

APEC LOGO - README TEXT

Guidelines

The APEC Logo should be used in its entirety in the format and proportion shown in the APEC Logo Guidelines. It provides the standards for the use of the APEC Logo and includes guidelines for various materials. <http://www.apec.org/en/About-Us/About-APEC/APEC-Logo-Use.aspx>

Graphic Downloads

The APEC Logo is available for download in a few different file formats: AI, EPS, TIFF GIF and JPEG. To help decide which is best for your purpose refer to the descriptions of each file type explained on the webpage. <http://www.apec.org/en/About-Us/About-APEC/APEC-Logo-Use.aspx>

Versions of the APEC logo

There are two versions of the APEC Logo. One version is with the "Asia-Pacific Economic Cooperation" text (either in vertical or horizontal format); and one with the name of either an APEC fora or APEC member. **The APEC Logo with the "Asia-Pacific Economic Cooperation" text in vertical format is known as the standard version.**

Color Usage of the APEC logo

APEC Logo has basically 4 colors –

APEC Sky Blue Pantone Cyan C Process 100C Screen 0R 172G 236B Web #00ACEC	APEC Deep Blue Pantone 288C Process 100C 70M 30K Screen 0R 51G 127B Web #00337F
APEC Green Pantone 369C Process 60C 100Y Screen 112R 164G 37B Web #70A425	APEC Black Pantone Black C Process 100K Screen 0R 0G 0B Web #000000

When to use only the APEC logo graphic or text – Preferred Sizes

To ensure legibility and quality of reproduction, the Logo should not appear smaller than indicated on this page.

When sizing a Logo for use, try to enlarge or reduce in increments of 5mm (i.e. 25mm, 30mm, 35mm etc.)

In instances in which the Logo is applied on small areas, such as gifts (pen, cup holder, name card holder etc.), the Logo can be used without the text. If the print area is smaller than 5mm in height, the Logo can be used without the symbol (i.e. globe). These principles also apply to the single colour and reversed versions of the Logo.

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.