

A NEW Look With a Proud Heritage

The APCO logo has been updated to give the organization a modern, relevant, and clearly recognizable symbol. The result is a much stronger and unique visual that can be understood as representing public safety communications by those not familiar with APCO.

The Radio Wave

The design features a “radio sine wave” that replaces the lightning bolt of the previous logo. This more relevant visual better reflects the technology aspect of APCO’s public safety mission.

The People

The people icons connected along the radio sine wave serve a dual purpose in this logo. They represent the public we serve and APCO International members connected by technology.

The Shield and Color

Maintaining APCO’s legacy badge identity was essential in the branding process since the badge clearly represents public safety. A new shape was selected that is not identifiable as any particular law enforcement, fire, ems or public agency. The familiar APCO blue color is preserved as a link to our heritage.

The Name

The full name, “APCO International,” is shown to clearly represent the association’s international reach.



The Tagline

This tagline was added to give the public a clear statement of our mission and position APCO at the forefront of the public safety community.