



APA 2022 CALIFORNIA CONFERENCE

Branding color palette

Primary Logo

This logo should be used whenever possible.



APA CALIFORNIA CONFERENCE

OCTOBER 1-4, 2022 ★ ANAHEIM MARRIOTT

Horizontal Logo

This logo should be used when primary logo can not.



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Secondary Logo

This logo should be used in smaller applications.

APA California logo - all white



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Fonts

Mostra Nuova Heavy

Myriad Pro Black

Myriad Pro Semi-Bold

Color Palette

	HEX	RGB	CMYK
	ADE7E7	173/231/231	29/0/11/0
	97E8FF	151/232/255	34/0/2/0
	5BC8FF	173/231/231	29/0/11/0
	47ABFF	71/171/255	60/23/0/0
	296ACC	41/106/204	82/60/0/0
	F4864C	244/134/76	0/58/77/0
	47A140	71/161/64	75/13/100/1