



the APS logo

APS BRAND STANDARDS MANUAL



the APS logo

The APS logo is the primary visual identification of APS. Always, without exception, use this logo in its original form in all forms of internal and external communication. This consistency is critical in retaining the essence of APS over time and across all audiences.

The spinning logomark, locked together with the APS logotype, is designed to express the qualities of confidence and innovation that define the APS brand: financially solid, dependable, approachable and creatively enhancing the quality of life in the communities APS serves and for each customer within those communities, now and in the future.

Do not re-create the logo or trademark under any circumstances. The brand is an official APS symbol, and any alteration, distortion, re-creation, translation or misuse is strictly prohibited.

specifications

This Graphic Standards Manual will significantly improve the visual presentation of publications, corporate materials, and other common communications, as well as standardize stationery and business cards. It provides guidelines and templates for the design of materials. It will help the company project a more unified image that creates instant recognition.

Use only the approved versions of the APS brand available on the APS website.

Clear Space

A minimum area within and surrounding the identity must be kept clear of any other typography (with the exception of sub-brand logos) or graphic elements such as photographs, illustrations, thematic images and patterns and the trim edge of a printed piece. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to height of the brand name, regardless of the language of the tagline. Within the rectangle so described, all the area is clear space.

H = HEIGHT OF LOGOTYPE



Print Usage

It is always preferred for the APS logo to appear in full color on a white background.



Color APS logo
For use on a white or light background.



Reversed APS logo
For use on a black or color background.



Black APS logo
For use when full color reproduction is not available.



Reversed color APS logo
For agency use only.

Minimum Onscreen Size

Display the APS brand at least 100 pixels wide. Always view PDFs of the Brand Standards at 100% for proper reference.

100 pixels



Incorrect Usage

The set of examples shown below does not include all non-compliant possibilities.



Do not use any other version of the APS logo.



Do not scale or resize the APS logo disproportionately.



Do not remove or reposition the logo.



Do not rotate the APS logo.



Do not stretch the logo vertically or horizontally.



Do not add elements.



Do not skew the APS logo or create false perspectives.



Do not use unspecified colors in the logo.



Do not place the logo on a background that renders it illegible.



Do not use the logo on a background that contains bold or textured patterns.



Do not place a stroke around the logomark or logotype.



Do not use a drop shadow.

Color

The APS logo should be reproduced in CMYK whenever possible. However, when only PMS printing is available, the colors below should be employed. **The APS brand must never be shown in colors other than those specified in this manual, even if they are within the brand color palette.**

APS LOGO PALETTE



PMS 166 U

C = 0, M = 64, Y = 100, K = 0
R = 244, G = 123, B = 32
Hex = F47B20



PMS 3005 U

C = 100, M = 34, Y = 0, K = 2
R = 0, G = 129, B = 198
Hex = 001DC6



PMS 362 U

C = 70, M = 0, Y = 100, K = 9
R = 73, G = 169, B = 66
Hex = 49A942



PMS Black U

C = 0, M = 0, Y = 0, K = 100
R = 0, G = 0, B = 0
Hex = 000000

Minimum Print and Common Sizes

A minimum height of .25" is to be used with APS collateral to ensure legibility in all applications.

Minimum H = .25"

Medium H ≈ .475"

For use on 8.5 x 11"- 8.5 x 14" documents
ie: brochures, fact sheets, flyers

Large H ≈ .625"

For use on 11 x 17" or larger documents
ie: posters



typography

APS has standards for typography to ensure brand consistency across all printed materials. Typography is one of the most important design elements and the font family, Gotham, was selected for clarity and is used for the APS logotype.

Primary Font Family

Gotham is the primary font family for use in professionally designed and printed communications. As a general rule, Gotham Medium is used for headlines, subheads, and highlighted text; Gotham Book is used for body text; and Gotham Book Italic is used for captions. Verdana is the standard font for desktop publishing.

When the Gotham font family is not available, default to Verdana.

Gotham family

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana family

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font Family

Garamond BE is the secondary font family for use in professionally designed and printed communications. Garamond may be used for body text in longer documents or technical papers and reports. Times Roman is the standard font for desktop publishing.

When the Garamond font family is not available, default to Times Roman.

Garamond BE

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARAMOND BE ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARAMOND BE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARAMOND BE BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Roman

TIMES REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Condensed Font Family

Trade Gothic may be used where a condensed font is necessary and can be used for corporate printed materials. There is no condensed standard font for desktop publishing.

Trade Gothic

TRADE GOTHIC CONDENSED NO. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TRADE GOTHIC CONDENSED NO 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ


abcdefghijklmnopqrstuvwxyz

1234567890

Incorrect Use of Typography

The figures below show examples of incorrect uses of typography. Incorrect use of typography creates confusion and undermines confidence in our brand. Please ensure that the official fonts, are used on all corporate printed communications.

APS BRAND IN BODY COPY

~~Ur, conet, asped ut liqui reratia. Odit, sin con cuptaturi ut laccupt errovitiumt. Nima  inctur, nitinverum re eumet pa culparibus eossi seque voluptiunt eatinci musciis ad moluptiate lanis solut fuga. Nequo quiam utetur?~~

MULTIPLE SIZES

~~Ur, conet, asped ut liqui reratia. Odit, sin con cuptaturi ut laccupt **atempor errovitiumt**. Nima inctur, nitinverum re eumet pa culparibus eossi seque voluptiunt eatinci musciis ad moluptiate lanis solut fuga. Nequo quiam utetur?~~

UNSPECIFIED COLORS

~~Ur, conet, asped ut liqui reratia. **Odit**, sin con cuptaturi ut laccupt **atempor errovitiumt**. Nima inctur, nitinverum re eumet **pa culparibus eossi seque voluptiunt eatinci musciis** ad moluptiate lanis solut fuga. Nequo quiam utetur?~~

WITH SHADOW

~~Ur, conet, asped ut liqui reratia. Odit, sin con cuptaturi ut laccupt atempor errovitiumt. Nima inctur, nitinverum re eumet pa culparibus eossi seque voluptiunt eatinci musciis ad moluptiate lanis solut fuga. Nequo quiam utetur?~~

UNSPECIFIED FONT

~~Ur, conet, asped ut liqui reratia. Odit, sin con cuptaturi ut laccupt atempor errovitiumt. Nima inctur, nitinverum re eumet pa culparibus eossi seque voluptiunt eatinci musciis ad moluptiate lanis solut fuga. Nequo quiam utetur?~~

OUTLINED

~~Ur, conet, asped ut liqui reratia. Odit, sin con cuptaturi ut laccupt atempor errovitiumt. Nima inctur, nitinverum re eumet pa culparibus eossi seque voluptiunt eatinci musciis ad moluptiate lanis solut fuga. Nequo quiam utetur?~~