



Asia-Pacific Economic Cooperation

Advancing Free Trade for Asia-Pacific Prosperity

APEC Tagline

SEPTEMBER 2009

Guide

This manual provides the standards for the use of the APEC tagline. It also includes guidelines for various materials which are developed in conjunction with programs or projects supported by APEC. This is not an exhaustive list, but is meant to illustrate appropriate use. Should you not find a topic relevant to your needs, please contact the APEC Secretariat at info@apec.org

APEC Tagline Usage General Guidelines

The guidelines presented in this document are intended to facilitate the effective use and consistent presentation (in print or online) of the APEC tagline when it is used:

- with the APEC Logo ([See Section 1](#))
- separately from the APEC Logo ([See Section 2](#))

If you have any questions about the usage of APEC tagline, please consult the APEC Secretariat at info@apec.org.

[Who can use the APEC tagline?](#)

[For what purpose should it be used? \(See Section 3\)](#)

All APEC members, APEC fora and APEC projects are invited to include the tagline in communications and marketing material prepared for APEC-related activities.

Suggested uses of APEC tagline:

- Reports
- Newsletters/Brochures
- Posters
- Flyers
- Websites Banners
- Stationery and communication material

Commercial Use

Commercial use is restricted; all requests should be directed to APEC Secretariat at info@apec.org.

Artwork

The APEC tagline can be accessed and downloaded from:
http://www.apec.org/apec/about_apec/apec_trade_marks.html

Section 1 - APEC Logo with Tagline

The APEC Logo should be used in its entirety when used with the tagline. The position and proportion cannot be altered and must be based on the example as illustrated below.

Primary Logo
(Vertical Format)



Primary Logo
(Horizontal Format)



Section 1 - Perimeter Control

The Logo must be surrounded by a minimum clear space to ensure maximum visibility and legibility. No text or graphic elements should appear within this perimeter. The proportion for the Logo and minimum clear space should never be altered in any application. The height of the upper cap "A" from "Asia-Pacific" in the APEC Logo is used as the unit of measurement, referred to throughout the guideline as "A".

Minimum Clear Space is indicated by the dotted line which appears around the Logo. Photographs, illustrations or other typography should not encroach the space.

Primary Logo
(Vertical Format)



Primary Logo
(Horizontal Format)



Section 1 - Colour Usage (Primary Logo)

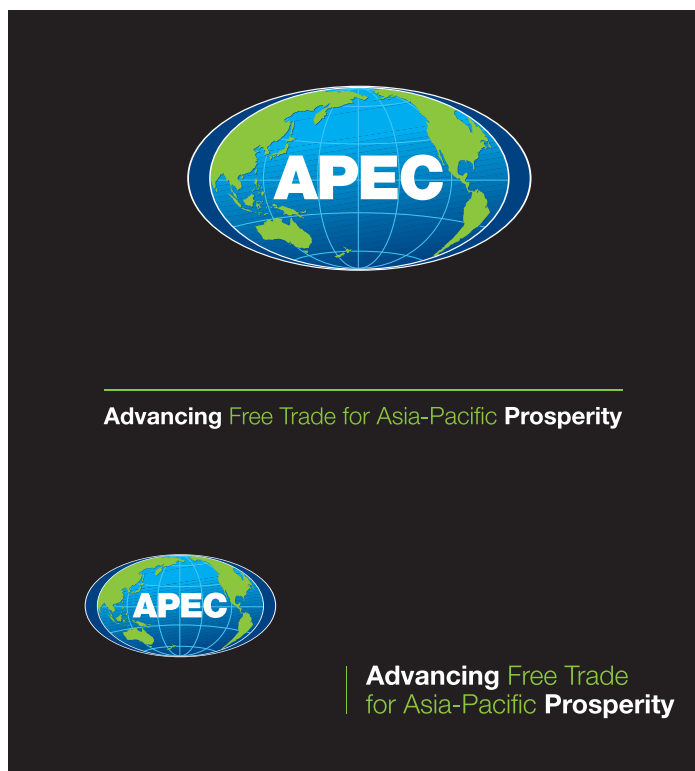
The vertical format is the preferred version, and should be used whenever possible. For maximum visual impact, the full colour version and vertical format should be placed on a white or light background. When the background is dark, white keyline must be used around the Globe for maximum visibility.

The corporate colours are APEC Blue and APEC Green and Black. It is essential that these colours are reproduced accurately.



A printed colour will vary in shade and density according to the surface to which it is applied. To overcome this, the colours should be visually matched to the swatches provided at the back of this guide. Always refer to these swatches and do not give suppliers previously produced material as a colour reference.

A 'coated' colour sample should be supplied to the printer when coated or gloss material is to be used. An 'uncoated' colour sample should be supplied to the printer when uncoated or matt material is to be used.



APEC Sky Blue

PANTONE® Cyan C

Process 100C

Screen 0R 172G 236B

Web #00ACEC

APEC Deep Blue

PANTONE® 288 C

Process 100C 70M 30K

Screen 0R 51G 127B

Web #00337F

APEC Green

PANTONE® 369 C

Process 60C 100Y

Screen 112R 164G 37B

Web #70A425

APEC Black

PANTONE® Black C

Process 100K

Screen 0R 0G 0B

Web #000000

Section 1 - Colour Usage (Primary Logo)

One Colour Halftone/Solid and Reversed Halftone/Solid Usage

This may be applied when one-colour printing or re-production or one-colour printing for selective print collaterals. Ideally, the Logo and the tagline should be reproduced in black, or Pantone 288C (against light background). Halftone version should be used for offset printing only, and the solid colour should be used for silkscreen printing.



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Section 1 - Colour Usage (Primary Logo)



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Section 2 - APEC Tagline Used Separately

The APEC tagline can be used separately from the APEC logo if required. However, the two-line format of version 3 and 4 are not allowed to be used with the APEC Logo. Both version 3 and 4 are to be used separately from the APEC Logo only when it is required to fit a collateral design.

Single-liner Format (Version 1)

Advancing Free Trade for Asia-Pacific **Prosperity**

Two-line Format (Version 2)

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Two-line Format (Version 3)

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for Asia-Pacific **Prosperity**

Two-line Format (Version 4)

Advancing Free Trade
for Asia-Pacific **Prosperity**

APEC Deep Blue

PANTONE® 288 C

Process 100C 70M 30K

Screen 0R 51G 127B

Web #00337F

APEC Green

PANTONE® 369 C

Process 60C 100Y

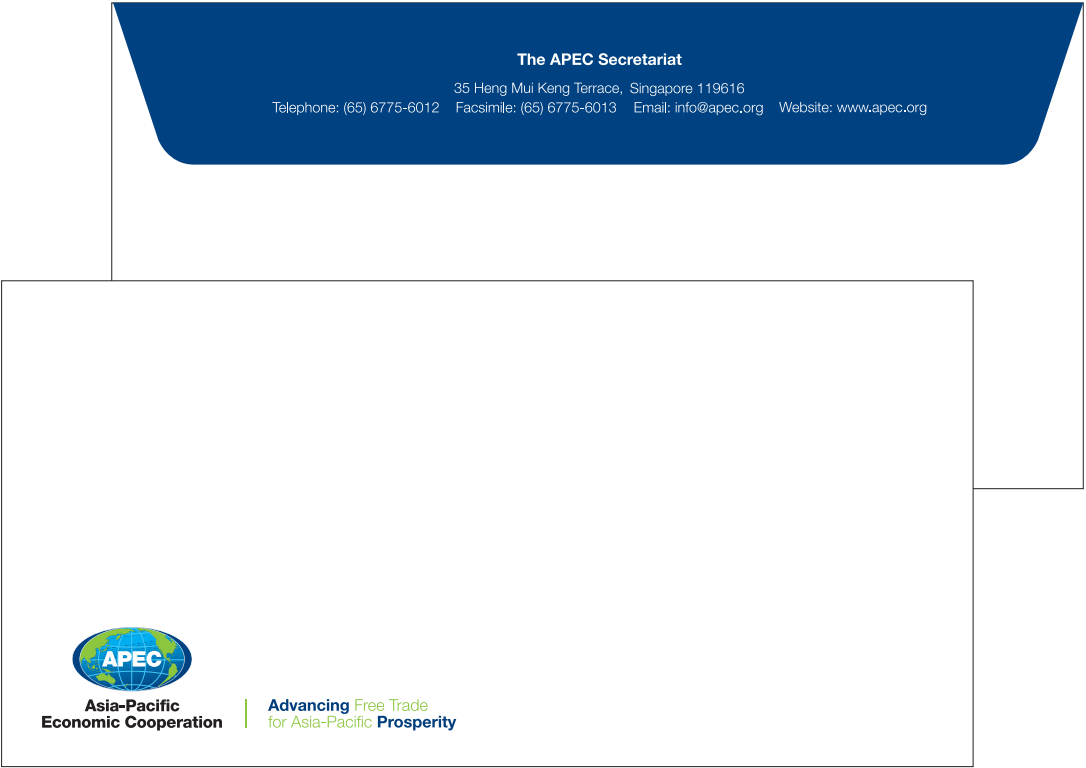
Screen 112R 164G 37B

Web #70A425

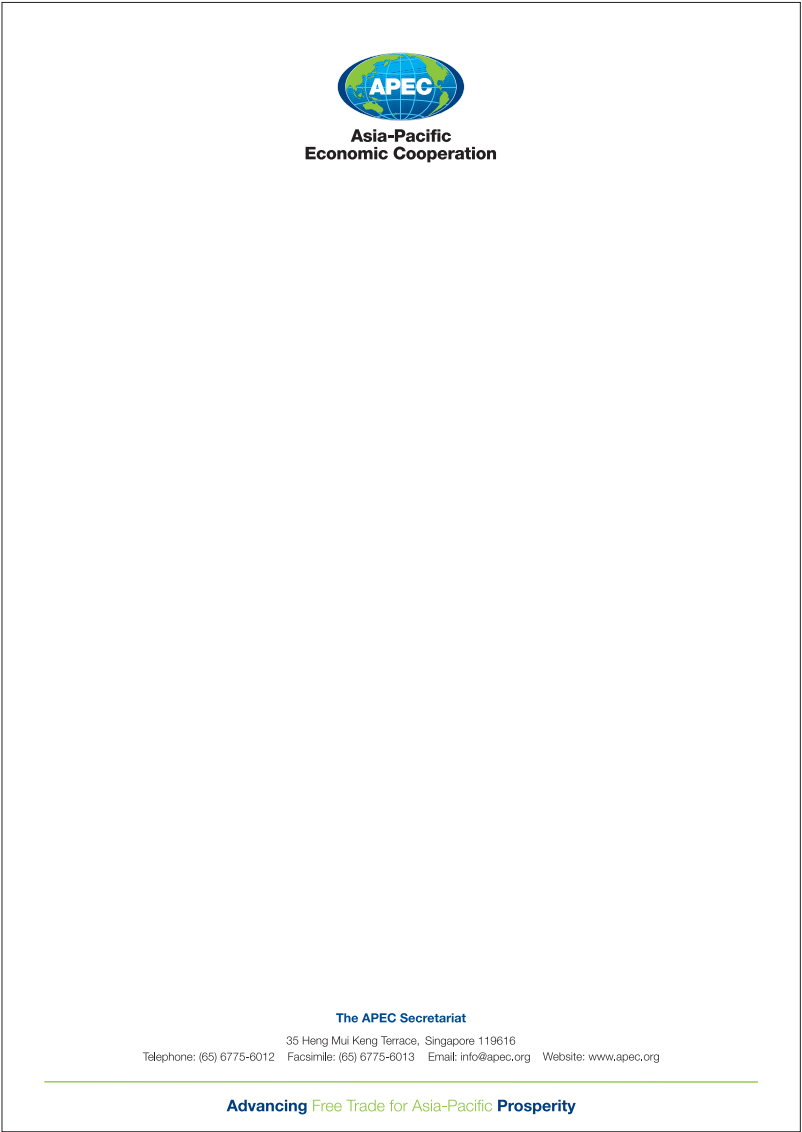
Section 3 - APEC Tagline Usage

The standard which has already been established in this manual regarding type style, format, colour, etc. for the APEC Logo with tagline will be applicable to most publications and corporate collaterals. Special circumstances, which may arise, should be referred to the APEC Secretariat at info@apcc.org.

DL Envelope



A4 Letterhead



Section 3 - APEC Tagline Usage

Publications Covers [Samples]

