



APSA Organized Section Best Practices Guide

MARKETING TOOLKIT





Table of Contents

- **APSA LOGO**
- **COLOR PALETTE**
- **IMAGE AND GRAPHICS**
- **TYPOGRAPHY**

APSA Logo

Our goal is to ensure that the collection of APSA materials in any media are visually complementary and convey a sense of unity across all association programs. Our preferred style is formal, professional, and conservative. We also encourage reasonable design and style consistency over time within each program and clusters of programs such as materials for departments.

Graphic files of the APSA logo are available from the APSA Communications team upon request.

[Request Access](#)



APSA Logo

Approved logo colors are PMS 653C (blue) and PMS 362C (green) or black and white. The logo must be included on all design projects. Colors may not be altered without written permission from the Executive Director.

SPOT COLORS

- PMS 653C
- PMS 362C

PROCESS

C 91 **M** 71 **Y** 21 **K** 5
C 77 **M** 15 **Y** 100 **K** 2

RGB

R 45 **G** 86 **B** 139
R 66 **G** 154 **B** 70

Reverse logo for 2-color or 4-color designs.



The APSA logo **may not** be skewed or proportionally altered in any way.

Images & Graphics

Images and graphics used in any media should follow the following guidelines:

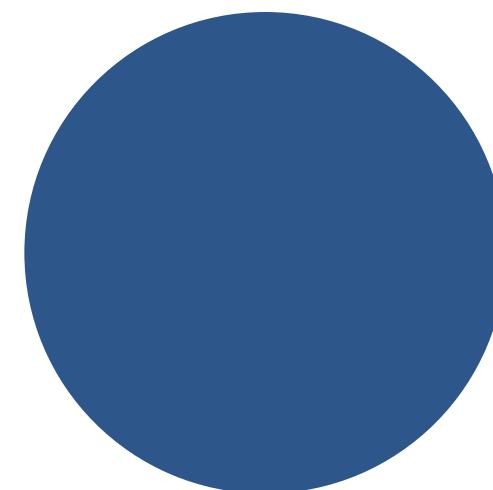
- Align with our tone/style defined in this document,
- Uphold the principles outlined above, particularly tending towards nonliteral imagery, and,
- Rights to use images (copyright) should be obtained, and source of images cited.



Color Palette

Primary Color Palette

The primary color palette consists of PMS 653C (blue) and PMS 362C (green). Secondary colors may be included on 4-color designs.

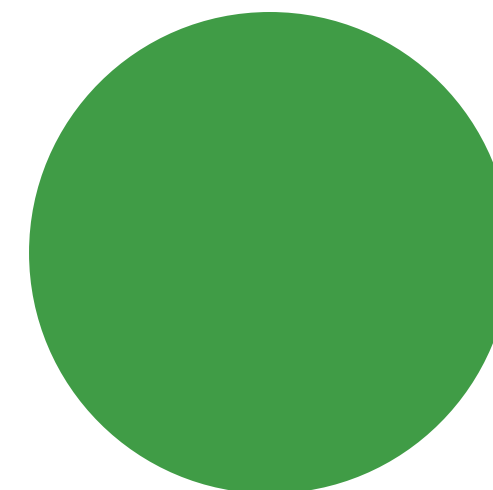


PMS 653C (blue)

CMYK 100/58/0/21

RGB 45/86/135

Hex #2d568b



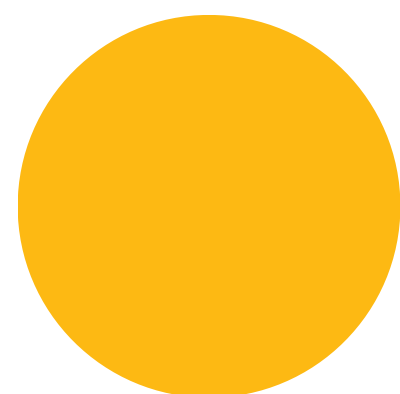
PMS 362C (green)

CMYK 0/0/0/61

RGB 66/154/70

Hex #409c46

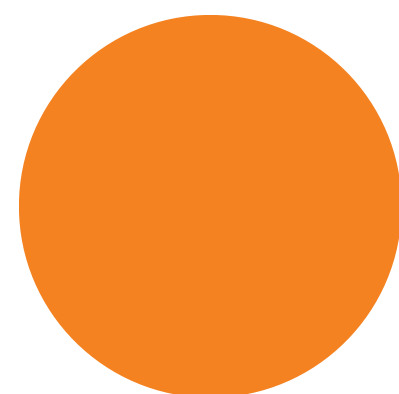
Secondary Color Palette



CMYK 0/30/100/1

RGB 253/185/19

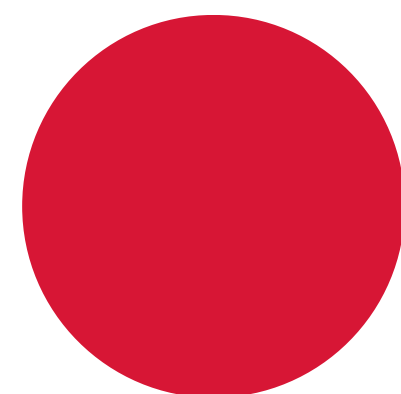
Hex #fdb913



CMYK 0/60/100/0

RGB 245/130/32

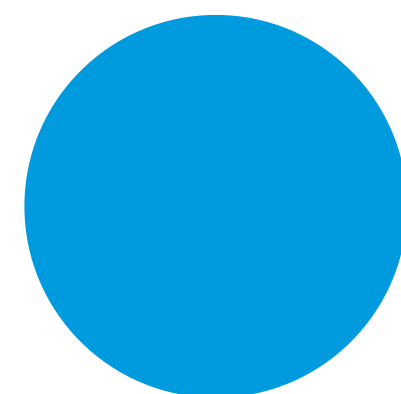
Hex #f58220



CMYK 100/80/10

RGB 215/22/53

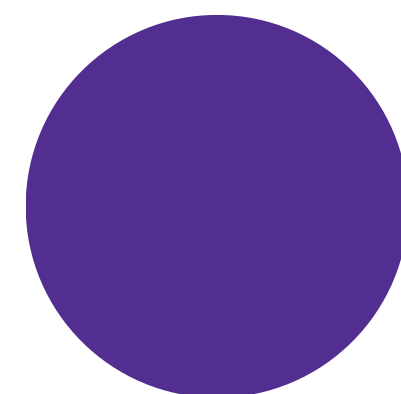
Hex d71635



CMYK 100/15/0/0

RGB 0/155/223

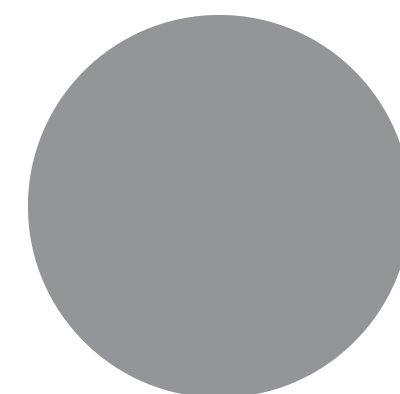
Hex #009bdf



CMYK 100/85/0/0

RGB 82/46/141

Hex #522e91



CMYK 0/0/0/50

RGB 147/149/152

Hex #939598



Typography

Roboto

Roboto, Roboto Regular, Roboto Bold, Roboto Italic, sans-serif

Arial

Arial, Arial Italic, Arial Bold, Arial Bold Italic, Arial Black

Web safe defaults:

Arial, Verdana, Helvetica, Times New Roman

Headline — Roboto Bold

Sub Header — Roboto

Arial Bold — **Bold lead-in volore quiasimus exeris harum dolupta.** Body copy
qui nist volorepta int harum dolupta velenimusa verunti undisit
audae porum connis sum fuga. Iquam, coria quodi oditam, sit
velestrum faccabo ritatem intmagnimaiost, odipsa ped que vitat.

Arial —
Con consequia se solupit ex et doles et lam etur ad ut aut lautem
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atque voluptis as ent.