

APCO INTERNATIONAL

BRAND STYLE GUIDE

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**This guide and all current logos are in the
Macshared drive in #All Staff > 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.

LOGO



1.2 Logo Without Tagline

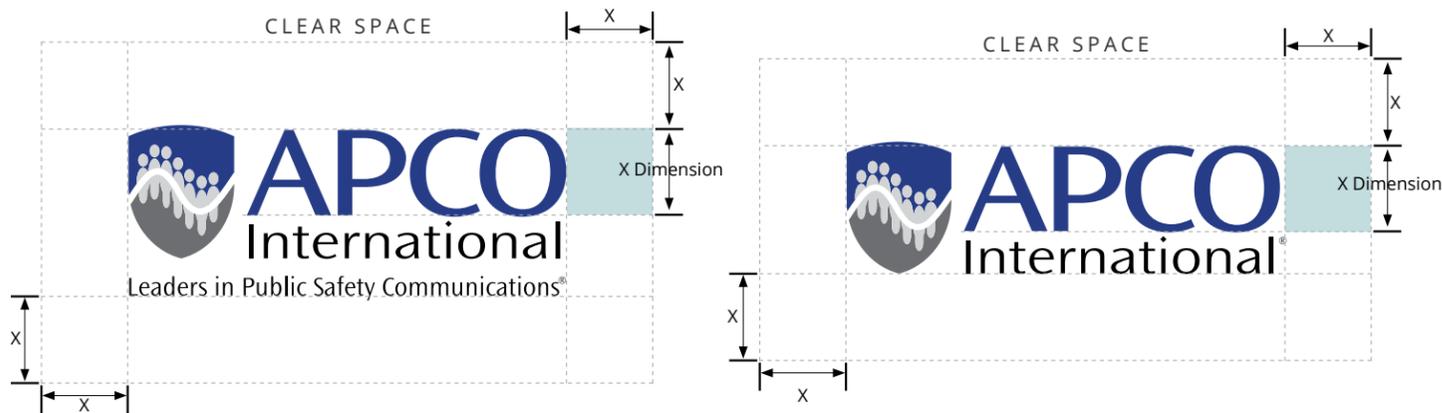
The logo may also appear without the tagline as indicated. The logo must always appear with the registered symbol, even when no tagline is used.

LOGO



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.



Avoid putting a white box around the logo on colored backgrounds. Use the PNG or the original AI/EPS with transparent backgrounds.



Never skew or tilt the logo.



Don't change the aspect ratio by making it asymmetrically thinner or taller.



Never place logo on a background where it is not clearly visible



Never alter the logo colors.

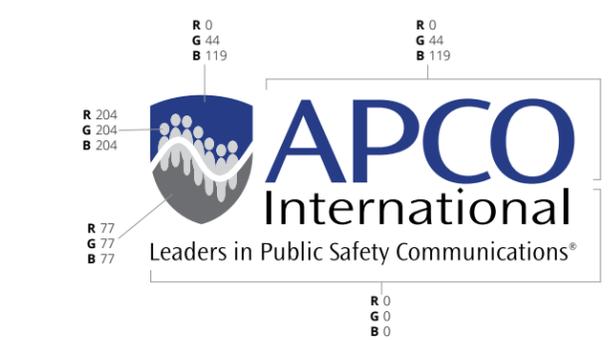
1.6 Color Mixes

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. These options are available on the Macshared drive in the #All Staff folder.

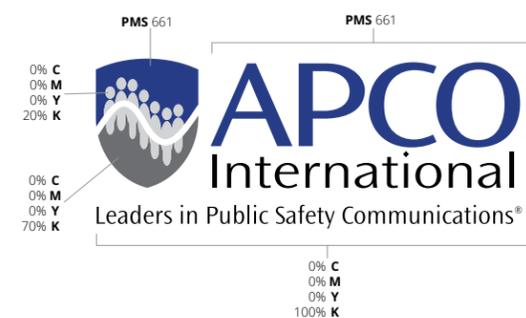
CMYK



RGB



PMS + BLACK



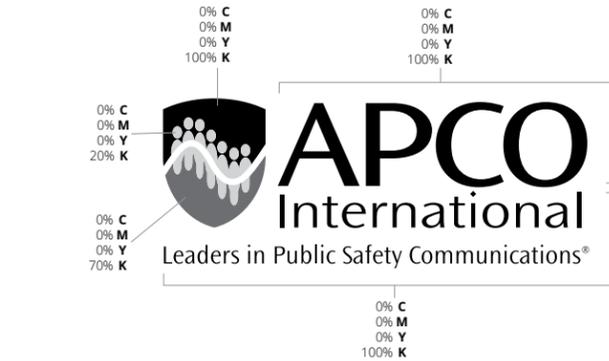
HEXADECIMAL



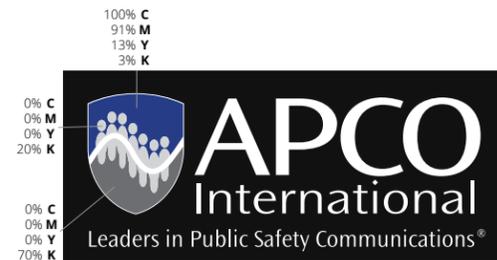
REVERSED



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.



PROPER USE ON BACKGROUNDS

Avoid putting a white box around the logo on colored backgrounds. Use the PNG or the original AI/EPS with transparent backgrounds on light.



2.0 BRAND COLORS

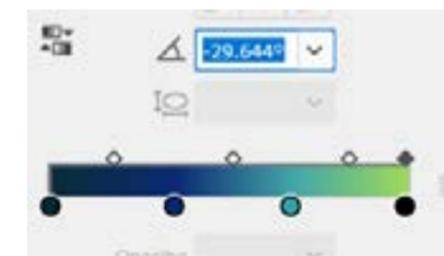
2.1 Brand Colors

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

Logo color palette			Extended Color Palette			
Color	APCO Blue	Dark Gray	Light Gray	Very Dark Blue	Turquoise	Green
Pantone	661	-	-	-	-	-
CMYK	100, 91, 13, 3	0, 0, 0, 70	0, 0, 0, 20	95, 68, 55, 58	76, 13, 35, 0	#9ecd56
RGB	0, 44, 119	77, 77, 77	204, 204, 204	0, 43, 55	33, 166, 170	
HEX	#002C77	#666666	#CCCCCC	#111111	#2DA6AA	

2.2 Brand Graphics

The gradient is used to identify APCO in promotional and informational materials, including brochures, social media, displays and websites.



3.0 GRAPHICS

3.1 Email Headers and Template

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

General email header when there are other graphics or images within the email or when a simpler header is indicated (member announcements, etc. .



General email header when there are not a lot of other graphics or images within the email.

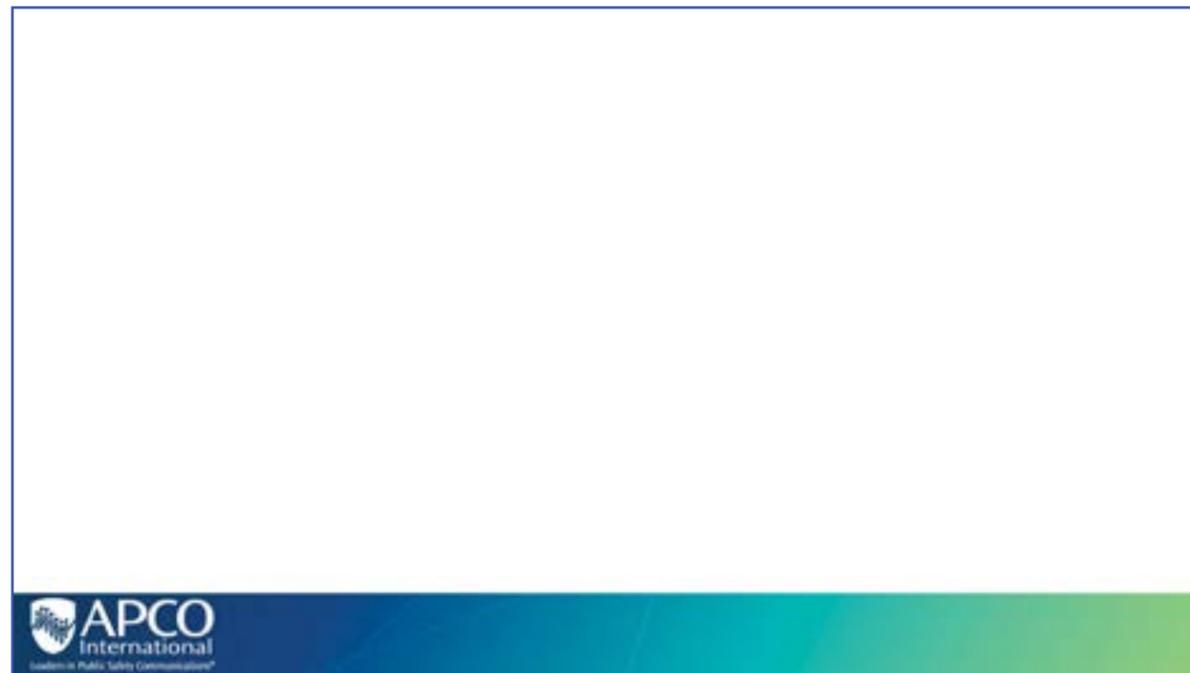


Each department or program that sends emails has an individual header using their logo and a related photo. See sample AFC header below.



3.2 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.



4.0 EVENT LOGOS

4.1 APCO Conference Logo & Colors

Each annual conference is based on the same logo design with colors selected according to the location. Four main colors are chosen and used in the logo. The website uses a palette of these four colors and five additional complementary colors to delineate the various sections of the conference.

Both horizontal and stacked logos are created. The logo can also be reversed out and appear without the globe in design materials.



Examples



Current APCO Conference Logo & Colors

Each year's colors and logo will appear in the same shared folder with this stylebook as well as in Google Drive folder for that year under the Design folder.

4.2 Nexus 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

4.3 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

4.4 Staffing Crisis Summit - Primary Colors



Primary Color Palette

Color	Gold	Turquoise	Orange	Dark Blue
CMYK	0, 42, 94, 0	77, 8, 37, 0	8, 80, 95, 1	90, 72, 21, 6
RGB	249, 161, 40	0, 171, 171	222, 88, 44	47, 84, 135
HEX	#f9a228	#00acac	#de582c	#2f5487

4.5 911 Wellness Summit - Primary Colors



Primary Color Palette

Color	Green	Gold	Dark Gray	Blue
CMYK	46, 0, 99, 0	100, 91, 13, 3	64, 55, 57, 32	70, 17, 0, 0
RGB	152, 202, 62	255, 191, 16	82, 82, 82	39, 170, 225
HEX	#98ca3e	#ffb110	#525252	#27aae1

5.0 DEPARTMENT & PROGRAM LOGOS

5.1 Departments

APCO has created logo for many departments. These are available in different formats in the Macshared > #ALLSTAFF > Logos folders. If you need a logo that is not in the folder, please ask MarComm so that they can create one that coordinates with the style of other logos.

All logos should follow the same usage protocols as the APCO International logo (see sections 1.3-1.7)



The reversed (white) version of most logos can be found in the Macshared drive under #All Staff > Logos

5.2 Certifications

These logos have specific identifying colors that should not be changed. Reversed (white) versions are available in the #ALLSTAFF > Logos folders.



5.3 Programs & Products

It is important to use all trademarked logos exactly as they appear in the files. MarComm can make reversed images upon request.



5.4 Committees & Chapters

MarComm has created committee and chapter logos at the request of the organization. Below are some samples. To have a committee or chapter logo created that is not in the Macshared #ALLSTAFF folder, contact the director of Marketing & Communications.

Committee Examples



Look for other committee and chapter logos in the Macshared drive under #All Staff > Logos

Chapter Examples



6.0 TYPOGRAPHY

6.1 Document Fonts

APCO documents are built using the Calibri or Aptos font families for text.

6.2 Website Fonts

The main website apcointl.org uses Open Sans

h1	font-size: 3.75rem
h2	font-size: 2.25rem with 3/4 shield
h3	font-size: 1.75rem
h4	font-size: 1.5rem
h5	font-size: 1.25rem
p	font-size: 1rem (16px)

6.3 Conference Fonts

A font coordinating with the conference brand is chosen each year for headlines on the website and in conference promotions and displays. Smaller text should use a readable font such as Calibri or Open Sans.

6.5 Event Logo Fonts

Fonts used in various event logos are referenced in the logo section of this guide.

Other Marketing

Font selection is left to the designer, provided it is consistent and no more than two or three different fonts are used in a designed piece.

6.0 LEGAL PREMISE

6.1 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.

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



APCO 2024

August 4-7 | Orlando, FL

web	#726fb2	#f08400	#63b351	#57bceb
rgb	114, 11, 178	240, 132, 0	99, 179, 81	87, 188, 235
cmyk	36/38/0/30	0/45/100/6	45/0/55/30	63/20/0/8
	Registration	Program	Hotel & Travel	Design font: Terfens
web	#726fb2	#f08400	#63b351	
rgb	114, 11, 178	240, 132, 0	99, 179, 81	
cmyk	36/38/0/30	0/45/100/6	45/0/55/30	
	Education	Exhibit Hall	Sponsors	
web	#57bceb	#ce4993	#f3b138	
rgb	87, 188, 235	206, 73, 147	243, 177, 56	
cmyk	63/20/0/8	0/65/29/19	0/27/77/5	
	News	For Exhibitors	About	
web	#f2da5c	#072674	#fd5e53	
rgb	242, 218, 92	7, 38, 116	253, 94, 83	
cmyk	0/10/62/5	94/67/0/55	0/63/67/1	