



Logo Standards and Style Guide

APCO International's logo is easily interpreted as being related to public-safety communications by both those familiar and unfamiliar with the association.

To further strengthen that understanding, the following pages will provide you with guidance on the proper usage of this logo.

Components	1
Logo Colors	2
Clear Space	6
Size	6
Usage	7
Incorrect Usage	8
Fonts	9
Colors	10
Chapter Logos	11
Legal Policy	12

Section 2: Graphics

Shield as Graphic	14
Shield Usage	15
Accent Color Usage	17
Extended Color Usage	18
Brochures	19
Report Covers	20
Banners	21
PowerPoint	22



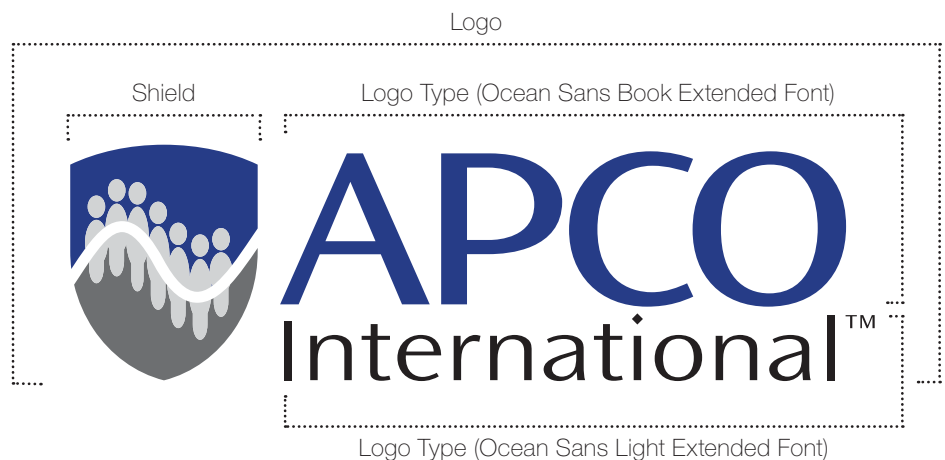
Logo with Tagline

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 trademark symbol.



Logo without Tagline

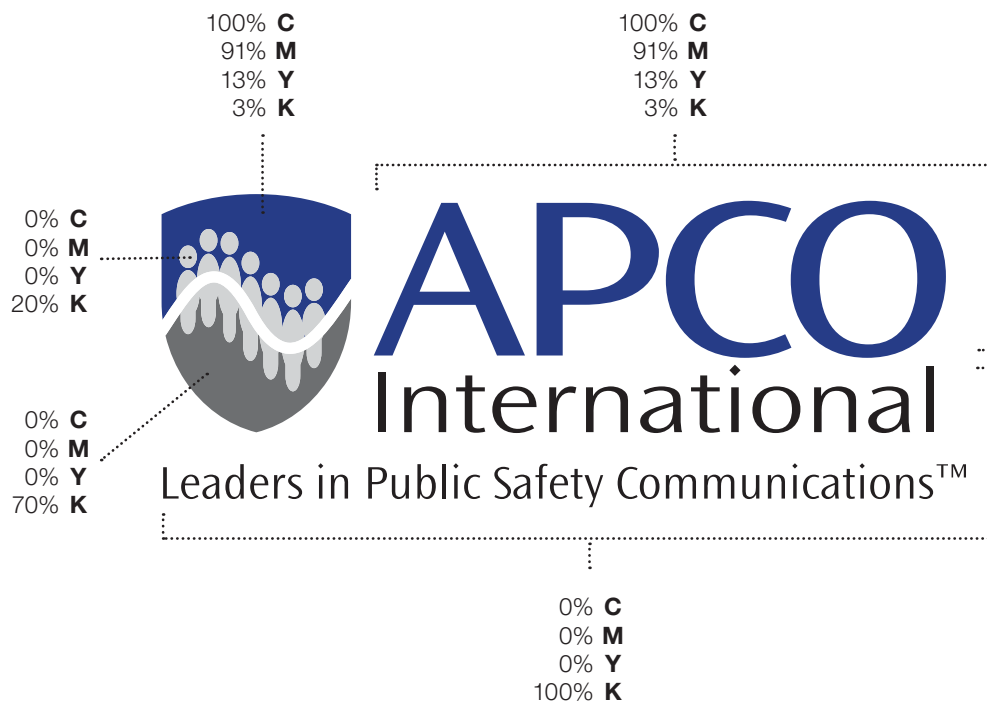
The logo may also appear without the tagline as indicated. The logo must always appear with the trademark symbol, even when no tagline is used.



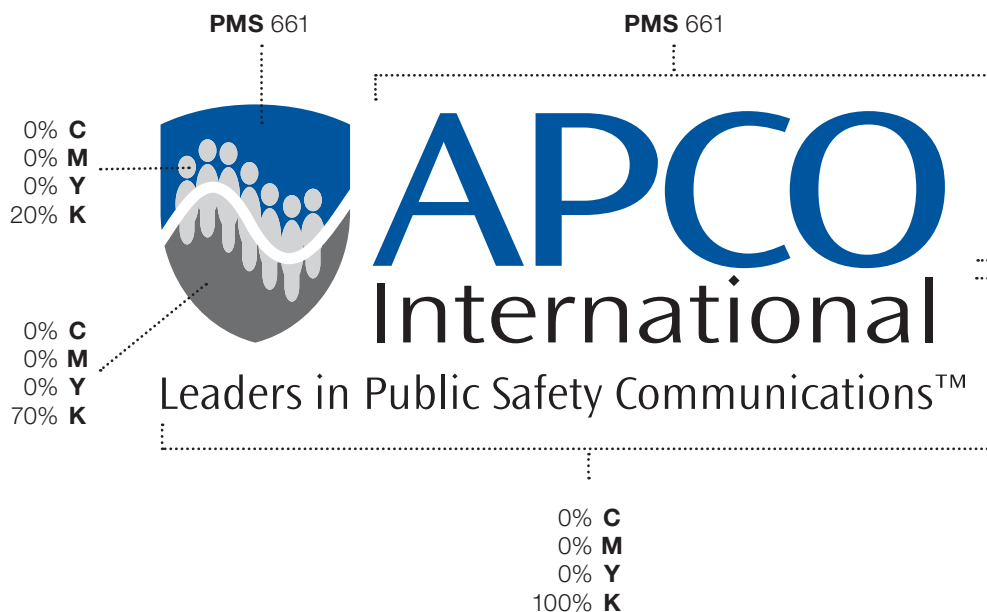
Color Mixes

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. Complementary colors for graphics that may accompany the logo can be found on page 10.

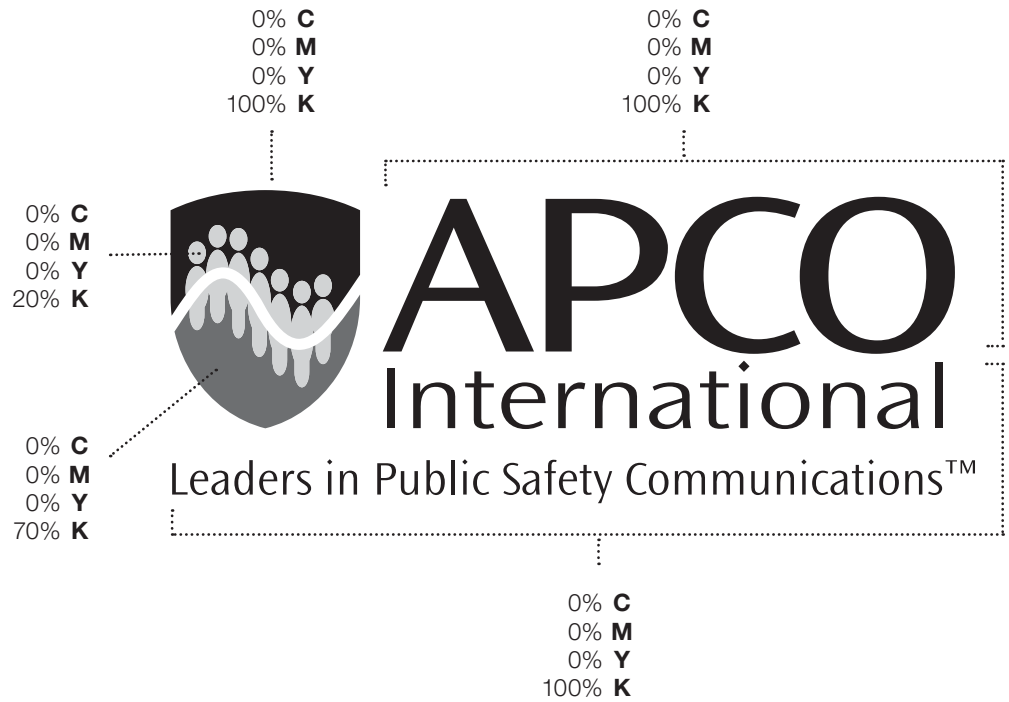
CMYK



PMS + Black



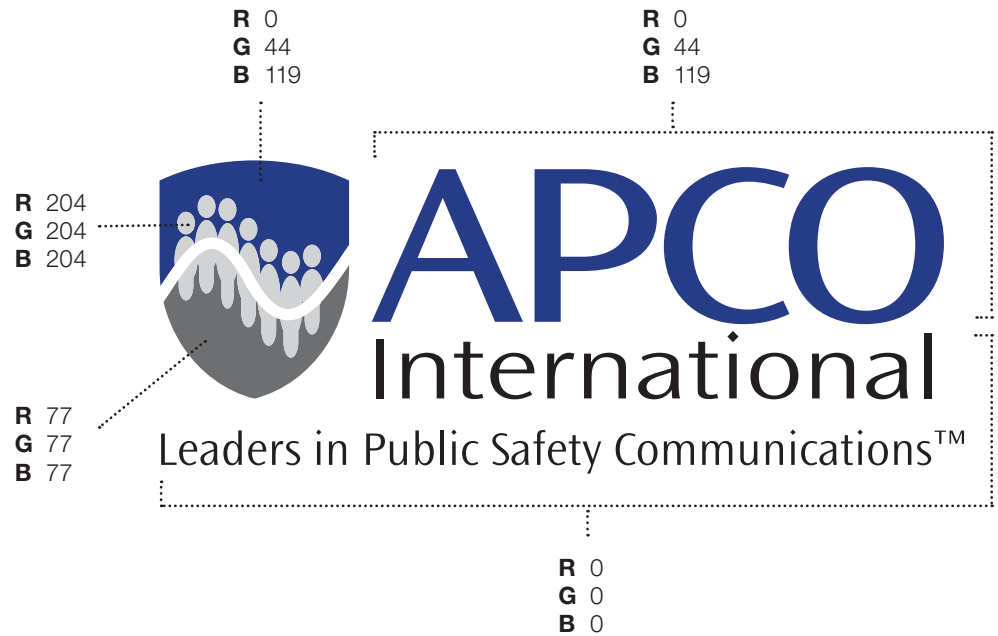
Grayscale



100% Black



RGB



Hexadecimal



CMYK + Reversed

100% **C**
91% **M**
13% **Y**
3% **K**

0% **C**
0% **M**
0% **Y**
20% **K**

0% **C**
0% **M**
0% **Y**
70% **K**



Reversed



The diagram illustrates the clear space requirements for the APCO International logo. The logo consists of a shield icon on the left, followed by the text "APCO" in a large, bold, blue serif font, and "International" in a smaller, black serif font below it. The tagline "Leaders in Public Safety Communications™" is positioned at the bottom. The clear space is defined by a dashed rectangular border. The width of the clear space on the left is labeled "X", and the height of the clear space on the top is labeled "X". The height of the clear space on the right is labeled "X Dimension". The height of the clear space on the bottom is labeled "X".



Suggested Minimum Sizes

Minimum width for print is 1.5"



Minimum width for web is 108 px



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.



Incorrect Usage

The following examples indicate how not to use the logo.



Never place logo inside of shapes.



Never place logo on pattern shapes.



Never skew the logo.



Never use logo on a background that does not contrast.



Never place logo on a photo that does not contrast.



Never tilt the logo.



Never use logo as a part of other symbols.



Never alter the logo colors.

Use the following font families to complement the logo. Bold, Italic, and Bold Italic may be used as necessary.

Word, PowerPoint, Publisher (PC Fonts)

Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}

Print and Display Graphics

Ocean Sans Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}

Ocean Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}

Ocean Sans SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}

Ocean Sans Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}

Ocean Sans Book Extended

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}

Ocean Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}

Ocean Sans Light Extended

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}




Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./; '[]!@#\$\$%^&*()_+<>?"'{}




Color Usage for Graphics

Use the following colors to complement all uses of the logo.

Main Colors

		PMS	C	M	Y	K	R	G	B	Hexadecimal
	APCO Blue	661	100	91	13	3	0	44	119	002C77
	Dark Gray		0	0	0	70	77	77	77	CCCCCC
	Light Gray		0	0	0	20	204	204	204	666666

Accent Colors

	Blue	293	100	68	0	2	0	61	165	003DA5
	Dark Gold	125	8	31	100	19	149	113	32	957120
	Light Gold	122	0	14	80	0	255	230	115	FFE673

Colors Gradient Combinations

Blue

APCO Blue



Gold

Light Gold



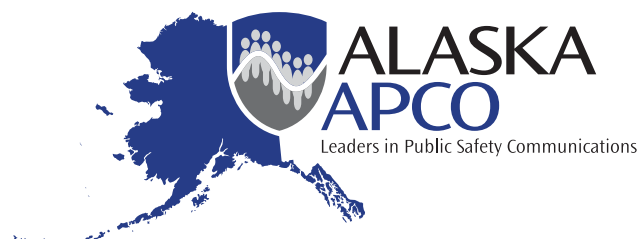
Light Gray

Dark Gray



Logo and State Placement

The following examples show how a state silhouette can be combined with the APCO logo to create a Chapter Logo. The positioning of the text and APCO shield may be adjusted to fit the shape of your state. Be sure to maintain the white outline around the shield as indicated.



Chapter Logo Colors and Fonts

The state silhouette may be presented in either the APCO Blue or Light grey. The state name should always be 100% black and positioned above the the APCO logo text in all caps.



100% Black State Type (Ocean Sans Book Extended Font)



Legal Premise

The logo featured in this *Logo Standards and Style Guide* is 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 must be made in advance in writing no later than fourteen (14) days prior to its intended use. To request use of the APCO logo, please obtain a license agreement from APCO International using the contact information below. Please sign and return the agreement for approval.

Final approval or rejection will be based on compliance with the *Logo Standards and Style Guide* and whether, in the sole discretion of APCO International, the intended use is acceptable and accurately depicts the entity's relationship with the association. Entities may neither claim nor infer that its products or services are endorsed by APCO International in connection with use of the logo or related marks. Such use is not permitted until written approval has been received and is for the limited purpose specified under the intended use and is non-transferable.

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.

Chapters desiring to integrate their specific chapter name, graphic element or to make other modifications to the logo must submit their requests in writing in advance to APCO International to ensure brand compatibility. No such modifications or adaptations are permitted until written approval has been received.

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, Web sites 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: trademark@apcointl.org
386.322.2500

APCO International
351 N Williamson Blvd
Daytona Beach, FL 32114-1112

Section 2

Graphics

The 2 main shapes of the shield can be used to enhance your designs. However, do not use these shield elements without the complete logo being present as well. The people on the sine wave should not be used for graphic elements.

The following pages show how portions of the shield, can be used as a basis for design elements on materials that also have the complete logo present.



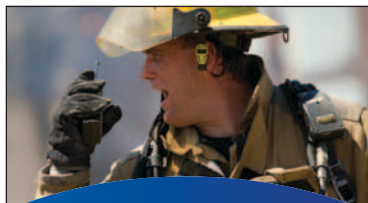
Shield Usage

The following examples show how the top half of the shield can be cropped and used as a graphic to enhance your materials. The proportions should not be altered in any use. A solid color or color gradient can be used to enhance your design as shown in the examples. The APCO blue should always be your main color focus in any use.



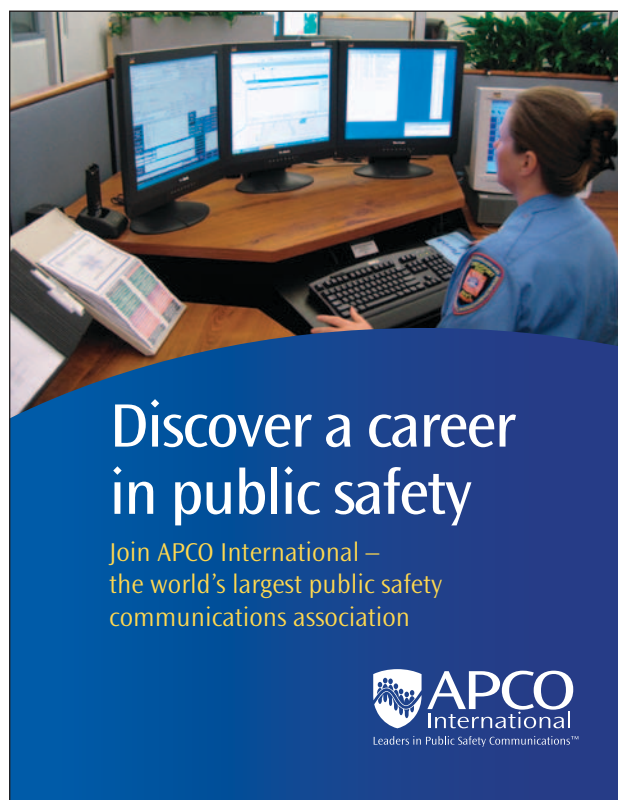
Shield Usage

The following examples show how the shield can be used in conjunction with photos.



Accent Color Usage



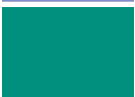


The APCO blue should always be the main color focus of your materials. The accent colors can be used to further enhance your materials but should not be used as the main focus. The following examples show how the accent colors can be used.



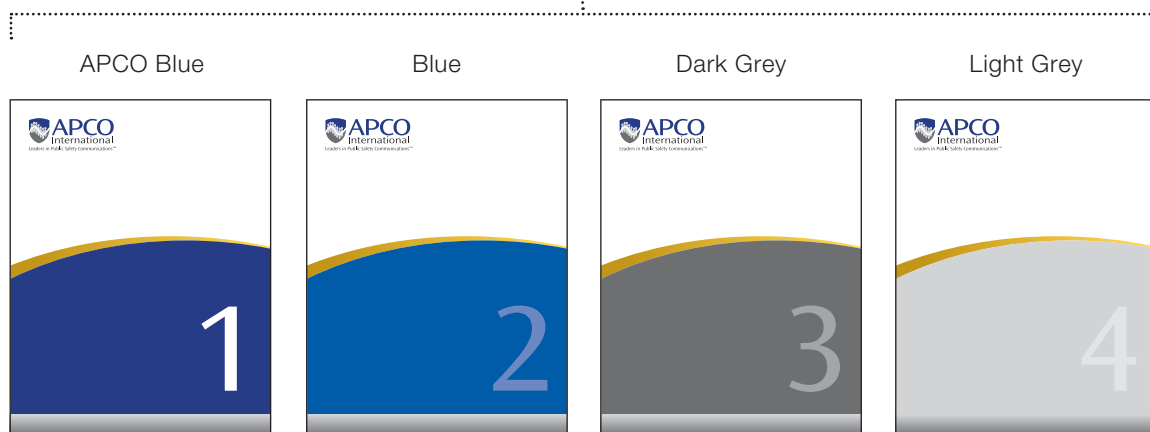
Extended Color Usage

The main colors (see page 10) should always be the primary option when applying color to your materials. However, if additional colors are needed, for instance, in the case when multiple materials are produced (series of books, brochures, reports, etc.) the following color palette can be used. If you have questions, please email trademark@apcointl.org.

Extended Colors

		PMS	C	M	Y	K	R	G	B	Hexadecimal
	Sea Foam	319	62	0	20	0	63	207	213	3FCFD5
	Purple	7446	51	43	0	0	143	141	203	8F8DCB
	Green	3288	100	3	58	16	0	133	102	008566
	Burgundy	7434	9	89	23	34	150	49	86	963156
	Earth	7530	8	31	100	19	170	156	143	AA9C8F

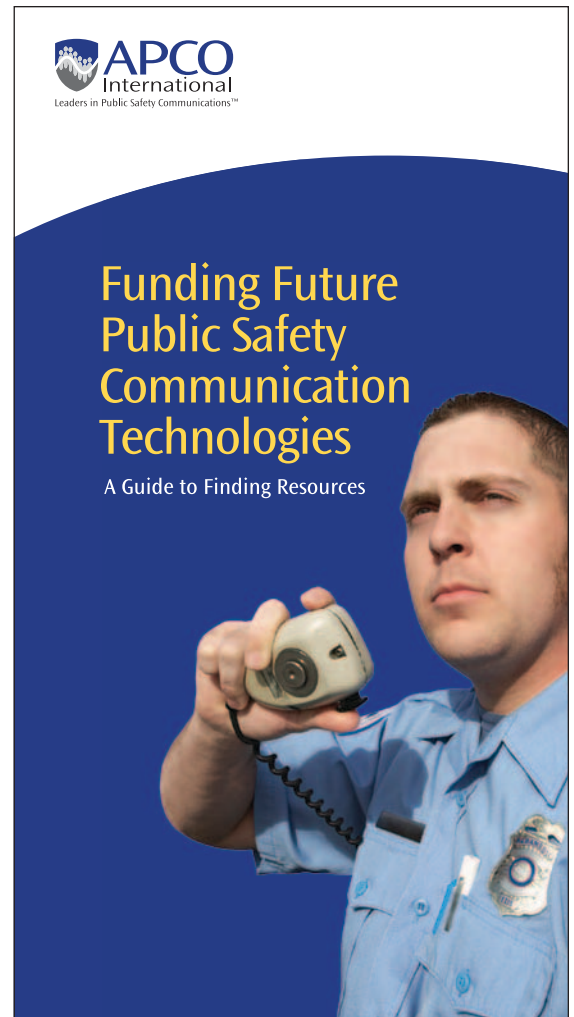
Use colors from page 10 first.



Then use extended colors.



The following examples show how the shield graphic and accent colors have been used in brochure designs.



The following examples show how the shield graphic and accent colors have been used in report covers.

Note: The Calibri font family is used in these examples.



Growing the Public Safety Communications Spectrum

Mid-Year Review



July 2011



Growing the Public Safety Communications Spectrum

Mid-Year Review



July 2011

The following examples show how the shield graphic and accent colors have been used in banner designs.



Become a Member of APCO International.

Representing
an industry of
more than 200,000
public safety
communications
professionals.



apcointl.org

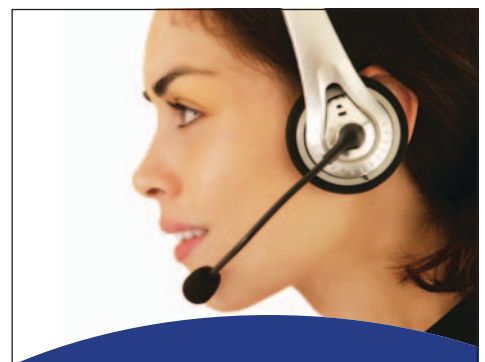


Entrust Your Part 90 FCC Licensing to AFC

- ▶ Frequency Coordination
- ▶ RF Planning/Engineering
- ▶ Licensing Services
- ▶ License Management



apcointl.org/frequency



Where Public Safety Turns to Learn

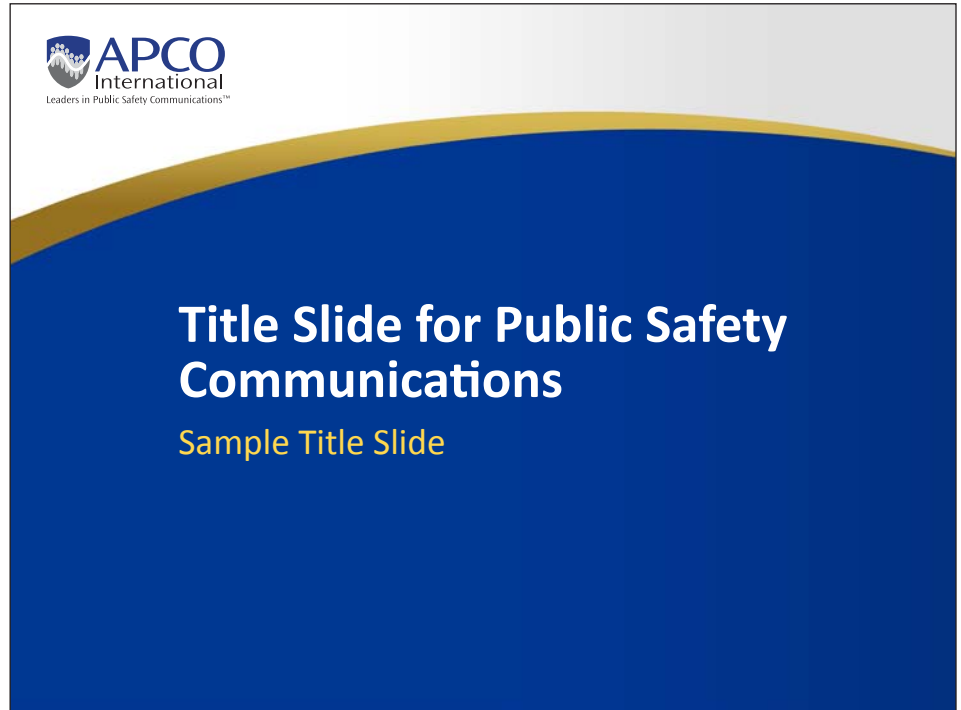
Affordable
front-line basic
training, supervisory
and management tools
and certification.



apcointl.org/institute

The following examples show how the shield graphic and accent colors have been used in PowerPoint templates.

Note: The Calibri font family is used in these examples.



Slide Sample for Public Safety Communications

Top five reasons to upgrade:

- Reason Number 1
- Reason Number 2
- Reason Number 3
- Reason Number 4
- Reason Number 5