



2018

CONFERENCE VISUAL STANDARDS

# LOGO V2



Use the large rectangle in the  
“P” to create the clearance  
area around the logo.

Always on a white background.

Do not stretch or change the  
original aspect ratio of the logo.

# FULL COLOR LOGOS V2



Logo



Logo\_Small



New Orleans • May 19-23

Logo\_Details



New Orleans • May 19-23

Logo\_Small\_Details



AAPAconference.org

Logo\_URL

This is the main logo and should be used in most instances.



AAPAconference.org

Logo\_Small\_URL

The small version of the logo is for digital and small collateral where legibility is a concern.



Logo\_Vertical

The vertical logo is exclusive for large format graphics and special circumstances.

# 1 COLOR LOGOS



# TYPOGRAPHY

## PRINT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

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## DIGITAL

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

## UPPERCASE HEADLINES

Benton Sans Bold

Sentence case body copy

Benton Sans Medium

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## UPPERCASE HEADLINES

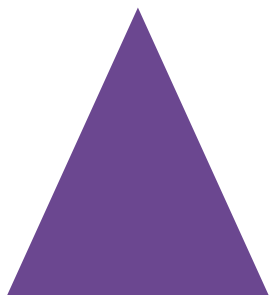
Arial Bold

Sentence case body copy

Arial Regular

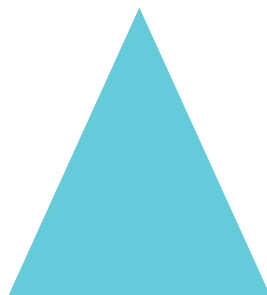
# COLOR PALETTE

## MAIN COLORS



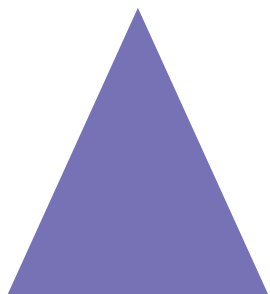
**PMS 7678 C**  
**CMYK 70, 85, 11, 0**  
**RGB 107, 71, 142**

Purple



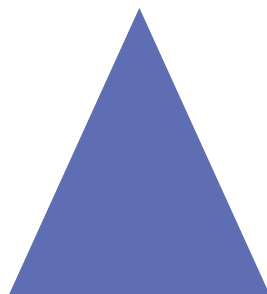
**PMS 3105 C**  
**CMYK 54, 0, 14, 0**  
**RGB 99, 208, 223**

Teal



**PMS 272 C**  
**CMYK 59, 58, 0, 0**  
**RGB 118, 115, 192**

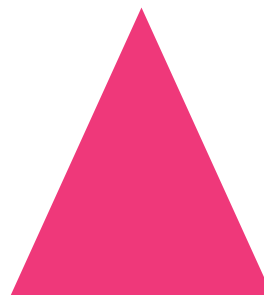
Light Purple



**PMS 7456 C**  
**CMYK 69, 60, 0, 0**  
**RGB 99, 108, 178**

Blue

## SECONDARY COLORS



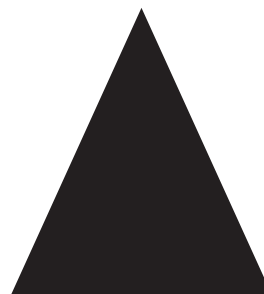
**PMS 205 C**  
**CMYK 0, 90, 25, 0**  
**RGB 237, 62, 122**

Pink



**PMS 389 C**  
**CMYK 25, 0, 100, 0**  
**RGB 201, 218, 42**

Chartreuse



**CMYK 0, 0, 0, 100**  
**RGB 32, 32, 32**

Black



**PMS 429 C**  
**CMYK 0, 0, 0, 40**  
**RGB 153, 153, 153**

Gray

# BRAND LOOK 2018

The look for 2018 focuses on the triangles to create layouts that feel very dynamic due to their directional nature.

The triangles, in most cases, should be directed up or to the right to keep the direction positive and moving forward.

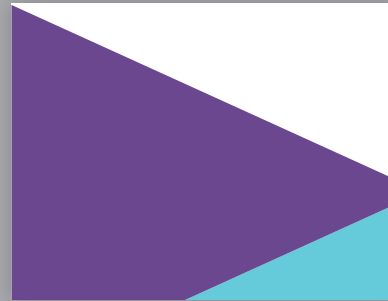
For the best contrast use white, teal and a third color from our main color palette.



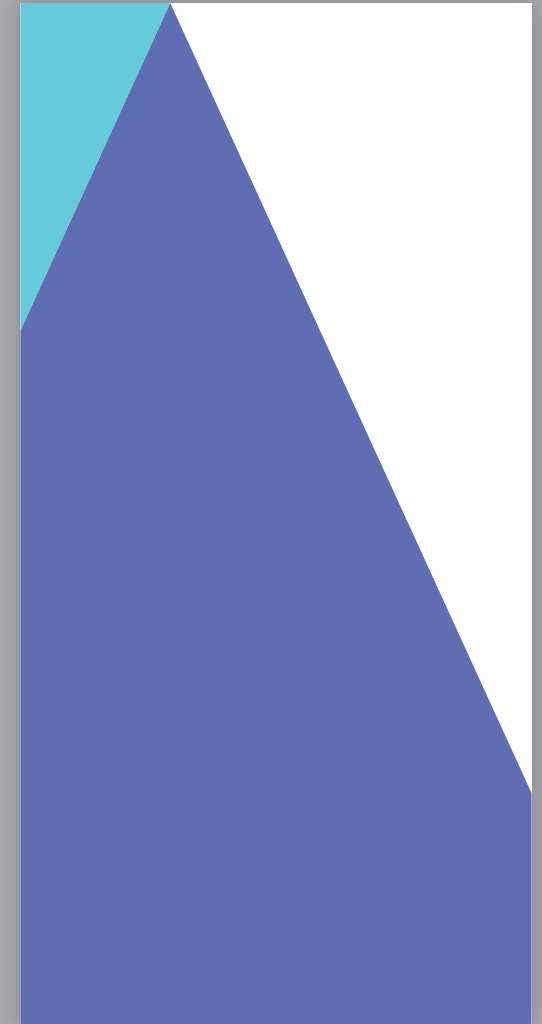
Welcome Banner



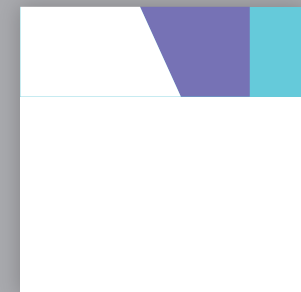
WEB Banner



Directional (Meterboard)



Badge



These are examples to illustrate the overall look of the brand. None of these pieces are final and should be altered as needed.

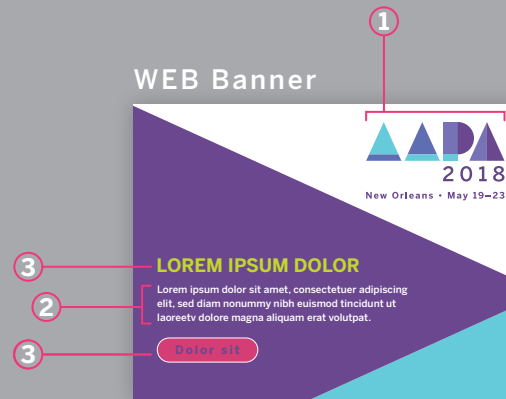
# BRAND LOOK 2018

- ① The logomark goes on the white space.
- ② Long copy should be white and fit into the largest triangle along with most of the content.
- ③ Use the secondary colors for headlines, directional arrows and other call outs like the URL or CTAs. It is okay to add a white outline to shapes for better contrast when needed.

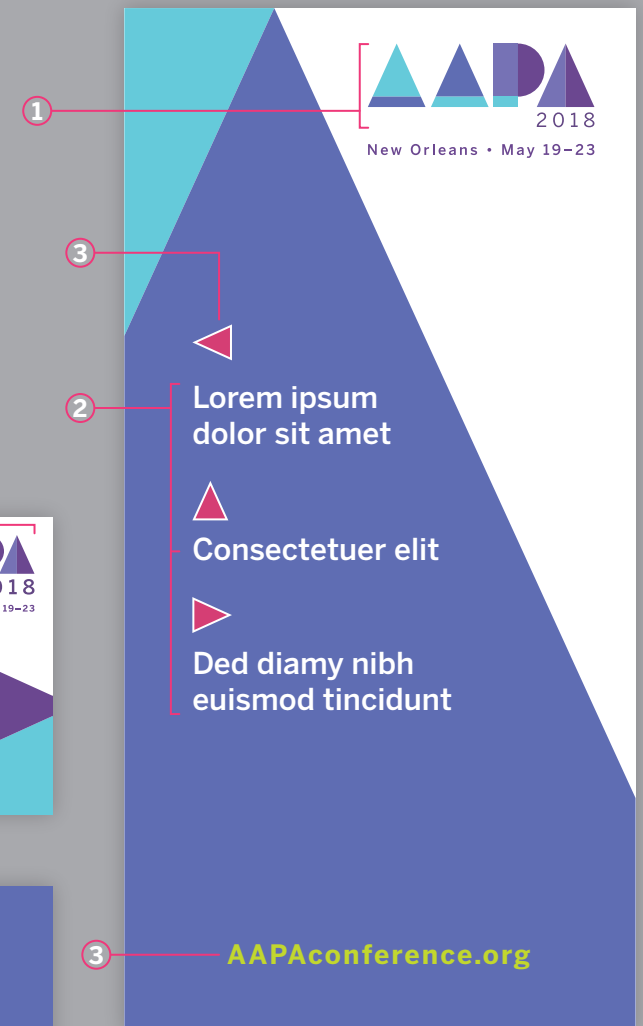
Welcome Banner



WEB Banner



Directional (Meterboard)



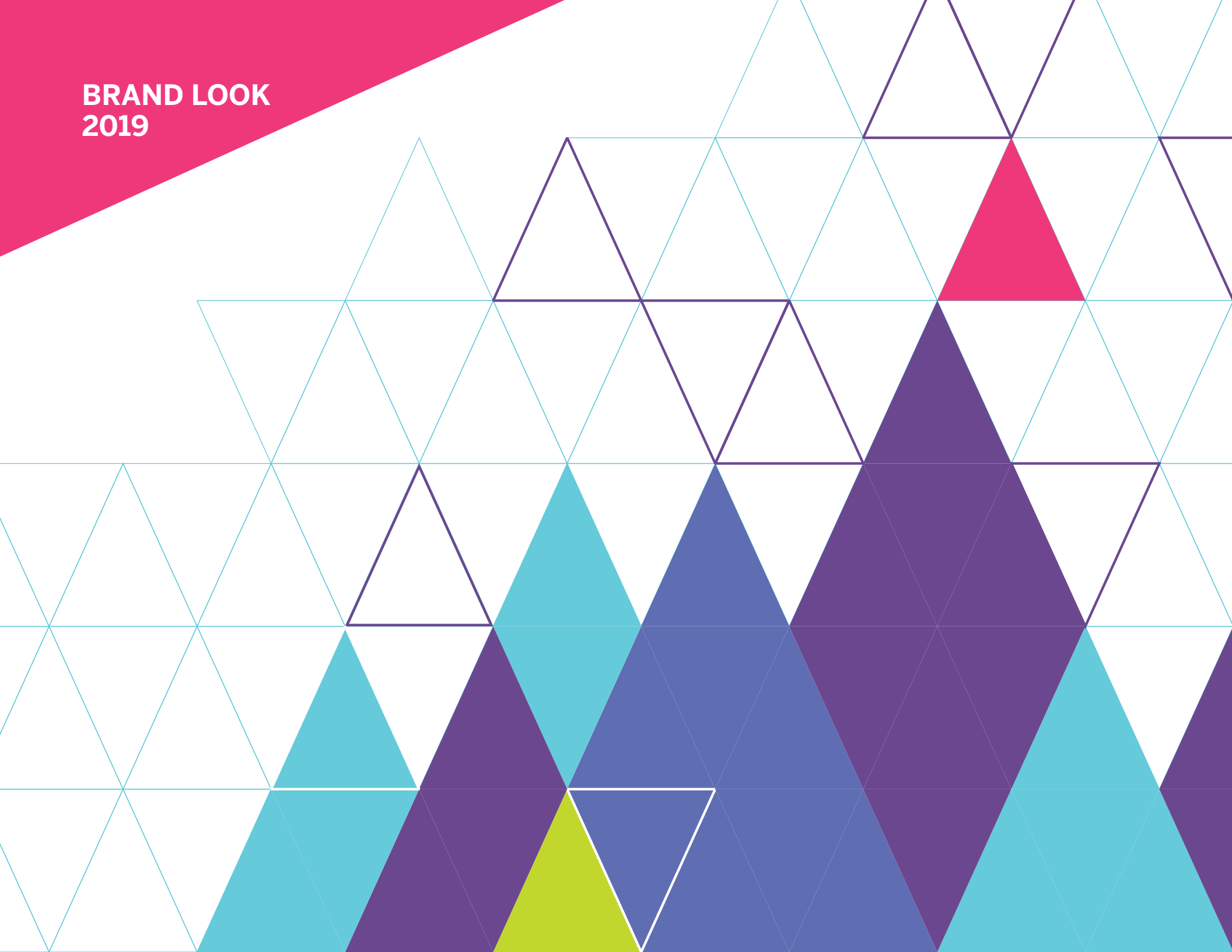
Badge



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**BRAND LOOK  
2019**



# BRAND LOOK 2019

The look for 2019 uses a modular grid of triangles that can be used to create unique layouts.

The layouts should always point up and leave a lot of white space for the content.

Use the dark purple color for the content and secondary colors for directional arrows, call outs and CTAs.



These are examples to illustrate the overall look of the brand. None of these pieces are final and should be altered as needed.



For questions and approvals:  
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THANK YOU.