APM Accreditation branding

Logo and primary colour palette

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APM Accreditation branding Logo and colour palette

The APM Accreditation branding is designed to be as flexible as possible. The consistent use of corporate colours are an important element of the APM brand, which helps to project a strong, clear and consistent image.

The *primary palette* shown on this page consists of the colours that are used to reproduce the APM logotype and should never be used as tints. The *secondary palette* should be reproduced as a solid as part of the accredited logo but may also be used as tints in supporting material.

Where possible the logo should be reproduced in 4 colour process. If the logo is reproduced in Pantone spot colours please ensure that printers match the colour samples printed below. Extra copies of this sheet are available from APM

The colours have been listed as:
A) international standard Pantone colours
B) 4 colour process (CMYK) breakdown
C) RGB for electronic presentations

Primary APM colour palette

	Pantone	CMYK	RGB
APM RED	206 C	C 0 M 100 Y 38 K 3	R 235 G 17 B 77
APM PURPLE	228 C	C 0 M 100 Y 4 K 41	R 141 G 15 B 72
APM BLUE/GREY	7445 C	C 30 M 20 Y 0 K 3	R 173 G 176 B 206

APM Academic Accreditation
logo and secondary colour palette

	Pantone	CMYK	RGB
APM BLUE	279 C	C 68 M 34 Y 0 K 0	R 80 G 145 B 205

APM Accredited Provider
logo and secondary colour palette

	Pantone	CMYK	RGB
APM BRIGHT GREEN	375 C	C 41 M 0 Y 78 K 0	R 160 G 207 B 103

APM Corporate Accreditation
logo and secondary colour palette

	Pantone	CMYK	RGB
APM BURNT ORANGE	1665 C	C 0 M 63 Y 91 K 0	R 244 G 125 B 48

APM Accreditation branding Suggested and minimum sizes and logo variations

APM Accreditation branding is designed to be as flexible as possible. A set of CMYK logos in eps format has been made available specificaly for printed media.

Suggested and minimum logo sizes
It is recommended that the Accredited logo is reproduced at a size of 28mm – see below (100% of the supplied logo artworks). The minimum size for reproduction in colour is 12mm. For reproduction below 12mm the black logo should be used.

Colour and exclusion zone
Where possible the logo should be reproduced in 4 colour process onto a white background of a minimum size to match the logo exclusion zone (see Exclusion zone and logo placement page).

The greyscale logo should be used on items reproduced in black and white or on items that are using spot colours other than the APM corporate colours. The black logo should be used when the logo overlays a coloured background (see Exclusion zone and logo placement page), or for reproduction at very small sizes.

Accredited provider logo suggested and minimum sizes

Recommended size for endorsement

28mm

Minimum size for reproduction of colour or greyscale logo

12mm

Minimum size for reproduction of black logo

8mm

Colour logos

APM Academic Accreditation

file: aca_accred_col.eps

APM Accredited Provider

file: accred_prov_col.eps

APM Corporate Accreditation

file: corp_accred_col.eps

Greyscale logo

For all accredited organisations

file: accred_greyl.eps

Black logo

For all accredited organisations

file: accred_black.eps

APM Accreditation branding Suggested and minimum sizes and logo variations for web and electronic media

APM Accreditation branding is designed to be as flexible as possible. A set of RGB logos has been made available specificaly for web and electronic media.

Suggested and minimum logo sizes
It is recommended that the Accredited logo is reproduced on the web at a width of 90 pixles – see below (100% of the supplied logo artworks). The minimum size for reproduction of the logo is 40 pixles.

Colour and exclusion zone
The APM Accredited logo should only be reproduced in colour on websites or electronic media. The colour logo should be placed onto a white background of a minimum size to match the logo exclusion zone (see Exclusion zone and logo placement page).

There are no black only or greyscale version of the logo available for electronic reproduction.

Accredited provider logo suggested and minimum sizes for web and electronic media

Recommended size for endorsement

90 pixles

Minimum size for reproduction of colour or greyscale logo

40 pixles

Colour logos

APM Academic Accreditation

file: aca_accred_col.jpg

APM Accredited Provider

file: accred_prov_col.jpg

APM Corporate Accreditation

file: corp_accred_col.jpg

APM Accreditation branding Exclusion zone and logo placement

The APM Accredited logo should always be surrounded by a pre-determined area of clear space. This space, known as the exclusion zone, provides space for the logo to breathe. This exclusion zone should be considered a minimum. Where possible this area should be increased.

The exclusion zone – measured from the extremities of the logo – is based on a proportional unit of measurement relative to the logo, allowing for a consistent exclusion zone at any size. The unit of measurement is the x height of the 'm' from the APM logotype.

The colour APM Accredited logo should always be placed into white space, not on top of coloured or tinted backgrounds or images. The exclusion zone indicates the minimum area of white space that should surround the logo.

If it is absolutely necessary to place the logo onto a coloured background the black version of the logo should be used. Care should be taken to ensure that there is sufficient contrast between the logo and the background colour.

APM logo exclusion zone

APM logo placement

APM Accreditation branding Contacts

These branding guidelines are designed to provide organisations with the basic tools needed to apply the APM Accredited logo.

For further clarification, more information or any suggestions on how we can improve these guidelines please contact the following:

For general information contact the marketing department at APM Head office

For design specific issues contact Nigel Cripps at Fountainhead