APA California Brand Guidelines: Quick Reference
(Note: see APA Brand Guidelines for complete guidelines and requirements)

CHAPTER BRANDING:
Signature Configurations: The signature is comprised of the following three parts:

- Symbol (APA California logo)
- Name (American Planning Association / **California Chapter**)
- Tag line (*Making Great Communities Happen*)

You can use any of the three signature configurations: horizontal, stacked, or centered. It should be noted that the font size will vary according to the specific application. As a general rule however, the name *American Planning Association* is 3 times in length to that of the logo's width.

Chapter Name: National requires that the full Chapter name, instead of the State abbreviation, be used in communications, such as APA California and <u>not</u> APACA. The following are all acceptable:

- The California Chapter of the American Planning Association (APA)
- APA California
- The California Chapter of APA

Logo , Name, and Background Color: The logo shall always be depicted in gold color (PMS 7408) when used in color media, with a gold, black or white name and tagline. They are primarily used on a white background; however in a black background the type can be reversed. In a black & white application such as a simple memo, the logo shall be produced in medium gray (or 40% black)

Minimum Size – Square Symbol: In print applications, the square APA California symbol must be 0.375 "square or larger (or at least 2.25 picas or at least 27 points). In digital applications it must be 40 pixels or larger.

Free Zone: Maintain a minimum space of half the dimension of the APA square around the signature.

Primary Font: For printed material, use Myriad Pro as the primary font. For digital media and desktop publishing, use Verdana as the primary font.

Secondary Font: For printed material, use Janson Text as the secondary font. For digital media and desktop publishing, use Georgia as the primary font.

Letterhead: It is not required to print the signature on the back side of letterhead as indicated in the Brand Guidelines. The second sheet can be blank as well.

LOCAL SECTION BRANDING:

Signature Configurations: Similar to the Chapter signature, the Local Section signature is similar comprising of three parts:

- Symbol (APA California logo)
- Name (American Planning Association / **California Chapter - _____** Section) *
- Tag line (*Making Great Communities Happen*)

    * the attached graphic guideline demonstrates the prescribed configuration

As in the above Chapter Guidelines, you can use any of the three signature configurations: horizontal, stacked, or centered. No other element can be applied to the logo or within the signature configuration.

Symbol: The protocol outlined under Chapter use shall remain the same for Local Section use.

Chapter and Local Section Name: California Chapter and [local] Section shall always be a part of the configuration. Specifics shall be as follows:

California Chapter – [insert name] Section

NOTE: California Chapter is in bold whereas the Local Section is <u>not.</u>

Tagline: The protocol outlined previously shall remain the same for Local Section use.

Logo , Name, and Background Color: Apply the same rules as outlined in the Chapter guidelines. As for digital and collateral applications, the background to the signature shall be white, black, blue (PMS 647) or a photographic image best representing your local section.   Care should be exercised when placing the signature on top of a photograph.

Minimum Size – Square Symbol: In print applications, the square APA California symbol must be 0.375 "square or larger (or at least 2.25 picas or at least 27 points). In digital applications it must be 40 pixels or larger.

Free Zone: Maintain a minimum space of half the dimension of the APA square around the signature.

Primary Font: For printed material, use *Myriad Pro* as the primary font. For digital media and desktop publishing, use *Verdana* as the primary font.

Secondary Font: For printed material, use *Janson* as the secondary font. For digital media and desktop publishing, use *Georgia* as the primary font.

Letterhead: It is not required to print the signature on the back side of letterhead as indicated in the Brand Guidelines. The second sheet can be blank as well.

[Horizontal Configuration]

American Planning Association
California Chapter - Orange Section

Making Great Communities Happen

[Stacked Configuration]

American Planning Association
California Chapter - Central Section

Making Great Communities Happen

[Centered Configuration]

American Planning Association
California Chapter - Northern Section

Making Great Communities Happen