



# AAPG

## Branding Guidelines

Common-use standards for all facets of the  
American Association of Petroleum Geologists

# Why Branding Matters

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The AAPG brand is our association's signature and one of its most valuable assets. Used properly, it endorses, reinforces and distinguishes our core values, guiding principles, the products we sell, the customers we serve and the science we work to advance. Over time, consistent branding defines a promise and a level of expectation that, together, build trust in the eyes of customers.

Now, newly refreshed with a contemporary appeal, AAPG's brand identity reflects our evolution and pathway to the future—from a national organization to a global association comprised of diversified members, multi-disciplinary interests, and the technological innovations that fall under the umbrella of petroleum geosciences.

What separates AAPG's brand identity from others? Quite simply, the elements we've joined together to create our own unique look. These include:

- The visual identity of our master brand: AAPG and its signature emblem
- Our brand architecture: How we position the many "arms" or secondary logos of AAPG, including sections, regions, divisions, departments when required, subsidiaries, products, conferences, programs and events that belong exclusively to AAPG
- Our color palette
- Our fonts or typefaces
- Our graphic devices, including the AAPG emblem, vertical slash and arc beneath the AAPG signature
- The style and tone of our marketing and advertising materials

## Why do we need branding guidelines?

Like all world-class brands, AAPG is a highly recognizable organization and, as such, requires consistent use of all the elements in its visual identity to retain the credibility the public recognizes as distinctly ours. Imagine seeing Coca-Cola printed in green or the Nike logo in a Times New Roman font without its signature "swoosh." You probably wouldn't trust these products to be the genuine article.

This guide sets forth simple but specific guidelines for applying the AAPG brand, including "do" and "do not" examples, to maintain consistency of all that makes our signature uniquely ours and shapes positive, memorable perceptions by our customers.

To achieve a strong corporate identity, it's imperative that we each take responsibility as a brand ambassador to maintain that consistency throughout our communications tools. This means that:

- Our AAPG master brand is never encroached upon by other symbols, acronyms, initials or artistic devices of any kind.
- All colors and fonts are consistent.
- All AAPG "secondary logos," including sections, regions, divisions, subsidiaries, products, programs, events, and other groups, entities or services that are owned and operated by AAPG, are positioned according to the brand architecture.

## Who should use this guide?

AAPG marketing staff and all third-party associations, partners, sponsors, advertisers and vendors when designing or producing materials in which the AAPG brand is used.

## How should this guide be used?

As a tool when developing any marketing, advertising and communications materials in print or electronic form so that each piece is distinctively recognized as an authentic AAPG-branded piece.

## Who can I contact with questions?

Email: [mrandolph@aapg.org](mailto:mrandolph@aapg.org)



# AAPG

*Advancing the World of Petroleum Geosciences™*

# The Official Corporate AAPG Logo (and How to Use It in Print)

AAPG is our master brand and should always appear as the dominant brand of the association. The AAPG logo is a graphic element that uses official type fonts and colors in a specific configuration. You should not attempt to recreate it in any way.

When used in print, the following specifications apply to use of the AAPG logo. Although the horizontal format is preferred, a vertical format is provided for use when necessary. When the logo is reproduced in one color, it must be black. When paired with a tagline, the tagline should be incorporated using the specific typeface, color and placement as illustrated below.

Please contact Matt Randolph for specific logos requests. Include how the logo will be used, so he may provide to correct format, size and color.

## Horizontal Logo



Color

Black and White

## Vertical Stacked Logo

Use the stacked vertical logo only when there is no room for the horizontal logo.



Color

Black and White

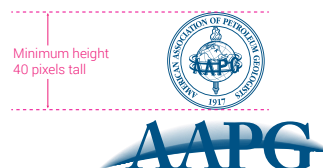
# Using the AAPG Logo on the Web

## Websites

AAPG's Web Development department maintains the association's visual identity on the corporate Website at [www.aapg.org](http://www.aapg.org). For Regions outside the United States, the Web Development department can provide an electronic web or email template and other application materials to ensure worldwide brand consistency.

## Internet and Web-based Advertising

When using the AAPG logo on the Internet, it must always be used in full color. However, space limitations may require that the logo be used in a vertical format. To ensure legibility—especially when advertising an AAPG-owned subsidiary, product, convention or educational event—AAPG and its emblem must be no smaller than a height of 40 pixels.



## Special uses

### Embroidery, Plaques and Awards

For application that can not produce a blend (example: shirts, pens, buttons, name tags, plaques and awards) use the corporate logo to the right.



## AAPG Colors Palette

CMYK	RGB	Pantone
Cyan: 100% Magenta: 40% Yellow: 0% Black: 40%	Red: 0 Green: 83 Blue: 135 Hex #: 005386	302

CMYK	RGB	Pantone
Cyan: 60% Magenta: 0% Yellow: 100% Black: 15%	Red: 98 Green: 167 Blue: 59 Hex #: 61A63A	377

CMYK	RGB	Pantone
Cyan: 0% Magenta: 65% Yellow: 100% Black: 0%	Red: 244 Green: 121 Blue: 32 Hex #: F47920	144

## AAPG Fonts

### Roboto and Roboto Condensed Family

Roboto is a Google webfont that is available for free download here: <http://www.google.com/fonts>

#### Examples of font weights and styles:

For headlines use:

**Roboto Bold / Roboto Bold Condensed**

For subhead use:

**Roboto Medium / Medium Condensed**

For body copy use:

**Roboto Light / Light Condensed**

# Secondary AAPG Logos (and How to Use Them in Print)

AAPG uses a branded house architecture to manage its visual identity and those of its sections, regions, divisions, subsidiaries, products, programs, events, and other groups, entities or services that are owned and operated exclusively by AAPG.

Secondary logos must incorporate the AAPG master brand, official type fonts and colors, and a specific configuration to maintain our identity standards. The secondary logo should be included on materials that are specifically developed for those entities.

Products = Publications, Conferences, Conventions, Programs & Education Events



Sections, Regions, Student Chapters



Subsidiaries\*



Subsidiaries with products



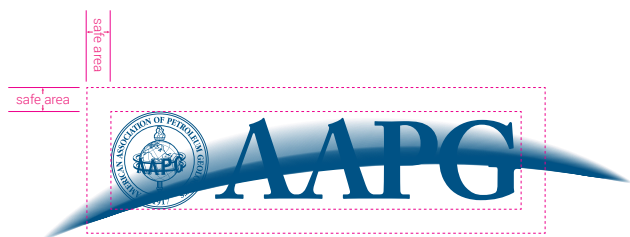
\*Subsidiaries with prior logos will keep their logo, but be placed to the right of the AAPG logo.

# Dos and Don'ts (for Using the AAPG Logo)



**Do**

Keep a safe margin around the logo. If you have questions about how to use the logo properly please contact us.



It's ok to "trim" off the ends of the arc as long as there is a design reason. Remember to keep the safe area.



## How our logo works with others:



Co-sponsored events – Email blast



Joint venture – Magazine cover



Website footer



**Don't**

You may think placing the logo on a busy background is awesome, but it makes our logo disappear in a morass of clutter. Don't place the logo over anything that may detract from the readability of the logo.



As beautiful as your additional graphics may be never add them to the logo.



The AAPG letters as a signature should always be married to the arc and circular seal.



The AAPG logo is only authentic in blue or white. Never change the color of the logo.

