



# BRAND WAGON 1.0

Brand Identity Standards for America's Promise Alliance





*"We must curb and reverse the vitally serious social problems and connect torn communities or they will render us noncompetitive globally and terminate us as a great nation."*

– Gov. George Romney

*Calling for a Summit of Presidents, 1995*

APA BRAND WAGON 1.0

# VISUAL IDENTITY / APA seal logo



1 color





*"In America, any definition of a successful life must include serving others."*

– President George H.W. Bush

# VISUAL IDENTITY / APA seal logo

When placed on a background color or image, the nameplate, white circle & ring, and parts of the logo wagon will remain white. **The preferred placement of the APA seal logo is on a white background.**

### Size, Control Space & Positioning

If possible, leave as much space between the logo and other visual elements so it can be seen clearly wherever it appears.

When printing the logo, please consider the nature of the paper. For example, newsprint will require perhaps a slightly larger logo so the details will not fill in. Check with the source printer to see what the dot gain will be and adjust from there.



.75 in

Minimum print size



PRINT  
control space  
half-width of  
seal, 360°



75 px

Minimum web size



WEB  
control space  
half-width of  
seal, 360°



## SM

When enlarging the APA Seal for print, product, or banner applications, the SM (service mark) symbol should not be larger than 0.5 inch. This will require a manual adjustment.

The preferred position of the APA seal logo is in the top left hand corner or lower right hand corner of printed material and on web pages with **minimum margin as shown.**

.75 in or 75 px



.75 in or 75 px



*"It's relationships, not programs, that change children."*  
– Bill Milliken  
Founder, Communities In Schools

# VISUAL IDENTITY/logo don'ts



DON'T stretch, condense, or change the logo's dimensions.



DON'T alter the placement or scale of the logo's elements.



DON'T alter or replace the typefaces of the logo.



DON'T skew or bend the logo in any way.



DON'T rearrange the logo's elements.



DON'T add any extra elements to the logo.



DON'T crop the logo in any way.



DON'T use the APA Seal in words, headlines, or sentences.



DON'T change any elements to the logo.



DON'T rotate, invert, or pivot the logo.



DON'T use colors other than those specified in this document.



DON'T use drop shadows or other visual effects.



*"We have to redouble our efforts for those who aren't even making it to the starting line, because high school graduation may once have been the finish line. But now it's the beginning."*

– Arne Duncan  
U.S. Secretary of Education, 2014

## VISUAL IDENTITY / APA lock-ups

---

CP logos should be used for the following materials within visual proximity of our APA logo.

**Center for  
Promise**  
AMERICA'S PROMISE ALLIANCE®

GN logos should be used for the following materials within visual proximity of our APA logo.

**GradNation**  
AMERICA'S PROMISE ALLIANCE®

GN Long  
Use this as the default.

**Grad  
Nation**  
AMERICA'S PROMISE ALLIANCE®

GN Stacked  
Use only when long version  
(above) won't fit.



*"This is a problem we cannot afford to accept and we cannot afford to ignore."*

– President Barack Obama

Launch of the GradNation campaign, 2010

# VISUAL IDENTITY / APA lock-ups



For maximum visual consistency, the one-line GradNation logo is to be used at all times, unless the physical space is too small to fit it effectively. Only in this case should the two-line, "stacked" logo be used.

When placed on a background color or image, ALL the lock-up lettering should appear white. The divider line can appear in APA red, but only if it is legible and does not clash with the background.

**The preferred placement of ALL lock-ups is on a white background and in full color.**

### Lock-up Don'ts

Please refer to page 10 of the guide. All apply to APA lock-up usage.



Minimum print size

Minimum web size 200 px wide



PRINT/WEB control space height of the 'N' on all sides



Minimum print size

Minimum web size 100 px high



PRINT/WEB control space height of the 'N' on all sides



Minimum print size

Minimum web size 100 px high



PRINT/WEB control space height of the 'P' on all sides



*"Make the life of one child better, and when you do that, find a friend and ask them to do the same."*

– Rev. Dr. W. Wilson Goode, Sr.  
Director, Amachi; former Mayor of Philadelphia;  
America's Promise board member

## VISUAL IDENTITY / APA partner

---

When APA is partnering with another organization, the seal logo must be on the left side followed by a 1pt. pipe in the APA blue that extends slightly above and below the top-bottom edge of the seal ring. The distance of the pipe from either side is the width of nameplate circle.





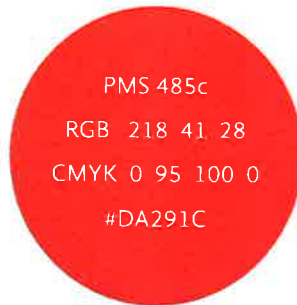


*"As a nation, we must make a top priority of putting all our young people on a path to success. Some may question whether we can afford to undertake the effort. Our answer is that we can't afford not to."*

— Alma J. Powell  
*Chair, America's Promise Alliance*

# VISUAL IDENTITY/color

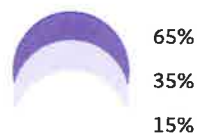
PMS colors shown for COATED formulas only. MasterPrint can help you formulate uncoated versions.



tints



tints



tints



tints

