



Asia-Pacific
Economic Cooperation

APEC BRANDING MANUAL

Advancing Free Trade
for Asia-Pacific Prosperity

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I. INTRODUCTION

Purpose

APEC places a high priority on developing and maintaining a consistent corporate brand in order to reinforce its public identity and protect its reputation. This branding policy was developed to ensure appropriate and professional use of APEC's corporate identity and visual branding.

This policy aims to define, protect and enhance the brand image of APEC. It outlines key principles of the APEC brand, including how it is used and governed. Adherence to this policy assures all communications are identifiable and maintain organisational relevance, credibility and consistency.

The APEC brand

Branding is not purely a case of a name or logo or how something looks, it is also what makes APEC unique and distinctive. Our brand represents and is a physical embodiment of the organisation, so is part of the whole stakeholder engagement.

The APEC brand is visible in all types of communications and everything we do – including our website, social media platforms, publications, and collaterals we produce about our projects and initiatives. It is also visible in the environment that APEC creates to build relationships between its members and arrive at policies that improve the region's economic landscape.

Our brand is best defined as our identity. It is about meaning – what people say about us, and what sets us apart from others. In many ways, the brand embodies its principles of a non-binding, voluntary, consensus-based forum.

Why branding matters

We are a multifaceted organisation. It is important to keep our various programs and focus unified to avoid losing our brand essence. Branding directly affects the perception of our value.

We must take the necessary steps to define our brand. It should drive the day-to-day efforts of all members and staff to deliver the important work of the organisation. It should be used as a tool for creating esteem, promoting recognition and engaging target groups.

It is important to ensure that our stakeholders and the public, in general, can recognise APEC as having a strong brand. We should reinforce it with consistency in our messages and increased visibility. A lack of brand commitment renders a brand strategy useless and inhibits competitive edge.

Scope

The policy outlined in this manual applies to all members, staff and contractors of APEC, and any individual who may at any time potentially be perceived as communicating on behalf of APEC.

This is the first standardised branding policy for APEC. It subsumes the APEC Logo Guidelines (2013) and APEC Tagline Guide (2009). Therefore, there are existing materials that may not follow this policy. It is understood there will be a transition period to use up the inventory of existing materials after the effective date of this policy. Any new materials or documents must adhere to this policy.

II. LOGO GUIDELINES

Trademarks of APEC: Use of APEC Logo and Acronym¹

What does the APEC logo stand for?

The globe-shaped green, blue and white APEC logo was adopted in 1991. 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 in the Asia-Pacific.

The logo shows:

- The Pacific half of the globe which emphasises APEC's membership.
- The green and blue colours symbolise 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.

¹Refreshed logo approved by 3rd SOM, Cairns, Australia, 23 July 2007. Original logo, approved by 3rd SOM, Tokyo, Japan, 11-13 October 1995.

II. LOGO GUIDELINES

iv. The APEC logo and acronym may be used on souvenirs produced by APEC member economies and intended as gifts. The souvenirs are to be produced primarily for promoting and advancing the activities of APEC and not 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.

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.

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

Where it is considered desirable or necessary to allow the private sector to merchandise the APEC logo and acronym, licensing agreements 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 this guideline.*
2. *The APEC Publication Guidelines should be complied with when preparing APEC publications.*

III. VISUAL IDENTITY

APEC Logo

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). The exceptions do not cover website applications.



Primary Logo:

Vertical Format



Horizontal Format



Symbol



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.

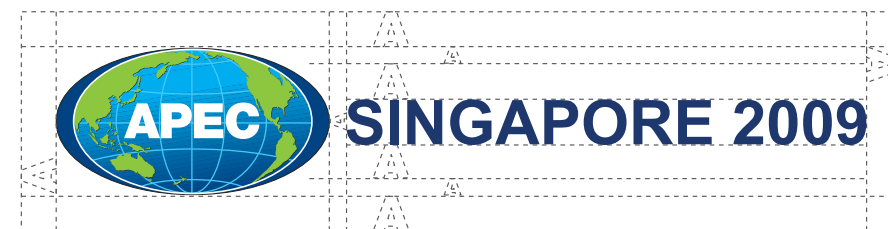
III. VISUAL IDENTITY

Secondary Logo: Member Economies

Vertical Format



Horizontal Format



III. VISUAL IDENTITY

APEC Fora

Single-line Format



Two-line Format



Two-line Format



Maximum width -160% of the Globe

Three-line Format



Maximum width -250% of the Globe

Three-line Format



Maximum width -160% of the Globe

Three-line Format



Maximum width -250% of the Globe

III. VISUAL IDENTITY

APEC Secretariat



Vertical Format



Horizontal Format

III. VISUAL IDENTITY

Minimum Sizes:



Vertical Format

Preferred Sizes

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

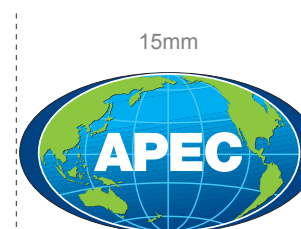
When sizing a logo for use, try to enlarge or reduce in increments of 5mm (i.e. 25mm, 30mm, 35mm etc.)

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 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.



Horizontal Format



Symbol



Print area is smaller than 5mm in height

Corporate Colours

Primary Colour Palette

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

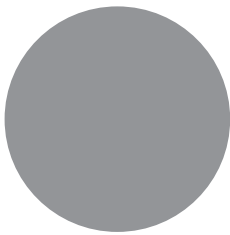
The corporate colours are APEC blue and APEC green and black. It is essential that these colours are reproduced accurately.

The APEC secondary logo uses grey for its text in addition to the four primary colours.

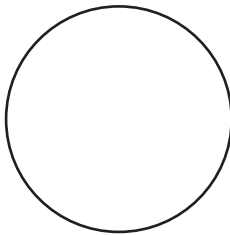
A printed colour will vary in shade and density according to the surface to which it is applied. To overcome this, the colours should be visually matched to the swatches provided in this guide. Always refer to these swatches and do not give suppliers previously produced material as a colour reference.

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.



Grey
CMYK C0 M0 Y0 K50
RGB R147 G145 B152
Hex 939598



White
CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Hex FFFFFF

Pantone Cyan C

CMYK C100 M0 Y0 K0
RGB R41 G171 B226
Hex 29abe2

Pantone 288 C

CMYK C100 M70 Y0 K80
RGB R0 G45 B116
Hex 002d74

Pantone 369 C

CMYK C80 M0 Y100 K0
RGB R97 G166 B14
Hex 61a60e

Pantone Black C

CMYK C0 M0 Y0 K100
RGB R35 G31 B32
Hex 231f20

Colour Separation

			 Asia-Pacific Economic Cooperation
Pantone Cyan C 60% Pantone Cyan C	Pantone 288 C	Pantone 369 C	Pantone Black C

Secondary Colour

Headlines or graphics backgroundt



Pantone 282 C



Pantone 3305 C



Pantone 574 C



Pantone 689 C



Pantone 1545 C



Pantone 491 C



Pantone 151 C



Pantone 193 C



Pantone 877 C

Secondary Colour

Headlines or graphics background



Pantone 628 C



Pantone 7485 C



Pantone 642 C



Pantone 635 C



Pantone 2706 C



Pantone 7506 C

Secondary Colour Palette

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

III. VISUAL IDENTITY

Verticle Format

Horizontal Format

Black Version



Blue Version



Greyscale Version



Logo Versions

These colour versions of the logo may be applied for one colour printing or re-production for selective print and digital collaterals. Ideally, the logo should be reproduced in black, or Pantone 288C (against light background). Halftone versions should be used for offset printing only and the solid colour use should be for silkscreen printing.

White/Reversed Version



Corporate Typeface

Typefaces are important components of the logo, and should not be substituted with another typeface. The APEC typeface is the family of Helvetica and Arial.

Primary Typeface:

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Helvetica Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Helvetica Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Helvetica Bold Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Helvetica Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Helvetica Black Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Secondary Typeface:

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

Arial Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+x÷=>\$:;,.*

III. VISUAL IDENTITY

Improper Use

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 illustrated in these guidelines.



Do not introduce new colours



Do not alter the proportions



**Asia-Pacific
Economic Cooperation**

Do not alter the colourways



**Asia-Pacific
Economic Cooperation**

Do not alter the relationships



**Asia-Pacific
Economic Cooperation**

Do not modify the arrangement



*Asia-Pacific
Economic Cooperation*

Do not modify the logotype



*Do not apply the logo on busy or
loud photo/graphics background*



*Do not add effects such as 3D
rendering, emboss, glow or drop shadows*



*Do not apply the logo on white text
on light coloured background.*



*Do not apply black text on
dark coloured background.*

Approved usage of logo on coloured background

For maximum visual impact, the full colour version of the logo should be placed on a white or light background. When using a black or dark background, a white key line must be used around the globe for maximum visibility.

The reversed logo may be used on a photo background that does not compete with its image. The text and images in the logo must always remain clear and easy to read, and not be overshadowed by anything in the photo background. Do not force the logo onto an image or background that compromises its legibility.



On black or dark-coloured background



On white or light-coloured background



Reversed logo on black or dark-coloured background



Reversed logo on photo background

Secondary Logo

The APEC Secretariat has developed two templates for its logo that committees and working groups can use. In accordance with this policy, use of the secondary logo will generally be permitted in documents and other materials that relate to APEC committees or working groups' activities, projects and/or events.

The use of the APEC secondary logo follows the policies and guidelines outlined for the primary APEC logo (see Section 2).

Conditions and Approach

The following conditions apply for the use of the APEC secondary logo:

- The logo must be placed in such a manner that it is clear from the context to which committee or working group it refers.
- The logo may not be sub-licensed or used by any other entity without the prior written consent of the APEC Secretariat.
- The logo is not to be used in any manner that suggests or implies that any APEC working group has endorsed or approved of the activities, products and/or services outside the committee and/or working group or APEC as a whole.
- Permission to use the APEC secondary logo lapses if the committee or working group is removed from the list of an active group or task force.
- Participants and stakeholders that have been authorised to use the secondary logo on their website should link the logo to the APEC homepage at www.apec.org.

Any use of the APEC secondary logo without a clear connection to the activities of the committee or working group will generally not be permitted. Prohibited uses include but are not limited to:

- Any use of the logo that is commercial in nature;
- Any context of promoting or advertising unauthorised products and services;
- Any use of the logo in connection with events in which the committee, working group or APEC is not a participant or host;
- Any use of the logo as a component of any entity's own logo, trademark or other branding elements;
- Any use of the logo suggesting or implying a certification or seal of approval for activities, services and/or products outside the committee or working group;
- Any use of the logo on any social media platforms that are not relevant and/or endorsed by the committee or working group;
- Any use of the logo as a permanent graphical element of stationery, business cards, or other variably utilised print materials that is not related to the work of the committee or working group.

Requests for APEC secondary logos should be directed to the APEC Secretariat.

When to use the APEC logo

Use the APEC logo when the situation reflects the consensus of APEC member economies and messaging conveys the views of all members.

When to use the APEC secondary logo

Use the APEC secondary logo to support the activities of each committee or working group in which they are operating individually and engaging their own audience.

IV. TAGLINE

The APEC tagline, "**Advancing Free Trade for Asia-Pacific Prosperity**"² is used in conjunction with the APEC logo.

Who can use the APEC tagline?

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

Suggested uses of APEC tagline:

- Brochures
- Environmental graphics
- Flyers
- LED displays
- Newsletters
- Posters
- Reports
- Social media assets
- Stationery and communication materials
- Video bumpers
- Website banner

For what purpose should it be used?

The standard which has already been established in this manual regarding type style, format, colour of 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.

Commercial Use

Commercial use is restricted.

Artwork

The guidelines presented in the following sections 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
- separately from the APEC logo

Requests for APEC tagline artwork should be directed to the APEC Secretariat.

²Agreed by APEC Senior Officials in 2009, Singapore.



APEC Logo

**Asia-Pacific
Economic Cooperation**

Advancing Free Trade for Asia-Pacific Prosperity

Seperator

Tagline

Vertical Format

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.



APEC Logo

**Asia-Pacific
Economic Cooperation**

Advancing Free Trade
for Asia-Pacific Prosperity

Seperator

Tagline

Horizontal Format



Vertical Format

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.



Horizontal Format

Corporate Colours

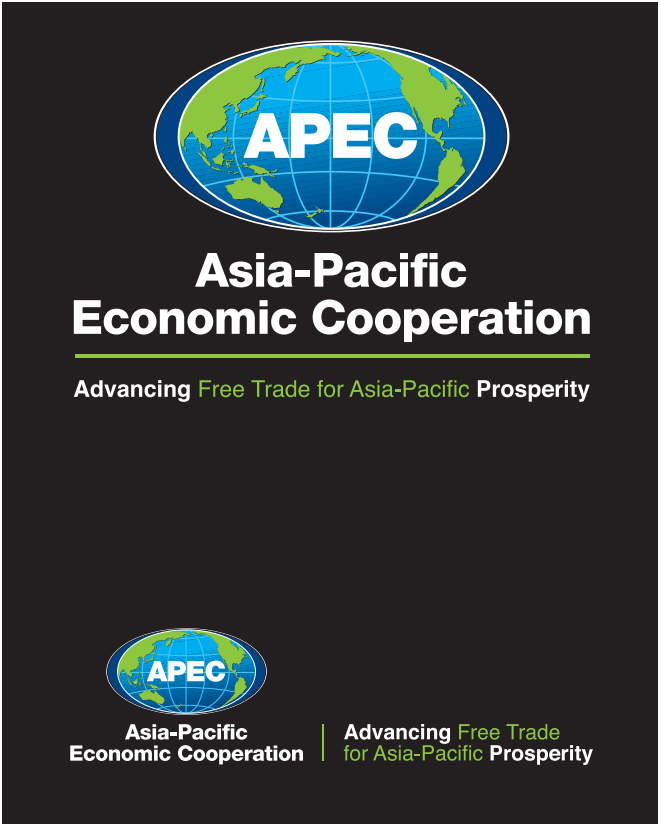
The vertical format is the preferred version, and should be used whenever possible.

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 key line 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.



Pantone Cyan C	Pantone 288 C	Pantone 369 C	Pantone Black C
CMYK C100 M0 Y0 K0 RGB R41 G171 B226 Hex 29abe2	CMYK C100 M70 Y0 K80 RGB R0 G45 B116 Hex 002d74	CMYK C80 M0 Y100 K0 RGB R97 G166 B14 Hex 61a60e	CMYK C0 M0 Y0 K100 RGB R35 G31 B32 Hex 231f20

IV. TAGLINE

Logo Versions with Tagline

This may be applied when one-colour printing or re-production or one-colour printing for selective print and digital 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.

Black Version

Verticle Format



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

Horizontal Format



**Asia-Pacific
Economic Cooperation** | Advancing Free Trade
for Asia-Pacific Prosperity

Blue Version



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



**Asia-Pacific
Economic Cooperation** | Advancing Free Trade
for Asia-Pacific Prosperity

Greyscale Version



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



**Asia-Pacific
Economic Cooperation** | Advancing Free Trade
for Asia-Pacific Prosperity

White/Reversed
Version



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



**Asia-Pacific
Economic Cooperation** | Advancing Free Trade
for Asia-Pacific Prosperity

Single-liner Format (Version 1)

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

Two-line Format (Version 2)

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

Two-line Format (Version 3)

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

Two-line Format (Version 4)

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

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 versions 3 and 4 are to be used separately from the APEC logo only when it is required to fit a collateral design.

Improper Use



V. IMAGES AND PHOTOS

Images and photos are more important than ever before in helping APEC tell its story and connect with its stakeholders. Photos bring the human side of APEC while conveying the impact of the work that it does. Images transcend cultural and language barriers making them a powerful communication tool.

The foundational element of an APEC photo is to communicate energy and collaboration. Images should appear upbeat and engaged, but are technically well-composed, well-lit and easy to understand.

It is always best practice to accompany every photo with a caption. Captions should be written in a consistent way – corresponding to basic information of who, what, where, when and why of the subject matter.

V. IMAGES & PHOTOS



Suggestive of rude/bad behaviour



Fishing rods look like assault rifles



Looks like an explosion, suggesting violence/terrorism



Photo does not convey ontext well

Usage of APEC Photos

The APEC Secretariat owns the copyright to the APEC photos. APEC photos are available for use by downloading them from the APEC website, provided that these usage guidelines are adhered to:

1. APEC photos cannot be used for marketing and advertising purposes. Photos cannot be used to promote products and services of any company or organisation.
2. APEC photos cannot be sold or redistributed without prior permission from the APEC Secretariat.
3. APEC photos cannot be altered or modified to create derivative works without prior permission from the APEC Secretariat.

Written Permission

Please contact the APEC Secretariat to obtain written permission should you wish to use APEC photos in your publication, website or other forms of print/digital media.

Where APEC photos are used, credit must be shown as follows:
“Photo courtesy of the APEC Secretariat, www.apec.org”

VI. BRAND APPLICATION

Conditions and Approach

The APEC logo must be used appropriately to maintain APEC's image and identity. The APEC logo must not be recreated, manipulated or changed in any manner or under any circumstances.

The APEC logo is always used in the approved and standardised formats, font, and colours. It cannot be modified for specialised groups, projects, initiatives and so forth.

The APEC logo is available in English. This is the only language in which the logo can be used.

New secondary logos (for new projects, initiatives or centres) are not to be developed or implemented for branding purposes without the prior approval of the APEC Secretariat.

Only APEC members — its committees, sub-committees, experts' groups, working groups and task forces — are permitted to use the logo. Members' use of the logo is limited to programs that fall within APEC goals and objectives. Programs outside APEC should not be branded with APEC.

External parties must not use any of APEC's brand assets for false or misleading purposes, or to endorse any products or services, which do not align with APEC's goals and objectives.

The APEC logo and its related brand assets may only be used by external parties if there is an existing project, partnership or collaboration between APEC and such entities. Use of the APEC logo in this instance is subject to endorsement of the APEC members or fora.

The APEC Secretariat will consider each occasion that it will use the APEC logo and will decide upon the appropriateness or inappropriateness of its use on any particular occasion.

The inappropriate or unauthorised use of the APEC logo will be a breach of the APEC logo policy. Measures will be taken to correct inappropriate or unauthorised use.

Host Economy

There are a number of effective design options for placing the APEC logo alongside the host economy logo. Choose a design and layout that maximise the visibility and identity of both logos.

For maximum impact and effectiveness, follow good design principles when using the APEC logo with the host economy logo:

1. The APEC logo should be placed at the top left-hand or bottom left-hand followed by the host economy logo. It is never the reversed position.
2. Allow enough white space around the logo.
3. Do not make the logo so small that it is not legible.
4. Ensure the logo is not lost against a background colour or image.
5. Consistent presentation and use of the APEC logo and the host economy logo will enhance the visibility and brand recognition.
6. The host logo should be designed in proportion to the APEC logo for maximum effect.
7. The APEC logo and the host economy logo should each be of suitable size for the context.
8. Get the right digital format of the logo from the APEC Secretariat to suit your application. EPS, AI, GIF and TIFF versions are available.

Host Economy Trademark License Agreement

The host trademark license agreement between APEC and the member economy licenses a member to use the APEC trademark during its host year. A host economy is only permitted to use the APEC logo in accordance with the terms of the agreement.

The license granted under the agreement is a non-transferable, non-exclusive license to use the logo on terms specified under the agreement. The license is only valid while the agreement is in force.

The host economy has a continuous obligation to comply with the terms of the agreement. In keeping with the agreement, the host must:

- Not use the trademark other than in accordance with this guide and any directions given by the APEC Secretariat from time to time.
- Not use any other name, trademark, or designation in relation to APEC unless the licensee obtains the prior written consent of the APEC Secretariat.
- Act in accordance with all policies, procedures and requirements regarding the manner of use of any of the trademark.
- Report to the APEC Secretariat any suspected or actual unauthorised use of any of the trademark of which the host becomes aware.
- Provide all assistance reasonably requested by the APEC Secretariat to protect APEC's rights in any of its trademarks.

Committees, Working Groups, SOM Special Task Groups/Ad-hoc Groups

All committees and working groups must adhere to APEC's branding policy. This requirement must be enshrined in new initiatives. All groups will be held accountable for the effective management of their initiatives.

Committees and working groups must not create new brand identities or sub-brands without consultation from the APEC Secretariat and approval from the APEC Senior Officials. When setting up new initiatives, committees and working groups will work with the APEC Secretariat to develop the new initiative's name and the brand identity to ensure compliance with naming conventions and branding requirements.

The APEC Secretariat will monitor compliance with the branding policy.

APEC Projects and Initiatives

Events and activities under APEC projects must be used to create brand awareness and recognition of the APEC brand. This section applies to meetings, workshops, APEC centres and study centres, publications, etc.

To ensure that consistency is applied and events and activities are correctly branded, the following conditions must be met:

- Only events or activities approved by APEC will be branded as an APEC initiative and/or project.
- Branding of any institutions – either physical or virtual and refer to APEC centres, APEC laboratories, APEC network of institutes, as well as others that may be proposed in the future and exclude all APEC fora, such as APEC Committees, Working Groups and Task Forces, and their sub-fora – is subject to the existing guidelines on governing its establishment and designation.
- The institution must also obtain the prior approval of the Secretariat to use the APEC logo on its publications and websites. A licensing agreement should be entered into between the Secretariat and the institution once forum approval is granted. The validity of the agreement and its subsequent renewal are tied to the life span of the institution. Thereafter, the institution is also required to register the logo with the local authorized agency/registrar/ministries-in-charge in the host economies. The certificate for such registration must be forwarded to the Secretariat for record.
- If members, fora and organisations would like to reproduce the APEC logo and other trademarks for APEC events, websites, digital materials or publications, they should write to the Secretariat for permission.
- Branding requests must be submitted to the APEC Secretariat. A detailed program of activities and proposed branded collaterals must be made available to the APEC Secretariat.
- Draft designs that include the APEC logo or secondary logo must be forwarded to the Secretariat for review.

APEC Secretariat

Consistent communication is crucial for ensuring the integrity of the APEC brand. Online and offline materials that are created as part of APEC's effort to provide information to the public should comply with APEC's graphic standards. This includes www.apec.org, APEC social media channels and associated assets.

APEC Secretariat – staff, contractors, sponsors and/or partners – must not create or commission any new logos, program identities or other branding outside of the APEC logo, whether to represent an individual unit, team or program. This applies also to the creation of logos for APEC internal purposes, such as for a specific work stream or project.

If there is a perceived need for a new logo, either for external or internal programs, contact the APEC Communications and Public Affairs Unit first to discuss whether there is an exceptional case.

Use of APEC Trademarks by Journalists and Press Agencies

APEC Secretariat recognises that press agencies and journalists may wish to use APEC trademarks, namely the APEC logo and acronym, in connection with APEC-related news stories. The APEC Secretariat grants permission to news outlets to download and use APEC trademarks, provided the use is in accordance with this branding policy.

Any use of APEC trademarks which does not comply with this policy is prohibited. Non-compliance or misuse of APEC trademarks may result in permission being withdrawn for that use. Deliberate misuse or continued non-compliance may result in legal action.

For further queries on the use of APEC trademarks, please contact the APEC Secretariat.

VII. CO-BRANDING

Collaboration with various government and non-government organisations, the private sector and academic institutions is critical to advancing APEC's work. In using APEC brand assets to promote projects and initiatives under these collaborations, appropriate use of the APEC logo and branding should be observed.

Determination of co-branding and use of APEC brand assets is primarily guided by the terms and conditions outlined in the APEC Guidelines on Managing Cooperation with Non-members, APEC Sponsorship Policy, and APEC IP Policy.

Conditions and Approach

In branding a joint project or event, consider the collaboration level and/or degree of ownership, the purpose of the initiative and the intended audience. The following principles may be applied:

Joint ownership: When there is joint ownership, i.e. equal funding or signed/agreed collaborative work, the APEC logo will be placed in the lower/upper-left corner of the material and the partner agency's logo in the lower/upper-right corner following the APEC logo. Both logos should be approximately the same size.

APEC with greater ownership: When APEC has greater ownership, i.e. core part of APEC's mission; fully funded by APEC; or majority of the work is done through APEC funding, place the APEC logo in the lower/upper-left corner of the front cover with other logos on the back cover. An alternative placement would be the APEC logo in the upper left and the other logo(s) at or across the bottom of the page. The lesser logos should be roughly the same size as each other but smaller than the APEC logo.

Joint publications, events and other materials

Any APEC project or initiative must carry the APEC logo or secondary logo (whichever is applicable) as its only logo. The use of any other logo will dilute the APEC brand.

Co-branded publication: When producing publications, including reports, brochures or flyers, with partner agencies or sponsors, all logos must be placed on the same line either at the top or at the bottom of the front cover of the publication. All logos should be visually equal in size. No one logo should take precedence over the other logos of partner agencies or organisations.

Logos of commercial publishing houses, if any, should be placed on the back cover

of a publication, on the spine or on the inside pages of the publication. The use of commercial publishing houses is normally related to publications for sale.

Co-branded event: If the project or event is managed with a partner or sponsor, which may require visual acknowledgement, the APEC logo should be used in conjunction with the logo of the partner or sponsor only.

The name of the partner or sponsor may also be acknowledged in full and placed under the APEC name or logo, if applicable.

In general, avoid crowding the name or any other element too closely around the APEC logo: leave clear space around the logo to increase its impact.

Any request for exceptions to these guidelines should be made directly to the APEC Secretariat.

Host Economy and the Use of APEC Brand for Co-organised Events³

Organisers of APEC-associated events should seek permission from the host economy, relevant APEC forum or the APEC Secretariat and work collaboratively with these groups to mobilise resources. The parties should intend to consider ways to (i) share knowledge, ideas and expertise, (ii) collaborate on organisation and execution of organised programs, dissemination of news, (iii) collaborate to engage in dialogue with stakeholders and others interested in the activities undertaken, and (iv) periodically evaluate the effectiveness of the collaboration.

In order to protect the brands of APEC and the APEC-associated events, both APEC and the co-organisers will need to adhere to copyright laws. A trademark license agreement is required to be endorsed by both parties to ensure continuity. The APEC logo should only be used, under the strict control of the host economy and APEC Secretariat in connection with events organised or held by public organisations or bodies, and which are related or associated with the APEC meetings under the license of the trademark, granted by the APEC Secretariat to the host economy.

The APEC 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. Guidelines covering the technical specifications and the uses of the APEC logo can be downloaded from the APEC website.

Where APEC branding should not appear

Generally, the following items should not be branded as APEC and no exception can be made:

- Stationery items used by third-party organisations or sponsors
- Business cards of staff not directly employed by the APEC Secretariat, host economy or fora
- Third-party organisations/sponsors' own office signage, office equipment, vehicles and staff uniforms
- Personal goods or corporate gifts not directly relevant to APEC

Queries about items that do not appear on this list should be communicated to the APEC Secretariat in the first instance for advice and agree what is appropriate.

³APEC Meetings Communications Guidelines, circulated to BMC 2017

VIII. USAGE EXAMPLES

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, please refer to the APEC Publications Guidelines.

The APEC 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. 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.

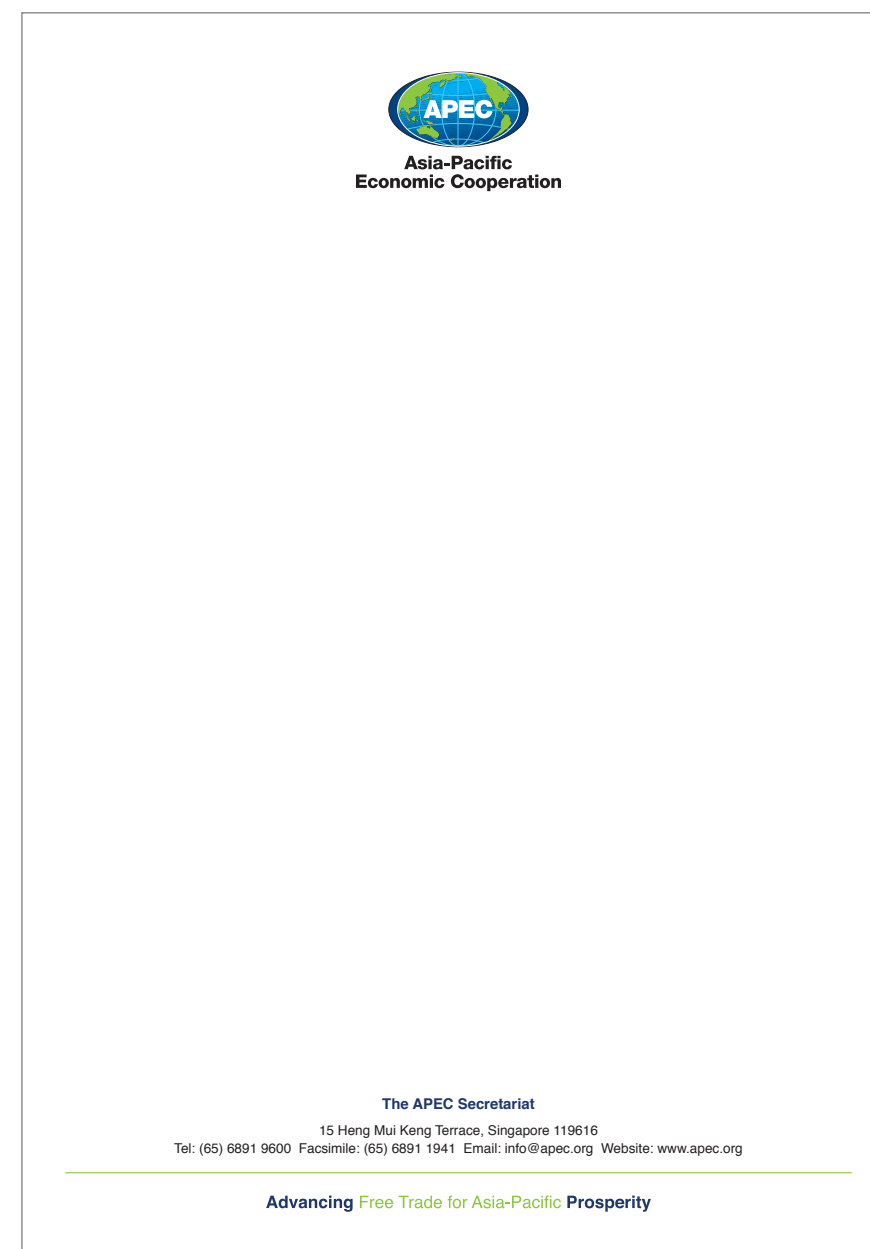
Administrative Materials for APEC Secretariat

Stationery

To ensure branding and communication consistency across the organisation, the following stationery designs and templates have been developed and must be used. A common letterhead, envelope, email signature, business card and the like maintain visual unity and communicate information clearly.

The examples show the preferred placement of the APEC logo on various items of stationery. Most items are suited for the vertical logo format, but this is not a requirement. Basic stationery should generally use white paper; folders may use any colour from the corporate palette. Address information should appear below the logo or in the footer.

A4 Letterhead



VIII. USAGE EXAMPLES

Business cards



Envelope

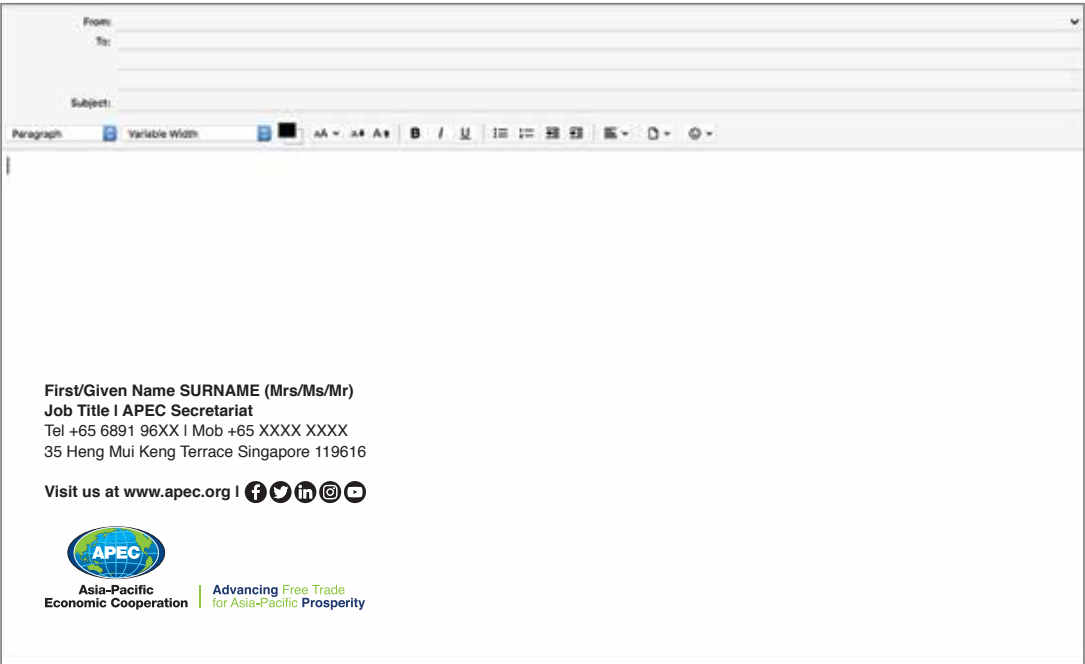


E-signature

An APEC email signature template has been developed for use in all outgoing emails. This is an opportunity to standardise the appearance of all outgoing emails. It allows staff to communicate APEC’s mission to all points of contact outside the Secretariat. It also hopes to help recipients identify APEC emails without looking at the sender’s email address.

A standard text style and format is mandated and can be found in the Microsoft Word file, Email signature template.

The required format is: Arial, point 9 Bold and Arial point 8.5 together with the APEC Logo with tagline.



If emails are received in text format, the recipient will receive the signature text but the logo will not appear.

VIII. USAGE EXAMPLES

Folder

Trim Size: 225mm (W) x 310mm (H)



Banners and Backdrops

Templates for both vertically and horizontally formatted advertisements have been developed. These templates can be adjusted to any proportion to suit each use case.

Primary visual elements consist of:

- APEC logo
- Signature APEC blue and green colours
- Event title
- Photo or graphics
- Co-branded logo (i.e. host economy, sponsor, etc), if applicable

Should these templates not meet the event (i.e. venue) requirements, please contact the APEC Secretariat.

Event advertisement

Trim Size: 210mm (W) x 297mm (H)



VIII. USAGE EXAMPLES

Poster

Trim Size: 210mm (W) x 297mm (H)



Street banner

Trim Size: 594mm (W) x 841mm (H)



VIII. USAGE EXAMPLES

Banner (Landscape)

Landscape banners allow the branding of entire walls and are ideal for outdoor event spaces to bring strong attention to the brand.

Trim Size: 3000mm (w): 1000mm (h)



Roll-up banners

Roll-up banners, also called pull-up banners, are used in many ways such as office signs, welcome banners, and where needed, additional directional signs.

Trim Size: 850mm (w) x 2100mm (h)



Repeating Pattern Backdrops

Backdrops provide an opportunity for greater media coverage during various types of events. When space or line-of-sight is at a premium, a backdrop with a repeating logo pattern ensures the greatest visibility.

The standard repeating backdrop consists of the APEC logo, name and web address.

Backdrops in a grid or repeating pattern are freestanding structures within APEC meetings and associated events. These are used to interview delegates and photo taking. Additionally, this type of backdrop is used for exclusive interview on videos or TV, photo opportunities during signing events, conferences or web meeting.

- When using backdrops, take advantage of the opportunity to promote the strategic messages of the event, for example the host theme and priorities, and not the event itself.
- Consider the photo opportunities where the backdrop text and design will be useful in messaging.

Trim Size: 4.5m (w) x 2.25m (h)



Projected Backdrops

APEC event backdrops may be a combination of print and digital materials. Rather than print backdrops for every event, a generic branded backdrops with the event titles projected on large screens can be an option.

When using a digital backdrop, project the backdrop image onto a white wall. The backdrop image will appear dim if it is projected onto a black or coloured wall. For best results, project it onto a white wall or projector screen. However, also note that if the surroundings are all white in colour, light will reflect off them onto the projection area and wash out the image.

When taking photos or videos, note that a digital background may also create a backlight effect if speakers are positioned right in front of it. Digital background creates flickering effect, making it challenging to take images. The choice of design and positioning must be thoughtfully considered.



VIII. USAGE EXAMPLES

News Release

From: _____
To: _____
Subject: _____

Paragraph Variable Width


Asia-Pacific
Economic Cooperation



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New Publication Alert

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Asia-Pacific
Economic Cooperation



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Email Campaigns

The APEC Secretariat Communications and Public Affairs Unit has developed email products, each with their own campaign header.

E-newsletters

An e-newsletter helps communicate updates on developing issues and ongoing projects within APEC. An e-newsletter should easily be recognised as an APEC publication, using common elements that brand APEC e-newsletter as an official and credible source of information.

When creating an email newsletter, keep in mind that the email may be viewed on many different devices, including desktops, laptops, tablets, and smartphones.

Focus on keeping the e-newsletter simple and easy to read.

E-invite



Asia-Pacific
Economic Cooperation

Advancing Free Trade
for Asia-Pacific Prosperity



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[Read the full story](#)

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[Read the full story](#)



Asia-Pacific
Economic Cooperation

Advancing Free Trade
for Asia-Pacific Prosperity



Invitation to Virtual Briefing



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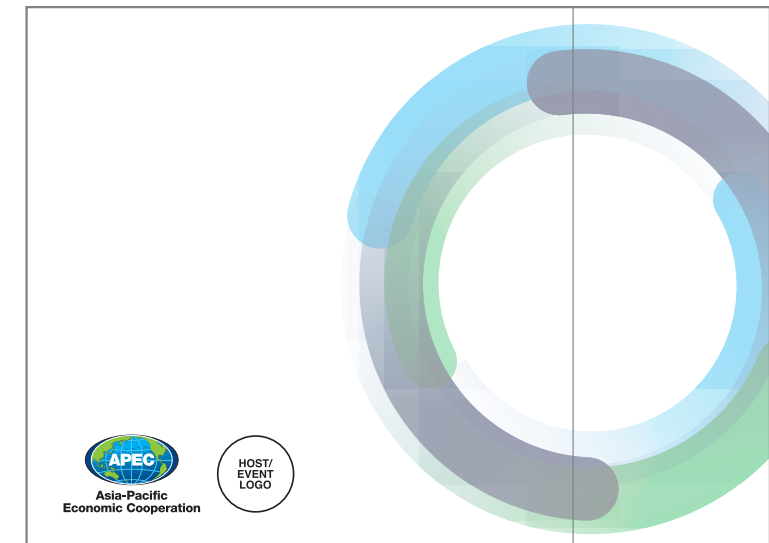
VIII. USAGE EXAMPLES

Note pad

Trim Size: 210mm (W) x 297mm (H)



Sticky note pad



Gifts and Souvenir Items

Corporate gifts or souvenir items should reflect the core values of APEC and its related assets. It is always best practice to produce only branded products that are not only purposeful, but are useful to avoid wastage.

VIII. USAGE EXAMPLES

Mouse Pad



Pens

APEC text can be used for print area with height smaller than 5mm.



Preferred layout

APEC graphic/symbol should be used for print area with height smaller than 5mm.



Alternative layout

VIII. USAGE EXAMPLES

Cups/Mugs



Water carafes and bottles / tumblers



VIII. USAGE EXAMPLES

Carrier

Trim Size: 210mm (W) x 297mm (H)



Bag



VIII. USAGE EXAMPLES



T-shirts

Staff or volunteer t-shirts should include the positioning logo (colour or reverse) in a visible area on the front of the shirt. Additional messages can also be included on the back of shirts.

Centre logos can be included on the sleeve, on the front or on the back of t-shirts.

For optimum branding, the APEC logo and/or host economy logo may appear at the back along with the tagline or host theme.



VIII. USAGE EXAMPLES

High-visibility Vest



VIII. USAGE EXAMPLES

Security Pass / Event Pass

Security Pass or staff badges are issued to APEC Secretariat staff for identification.

Likewise, APEC event identification badges are issued to delegates upon registration. Badges are printed and are colour coded for security purposes. Colour codes are determined by the APEC Host economy.

Trim Size: 70mm (W) x 110mm (H)



Program booklet

A program booklet contains a more detailed schedule of events during an APEC meeting including venue and vicinity maps, for example.

Trim Size: 100mm (W) x 210mm (H)

Alternative Size: 100mm (W) x 210mm (H)

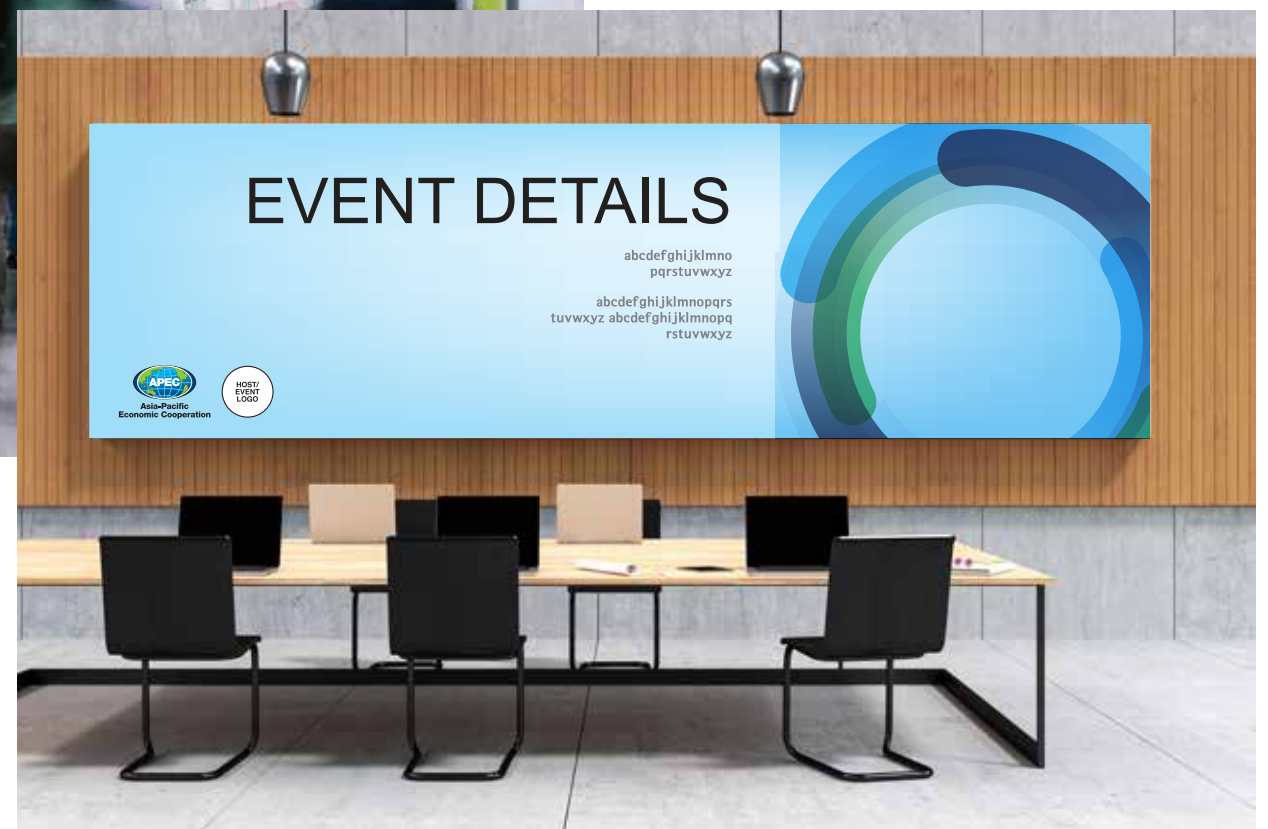


Environmental Graphics

Event hall



Meeting rooms



VIII. USAGE EXAMPLES

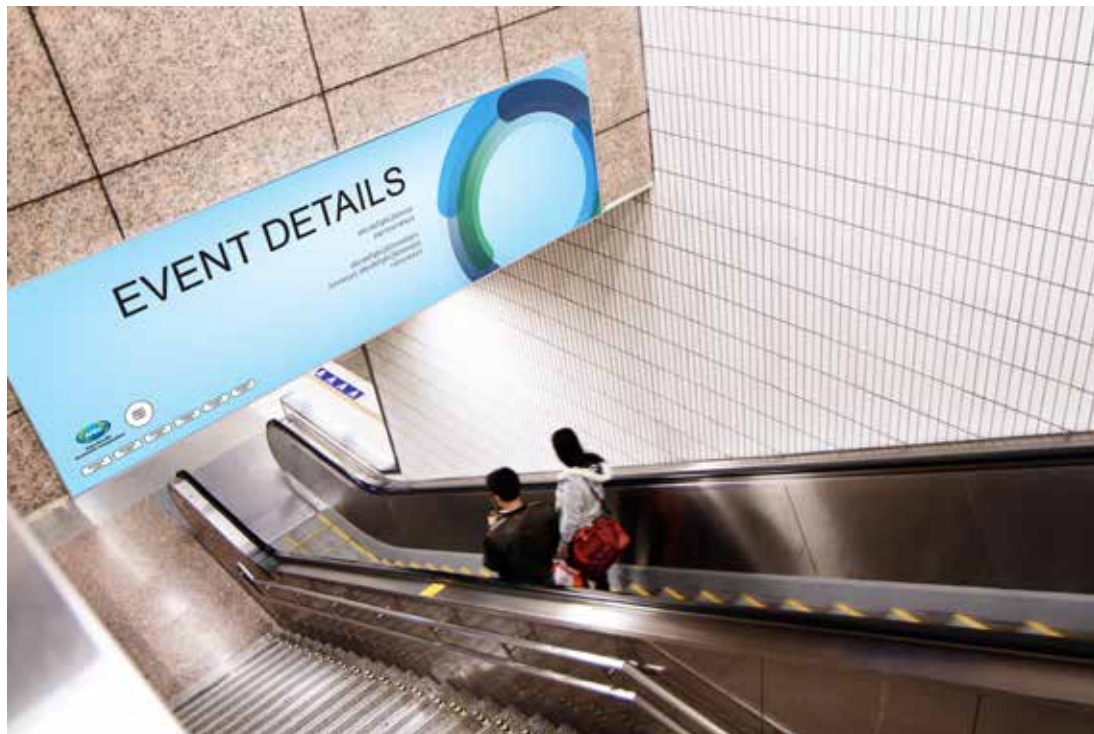
Media centres



Walkway areas



VIII. USAGE EXAMPLES



VIII. USAGE EXAMPLES

Fact Sheets



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Advancing Free Trade for Asia-Pacific Prosperity



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Economic Cooperation

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Economic Cooperation

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Economic Cooperation



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Economic Cooperation

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Advancing Free Trade for Asia-Pacific Prosperity

APEC BRANDING MANUAL 58



Logo Motion Graphics/ TV ident

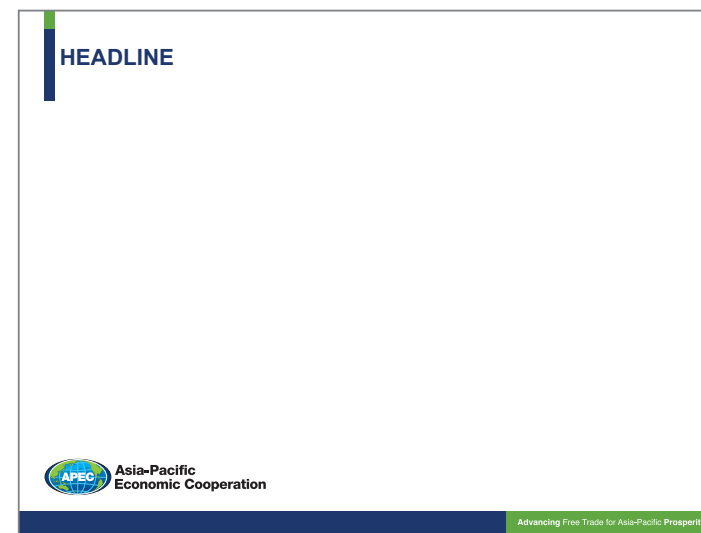
The APEC logo should be applied with clarity and compatibility with the overall character of the design. If animated, the logo elements cannot be separated or coloured with other graphic elements at all time. The preferred background colour is blue and the logo should not overlap any images or other motion graphics.

VIII. USAGE EXAMPLES

PowerPoint Presentation

The standard branded APEC PowerPoint template is not restrictive or limiting and easy to use, while following our branding guidelines:

- Do not modify the fonts. Use Arial or Helvetica fonts for the template which is available on all computer operating systems. Calibri can also be used as an alternative.
- Stay within the APEC brand colour scheme, embedded into the template.
- Use master slide layouts for consistency.
- Do not mix the style of imagery on your presentations.

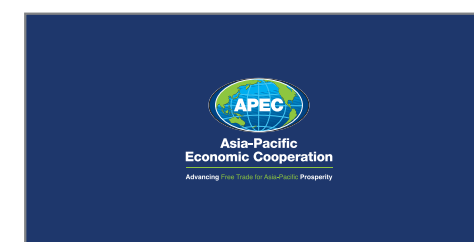
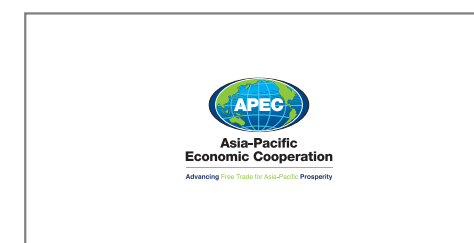
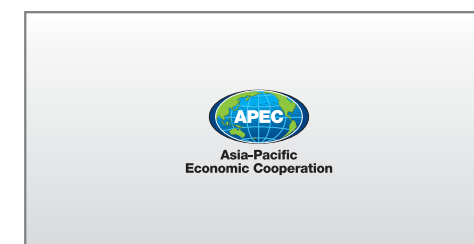


VIII. USAGE EXAMPLES

Video

Basic application of APEC's branding guidelines must be followed when producing videos, whether it is intended for internal or external use. Videos should comply with the accepted APEC nomenclature and conventions. The use of the APEC logo, co-branded logos, colour, and font should follow the specifications outlined in previous chapters of this guide.

For further information on producing videos, please contact the APEC Secretariat.

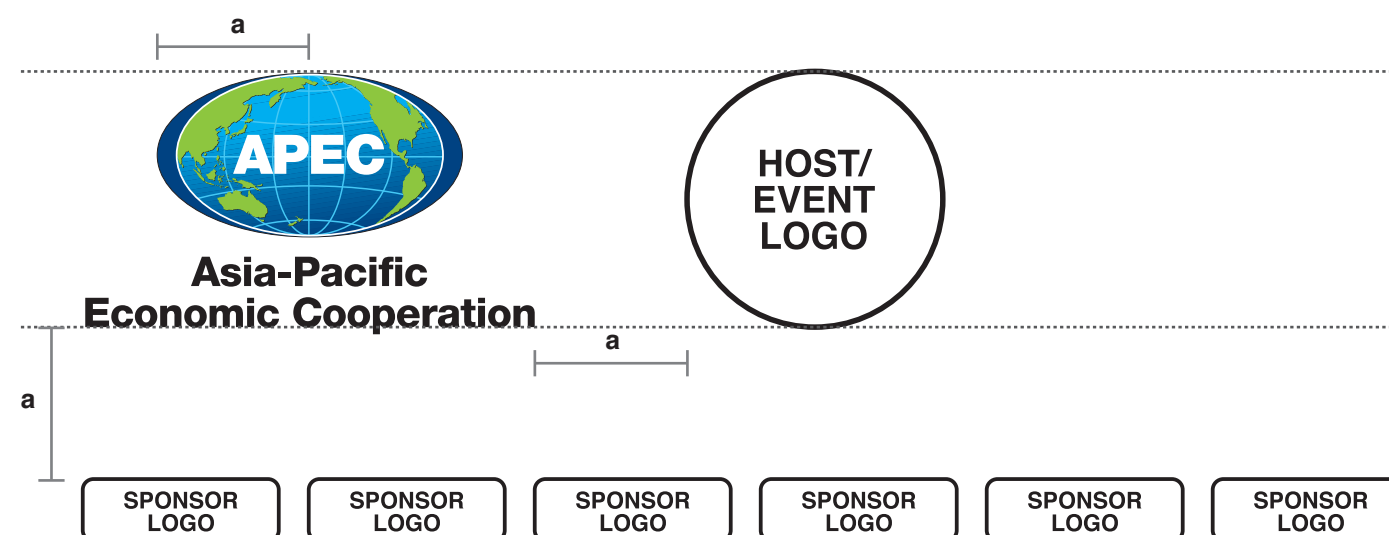


Building Signage



3D Signage





Treatment of APEC Logo with Other Logos

When APEC logo is used with other logos, the following should be observed:

- APEC logo should be bigger, if not the same size as host or event logo
- APEC logo is placed on the left of host or event logo.
- APEC logo is placed half of the globe away from the host or event logo.
- When used with sponsor's logo, the APEC logo and event logo are placed on top of sponsors' logo.
 - For portrait layout, the sponsors' logo should be aligned left.
 - For landscape layout, the sponsors' logo should be aligned right.

IX. ONLINE BRANDING

Online branding is about function as well as style. That is why consistency is important throughout the pages of a website, with navigation bars, headers and footers, and colour schemes, all serving to enable the visitor to find information quickly and easily.

The standards outlined in this guide also apply to all online channels including websites and social media sites such as Facebook, Instagram, LinkedIn, Twitter, YouTube and so on.

To avoid confusion with official APEC website and social media channels, the APEC logo should not be used as a profile picture outside these official platforms. A photo reflective of the project or initiative should be used as a profile picture instead.

Website

The APEC website www.apec.org is the primary source of information on APEC and its fora activities, communicating the benefits and outcomes of APEC processes. The APEC website extends APEC's branding online and promotes APEC as a dynamic, relevant and effective forum with a clear mandate of advancing free trade and prosperity.

The APEC Secretariat is responsible for the design and management of the APEC website. In addition to providing the web templates, the Secretariat is responsible for reviewing and approving all APEC satellite website designs before they are published publicly.

The APEC host economy website, meanwhile, is the official website that distributes news, media, and information from the APEC meetings throughout an APEC hosting year. The host economy manages this site.

To learn more about how to create an APEC satellite website and host economy website, read the APEC Websites Guidelines. It includes all necessary information on how to obtain technical support and the web styles and standards that must be followed.



- The APEC logo is displayed at the top left corner of the APEC website.
- Stand-alone satellite websites or those that are built outside the APEC.org platform now use their own secondary logos in the header.

Social Media Channels

Social media is part of an integrated communications campaign. An APEC 'channel' is any external-facing social media account that speaks on behalf of APEC and/or provide a platform for APEC members, the host economy, and the Secretariat to represent their views on a particular issue or area of expertise.

The objective of APEC's social media strategy is to raise awareness of APEC by engaging with and reaching a broader, more diverse global constituency, and by expanding APEC's audiences' understanding of the region and organisation through online dialogue with constituents, and the communication of new research and initiatives.

APEC actively participates on five social media channels including Facebook, Twitter, LinkedIn, Instagram and YouTube. It is part of APEC's corporate social media strategy and is managed by the APEC Secretariat.

APEC's social media guidelines provides comprehensive information on channels created in APEC's name as well as APEC-related content shared or posted by staff on third-party platforms.

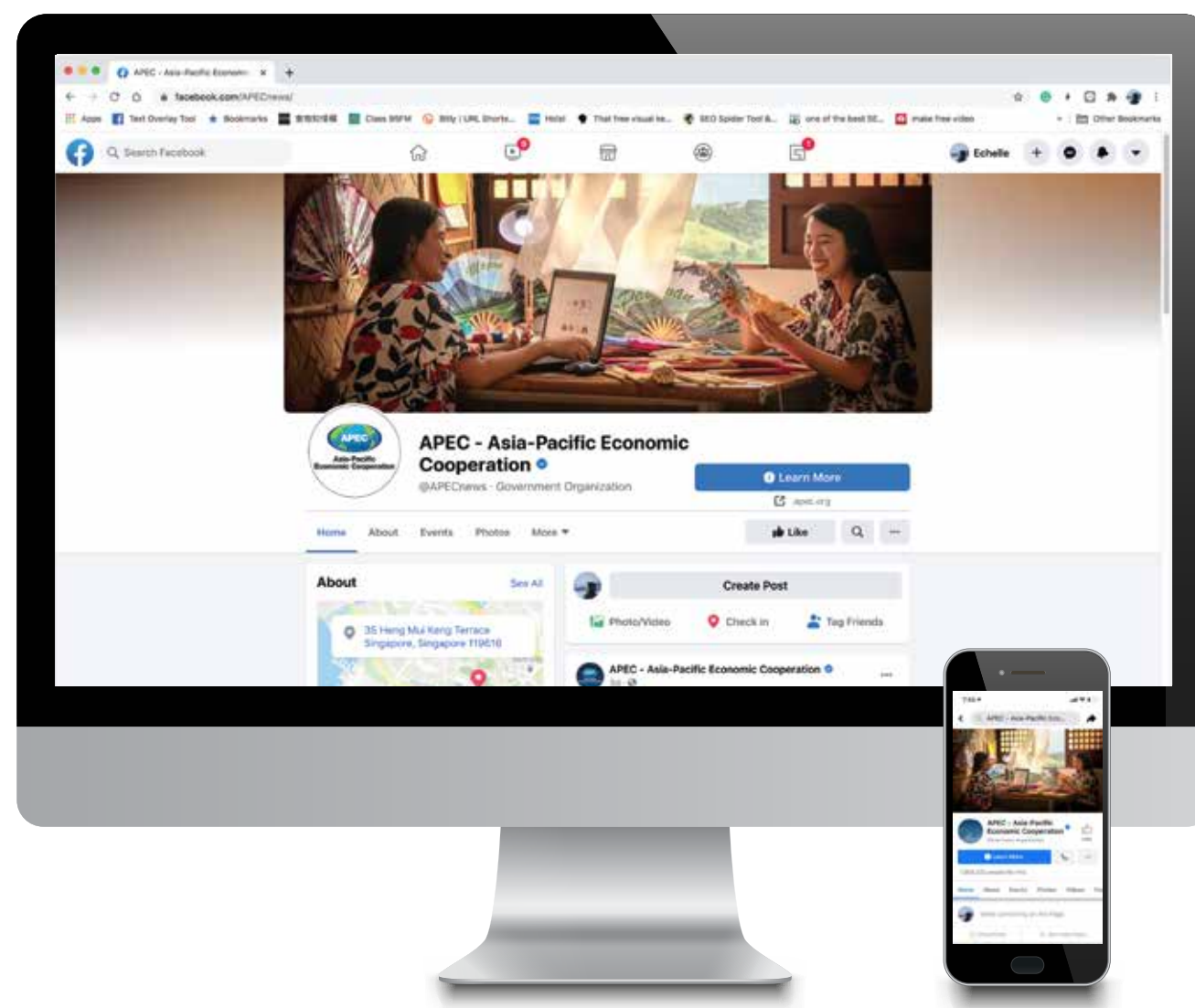
Facebook

Facebook profile photo size: 180x180 pixels

Facebook photo size: 1200 x 630 pixels

Facebook cover photo: 820x462 pixels

Facebook image post size: 1200x630 pixels



IX. ONLINE BRANDING

Twitter

Twitter profile photo size: 400x400 pixels
Twitter post image size: 1024 x 512 pixels
Twitter header image size: 1500x500 pixels



Profile photo for social media accounts managed by the APEC Secretariat should always be the APEC vertical logo on a white background.

Header images, if required, should be a large, captivating image reflective of APEC's work and the people it engages in an uplifting manner.

Social media accounts outside the APEC

Secretariat: To avoid confusion with official APEC social media channels, the APEC logo should not be used as a profile photo. Instead, use a photo that is reflective of the project and/or initiative.

Do not insert the APEC working group, centre, study centre and/or any project/initiative name or modify the APEC logo on the profile photo for any reason.

Instagram

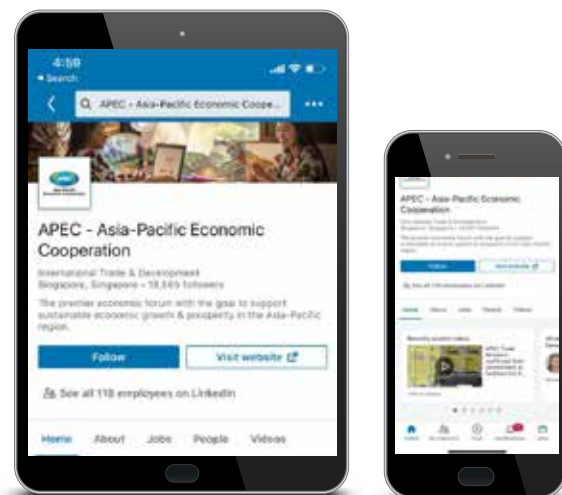
Instagram profile photo size: 110 x 110 pixels
Instagram post photo size: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)
Instagram Stories size: 1080 x 1920 pixels



IX. ONLINE BRANDING

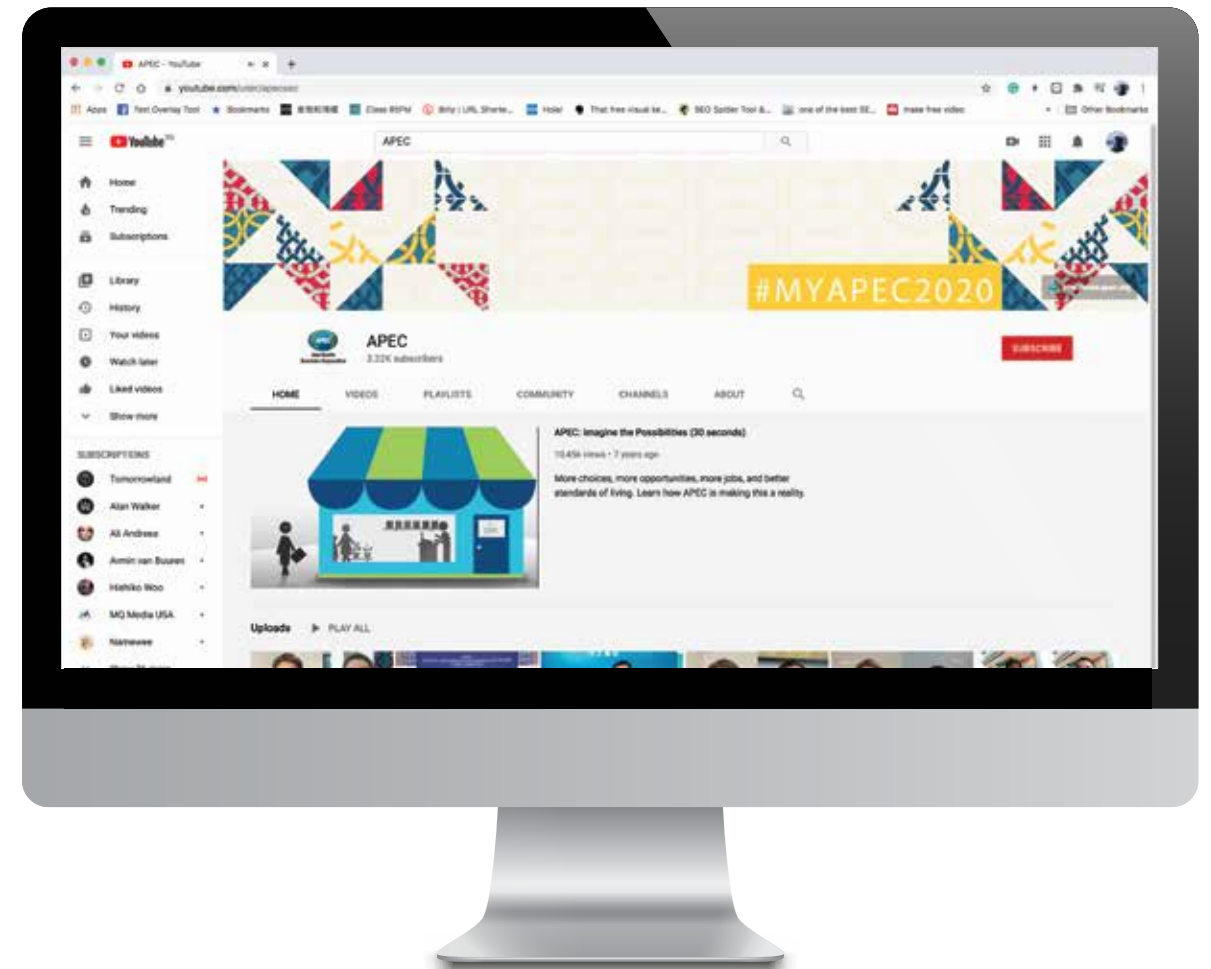
LinkedIn

LinkedIn profile photo size: 300x300 pixels
LinkedIn cover photo size: 1536 x 768 pixels



YouTube

YouTube channel cover photo: 2560 x 1440 pixels (desktop) and 1546 x 423 pixels (smartphones)
Video thumbnail: 1280 x 720 pixels
Channel icon: 800 x 800 pixels



X. PUBLICATIONS

On reports, books, brochures and other publications, the APEC logo should be placed at the top left-hand corner on the front cover of the publication. Placing the logo consistently in this position gives visibility to the logo and will be easily identified as belonging to APEC when placed on a display rack. Alternatively, depending on the design style and environment, the APEC logo can be placed in the lower left-hand corner on the front cover. The logo can also be placed on the centre of the page to coordinate with centred designs.

The APEC Publication Guidelines should be used in conjunction with the branding guidelines provided in this manual.

Cover Design Elements

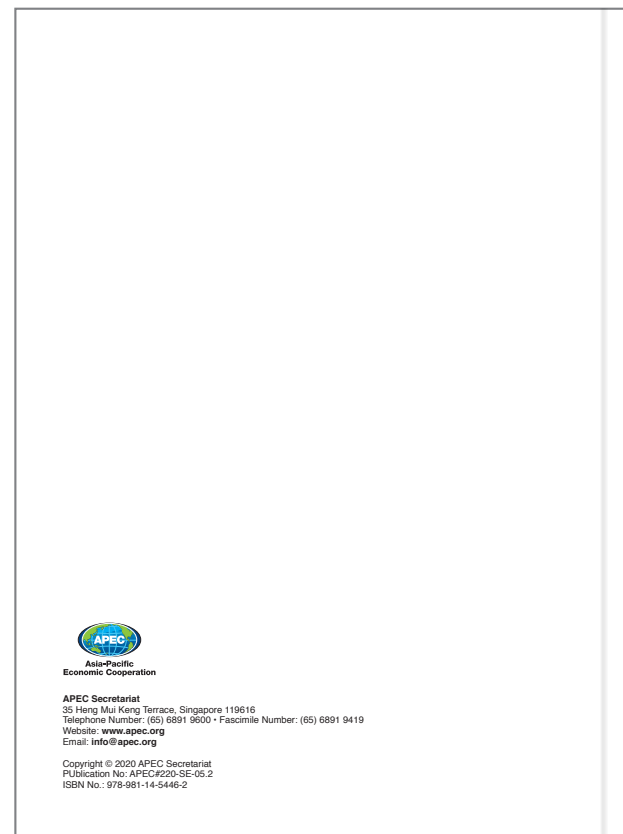
Front covers must have the title of the publication, the year of publication, the volume (if applicable), the APEC logo and the name of the APEC forum. The names and logos of co-branding organisations, if any, may also appear on the cover, but they must conform to accepted APEC nomenclature and should be in smaller print (at least four points smaller) than the APEC acronym and logo.

The minimum elements that need to be included on a front cover are as follows:

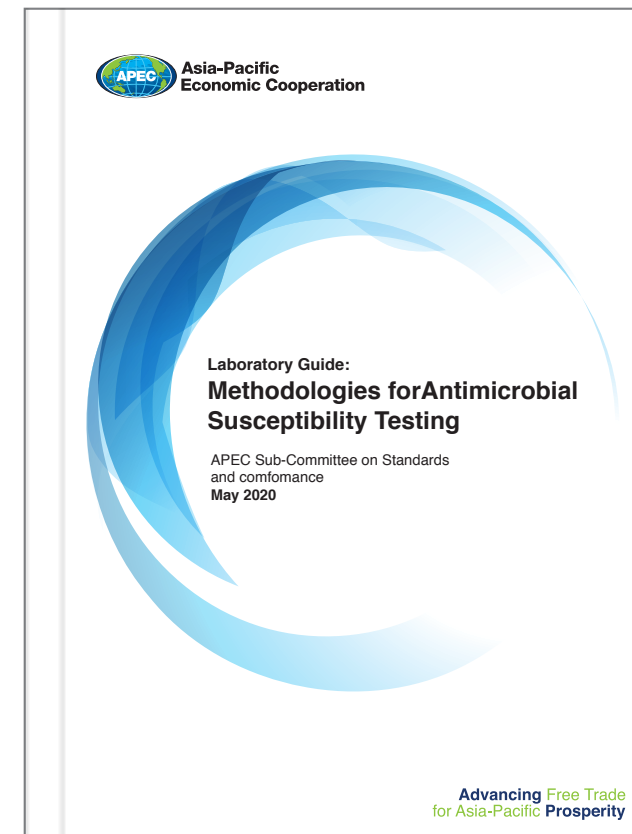
- Title of the publication
- Month and year of publication
- APEC logo
- Name of the APEC Group

The back cover contains the APEC logo, APEC Secretariat mailing address, copyright information and ISBN/ISSN (if any).

Back Cover



Front Cover

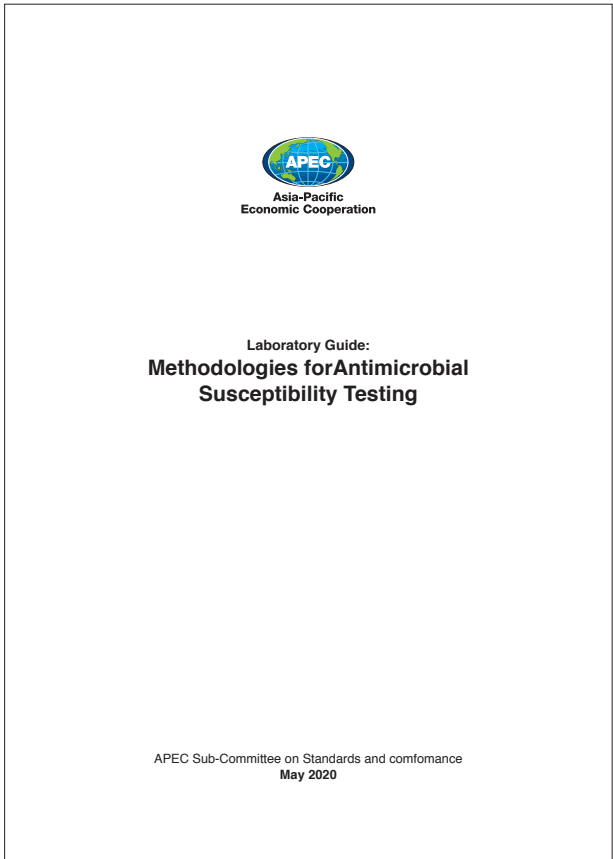


Front Title Page (recto) – It must show the title, author (committee, working group and/or sub-group, and other APEC fora), and the year of publication. The title page has no page number.

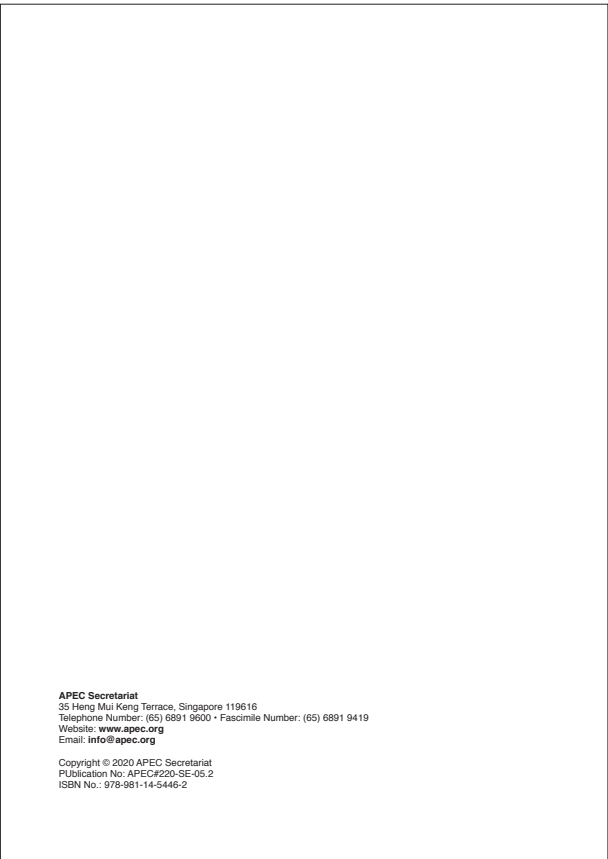
Back of the Title Page (verso) – It must contain the year of publication, APEC publication number, ISBN/ISSN (if any), copyright information, disclaimer (if any), author (if applicable, committee, working group and/or sub-group, and other APEC fora), and the publisher (if any).

For APEC-funded project reports, APEC project number and name of project overseer are included.

Title Page



Back of Title Page



Sample 1



Sample 2



Spine

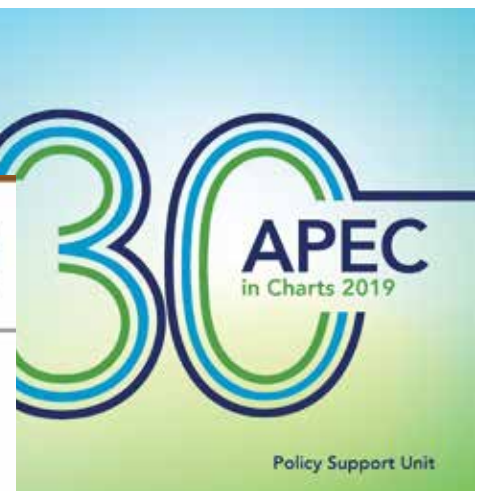
Where possible, the spine should show the publication’s title and year of publication.

Where space is limited, the APEC logo may be used without the spelled-out organisation name.

X. PUBLICATIONS

While APEC uses templates to harmonise the look and feel of its publications, it also produces publications that are purposely done outside of these templates—defining the corporate visual identity year-to-year in keeping with contemporary design trends.

The most prominent of these are annual reports such as Outcomes and Outlook, Committee Reports and related fact sheets, and other annual publications produced by the APEC Policy Support Unit. Making extensive use of high-quality photography and graphic design, these publications are intended to reinforce the promotion of the corporate brand value proposition to a wide external audience. These publications are not intended to be designed using the templates.

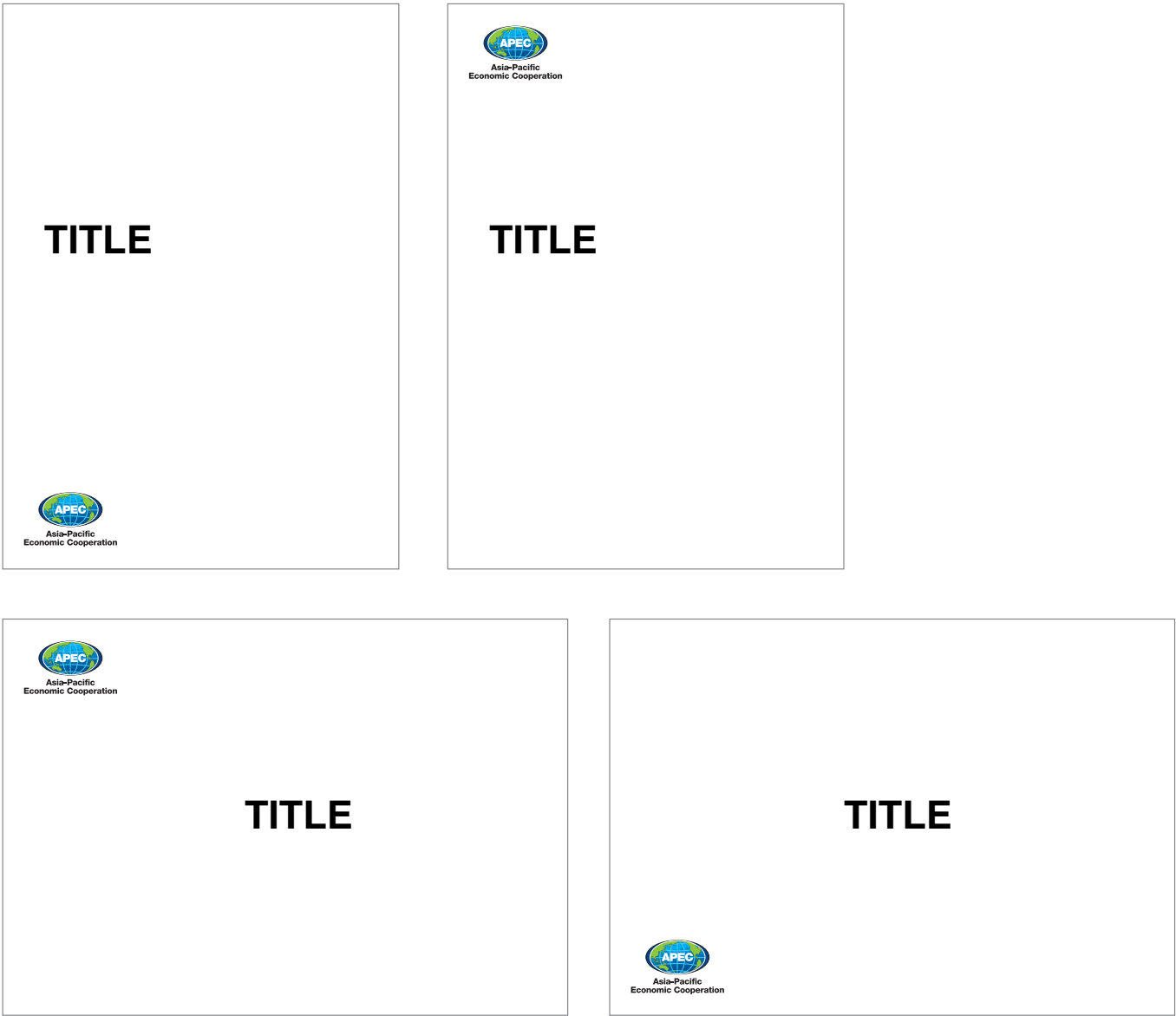


Cover Variations

Covers of the APEC-branded templates and communication materials are some of the most visible manifestations of the APEC brand. They have been thoughtfully designed to represent each category of templates in the most consistent and cohesive manner possible. Images, colour, and use of the APEC logo should reinforce the concepts within the content that is not overwhelming or confusing. The objective is to have a clean look that supports the brand and communicates in a modern, clear manner.

The amount of text and the length of titles on covers will vary widely. The cover structure allows for a great deal of flexibility in handling content. The examples below show various solutions for accommodating content within the structure of the branded look and feel.

Cover variation (in white or light coloured background)



X. PUBLICATIONS

Cover variation (in dark coloured background)



Co-branded Covers

In cases of formal co-publications, the treatment of non-APEC logos is governed by the arrangements explicitly defined in the contract between the parties. Please see Section VI. Co-Branding on principles to follow when determining co-branding.

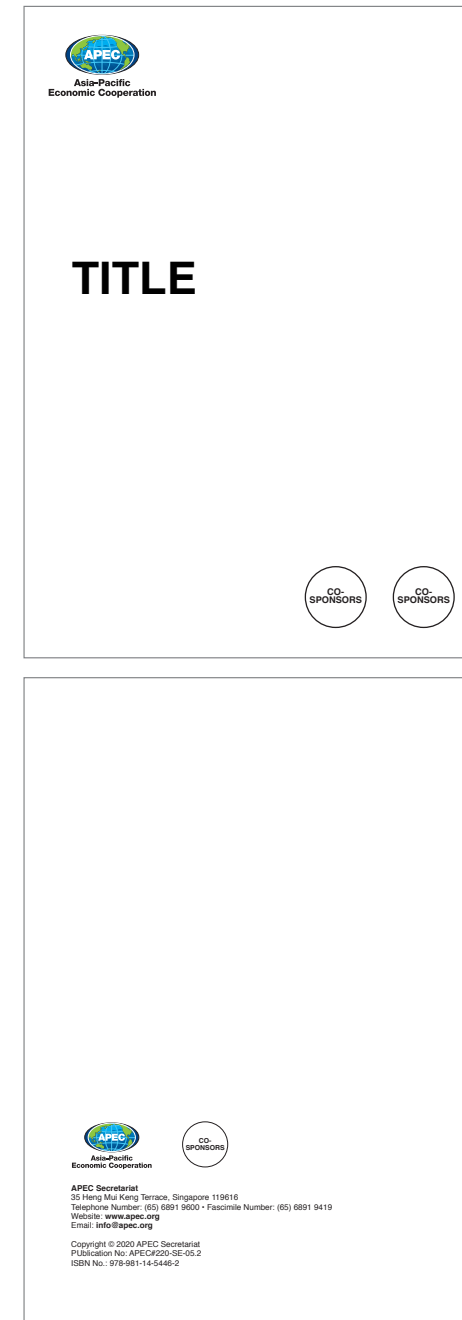
In the cases of co-sponsors, additional logos appear below the APEC logo or across at the bottom right corner of the front cover. Additional logos can be placed on the back cover.

The best practice for acknowledging the work of contributors and collaborators is to include the names in the text of the preface or the acknowledgment. For publications printed by commercial publishers (such as books), the logo of the publisher do not appear on the front book cover; it should appear on the spine, in the front title page or the back cover page.

Joint ownership



APEC-owned with sponsors



XI. PROCEDURES AND CLEARANCE

Acting on behalf of the APEC members, the APEC Secretariat is the custodian of the APEC brand and maintaining its branding guidelines.

With the exception of any pre-approved branded templates (e.g. letterhead, report writing template, PowerPoint slides etc.), any use of the APEC's brand including the logo must be approved by the APEC Secretariat.

For any queries about the APEC brand, its policy and guidelines, please contact the APEC Secretariat.

XII. RESOURCES

APEC Guidelines on Managing Cooperation with Non-members
APEC Intellectual Property Policy
APEC Publication Guidelines
APEC Sponsorship Policy and Guidelines
APEC Social Media Guidelines
APEC Website Guidelines
APEC Meetings Communications Guidelines

XIII. GLOSSARY

Branding: The visual representation of APEC, encompassing its name, logo and visual appeal. The components usually consist of a logo with one or two main colours and two or three additional colours; one or two different fonts; and some graphic design rules and elements.

Brand image: The impression that stakeholders and the public in general have of APEC's total personality.

Brand identity: Indicates how APEC wants its stakeholders to perceive its brand.

Brand equity: The value of the positive sentiment that a brand has created.

Corporate visual identity: The visual means by which APEC is recognised. It is also a means of conveying the ways in which it carries out, and values inherent in, its activities.

APEC Forum or Fora: Committees, ad-hoc groups, expert groups and working groups are known individually as a forum and collectively as fora.

Committees: Committee on Trade and Investment, Senior Officials' Meeting Committee on Economic and Technical Cooperation, Economic Committee, and Budget and Management Committee

Program: Work program of the APEC Fora

Project: Originates from an economy or economies and delivered through an APEC forum. Projects can be APEC-funded or self-funded and typically include workshops, symposia, publications and research.

SOM Special Task Groups/Ad-hoc Groups: Groups established to provide topical and relevant information or to fulfil important tasks not covered by other groups

Working Groups: Comprised of delegates from APEC member economies. The working group focuses on activities of particular fields or projects to promote economic cooperation in APEC.

CONTACT INFORMATION

For any queries on logo usage other than those explicitly mentioned in this document, please contact the APEC Secretariat's Communications and Public Affairs Unit at publications@apec.org