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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.

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

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.

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

Secondary Color Palette

- **CMYK 0/30/100/1**
  - RGB 253/185/19
  - Hex #fff9c7

- **CMYK 0/60/100/0**
  - RGB 245/130/32
  - Hex #fdd8a3

- **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

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**Headline**

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**Sub Header**

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**Arial Bold**

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

**Arial**

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