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.
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).

* Color libraries with PMS, CYMK, 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, CYMK, 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"
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**
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

**Myriad Pro Light Italic**
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

**Myriad Pro Regular**
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

**Myriad Pro Regular Italic**
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

**Myriad Pro Semibold**
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

**Myriad Pro Semibold Italic**
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

**Myriad Pro Bold**
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

**Myriad Pro Bold Italic**
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
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
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,.;:!?/@#$%&*)

Verdana Pro Italic
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,.;:!?/@#$%&*)

Verdana Pro Bold
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,.;:!?/@#$%&*)

Verdana Pro Bold Italic
ABCD EFGHIJKLMNOPQRSTUVWXYZ
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.

- **APA Blue**
  - PMS Color 647
  - Process: C96 M53 Y5 K24
  - HEX #165788
  - R22 G87 B136

- **AICP Red**
  - PMS Color 180
  - Process: C0 M90 Y100 K10
  - HEX #d83a1f
  - R217 G59 B32

- **APA Foundation Green**
  - PMS Color 384
  - Process: C26 M4 Y99 K35
  - HEX #6e7645
  - 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.
Colors | Secondary (continued)

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Process</th>
<th>Color Breakdown</th>
<th>Hex Code</th>
<th>Color Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS Color 1525</td>
<td>Process</td>
<td>C2 M77 Y100 K9</td>
<td>#B94700</td>
<td>R185 G71 B0</td>
</tr>
<tr>
<td>PMS Color 7424</td>
<td>Process</td>
<td>C0 M90 Y9 K0</td>
<td>#E24585</td>
<td>R226 G69 B133</td>
</tr>
<tr>
<td>PMS Color 187</td>
<td>Process</td>
<td>C7 M100 Y82 K26</td>
<td>#A6192E</td>
<td>R166 G25 B46</td>
</tr>
<tr>
<td>PMS Color 200</td>
<td>Process</td>
<td>C3 M100 Y70 K12</td>
<td>#8A0C2F</td>
<td>R186 G12 B47</td>
</tr>
<tr>
<td>PMS Color 506</td>
<td>Process</td>
<td>C19 M86 Y38 K57</td>
<td>#84344E</td>
<td>R132 G52 B78</td>
</tr>
<tr>
<td>PMS Color 266</td>
<td>Process</td>
<td>C76 M90 Y0 K0</td>
<td>#753BBB</td>
<td>R117 G59 B189</td>
</tr>
<tr>
<td>PMS Color 268</td>
<td>Process</td>
<td>C82 M98 Y0 K12</td>
<td>#5B2C83</td>
<td>R88 G44 B131</td>
</tr>
<tr>
<td>PMS Color 7447</td>
<td>Process</td>
<td>C77 M85 Y6 K18</td>
<td>#5D4777</td>
<td>R93 G71 B119</td>
</tr>
<tr>
<td>PMS Color 5497</td>
<td>Process</td>
<td>C38 M9 Y23 K32</td>
<td>#829995</td>
<td>R130 G153 B149</td>
</tr>
<tr>
<td>PMS Color 542</td>
<td>Process</td>
<td>C47 M32 Y13 K0</td>
<td>#829995</td>
<td>R125 G173 B211</td>
</tr>
<tr>
<td>PMS Color 535</td>
<td>Process</td>
<td>C43 M25 Y3 K8</td>
<td>#8E9FBC</td>
<td>R142 G159 B188</td>
</tr>
<tr>
<td>PMS Color 7467</td>
<td>Process</td>
<td>C97 M0 Y30 K0</td>
<td>#00A3AD</td>
<td>R0 G163 B173</td>
</tr>
<tr>
<td>PMS Color 632</td>
<td>Process</td>
<td>C93 M2 Y15 K7</td>
<td>#0093B2</td>
<td>R0 G147 B178</td>
</tr>
<tr>
<td>PMS Color 634</td>
<td>Process</td>
<td>C100 M13 Y10 K41</td>
<td>#005F83</td>
<td>R0 G95 B131</td>
</tr>
<tr>
<td>PMS Color 655</td>
<td>Process</td>
<td>C100 M79 Y12 K59</td>
<td>#002554</td>
<td>R0 G37 B84</td>
</tr>
</tbody>
</table>
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.

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

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

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

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

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

*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
APAFL
Florida APA
Florida Planning Association
# Chapter Family of Lockups

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Lockup</th>
<th>Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td>APA AL</td>
<td><img src="image" alt="APA AL" /></td>
<td>American Planning Association Alabama Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA AK</td>
<td><img src="image" alt="APA AK" /></td>
<td>American Planning Association Alaska Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA AZ</td>
<td><img src="image" alt="APA AZ" /></td>
<td>American Planning Association Arizona Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA AR</td>
<td><img src="image" alt="APA AR" /></td>
<td>American Planning Association Arkansas Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA CA</td>
<td><img src="image" alt="APA CA" /></td>
<td>American Planning Association California Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA CO</td>
<td><img src="image" alt="APA CO" /></td>
<td>American Planning Association Colorado Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA CT</td>
<td><img src="image" alt="APA CT" /></td>
<td>American Planning Association Connecticut Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA DB</td>
<td><img src="image" alt="APA DB" /></td>
<td>American Planning Association Delaware Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA FL</td>
<td><img src="image" alt="APA FL" /></td>
<td>American Planning Association Florida Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA GA</td>
<td><img src="image" alt="APA GA" /></td>
<td>American Planning Association Georgia Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA HI</td>
<td><img src="image" alt="APA HI" /></td>
<td>American Planning Association Hawaii Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA ID</td>
<td><img src="image" alt="APA ID" /></td>
<td>American Planning Association Idaho Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA IL</td>
<td><img src="image" alt="APA IL" /></td>
<td>American Planning Association Illinois Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA IN</td>
<td><img src="image" alt="APA IN" /></td>
<td>American Planning Association Indiana Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA IA</td>
<td><img src="image" alt="APA IA" /></td>
<td>American Planning Association Iowa Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA KS</td>
<td><img src="image" alt="APA KS" /></td>
<td>American Planning Association Kansas Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA KY</td>
<td><img src="image" alt="APA KY" /></td>
<td>American Planning Association Kentucky Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA LA</td>
<td><img src="image" alt="APA LA" /></td>
<td>American Planning Association Louisiana Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA MD</td>
<td><img src="image" alt="APA MD" /></td>
<td>American Planning Association Maryland Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA MA</td>
<td><img src="image" alt="APA MA" /></td>
<td>American Planning Association Massachusetts Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA MI</td>
<td><img src="image" alt="APA MI" /></td>
<td>American Planning Association Michigan Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA MN</td>
<td><img src="image" alt="APA MN" /></td>
<td>American Planning Association Minnesota Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA MS</td>
<td><img src="image" alt="APA MS" /></td>
<td>American Planning Association Mississippi Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA MO</td>
<td><img src="image" alt="APA MO" /></td>
<td>American Planning Association Missouri Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA NE</td>
<td><img src="image" alt="APA NE" /></td>
<td>American Planning Association Nebraska Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA NV</td>
<td><img src="image" alt="APA NV" /></td>
<td>American Planning Association Nevada Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA NJ</td>
<td><img src="image" alt="APA NJ" /></td>
<td>American Planning Association New Jersey Chapter Creating Great Communities for All</td>
</tr>
<tr>
<td>APA National Capital Area Chapter</td>
<td><img src="image" alt="APA National Capital Area Chapter" /></td>
<td>American Planning Association National Capital Area Chapter Creating Great Communities for All</td>
</tr>
</tbody>
</table>
Contact
American Planning Association
205 N. Michigan Ave., Suite 1200
Chicago, IL 60601
312-431-9100
planning.org

Susan Deegan
Senior Graphic Designer
sdeegan@planning.org
312-786-6393