



American Planning Association Brand Guidelines

November 2007

1.0 QUICK FINDER

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2.0 The APA Brand Story

3.0 Elements

3.1 Signature

- 3.1.2 Basics
- 3.1.9 Configurations
- 3.1.14 Minimum Size
- 3.1.15 Free Zone
- 3.1.16 Formatting
- 3.1.17 Uncoupling

3.2 Fonts

- 3.2.2 Primary Font
- 3.2.3 Secondary Font
- 3.2.4 Digital Media Fonts

3.3 Colors

- 3.3.2 Palette
- 3.3.5 Applications

4.0 Language

4.1 Nomenclature

- 4.1.2 APA
- 4.1.5 AICP
- 4.1.9 Divisions
- 4.1.10 Chapters
- 4.1.12 Planning Student Organizations

4.2 Style

- 4.2.2 Authority
- 4.2.4 Communities
- 4.2.5 Possessives & Other
Style Questions

5.0 Brand Applications

5.1 APA & AICP

- 5.1.2 Business Papers
- 5.1.14 Collateral
- 5.1.18 Digital
- 5.1.21 Print Ads
- 5.1.27 Conference
- 5.1.28 Bookstore
- 5.1.30 Special Projects

5.2 Divisions

- 5.2.2 Business Papers
- 5.2.6 Collateral
- 5.2.10 Print Ads

5.3 Chapters

- 5.3.2 Business Papers
- 5.3.6 Collateral
- 5.3.9 Conferences

6.0 Credits

