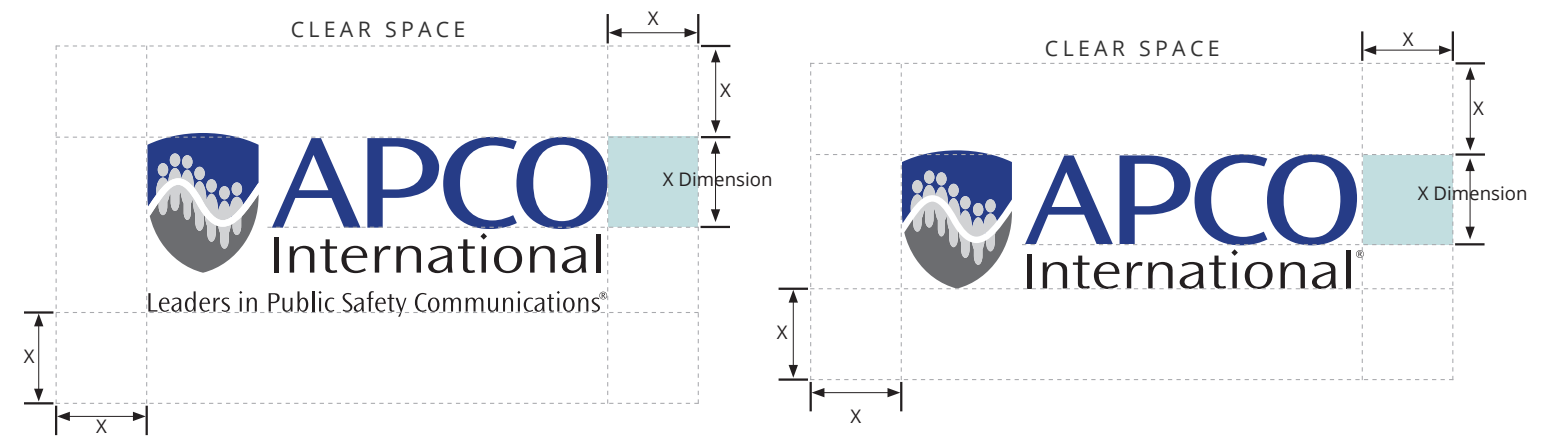
1.2 Logo Without Tagline

The logo may also appear without the tagline as indicated. The logo must always appear with the registered symbol, even when no tagline is used.



1.3 Clear Space & Size

The logo should always maintain a minimum clear space around it in all uses. When possible, increase the amount of clear space.



1.4 Suggested Minimum Sizes

The logo should not be used below the recommended minimum sizes indicated.

MINIMUM WIDTH FOR PRINT IS 1.5'

MINIMUM WIDTH FOR WEB IS 108 PX



1.5 Incorrect Usage

The following examples indicate how not to use the logo.



Never place logo inside of shapes.

Never skew or tilt the logo.

Never place logo on pattern shapes.



Never place logo on a photo that does not contrast.

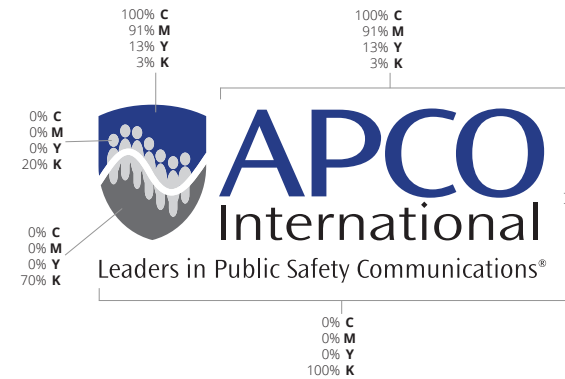


Never alter the logo colors.

1.6 Color Mixes

Never change the logo colors from those listed in this guide. Several options are included on the following pages to meet any usage needs that may arise. Complementary colors for graphics that may accompany the logo can be found on page 8.

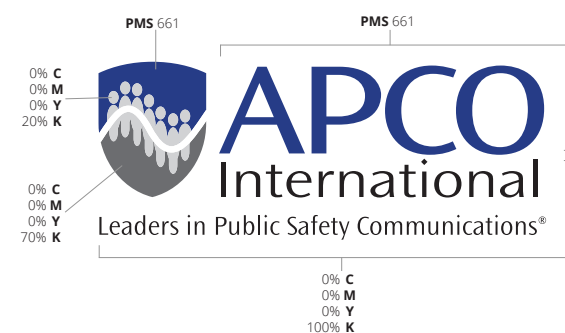
CMYK



RGB



PMS + BLACK



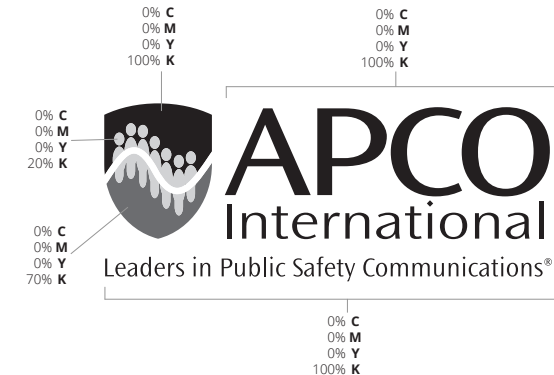
HEXADECIMAL



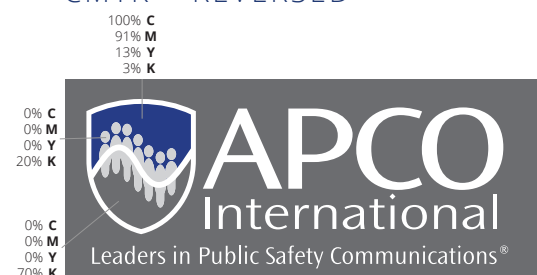
REVERSED



GRAYSCALE



CMYK + REVERSED



100% BLACK



1.7 Acceptable Backgrounds

LIGHT BACKGROUNDS

The following examples show how the logo may appear on light backgrounds that provide sufficient contrast.



DARK BACKGROUNDS

The following examples show how the reversed logo and the reverse plus 4 color logo may appear on dark backgrounds.



2.0 BRAND COLORS

2.1 Primary Colors

The APCO International logo has three official primary colors: dark gray, light gray and blue. These colors have become a recognizable identifier for APCO.

Primary Color Palette

Color	APCO Blue	Dark Gray	Light Gray
Pantone	661	-	-
CMYK	100, 91, 13, 3	0, 0, 0, 70	0, 0, 0, 20
RGB	0, 44, 119	77, 77, 77	204, 204, 204
HEX	#002C77	#666666	#CCCCCC

2.2 Extended Colors

The extended colors are complementary to our official colors, but are not recognizable identifiers for APCO International on their own.









Extended Color Palette

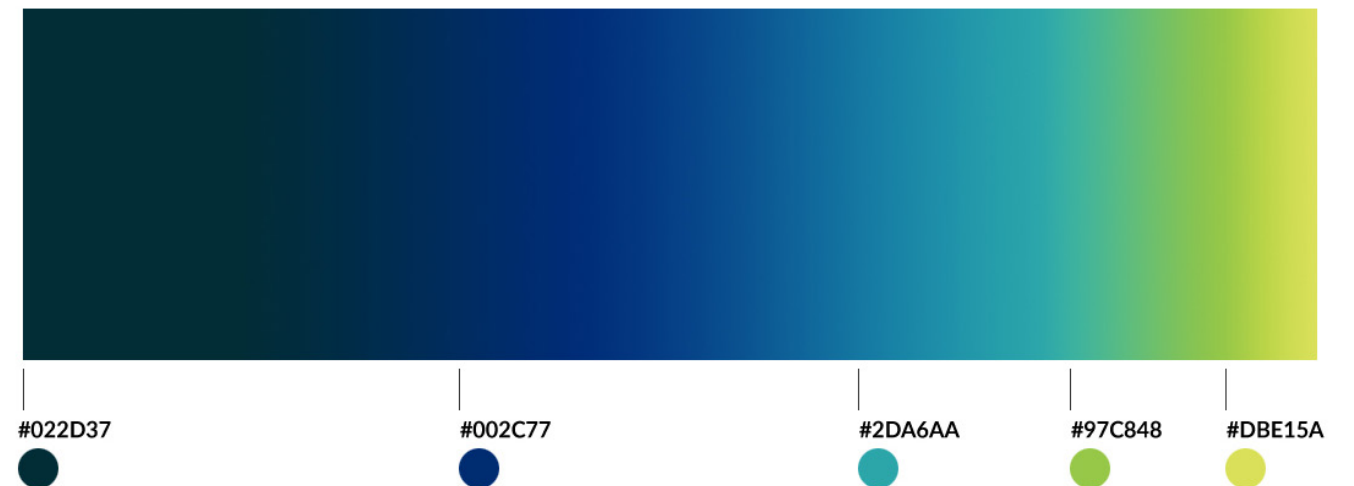
Color	Very Dark Blue	Dark Blue	Turquoise	Green	Yellow Green
Pantone	-	-	-	-	-
CMYK	95, 68, 55, 58	100, 89, 26, 12	76, 13, 35, 0	47, 0, 100, 0	18, 0, 85, 0
RGB	0, 43, 55	35, 57, 114	33, 166, 170	148, 200, 61	218, 225, 77
HEX	#002B37	#233972	#21A6AA	#94C83D	#DAE14D

2.3 Primary Colors for Web

The following colors are used for the apcointl.org website.

Extended Color Palette

				
RGB 2, 44, 119 HEX #022C77	RGB 2, 45, 55 HEX #022D37	RGB 45, 166, 170 HEX #2DA6AA	RGB 151, 200, 72 HEX #97C848	RGB 218, 224, 89 HEX #DAE059
				
RGB 17, 17, 17 HEX #111111	RGB 204, 204, 204 HEX #CCCCCC	RGB 51, 51, 51 HEX #333333		



3.0 TYPOGRAPHY

3.1 Fonts for Documents - Sans Serif

Use the following fonts for any word, PowerPoint or Publisher documents.

CALIBRI

BOLD |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

REGULAR |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

ITALIC |—• *abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}*

LIGHT |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

ARIAL

BOLD |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

REGULAR |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

ITALIC |—• *abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}*

NARROW |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

3.2 Fonts for Documents - Serif

Use the following fonts for any word, PowerPoint or Publisher documents.

TIMES NEW ROMAN

BOLD |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

BOLD ITALIC |—• ***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}***

REGULAR |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

ITALIC |—• ***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}***

GARAMOND

BOLD |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

REGULAR |—• **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}**

ITALIC |—• ***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789,./:;[]!@#%&*()_+<>?"'{}***

3.3 Fonts for Print and Display Graphics - Sans Serif

Use the following fonts for any display, design or other graphics created for APCO International.

BENTON SANS

BOLD |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

CONDENSED BOLD |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

REGULAR |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

ITALIC |—• *abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}*

LIGHT |—• *abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}*

LATO

BLACK |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

BOLD |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

REGULAR |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

LIGHT |—• *abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}*

HAIRLINE |—• *abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}*

OPEN SANS

EXTRA BOLD |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

BOLD |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

REGULAR |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

ITALIC |—• *abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}*

LIGHT |—• *abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}*

3.4 Fonts for Web - Sans Serif

Use the following fonts for web design on apcointl.org.

LATO

BLACK |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

BOLD |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

REGULAR |—• **abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}**

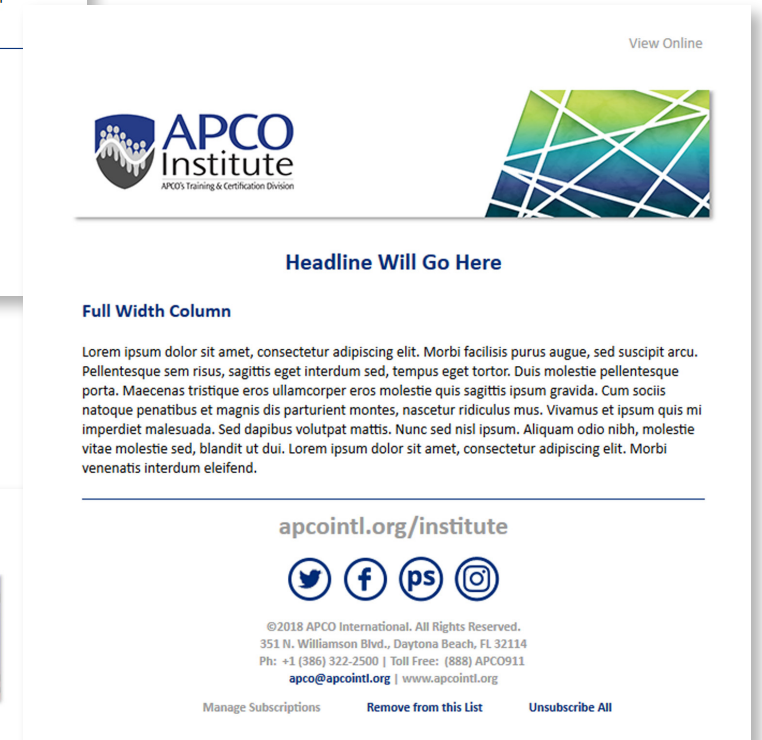
LIGHT |—• *abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}*

HAIRLINE |—• *abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@\$%^&*()_+<>?"'{}*

4.0 GRAPHICS

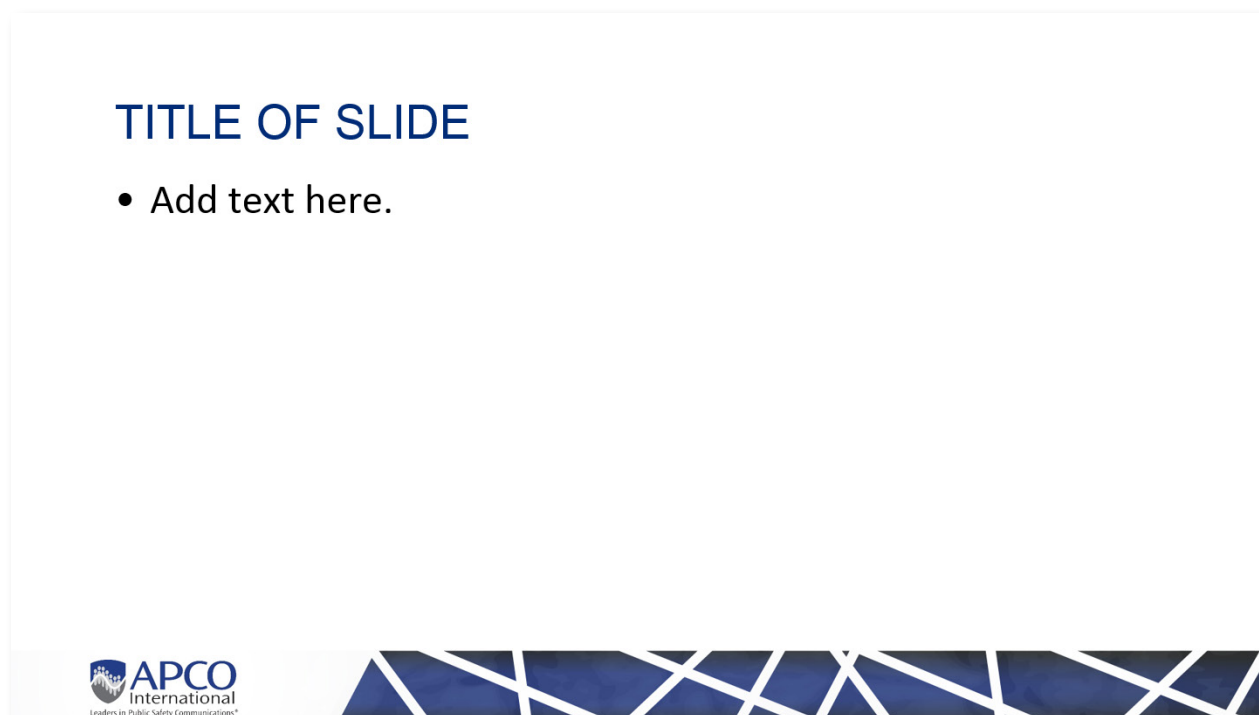
4.1 Email Headers and Template

The following examples show how the graphic and accent colors have been used to create branded email templates.



4.2 PowerPoint

The following examples show how the graphic and accent colors have been used to create a branded PowerPoint template. Note: The Calibri font family is used in these examples.



5.0 LEGAL PREMISE

5.1 Trademark

The logos featured in this Logo Standards and Style Guide are protected intellectual property. APCO International takes seriously its common law rights to ownership of this and other trademarks created for the association's use and has also registered this and related marks with the United States Patent and Trademark Office (USPTO).

The use of any and all logos and trademarks of APCO International shall be in compliance with the Logo Standards and Style Guide and violations may result in the association taking legal action at its sole discretion to protect its brand image.

Unauthorized use or modification of these marks without the requisite approval of the owner, APCO International, constitutes infringement. Please comply with the Logo Standards and Style Guide to ensure adherence with proper size, color, form and positioning of the logo.

PRE-APPROVAL PROCEDURES

Use of Logo By Entities Other Than Chapters

Requests for use of the APCO logo or related marks should be directed to APCO's MarComm department at marketing@apointl.org

Use of Logo By Chapters

Chapters do not need to receive prior approval for use of the logo provided they comply with the Logo Standards and Style Guide. No embellishment or creative adaptation of the logo is permitted. The logo is a trademark and, as such, changes to it result in compromising the association's brand image.

SCOPE AND RESPONSIBILITY

This procedure for proper use of the APCO International logo applies to all visual displays of the logo on items including, but not limited to, letterhead, stationery, business cards, websites and web-based programs, signage, collateral material, publications, media releases and other ancillary products such as shirts, mugs, pens, glassware, jackets, hats, jewelry. Proper usage of the logo will be enforced by APCO International. The failure at any time by the association to insist upon strict performance within the bounds of the Logo Standards and Style Guide as set forth herein shall not be construed as a waiver or relinquishment of the right to insist upon strict performance of the same or any other condition, promise, agreement, or understanding at a future time. Violators may be asked to make necessary corrections or to cease use of the logo immediately. Such violations by member entities may, among other penalties, result in charter cancellation or expulsion from membership. Failure to comply or to cease use of the mark upon request will result in legal action against violators in the sole discretion of APCO International.

For inquiries about trademark use, please contact marketing@apointl.org.

6.0 EVENT LOGOS

6.1 APCO 2018 Logo - Primary and Extended Colors



Primary Color Palette

Color	Red	Blue	Yellow
CMYK	0, 86, 83, 11	100, 28, 0, 0	0, 23, 78, 3
RGB	228, 32, 39	0, 183, 255	248, 191, 54
HEX	#E42027	#00B7FF	#F8BF36

Extended Color Palette

Used For	Registration	Hotel & Travel	Program	Exhibit Hall	About
CMYK	12, 96, 100, 7	0, 23, 78, 3	81, 9, 0, 0	68, 66, 0, 41	0, 71, 18, 61
RGB	255, 59, 13	248, 191, 54	49, 231, 255	49, 51, 151	99, 29, 81
HEX	#FF3B0D	#F8BF36	#31E7FF	#313397	#631D51

Used For	Education	Sponsorship	For Exhibitors	Newsroom
CMYK	0, 49, 89, 0	0, 72, 5, 0	76, 0, 62, 19	100, 0, 19, 3
RGB	255, 129, 28	255, 72, 242	50, 206, 79	0, 247, 200
HEX	#FF811C	#FF48F2	#32CE4F	#00F7C8

APCO 2018 Fonts for Print

METABOLD

CAPS |—→ **ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@#\$%^&*()_+<>?"'{}
|**

EXPERT |—→ **0 1 2 3 4 5 6 7 8 9 < > ↑ ↓ ↖ ↗ ↘ ↙ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡
0123456789 ≠ ∞ ≤ ≥ ∂ Σ Π π ∫ Ω ∇ ≈ ∂ I
0123456789ž¼/ffiy"Đ•ŁłŚ,špýp~žfflfiFl.©-
|**

ROMAN |—→ **abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@#\$%^&*()_+<>?"'{}
|**

ITALIC |—→ **ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@#\$%^&*()_+<>?"'{}
|**

ITALIC EXPERT |—→ **0 1 2 3 4 5 6 7 8 9 < > ↑ ↓ ↖ ↗ ↘ ↙ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡
0123456789 ≠ ∞ ≤ ≥ ∂ Σ Π π ∫ Ω ∇ ≈ ∂ I
0123456789ž¼/ffiy"Đ•ŁłŚ,špýp~žfflfiFl.©-
|**

METABOOK

CAPS |—→ **ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@#\$%^&*()_+<>?"'{}
|**

EXPERT |—→ **0 1 2 3 4 5 6 7 8 9 < > ↑ ↓ ↖ ↗ ↘ ↙ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡
0123456789 ≠ ∞ ≤ ≥ ∂ Σ Π π ∫ Ω ∇ ≈ ∂ I
0123456789ž¼/ffiy"Đ•ŁłŚ,špýp~žfflfiFl.©-
|**

ROMAN |—→ **abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@#\$%^&*()_+<>?"'{}
|**

ITALIC |—→ **abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./:;[]!@#\$%^&*()_+<>?"'{}
|**

ITALIC EXPERT |—→ **0 1 2 3 4 5 6 7 8 9 < > ↑ ↓ ↖ ↗ ↘ ↙ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡
0123456789 ≠ ∞ ≤ ≥ ∂ Σ Π π ∫ Ω ∇ ≈ ∂ I
0123456789ž¼/ffiy"Đ•ŁłŚ,špýp~žfflfiFl.©-
|**

6.2 Emerging Technology Forum Logo - Primary Colors



Primary Color Palette

Color	Blue	Teal	Yellow	Light Blue
CMYK	100, 90, 15, 3	62, 0, 21, 0	1, 14, 80, 0	58, 0, 1, 0
RGB	38, 60, 134	77, 195, 206	255, 215, 79	79, 200, 241
HEX	#263C86	#4DC3CE	#FFD74F	#4FC8F1

6.3 Public Safety Broadband Summit Logo - Primary Colors



Primary Color Palette

Color	Dark Blue	Light Blue	Dark Turquoise	Light Turquoise
CMYK	100, 96, 0, 6	100, 91, 13, 3	85, 50, 0, 0	70, 15, 0, 0
RGB	9, 3, 77	38, 60, 134	30, 117, 187	38, 169, 224
HEX	#09034D	#263C86	#1E75BB	#26A9E0

6.4 Envision Logo - Primary Colors



Primary Color Palette

Color	Dark Green	Green	Dark Blue	Blue
CMYK	88, 33, 100, 25	75, 0, 88, 0	100, 85, 38, 29	58, 0, 1, 0
RGB	20, 106, 54	51, 180, 91	23, 51, 90	79, 200, 241
HEX	#146A36	#33B45B	#17335A	#4FC8F1

6.5 Public Safety Communications Leadership in Policy Awards Dinner Logo - Primary Colors



Primary Color Palette

Color	Dark Blue	Light Blue	Dark Turquoise	Light Turquoise
CMYK	100, 96, 0, 6	100, 91, 13, 3	85, 50, 0, 0	70, 15, 0, 0
RGB	9, 3, 77	38, 60, 134	30, 117, 187	38, 169, 224
HEX	#09034D	#263C86	#1E75BB	#26A9E0

For questions about this guide,
please contact the Marketing & Communications
Department at
marketing@apcointl.org