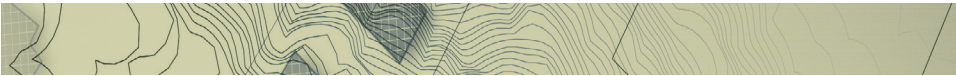




# Section 2: APA Chapter Brand Guidelines

**DRAFT COPY**

*May 2019*



About APA

The American Planning Association provides leadership in the development of vital communities by advocating excellence in planning, promoting education and citizen empowerment, and providing our members with the tools and support necessary to meet the challenges of growth and change.

OUR MISSION AND TAGLINE

Creating great communities for all

OUR VISION

APA advances planning through leadership in education, research, advocacy, and ethical practice.

About APA Chapters

APA's 49 chapters allows for continued growth on the local level for our members. Chapters provide opportunity for professional development, continuing education, networking and so much more.

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## Brand Family

The APA brand family includes the American Planning Association, the American Institute of Certified Planners, and the APA Foundation. APA Chapters are also included in our family of brands (The Alabama Chapter lockup is used as an example below and throughout this document).



### American Planning Association

*Creating Great Communities for All*



### American Institute of Certified Planners

*Creating Great Communities for All*



American  
Planning  
Association  
**Foundation**



American Planning Association  
**Alabama Chapter**

*Creating Great Communities for All*

## **Branding the Organization**

The American Planning Association Chapter Brand Guidelines will show you all of the elements that make up the APA Chapter graphic identity and the specifications for using this identity consistently across all platforms.

The APA Chapter lockups (logo, association name, chapter name, and tagline) are the most commonly used elements for Chapter brands. These marks are the first reference to the Chapters in all their communications.

The APA Chapter logo (which is a part of the lockup) stands as a second reference to the chapter.



## APA Chapter Lockups

Each chapter lockup has four parts: logo, association name, chapter name and tagline. Each comes in three configurations. The scale and position of the parts in these configurations have been carefully defined. Do not attempt to build these lockups for reproduction; use the provided files. They have been designed to offer you variety and flexibility in your layouts.

We consider these marks to be a **first reference** to the chapter identity. One of the APA lockups—three options below—should be used prominently online and in print for both internal and external audiences.

### Stacked



American Planning Association  
**Alabama Chapter**

*Creating Great Communities for All*

### Centered



American Planning Association  
**Alabama Chapter**

*Creating Great Communities for All*

### Horizontal



American Planning Association  
**Alabama Chapter**

*Creating Great Communities for All*

*The APA lockups are available in three color options: (positive—which is the chapter chosen color, black, and reversed (white)).*



American Planning Association  
**Alabama Chapter**

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American Planning Association  
**Alabama Chapter**

*Creating Great Communities for All*



American Planning Association  
**Alabama Chapter**

*Creating Great Communities for All*

*\* Color libraries with PMS, CMYK, and HEX/RGB specifications are on pages 13–15*

## APA Chapter Logo

One component of the Chapter graphic identity is the Chapter logo. Use the logo on **second reference** or when space dictates that the full lockup cannot be used.

For electronic use, the Chapter logo is preferred for social media, or when it will link directly to the Chapter website, as is the case for electronic ads. This is considered second use.

If the lockup is used in a mailing panel, the logo can be used elsewhere in the same document to support the brand.

### APA Logo



*The APA lockups are available in three color options: (positive—the chosen chapter color, black, and reversed (white)).*



*\* Color libraries with PMS, CMYK, and HEX/RGB specifications are on pages 13–15.*

## Lockups and Logos | Minimum Sizes

For good legibility, do not reproduce the Chapter lockups and logos smaller than the sizes noted below.

In electronic use, the logo must be 40 pixels wide or wider.

In print use, the logo must be larger than .375" (2.25 picas, or 27 points) wide.

### Electronic

40 pixels



### Print

.375"



American Planning Association  
**Alabama Chapter**

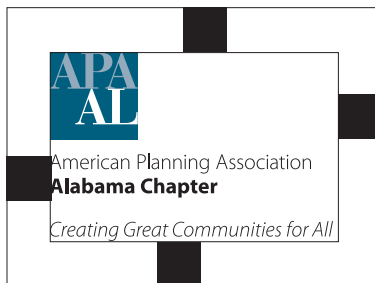
*Creating Great Communities for All*

## Lockups and Logos | Free Space

Sometimes type, photos, or other graphic elements are positioned close to the Division lockup in a design. In such cases, do not crowd the lockup with other graphic elements; maintain a minimum amount of white space around it.

The diagram below shows the minimum amount of “free zone” you must maintain around any lockup at any size.

This measurement on each side is half the dimension of the Division logo.





## Fonts | Primary | Sans Serif

Myriad Pro is the primary sans serif font. Myriad Pro is the preferred choice for titles, headlines, and body text in documents and communications when fonts will be embedded or document will be printed.

### Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!/?/@#\$\$%&\*)

### Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!/?/@#\$\$%&\*)

### Myriad Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!/?/@#\$\$%&\*)

### Myriad Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!/?/@#\$\$%&\*)

### Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!/?/@#\$\$%&\*)

### Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!/?/@#\$\$%&\*)

### Myriad Pro Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!/?/@#\$\$%&\*)

### Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!/?/@#\$\$%&\*)

## Fonts | Secondary | Sans Serif

Verdana is the secondary sans serif font choice for any materials that will be shared with others including email, Word docs, Powerpoints, where the reader may not have the primary fonts installed, or in any digital media.

### Verdana Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,;:!?/@#\$%&\*)

### Verdana Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890 (.,;:!?/@#\$%&\*)*

### Verdana Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 (.,;:!?/@#\$%&\*)**

### Verdana Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890 (.,;:!?/@#\$%&\*)***

## Fonts | Primary | Serif

Janson Text is the primary serif font for APA, AICP, and the APA Foundation. Janson Text is an option for titles, headlines, and body text in documents and communications when fonts will be embedded or document will be printed.

### Janson Text Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,:;!/?/@#\$\$%&\*)

### Janson Text Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890 (.,:;!/?/@#\$\$%&\*)*

### Janson Text Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 (.,:;!/?/@#\$\$%&\*)**

### Janson Text Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890 (.,:;!/?/@#\$\$%&\*)***

## Fonts | Secondary | Serif

Georgia is the secondary serif font choice for any materials that will be shared with others including email, Word docs, Powerpoints, where the reader may not have the primary fonts installed, or in any digital media.

### Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,:;!/?/@#\$\$%&\*)

### Georgia Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890 (.,:;!/?/@#\$\$%&\*)*

### Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 (.,:;!/?/@#\$\$%&\*)**

### Georgia Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890 (.,:;!/?/@#\$\$%&\*)***


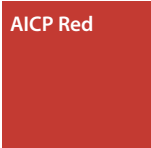



## Colors | Primary

The primary color for the APA brand identity is APA blue. It is used for all APA lockups; it is also used extensively in APA documents and communications. Complementing APA blue, is AICP red.

APA Foundation green is the third of the primary APA colors.

Chapters were able to choose a color from our color palette when we developed the Chapter brands. Those colors are specific to each chapter and are the primary colors associated with each individual chapter.

		
<b>PMS Color 647</b>	<b>PMS Color 180</b>	<b>PMS Color 384</b>
<b>Process</b> C96 M53 Y5 K24	<b>Process</b> C0 M90 Y100 K10	<b>Process</b> C26 M4 Y99 K35
<b>HEX #165788</b> R22 G87 B136	<b>HEX #d83a1f</b> R217 G59 B32	<b>HEX #6e7645</b> R110 G118 B69

## Colors | Secondary

APA created the secondary color palette below to foster creativity and unique expression. These colors complement our primary color palette. The specifications listed will ensure consistency across media. Under each Pantone coated-color swatch you will find the Pantone Matching System (PMS) number and specs for process color, Hex code, and RGB. These specs do not include uncoated specs; check conversions for this color choice should you need it.

*Each chapter and division derives its lockup and logo color from this palette. APA created the artwork for all chapter and division lockups and logos.*



**PMS Color 376**

**Process**

C54 M0 Y100 K0

**HEX #84BD00**

R132 G189 B0



**PMS Color 556**

**Process**

C54 M8 Y47 K14

**HEX #6FA287**

R111 G162 B135



**PMS Color 569**

**Process**

C90 M9 Y60 K15

**HEX #00816D**

R0 G129 B109



**PMS Color 363**

**Process**

C76 M3 Y100 K18

**HEX #4C8C2B**

R76 G140 B43



**PMS Color 397**

**Process**

C14 M2 Y100 K15

**HEX #BFB800**

R191 G184 B0



**PMS Color 5763**

**Process**

C37 M13 Y71 K35

**HEX #737B4C**

R115 G123 B76



**PMS Color 617**

**Process**

C11 M6 Y64 K13

**HEX #C0B561**

R192 G181 B97



**PMS Color 5825**

**Process**

C45 M39 Y91 K14

**HEX #D38235**

R137 G128 B60



**PMS Color 606**

**Process**

C0 M6 Y100 K16

**HEX #CFB500**

R207 G181 B0



**PMS Color 109**

**Process**

C0 M9 Y100 K0

**HEX #FFD100**

R255 G209 B0



**PMS Color 7405**

**Process**

C0 M11 Y97 K2

**HEX #F2CD00**

R242 G205 B0



**PMS Color 7408**

**Process**

C0 M29 Y100 K0

**HEX #F6BE00**

R246 G180 B0



**PMS Color 7412**

**Process**

C2 M58 Y96 K10

**HEX #D38235**

R211 G130 B53



**PMS Color 117**

**Process**

C6 M27 Y100 K12

**HEX #C99700**

R201 G151 B0



**PMS Color 152**

**Process**

C0 M66 Y100 K0

**HEX #E57200**

R229 G114 B0

## Colors | Secondary (continued)



**PMS Color 1525**

**Process**

C2 M77 Y100 K9

**HEX #B94700**

R185 G71 B0



**PMS Color 7424**

**Process**

C0 M90 Y9 K0

**HEX #E24585**

R226 G69 B133



**PMS Color 187**

**Process**

C7 M100 Y82 K26

**HEX #A6192E**

R166 G25 B46



**PMS Color 200**

**Process**

C3 M100 Y70 K12

**HEX #BA0C2F**

R186 G12 B47



**PMS Color 506**

**Process**

C19 M86 Y38 K57

**HEX #84344E**

R132 G52 B78



**PMS Color 266**

**Process**

C76 M90 Y0 K0

**HEX #753BBD**

R117 G59 B189



**PMS Color 268**

**Process**

C82 M98 Y0 K12

**HEX #582C83**

R88 G44 B131



**PMS Color 7447**

**Process**

C77 M85 Y6 K18

**HEX #5D4777**

R93 G71 B119



**PMS Color 5497**

**Process**

C38 M9 Y23 K32

**HEX #829995**

R130 G153 B149



**PMS Color 542**

**Process**

C47 M32 Y13 K0

**HEX #829995**

R123 G173 B211



**PMS Color 535**

**Process**

C43 M25 Y3 K8

**HEX #8E9FBC**

R142 G159 B188



**PMS Color 7467**

**Process**

C97 M0 Y30 K0

**HEX #00A3AD**

R0 G163 B173



**PMS Color 632**

**Process**

C93 M2 Y15 K7

**HEX #0093B2**

R0 G147 B178



**PMS Color 634**

**Process**

C100 M13 Y10 K41

**HEX #005F83**

R0 G95 B131



**PMS Color 655**

**Process**

C100 M79 Y12 K59

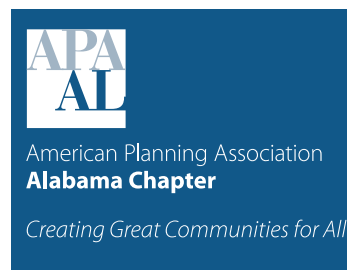
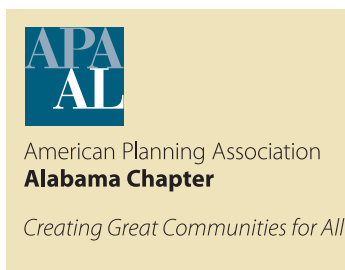
**HEX #002554**

R0 G37 B84

## Lockups | Applications

When placing the lockup or logo on a color background we recommend using the positive or black version on a light background, or using the reversed version on a black or other dark color .

Choose background colors carefully. Placing the logo or lockup on a very similar color will make it unreadable.





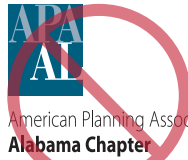
## Lockups | Misuse

Do not alter the Chapter lockup. The examples below are not acceptable uses for any mark in the APA Brand Family.



*Creating Great Communities for All*

*Do not alter the color of the logo or any element of the lockup.*



*Creating Great Communities for All*

*Do not condense or distort the shape of the lockup in any way.*



*Creating Great Communities for All*

*Do not alter the font choices or font sizes.*



*Creating Great Communities for All*

*Do not outline the lockup or any element within it.*



American Planning Association  
**Alabama Chapter**

*Creating Great Communities for All*

*Do not change the spatial relationships within the lockup.*



American Planning Association  
**Alabama Chapter**

*Creating Great Communities for All*

*Do not rotate the lockup.*

## Lockups | Photos

When using Chapter Logos or Lockups be sure to make sure the marks are readable when placed on top of an image, illustration, or other graphic.

It is acceptable to use drop shadows and outer glow special effects to make the marks readable when placed on a photo.



*Try using different lockup color options to determine which is most readable. When an image is darker, the reversed out version will work best, however, in the example at the left, the reversed out version is unreadable.*



*Working with different color options of the Chapter marks will allow for the best combination of colors and effects to get the best readability. In the case on the left, the outer glow effect changes the readability of the background image and is not preferred.*



*Drop shadows may help readability when the lockup is against a busy background. In the case on the left, the shadow created allows the white type to be visible against the background. This level of readability is preferred.*

## Naming Style Guidelines

Use standard APA language when referring to your Chapter.

Consistent language is an important part of the APA brand. Incorporating this language into your electronic, print, and verbal communications solidifies the brand.

### Chapter Nomenclature

#### *Correct*

Florida Chapter of the American Planning Association

Florida Chapter of APA

APA Florida

#### *Incorrect*

FAPA

APAFIL

Florida APA

Florida Planning Association

## Chapter Family of Lockups



American Planning Association  
**Alabama Chapter**

*Creating Great Communities for All*



American Planning Association  
**Alaska Chapter**

*Creating Great Communities for All*



American Planning Association  
**Arizona Chapter**

*Creating Great Communities for All*



American Planning Association  
**Arkansas Chapter**

*Creating Great Communities for All*



American Planning Association  
**California Chapter**

*Creating Great Communities for All*



American Planning Association  
**Colorado Chapter**

*Creating Great Communities for All*



American Planning Association  
**Connecticut Chapter**

*Creating Great Communities for All*



American Planning Association  
**Delaware Chapter**

*Creating Great Communities for All*



American Planning Association  
**Florida Chapter**

*Creating Great Communities for All*



American Planning Association  
**Georgia Chapter**

*Creating Great Communities for All*



American Planning Association  
**Hawaii Chapter**

*Creating Great Communities for All*



American Planning Association  
**Idaho Chapter**

*Creating Great Communities for All*



American Planning Association  
**Illinois Chapter**

*Creating Great Communities for All*



American Planning Association  
**Indiana Chapter**

*Creating Great Communities for All*



American Planning Association  
**Iowa Chapter**

*Creating Great Communities for All*



American Planning Association  
**Kansas Chapter**

*Creating Great Communities for All*



American Planning Association  
**Kentucky Chapter**

*Creating Great Communities for All*



American Planning Association  
**Louisiana Chapter**

*Creating Great Communities for All*



American Planning Association  
**Maryland Chapter**

*Creating Great Communities for All*



American Planning Association  
**Massachusetts Chapter**

*Creating Great Communities for All*



American Planning Association  
**Michigan Chapter**

*Creating Great Communities for All*



American Planning Association  
**Minnesota Chapter**

*Creating Great Communities for All*



American Planning Association  
**Mississippi Chapter**

*Creating Great Communities for All*



American Planning Association  
**Missouri Chapter**

*Creating Great Communities for All*



American Planning Association  
**National Capital Area Chapter**

*Creating Great Communities for All*



American Planning Association  
**Nebraska Chapter**

*Creating Great Communities for All*



American Planning Association  
**Nevada Chapter**

*Creating Great Communities for All*



American Planning Association  
**New Jersey Chapter**

*Creating Great Communities for All*



## Chapter Family of Lockups (continued)



American Planning Association  
**New Mexico Chapter**  
*Creating Great Communities for All*



American Planning Association  
**New York Metro Chapter**  
*Creating Great Communities for All*



American Planning Association  
**New York Upstate Chapter**  
*Creating Great Communities for All*



American Planning Association  
**North Carolina Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Northern New England Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Ohio Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Oklahoma Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Oregon Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Pennsylvania Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Rhode Island Chapter**  
*Creating Great Communities for All*



American Planning Association  
**South Carolina Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Tennessee Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Texas Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Utah Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Virginia Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Washington Chapter**  
*Creating Great Communities for All*



American Planning Association  
**West Virginia Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Western Central Chapter**  
*Creating Great Communities for All*



American Planning Association  
**Wisconsin Chapter**  
*Creating Great Communities for All*

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