APCO INTERNATIONAL

BRAND STYLE GUIDE

PREPARED BY:
The Marketing & Communications Department

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TABLE OF CONTENTS

PAGE 04 | SECTION 1.0 | LOGO ELEMENTS
PAGE 08 | SECTION 2.0 | BRAND COLORS
PAGE 10 | SECTION 3.0 | TYPOGRAPHY
PAGE 14 | SECTION 4.0 | GRAPHICS
PAGE 17 | SECTION 5.0 | LEGAL PREMISE
PAGE 18 | SECTION 6.0 | EVENT LOGOS
1.0 LOGO ELEMENTS

1.1 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 registered symbol.

1.2 Logo Without Tagline
The logo may also appear without the tagline as indicated. The logo must always appear with the registered symbol, even when no tagline is used.

1.3 Clear Space & Size
The logo should always maintain a minimum clear space around it in all uses. When possible, increase the amount of clear space.

1.4 Suggested Minimum Sizes
The logo should not be used below the recommended minimum sizes indicated.

1.5 Incorrect Usage
The following examples indicate how not to use the logo.

Never place logo inside of shapes.
Never skew or tilt the logo.
Never place logo on pattern shapes.
Never use logo as a part of other symbols.
Never place logo on a photo that does not contrast.
Never alter the logo colors.
1.6 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 8.

1.7 Acceptable Backgrounds

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.
2.0 BRAND COLORS

2.1 Primary Colors
The APCO International logo has three official primary colors: dark gray, light gray and blue. These colors have become a recognizable identifier for APCO.

2.2 Extended Colors
The extended colors are complementary to our official colors, but are not recognizable identifiers for APCO International on their own.

2.3 Primary Colors for Web
The following colors are used for the apcointl.org website.
3.0 TYPOGRAPHY

3.1 Fonts for Documents - Sans Serif
Use the following fonts for any word, PowerPoint or Publisher documents.

**CALIBRI**

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

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

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

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

**ARIAL**

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

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

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

3.2 Fonts for Documents - Serif
Use the following fonts for any word, PowerPoint or Publisher documents.

**TIMES NEW ROMAN**

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

**BOLD ITALIC**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./;'[]!@#$%^&*()_+<>?
```

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

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

**GARAMOND**

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

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

**ITALIC**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,./;'[]!@#$%^&*()_+<>?
```
3.3 Fonts for Print and Display Graphics - Sans Serif

Use the following fonts for any display, design or other graphics created for APCO International.

**BENTON SANS**

**BOLD**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**CONDENSED BOLD**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**REGULAR**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**ITALIC**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**LIGHT**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**LATO**

**BLACK**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**BOLD**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**REGULAR**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**LIGHT**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**HAIRLINE**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

3.4 Fonts for Web - Sans Serif

Use the following fonts for web design on apcointl.org.

**OPEN SANS**

**EXTRA BOLD**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**BOLD**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**REGULAR**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**ITALIC**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**LIGHT**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**HAIRLINE**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```
4.0 GRAPHICS

4.1 Email Headers and Template

The following examples show how the graphic and accent colors have been used to create branded email templates.
4.2 PowerPoint
The following examples show how the graphic and accent colors have been used to create a branded PowerPoint template. Note: The Calibri font family is used in these examples.

POWERPOINT

The logos featured in this Logo Standards and Style Guide are 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 should be directed to APCO's MarComm department at marketing@apcointl.org

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.

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, websites 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, please contact marketing@apcointl.org.
6.0 EVENT LOGOS

6.1 APCO 2018 Logo - Primary and Extended Colors

APCO 2018
August 5-8 | Las Vegas, NV

Primary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>0, 86, 11</td>
<td>228, 32</td>
<td>#E42027</td>
</tr>
<tr>
<td>Blue</td>
<td>100, 28, 0</td>
<td>255, 129</td>
<td>#FF811C</td>
</tr>
<tr>
<td>Yellow</td>
<td>0, 23, 78</td>
<td>248, 191</td>
<td>#F8BF36</td>
</tr>
</tbody>
</table>

Extended Color Palette

<table>
<thead>
<tr>
<th>Used For</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>12, 96, 100</td>
<td>255, 59</td>
<td>#FF3B0D</td>
</tr>
<tr>
<td>Program</td>
<td>81, 9, 0</td>
<td>255, 231</td>
<td>#31E7FF</td>
</tr>
<tr>
<td>Exhibit Hall</td>
<td>68, 66, 0</td>
<td>248, 255</td>
<td>#313397</td>
</tr>
<tr>
<td>About</td>
<td>76, 71, 61</td>
<td>248, 191</td>
<td>#F8BF36</td>
</tr>
<tr>
<td>Education</td>
<td>0, 49, 89</td>
<td>255, 129</td>
<td>#32CE4F</td>
</tr>
<tr>
<td>For Exhibitors</td>
<td>76, 62, 19</td>
<td>255, 247</td>
<td>#313397</td>
</tr>
<tr>
<td>Newsletter</td>
<td>100, 19, 3</td>
<td>248, 191</td>
<td>#F8BF36</td>
</tr>
</tbody>
</table>

APCO 2018 Fonts for Print

<table>
<thead>
<tr>
<th>Font</th>
<th>CAPS</th>
<th>EXPERT</th>
<th>ROMAN</th>
<th>ITALIC</th>
<th>ITALIC EXPERT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAPS</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td><strong>EXPERT</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td><strong>ROMAN</strong></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td><strong>ITALIC</strong></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td><strong>ITALIC EXPERT</strong></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
</tbody>
</table>

**METABOLD**

<table>
<thead>
<tr>
<th>CAPS</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>0123456789</th>
<th>0123456789</th>
<th>0123456789</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPERT</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td>ROMAN</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td>ITALIC</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td>ITALIC EXPERT</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
</tbody>
</table>

**METABOOK**

<table>
<thead>
<tr>
<th>CAPS</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>0123456789</th>
<th>0123456789</th>
<th>0123456789</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPERT</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td>ROMAN</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td>ITALIC</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
<tr>
<td>ITALIC EXPERT</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
</tbody>
</table>
6.2 Emerging Technology Forum Logo - Primary Colors

Emerging Technology Forum

- **Primary Color Palette**
  - Color: Dark Green
    - CMYK: 88, 33, 100, 25
    - RGB: 20, 106, 54
    - HEX: #146A36
  - Color: Green
    - CMYK: 75, 0, 88, 0
    - RGB: 51, 180, 91
    - HEX: #33B45B
  - Color: Dark Blue
    - CMYK: 100, 85, 38, 29
    - RGB: 23, 51, 90
    - HEX: #17335A
  - Color: Blue
    - CMYK: 58, 0, 1, 0
    - RGB: 79, 200, 241
    - HEX: #4FC8F1

6.3 Public Safety Broadband Summit Logo - Primary Colors

Public Safety Broadband Summit

- **Primary Color Palette**
  - Color: Dark Blue
    - CMYK: 100, 90, 15, 3
    - RGB: 38, 60, 134
    - HEX: #263C86
  - Color: Yellow
    - CMYK: 1, 14, 80, 0
    - RGB: 255, 215, 79
    - HEX: #FFD74F
  - Color: Light Blue
    - CMYK: 85, 50, 0, 0
    - RGB: 30, 117, 187
    - HEX: #1E75BB
  - Color: Light Turquoise
    - CMYK: 62, 0, 21, 0
    - RGB: 20, 106, 54
    - HEX: #4DC3CE

6.4 Envision Logo - Primary Colors

Envision
the future of emergency communications

- **Primary Color Palette**
  - Color: Dark Green
    - CMYK: 20, 106, 54
    - RGB: 51, 180, 91
    - HEX: #33B45B
  - Color: Green
    - CMYK: 68, 33, 100, 25
    - RGB: 38, 60, 134
    - HEX: #263C86
  - Color: Dark Blue
    - CMYK: 100, 96, 0, 6
    - RGB: 9, 3, 77
    - HEX: #09034D
  - Color: Blue
    - CMYK: 85, 50, 0, 0
    - RGB: 30, 117, 187
    - HEX: #1E75BB

6.5 Public Safety Communications Leadership in Policy Awards Dinner Logo - Primary Colors

- **Primary Color Palette**
  - Color: Dark Blue
    - CMYK: 100, 96, 0, 6
    - RGB: 9, 3, 77
    - HEX: #09034D
  - Color: Light Blue
    - CMYK: 62, 0, 21, 0
    - RGB: 20, 106, 54
    - HEX: #4DC3CE
  - Color: Light Turquoise
    - CMYK: 100, 91, 13, 3
    - RGB: 38, 60, 134
    - HEX: #263C86
  - Color: Light Turquoise
    - CMYK: 70, 15, 0, 0
    - RGB: 38, 169, 224
    - HEX: #26A9E0
For questions about this guide, please contact the Marketing & Communications Department at marketing@apcointl.org