

How to protect our brand.

AAPCHO Brand Guidelines

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bit.ly/AAPCHOBrandingFolder

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Logo History



The Evolution of the AAPCHO Logo

A few years ago AAPCHO went through a rebranding (look and feel) process. Then in 2020 the organization refreshed their logo to reflect a more timeless design that will go hand in hand with the refresh of their new website. The refreshed logo stands stronger and grounded with the updated color palette, iconography and typography.



About the Logo

The AAPCHO Logo Today

Today's AAPCHO logo represents a strong commitment to partnership and allyship. The iconography was updated to exemplify movement with the waves but also maintain the connection between entities. The typography stands strong with an emphasis on **AAPCHO** in bold and a gradual decrease in boldness in the organization's name. This effect offers a visual effect of **AAPCHO** rising. To bring the logo together, the colors were adapted to bring in variations of warmth that are more welcoming and inviting. The gradient in the iconography was added to enhance a feeling of movement in the logo.

Symbols and Meanings



Colors

The colors in the brand remain warm and inviting. It was important not to stray away from this tone so that audiences would not feel it was a different organization

Waves & Circles

The waves and circles represent people of different communities, coming together in partnership. There are three people in the logo coming together embracing or reaching out to one another.

Typography

The typography used in the logo is fresh, simple, and grounding. It was important to use typography that was accessible and easy to see.

Primary Color Palette

Hex and Pantone Values

<div><div>HEX CODE</div><div>#B15833</div><div>RGB:</div><div>177 88 51</div><div>CMYK:</div><div>23 74 89 12</div></div>				<div><div>HEX CODE</div><div>#DEAE26</div><div>RGB:</div><div>222 174 38</div><div>CMYK:</div><div>14 31 100 0</div></div>			

About the colors.

Color plays an important role in the AAPCHO brand. The orange and yellow colors are recommendations for various media. A palette of primary colors has been developed, which comprise the color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the AAPCHO brand identity across all relevant media. Check with your designer or printer when using the organizational colors that they will be always be consistent. Use the primary colors as your dominant color palette for all internal and external visual presentations of the organization. Use the secondary colors for accents in your designs.

Secondary Color Palette

Hex and Pantone Values

<div>HEX CODE #1A6267</div> <div>RGB: 26 98 103</div> <div>CMYK: 88 46 51 22</div>				<div>HEX CODE #71989C</div> <div>RGB: 113 152 156</div> <div>CMYK: 59 29 36 1</div>				<div>HEX CODE #6C2211</div> <div>RGB: 108 34 17</div> <div>CMYK: 33 90 98 47</div>	

Typography Applications

MONTERRAT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

[Click here to download.](#)

OPEN SANS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

[Click here to download.](#)

Titles, Subtitles, Body Copy

The AAPCHO brand comes with two type families, Montserrat and Open Sans. The Montserrat family will support your title, subtitles and any headline copy. If possible make your titles in bold or black weight. All your body text will appear as Open Sans. You may vary the style of Open Sans with italicies, light, bold or black weight. Your font sizes will vary depending on your publication or design.

Exclusion Zones



The safe distance to put your logo in.

It is important to keep AAPCHO marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the AAPCHO mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION

To work out the clearspace take the height of the uppercase “O” from the logo text and measure from the main base of the text.

Logo Variations I

Vertical



The vertical logo is your secondary logo. The icon is prominent above "AAPCHO" and the full organizational name. Use this variation on media with tight widths, square spaces, profile images, or social media.

Horizontal



The horizontal logo is your main logo. The icon will appear on the left with "AAPCHO" stacked above the full organizational name. Use this variation on official media such as press, print, letterhead, and publications.

Icon



The icon logo is your accent design. The icon sits alone with no name or acronym. Use this logo variation as an accent to your design. Think of the icon as your marker.

Logo Variations II

Full Color



Your main brand will appear in full color on most media. The logo is best shown on white and lighter backgrounds that compliment it's warm tone colors.

White



If your logo is to appear on a darker solid color background, opt to use the white logo.
*Please note that the gradient will not appear on the icon in this logo variation.

With Background



If your logo is to appear above busy, patterned, or a gradient background, opt to use the white logo. *Please note that the gradient will not appear on the icon in this logo variation.

Logo Positioning

The safe distance to put your logo in

Where do I position the logo?

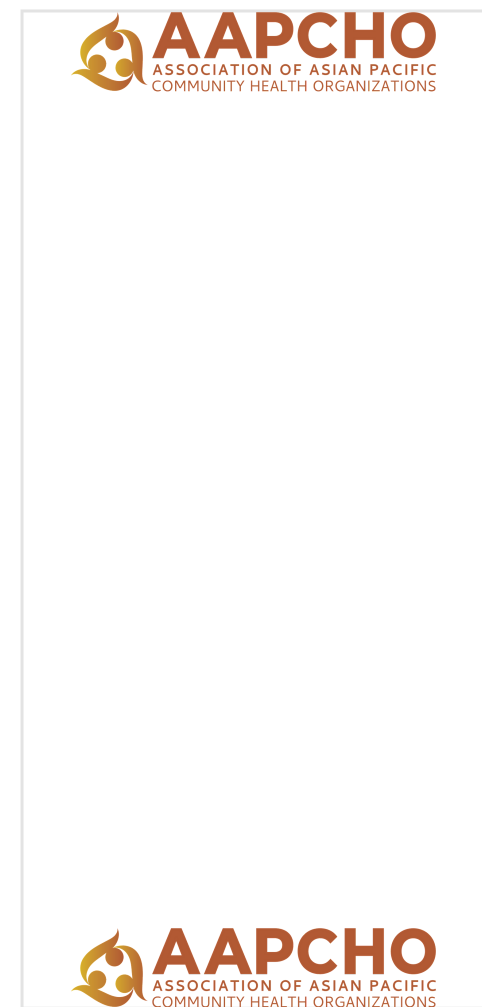
The logo can be positioned where it is best suited, depending on the application and tone.



Square



Landscape



Portrait

Reminders

What logo format should you use?

The rule of thumb is to use PNG and RGB color codes for anything digital and JPG and CMYK for anything print.



DO NOT change the color.
Use colors in the palette.



DO NOT crop the logo.



DO NOT add
shadows or effects.



DO NOT rotate the logo.



DO NOT put over
another illustration



DO NOT use tint or opacity
with your main logo.



Download the Logos & Font

bit.ly/AAPCHOBandingFolder