APEC Policy: APEC LOGO GUIDELINES
Last Update: January 2013
Revised: July 2007
Published: February 2006
Contact: APEC Secretariat
Related Policies: APEC Intellectual Property Policy, APEC Publication Guidelines, APEC Website Policy

Major Revision Notes

- Section 2.13 Logo Motion Graphics/TV ident [January 2013]
- Complete revision for the refreshed APEC logo approved by 3rd SOM, Carins, Australia, 23 July 2007. [September 2007]
Introduction

Trade Marks of APEC: Use of APEC Logo and Acronym

What does the APEC Logo stand for?

The globe-shaped green, blue and white APEC logo was adopted in 1991. And it was refreshed in 2007 to make it more compatible with a wider range of applications. The logo has come to represent APEC, the premier vehicle for regional economic cooperation.

The Logo shows:

- The Pacific half of the globe which emphasizes APEC’s membership.
- The green and blue colours symbolize the aspirations of the people in the Asia Pacific for a life of prosperity, health and welfare, while the white colour stands for peace and stability.
- The shaded areas at the margins illustrate the buoyant outlook for progress and growth for the Asia-Pacific region.

The Use of the APEC Logo and Acronym

1. The APEC Secretariat is vested with the ownership of the APEC logo and acronym and any intellectual property rights relating to the APEC logo and acronym. It is the sole controlling authority for the use and licensing of the APEC logo and acronym and/or any intellectual property rights relating to the APEC logo and acronym.

2. The following are guidelines for the use of the APEC logo and acronym among APEC member economies.

   i. As a general principle, the APEC logo and acronym shall be used in a manner befitting the status and goals of APEC and shall take into account the sensitivities of APEC member economies.

   ii. The APEC logo shall be displayed in its original colours or in black and white. The size of the logo may be varied according to its use and place of display. Any other modifications or changes desired to be made to the APEC logo can only be made with the approval of the APEC Secretariat.

   iii. The APEC logo and acronym may be used and managed by APEC member economies in connection with official APEC events such as SOMs, Ministerial Meetings, Working Group Meetings, Committee Meetings, etc. This would entail the use of the logo and acronym on banners, conference papers, folders, bags, identification tags, reports, promotional materials and other uses specifically related to the conduct of the meetings and under the strict control of the host economy.

   The APEC logo and acronym may also be used, under the strict control of the host economy in connection with events organised or held by public organisations or bodies, and which are related or associated with the APEC meetings. Such use would also have to be in conformity with the guidelines formulated by the APEC Secretariat described in (i) and (ii) above.

---

iv. The APEC logo and acronym may be used on souvenirs produced by APEC member economies and intended as gifts or for sale. The souvenirs are to be produced primarily for promoting and advancing the activities of APEC and not solely for commercial gain. In addition such products shall be of a good quality and standard and shall not be of an offensive nature and shall at all times be in line with the general guidelines stated in (i) and (ii) above. The Secretariat shall be notified of all such uses of the logo and sales of souvenirs.

In the event the APEC Secretariat decides or finds that the above guidelines have not been met or that conduct relating to the above is inappropriate or improper, the matter shall be discussed between the member economy and the APEC Secretariat and consequently resolved by the collective efforts of the member economy and the APEC Secretariat.

v. APEC member economies shall promptly notify the APEC Secretariat of any adverse use, infringement, or suspected infringement of the APEC logo, acronym and any intellectual property right relating to the APEC logo and acronym and shall give to the APEC Secretariat all such information and assistance as the APEC Secretariat may reasonably require to enable the APEC Secretariat to take all steps to defend the intellectual property rights of the APEC logo and acronym.

3. The APEC Secretariat will prepare a set of guidelines which private sector entrepreneurs entering into such licensing agreements should conform to, including criteria in regard to the purpose of such commercial use, target groups or consumers, types of licensing contracts, fees or royalty payments that may be levied and other relevant considerations.

4. Where it is considered desirable or necessary to allow private sector entrepreneurs to merchandise the APEC logo and acronym, licensing agreements (a sample is attached for reference) should be entered into between either the APEC Secretariat or the respective member economy and the interested party or parties. All such cases shall be referred to the APEC Secretariat for consideration and approval.

Note:

1. The APEC Intellectual Property Policy, November 2005 should be read in conjunction with the APEC Logo Guidelines.

2. The APEC Publication Guidelines should be complied with when preparing APEC publications (e.g. reports done by APEC groups).
The Logo or the trademark is the most visible expression of an organisation's branding and corporate identity. It creates a brand personality, a set of brand values, associated sounds, colours, images, even personalities and taglines.

It is therefore critical to ensure proper and consistent use of the Logo, upon which APEC entities can leverage, riding on the legacy of brand equity while gradually building their own. Consistent corporate identity builds and reinforces the brand, representing an enduring set of values even as APEC evolves and adapts to an ever changing global business environment.

The APEC Logo should be used in its entirety in the format and proportion shown below and not altered, with the following exceptions. Exceptions: The logotype and symbol can be printed separately only if the artwork is used in APEC Meetings or where design space is restricted (e.g. APEC ID badges, APEC souvenirs). Please note that the exceptions do not cover website applications.
**APEC Logo 1.2.1**

**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 "APEC" in the symbol 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.

---

**Vertical Format**

---

**Horizontal Format**
APEC Logo 1.3

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 (ie. 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 logotype. If the print area is smaller than 5mm in height, the Logo can be used without the symbol.

These principles also apply to the single colour and reversed versions of the Logo.

Minimum Sizes

Minimum Sizes (symbol only)

Print area is smaller than 5mm in height
APEC Logo 1.4.1

Colour Usage (Primary Logo)

This 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 dark background, 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 Logo 1.4.1

Asia-Pacific Economic Cooperation

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 172G 236B
Web #00337F

APEC Green

PANTONE® 369 C
Process 100C 100Y
Screen 0R 172G 236B
Web #70A425

APEC Black

PANTONE® Black C
Process 100K
Screen 0R 0G 0B
Web #000000
APEC Logo 1.4.2

Colour Usage (Primary Logo)
Colour Usage (Colour Separation)

APEC

PANTONE® Cyan C
60% PANTONE® Cyan C

PANTONE® 288 C

PANTONE® 369 C

Asia-Pacific
Economic Cooperation

PANTONE® Black C
Do Not apply the APEC Logo in the following circumstances:
APEC Logo 1.4.4
Colour Usage (The Secretariat)
APEC Logo 1.4.5
Colour Usage (APEC FORA)
APEC Logo 1.4.6

Colour Usage

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 should be reproduced in black, or Pantone 288C (against light background). Halftone version should be used for offset printing only and the solid colour use should be for silkscreen printing.
**APEC Logo 1.5**

Colour Usage

**Colour Palette at a Glance**

In addition to the corporate colours, secondary and supplementary colours are also used to maintain consistent visual recognition.

---

**Secondary Colour (Headlines or graphics background)**

- PANTONE® 282 C
- PANTONE® 3305 C
- PANTONE® 574 C
- PANTONE® 669 C
- PANTONE® 1545 C
- PANTONE® 491 C
- PANTONE® 151 C
- PANTONE® 193 C

**Supplementary Colour (Graphics background)**

- PANTONE® 628 C
- PANTONE® 7485 C
- PANTONE® 642 C
- PANTONE® 635 C
- PANTONE® 2706 C
- PANTONE® 7506 C
Building a successful identity for APEC depends upon the consistency with which the Logo is implemented.

Incorrect uses of the Logo, however slight, will reduce the overall impact of the identity. The diagrams below demonstrate some incorrect uses of the Mark. Please do not misuse the Logo.

To ensure consistency in use, the Logo must always be reproduced from the master artwork which is included in the back of these guidelines.
APEC Logo 1.7
Corporate Typeface

Typefaces are important components of the Logo, and should not be substituted with another typeface. The English corporate typeface is the family of Helvetica and Arial, and the chinese corporate typeface is Zhong Hei Jian.

Helvetica
Helvetica Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Helvetica Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Helvetica Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Helvetica Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Helvetica Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Helvetica Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

Arial
Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890
Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

Zhong Hei Jian 中黑简
The standard which has already been established in this manual regarding type style, format, colour, etc. for the corporate logo will be applicable to most advertising, publications and environmental graphics situations. Special circumstances which may arise should be referred to the Director of Communications at the APEC Secretariat. When preparing APEC publications (e.g. reports by APEC groups), please refer to the Guidebook on APEC Publications.

The corporate logo should be applied with clarity and compatibility with the overall character of the design. It should not be “rubber stamped” into the artwork, but should always appear in an adequate amount of open space, separate from other visually distracting elements.

When multiple logos are being used in the design, e.g. street banners, the APEC logo and host economy logo should always appear on the first row on top of all sponsors logos. And the APEC logo should look visually bigger or the same size as the host economy logo.

The following figures show the minimum elements required for each print application and only provide layout options. It does not prescribe the design aspect.
Advertising, Publications and Environmental Graphics 2.2

Poster (Single Page)

Trim Size: 210mm(w) x 297mm(h)

Acceptable Layout

Unacceptable layout

Poster Visual and Details

APEC logo is of the same size as host or event logo
APEC logo is placed on the left of host or event logo
APEC logo is placed 1 globe away from the host or event logo

APEC logo should be bigger, if not same size as host or event logo
APEC logo should be placed on the left of host or event logo
APEC logo should be placed 1 globe away from the host or event logo
**Event Title and Details**

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo
- The APEC logo and event logo are placed on top of the sponsors’ logo
- The sponsor’s logo is aligned left

**Unacceptable layout**

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
- APEC logo and event logo should be placed above the sponsors’ logo
- The sponsor’s logo should be aligned left

**Visual and text area Logo(s)**

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo
- The APEC logo and event logo are placed on top of the sponsors’ logo
- The sponsor’s logo is aligned left
Advertising, Publications and Environmental Graphics 2.4

Banner (Landscape)

Trim Size: 3(w): 1(h)

Acceptable Layout

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo
- The APEC logo and event logo are placed left of the sponsors’ logo
- The sponsor’s logo is aligned right

Unacceptable layout

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
- APEC logo and event logo should be placed left of the sponsors’ logo
- The sponsor’s logo should be aligned right
Advertising, Publications
and Environmental Graphics 2.5

Security Pass/ Event Pass

Trim Size : 70mm(w) x 110mm(h)

Acceptable Layout

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo

Unacceptable Layout

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
**Advertising, Publications and Environmental Graphics 2.6**

**Programme Booklet (Cover, A4)**

Trim Size: 210mm(w) x 297mm(h)

---

**Acceptable Layout**

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo
- The APEC logo and event logo are placed left of the sponsors' logo
- The sponsor's logo is aligned left

**Unacceptable Layout**

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from host or event logo
- APEC logo and event logo should be placed above the sponsors' logo
- The sponsor's logo should be aligned left
Advertising, Publications and Environmental Graphics 2.7

Programme Booklet (Cover, DL)

Trim Size : 100mm(w) x 210mm(h)

Acceptable Layout

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo
- The APEC logo and event logo are placed left of the sponsors’ logo
- The sponsor’s logo is aligned left

Unacceptable Layout

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
- The APEC logo and event logo should be placed above the sponsors’ logo
- The sponsor’s logo should be aligned left
Advertising, Publications and Environmental Graphics 2.8

Carrier

Trim Size : 210mm(w) x 297mm(h)

Acceptable Layout

• APEC logo is of the same size as host or event logo
• APEC logo is placed on the left of host or event logo
• APEC logo is placed 1 globe away from the host or event logo
• The APEC logo and event logo are placed left of the sponsors' logo
• The sponsor's logo is aligned left

Unacceptable layout

• APEC logo should be bigger, if not same size as host or event logo
• APEC logo should be placed on the left of host or event logo
• APEC logo should be placed 1 globe away from the host or event logo
• APEC logo and event logo should be placed above the sponsors' logo
• The sponsor's logo should be aligned left
Advertising, Publications and Environmental Graphics 2.9

Folder

Trim Size : 225mm(w) x 310mm(h)

Acceptable Layout

Unacceptable layout

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo
- The APEC logo and event logo are placed left of the sponsors' logo
- The sponsor's logo is aligned left

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
- APEC logo and event logo should be placed above the sponsors' logo
- The sponsor's logo should be aligned left
Acceptable Layout

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo
- The APEC logo and event logo are placed left of the sponsors' logo
- The sponsor's logo is aligned left

Unacceptable layout

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
- APEC logo and event logo should be placed above the sponsors' logo
- The sponsor's logo should be aligned left
Acceptable Layout

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo

Unacceptable layout

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
Advertising, Publications and Environmental Graphics 2.11

**Webcast Template**

- **Acceptable Layout**
  - Ratio - 4:3
  - APEC logo is of the same size as host or event logo
  - APEC logo is placed on the left of host or event logo
  - APEC logo is placed 1 globe away from the host or event logo
  - Minimum clearance surrounding the logo (1 globe space) required for maximum visual impact

- **Ratio - 16:9**

- **Unacceptable layout**
  - Ratio - 4:3
  - APEC logo should be bigger, if not same size as host or event logo
  - APEC logo should be placed on the left of host or event logo
  - APEC logo should be placed 1 globe away from the host or event logo
  - Minimum clearance surrounding the logo (1 globe space) required for maximum visual impact

- **Ratio - 16:9**
The APEC logo should be applied with clarity and compatibility with the overall character of the design. The logo elements cannot be separated or colorised with other graphics elements at all time. The preferred background color is light sky blue tone and the logo should not overlap any images or other motion graphics.

Unacceptable layout

- Light blue color tone background should be used.
- No colorisation effect should be used.
- Should not overlap with other images and motion graphics.
- The logo elements CANNOT be separated.
Advertising, Publications and Environmental Graphics 2.12

Webpage Template

Acceptable Layout
600 pixel x 800 pixel

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- Minimum Size of APEC Symbol/Globe is 15% of the total width of the webpage

Unacceptable layout
600 pixel x 800 pixel

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- Minimum Size of APEC Symbol/Globe should be 15% of the total width of the webpage
Gifts and Souvenirs 3.1

Pen

Preferred layout

• APEC text is used for print area with height smaller than 5mm.

Alternative layout

• APEC Graphic / Symbol should be used for print area with height smaller than 5mm.
Gifts and Souvenirs 3.2

**Mug/Cup**

**Acceptable Layout**

- APEC logo is of the same size as host or event logo

**Unacceptable Layout**

- APEC logo should be bigger, if not same size as host or event logo

**Acceptable Layout**

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo

**Unacceptable Layout**

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
Gifts and Souvenirs 3.3

Mouse Pad

Acceptable Layout

- APEC logo is of the same size as host or event logo
- APEC logo is placed above of host or event logo

Unacceptable Layout

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed above host or event logo
Gifts and Souvenirs 3.4

Sticky Notepad

Acceptable Layout

Unacceptable layout
Gifts and Souvenirs 3.5

Polo / T-Shirt

Acceptable Layout

- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo
- APEC logo and event logo is placed at a visible level on the T-shirt

Unacceptable layout

- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left or above the host or event logo
- APEC logo should be placed 1 globe away from the event logo when side by side
- APEC logo and event logo should be placed in a visible place, for example, the chest area.