APC

ASSOCIATION FOR
PROGRESSIVE
COMMUNICATIONS

APC VISUAL IDENTITY STYLEGUIDE

Content

Mission Statement

The Association for Progressive Communications is a global network of civil society organisations whose mission is to empower and support organisations, social movements and individuals in and through the use of information and communication technologies to build strategic communities and initiatives for the purpose of making meaningful contributions to equitable human development, social justice, participatory political processes and environmental sustainability.

Brand Personality

APC is about connectivity, network, movement and technology.

The brand personality describes the voice and manner of the APC brand that we want to communicate, in both the things we say and the interactions we have with key audiences and communities.

Connectivity	APC values ICT solutions that are appropriate and affordable
Network	APC is committed in creating and strengthening an international membership community for joint action and learning
Movement	APC is a movement with a strong global south base and orientation
Technology	APC believes in sharing information and tools in the public domain

# The Logo

Acronym

Isotype -
Sunburst

Logotype -
Organisational Name
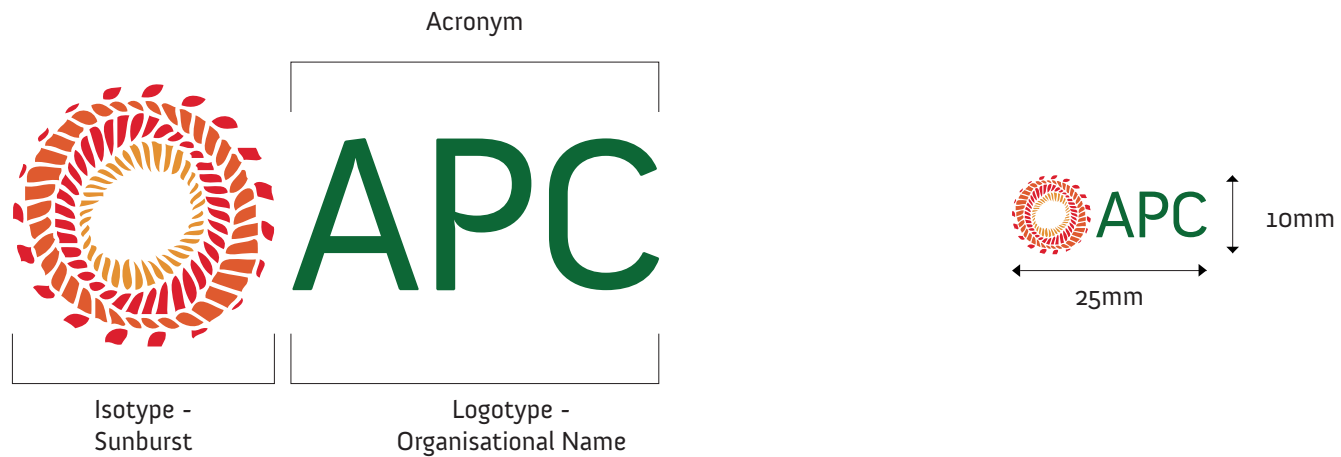
There are 2 elements in the logo, namely the sunburst, the 'APC' acronym. It should be used exactly as shown on this page, including the usage of colours and spacing.

10mm

25mm

For legibility the size of the logo should *not* be smaller than than 25mm x 10mm.

The grid system measurement for the logo is 17px x 7px and the isolation area is 1px all around the outside of it.
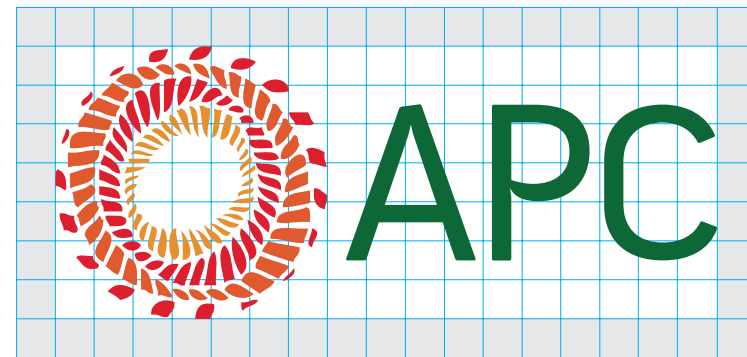
Isolation area

Colour Guide | Institutional Colours

The institutional colours are red, orange and green. It must always be applied in the same tones and patterns. These are the different colour specifications for different graphic applications.

CMYK - C9 M100 Y93K0
RGB - R220 G32 B46
WEB - #DC1F2E
PANTONE 1797

CMYK - C9 M79 Y93 K0
RGB - R223 G91 B48
WEB - #DE5B2F
PANTONE 172

CMYK - C90 M34 Y100 K27
RGB - R5 G103 B53
WEB - #046735
PANTONE 7483

CMYK - C9 M49 Y93 K0
RGB - R228 G145 B50
WEB - #E49131
PANTONE 151

CMYK - K100
RGB - R0 G0 B0
WEB - #000000

Colour Guide | Greyscale

In greyscale, the logo should be in reverse white when the background is between 46% to 100%. Conversely, the logo should be 100% black when the background is 45% and below.
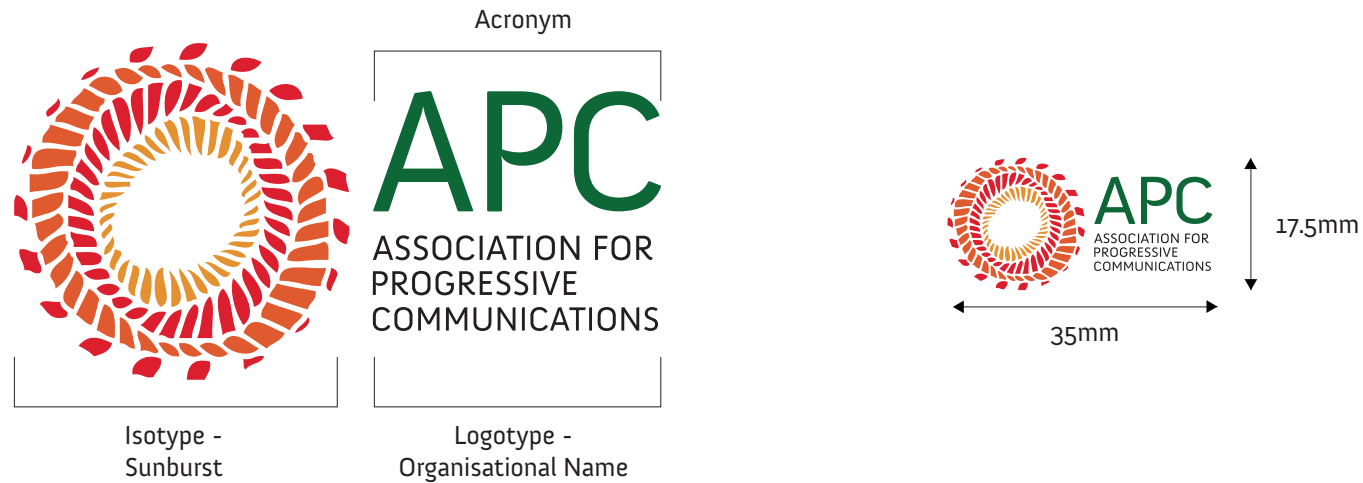

100K

46K

45K

10K

Logo with development (text)

Acronym

Isotype -
Sunburst

Logotype -
Organisational Name

17.5mm

35mm

In this version, there are 3 elements in the logo, namely the sunburst, the 'APC' acronym and the organisation's name written in full. The above is the English version of the APC logo.

It should be used exactly as shown on this page, including the usage of colours and spacing.

For legibility the size of the logo should *not* be smaller than than 35mm x 17.5mm.

APC

ASSOCIATION POUR
LE PROGRÉS DES
COMMUNICATIONS

APC

ASOCIACIÓN PARA
EL PROGRESO DE
LAS COMUNICACIONES

When there is a need to include the logo
with a development (ie with the name
of APC spelled out) the mark should use
the corresponding language in which the
communication is produced.

Specifications

Measurement 2:1

Isolation area
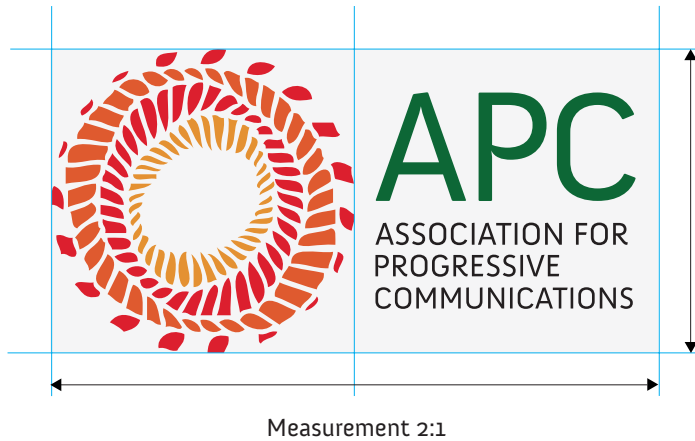
The logo's ratio is 2:1, or two squares arranged side by side horizontally. The sunburst fits into the left square and the text component fits into the right square. The logo must always keep to this ratio.

The grid system measurement for the logo is 14px x 7px and the isolation area is 1px all around the outside of it.

Colour Guide | Institutional Colours

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Colour Guide | Greyscale

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100K

46K

45K

10K

In greyscale, the logo should be in reverse white when the background is between 46% to 100%. Conversely, the logo should be 100% black when the background is 45% and below.

Non-Institutional Colours

When the logo is placed on a black background, it should be rendered as above.

When the logo is applied on colours that are not the APC colours it should be done as follows:

Darker colour background, reverse white logo should be used. With lighter background, black version of the logo should be used.

Non-Institutional Backgrounds

When the logo is applied on backgrounds that are not the APC colours it should be done as follows:

Logo as Watermark (or Background Pattern)

The APC "sunburst" can also be applied and crop to use as a watermark or a pattern in a creative way.

These colours can be used as a guide to create different variations of avatars and backgrounds.

Incorrect Use

1. Don't skew the logo

2. Don't move the text

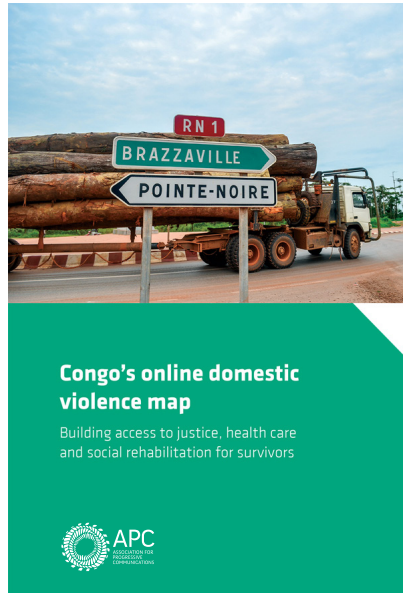3. Don't apply effects

4. Don't rotate the logo

5. Don't recolour the logo
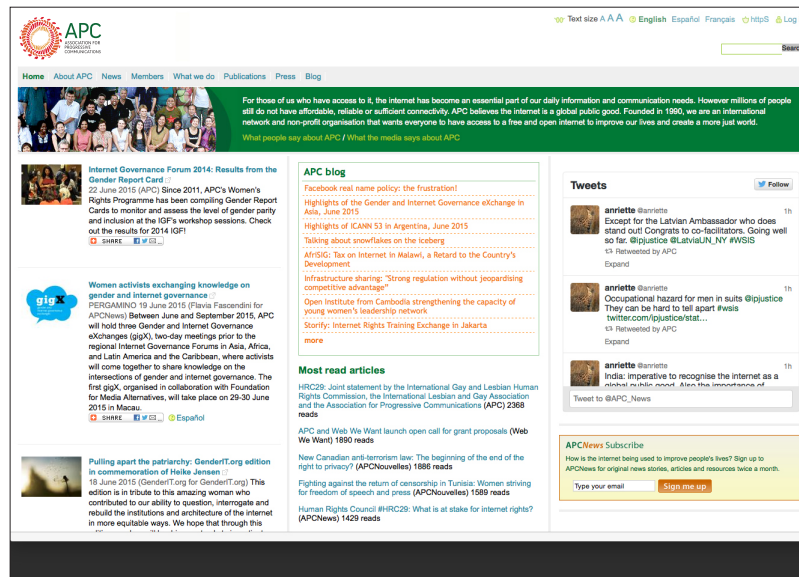

6. Don't add drop shadow

Usage Examples | Printed Communications

Here are some examples of how to logo should be used in communication designs. It should be placed somewhere clear and and it should also be proportionate in size.

Usage Examples | Online Communications