



AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

Logo Guidelines

JUNE 2013

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A. Overview

These guidelines are provided to help American Public Health Association members, partners, Affiliates and other entities correctly use APHA's logo and brand style to indicate their affiliation with APHA.

Important: APHA approval required

All uses of APHA's logo in print, video or online must receive prior APHA approval before publishing and be in adherence with these guidelines.

For questions and requests for approval contact Logo@apha.org

B. Logo Components

The APHA logo is comprised of four components. Unless specifically addressed in these guidelines, all four components must be present when using the APHA logo.

Mark

The mark (the triskelion) is the pictorial element of the APHA logo. It represents the unity and diversity of APHA's membership and programs.



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Logotype

APHA's logotype is the APHA acronym set in a customized typeface.

Name

APHA's name is spelled out to further reinforce the brand.

Tagline

APHA's tagline creates a memorable connection between APHA and key audiences while providing a clear call to action.

C. Logo Colors

The APHA logo color options are full color, Pantone 300, black, and white. Do not assign any other colors to the logo. When printing one-color documents, use the black-only version of the logo in your layouts.



Full color



Pantone 300



Black



White
Use this version when the logo will appear on black or dark colors.

D. Minimum Size

To ensure consistency and readability of the logotype and tagline, use the width of the tagline—"For science. For action. For health."—as your guide.

When the width of the tagline will be one inch or greater, use the entire logo, including the name and tagline elements.



**Tagline width 1 inch or greater:
Use complete logo with name and tagline**

When the width of the tagline is less than one inch, use the APHA logo only. For sub-tags, see page 8.



E. Clear Space

To enhance presentation and ensure readability, leave sufficient clear space around the logo. As a general rule of thumb, the clear space surrounding the logo on all four sides should be at minimum the full diameter of the triskelion at whatever size the logo is used. Do not place photos, typography or other graphic elements inside the minimum clear space.

Full diameter of the triskelion



F. Incorrect Use

1. Don't reposition, re-size or separate parts of the logo.
2. Don't recolor the logo.
3. Don't make a pattern or texture out of the logo.
4. Don't apply any effects to the logo
5. Don't overlap text or other graphics on the logo – follow clear space requirements.
6. Don't alter the transparency of the logo.
7. Don't rotate the logo.



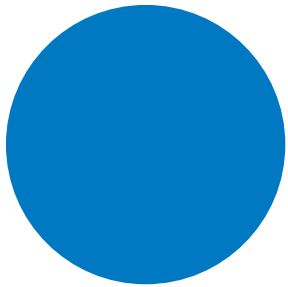
G. Logo files

Art files for APHA's logo are provided in TIFF, GIF, EPS, and PNG formats. If you need to re-size the logo only use the EPS file to ensure clear replication at the desired size.

If you have questions or need help developing the correct size logo in the file format you require please contact Logo@apha.org.

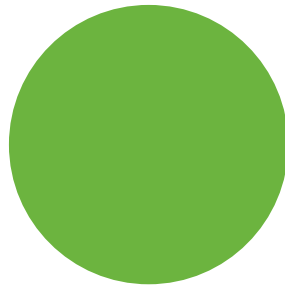
A. APHA Color Palette

Color creates instantaneous impressions that are, to a large degree, universally understood on a subliminal and emotional level. Consistent use of color will help reinforce the APHA brand. Tints of the colors can extend the palette visually. For greatest impact, use the colors at 100% opacity.



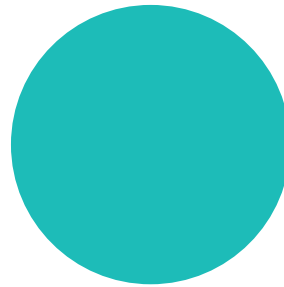
PMS 300

R 0 G 101 B 189
C 100 M 42 Y 0 K 0
HTML 0065BD



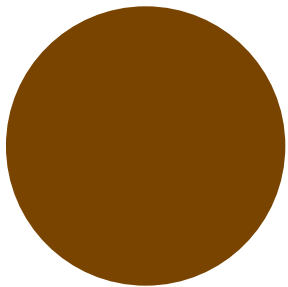
PMS 369

R 88 G 166 B 24
C 67 M 0 Y 98 K 5
HTML 58A618



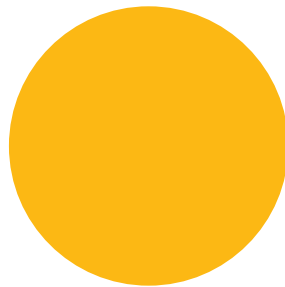
PMS 3262

R 0 G 192 B 181
C 78 M 0 Y 32 K 0
HTML 00C0B5



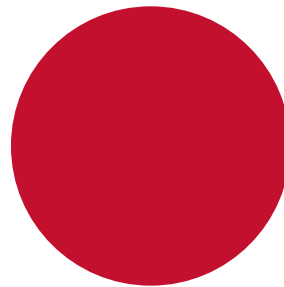
PMS 469

R 96 G 53 B 29
C 21 M 70 Y 92 K 70
HTML 60351D



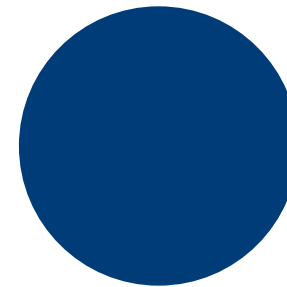
PMS 130

R 240 G 171 B 0
C 0 M 30 Y 100 K 0
HTML F0A800



PMS 187

R 167 G 25 B 48
C 5 M 100 Y 71 K 22
HTML A71930



PMS 654

R 0 G 44 B 95
C 100 M 73 Y 10 K 48
HTML 002C5F

B. APHA Brand Architecture Strategy

Branding Choices:

1. APHA + sub-tag (with APHA dominant)—preferred brand in most situations
2. Brand X with APHA sub (“a program/initiative/publication/Affiliate/campaign of APHA”)
3. Co-brand
4. APHA w/sub-brand (none of this option in future)

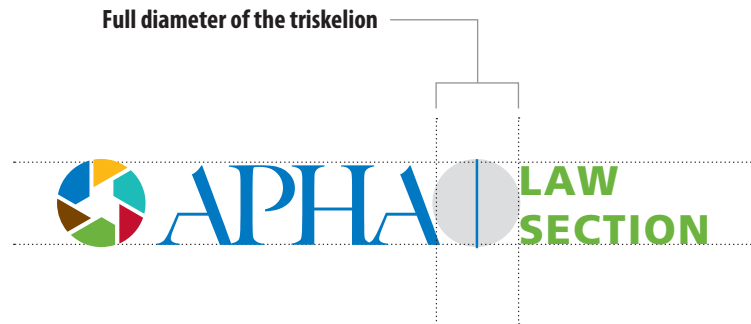
Brand Item	Current	Recommended	Notes
American Journal of Public Health	Co-brand	Brand X with APHA sub	
The Nation’s Health	Brand X with APHA sub	Brand X with APHA sub	
Sections/SPIGs/Caucuses/Forums	Little bit of everything	APHA + sub-tag (APHA dominant)	Need to do some pre-selling with key section leaders Clear guidelines, templates, etc., to make this easy
Student Assembly	APHA + sub-tag (APHA dominant)	APHA + sub-tag (APHA dominant)	Treat the same as sections
Affiliates	Co-brand (for some) Brand X with APHA sub (for some) Brand X w/ no APHA (for some)	Brand X with APHA sub	
Centers	Brand X “AT” APHA	Brand X with APHA sub	

B. APHA Brand Architecture Strategy (continued)

Brand Item	Current	Recommended	Notes
Initiatives/programs	Mix	APHA + sub-tag (APHA dominant)	
Annual Meeting	Co-brand	APHA + sub-tag (APHA dominant)	
Fact sheets	Co-brand	APHA + sub-tag (APHA dominant)	
Campaigns (e.g., National Public Health Week, Get Ready)	Co-brand	Brand X with APHA sub	Add consistent logo for the campaign to hold across years
Public Health CareerMart	Brand X with no APHA	APHA + sub-tag (APHA dominant)	
Social media	Brand X with APHA sub (for campaigns/programs) Some with APHA dominant	APHA + sub-tag (APHA dominant)	
Partnerships		Co-brand when couple of partners— equal stake funding, etc. Brand X w/APHA sub when focus of partnership is most important and where APHA is primary partner, funder, staffing support, etc.	

C. APHA sub-tags: Examples

For APHA sub-tags, use the logo without the name and tagline. Sub-tag font is Frutiger Black, set in all caps. Type is flush left in two lines. Match tracking as illustrated below. Use cool colors from the color palette. Align the sub-tag name with the logotype. Space the logotype and the sub-tag the diameter of the triskelion apart. Place a vertical rule in Pantone 300 blue at the center point of the triskelion. The rule is the same height as the type.



D. When APHA is a sub-brand: Examples

Sub-brand font is Frutiger Roman and Black, set in all caps. Match tracking as illustrated below. Type color is Pantone 300 blue.

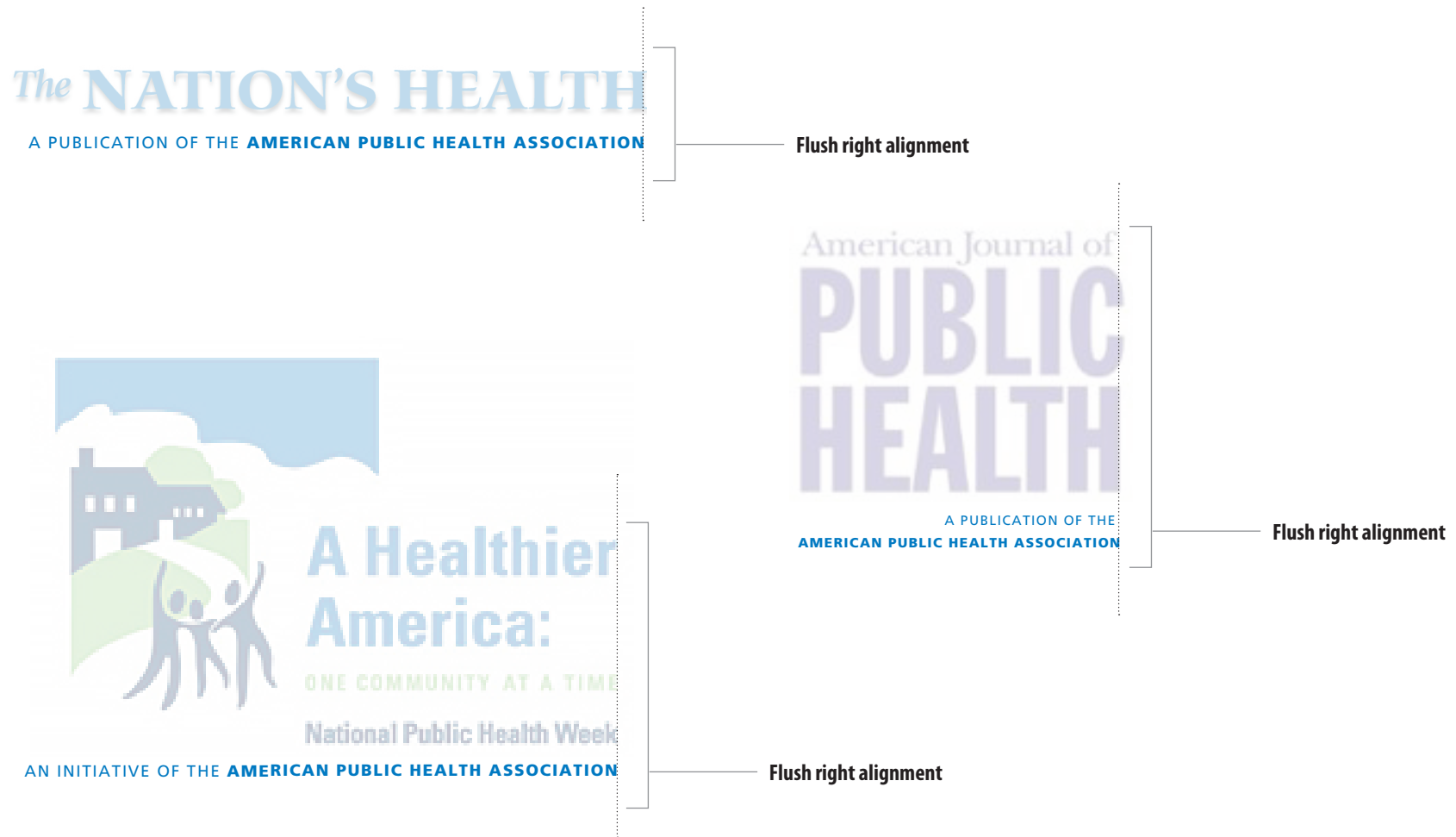
A PUBLICATION OF THE **AMERICAN PUBLIC HEALTH ASSOCIATION**

AN INITIATIVE OF THE **AMERICAN PUBLIC HEALTH ASSOCIATION**

A PARTNERSHIP OF THE **AMERICAN PUBLIC HEALTH ASSOCIATION**

D. When APHA is a sub-brand: Examples (continued)

Align sub-brand type flush right with the primary logo, on one line or two. Use the relative width of the primary logo as your guide, as shown in these examples.



E. When APHA is a Co-brand: Examples

The font for the primary name is Frutiger Black, set in all caps. Type is flush left on two lines. Match tracking as illustrated below. Type color is Pantone 300 blue. Separate the primary name from the co-brand logos by a distance equal to the diameter of the triskelion. Place a horizontal rule in Pantone 300 blue at the mid-point of this distance, as shown below.

Co-brand logos are equal in size and positioned horizontally, separated by the diameter of the APHA triskelion. APHA's logo should be in the first position at the far left of a group of co-brand logos.

