

# 2010 APS IDENTITY STANDARDS GUIDE



# INTRODUCTION

## **APS BRAND GRAPHIC GUIDELINES**

Establishing a brand presence for APS is critical to the company's success in a competitive market. A key part of branding APS is developing consistency in the way the APS logo is presented and in the look of all APS printed materials.

## **APS BRAND GRAPHIC GUIDELINES**

The company's branded look for its collateral and overall outward appearance involve the APS logo used in the correct formats outlined in this document.

It is the consistent treatment, positioning and use of the logo that create the brand personality. Since quality and consistency are the operative words in creating the proper brand image, we have developed graphic guidelines to be used by anyone working with APS branded programs. The following pages of graphic elements help provide context for their use when creating collateral and other visual pieces using the APS logo.

# SIGNATURE USE

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## TWO - COLOR LOGO

Two-color application: The APS logotype is PMS 287 and the gradient is PMS 158. The gradient starts in the bottom left corner at a 70 degree angle with 100% of PMS 158 and ends at the top right corner with 10% of PMS 158.



## 1-COLOR LOGO

When the logo needs to be produced in one color other than black and white, PMS 287 may be used and in some limited instances PMS Cool Gray 11.



## BLACK & WHITE LOGO

When the logo can't be produced in color, a black & white version may be applied.



## PRIORITY FOR LOGO USAGE

1. It is always preferred to place the APS logo on a white background.
2. When it isn't possible to place the 2 color or 1 color PMS or CMYK equivalent logo on a white background, a white outline must appear around the entire logo at the size shown and pre-determined in standard logo files in the APS toolbox that will be provided. The outline must always size proportionately with the logo.
3. If the logo is being reversed out of black, PMS 287 or Cool Gray 11, the white outline is eliminated and the logomark is colored white with the gradient being white to 10% of the bkgd. color.



## COLOR PALETTE

The approved primary colors shown in PMS #s, and CMYK/RGB equivalents, have been created to give APS a branded look that remains consistent throughout it's usage.

### PRIMARY



PMS  
158

PMS  
287

COOL  
GRAY 11

C 0  
M 60  
Y 94  
K 0

C 100  
M 69  
Y 0  
K 11

C 0  
M 0  
Y 0  
K 80

R 232  
G 117  
B 17

R 0  
G 56  
B 147

R 88  
G 87  
B 90

# INCORRECT SIGNATURE USE

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1. **Do not** change the color between the two logo elements.



2. **Do not** change the size relationship of the gradient to the logomark or omit the gradient altogether.



3. **Do not** use the full-color logo on a full-color background without the proper white outline around the logo.



4. **Do not** use the signature on a background that contains bold or textured patterns.



5. **Do not** use the logo in non-specified colors.



6. **Do not** stretch logo vertically or horizontally.



7. **Do not** put drop shadows or use bevels on the logo.

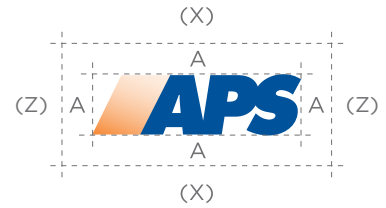


8. **Do not** change the thickness of the white outline on the logo when on a colored or dark background.



### THE ISOLATION AREA

A minimum isolated space of 5/32" should remain around all four sides of the logomark. Elements not belonging to the mark, such as type, other symbols or photographs should not be placed in this area.  
A = 5/32"



### FULL NAME USAGE

The APS full name is never used with the main logo. It is only used locally on corporate stationery and on any formal document that would be used or distributed nationally. It should never be used in a size smaller than 7 point or where the large caps measure less than 1/16 of an inch. It always prints in Cool Gray 11 and it is always positioned opposite of the logomark on a document, never with it.

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### TAGLINE USAGE

It is preferred that the tagline be printed in Cool Gray 11. However the tagline may be printed in PMS 287 when budget limits printing two colors. The tagline should always appear on one line and should never be in close proximity to the logo to avoid confusion with the name.

#### CORRECT

A BETTER TOMORROW STARTS TODAY

#### INCORRECT

~~A BETTER TOMORROW  
STARTS TODAY~~



### LOGO SIZES

There are four standard logo sizes to be used with APS collateral.

- **Small** 3.5 x 8.5" rack brochures and bill stuffers
- **Medium** 5.5 x 8.5" mailers and brochures
- **Large** 8.5 x 11" brochures and 9x12 folders
- **Extra Large** 22 x 28" posters

 Small  
.125"

 Medium  
.3125"

 Large  
.375"

 Extra Large  
1"