



**Asia-Pacific
Economic Cooperation**



APEC Logo

SEPTEMBER 2007

Guidelines

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

Introduction

Trade Marks 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. 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.

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

- 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.
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.

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.
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).

Note:

1

APEC Logo 1.1

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.



Horizontal Format

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 1.2.2

Perimeter Control - Member Economies



Vertical Format



Horizontal Format



Vertical Format



APEC Logo 1.2.3

Perimeter Control - APEC FORA (Vertical Format)



Single-line Format



Maximum width -160% of the Globe

Two-line Format



Maximum width -160% of the Globe

Three-line Format

APEC Logo 1.2.4

Perimeter Control - APEC FORA (Horizontal format)

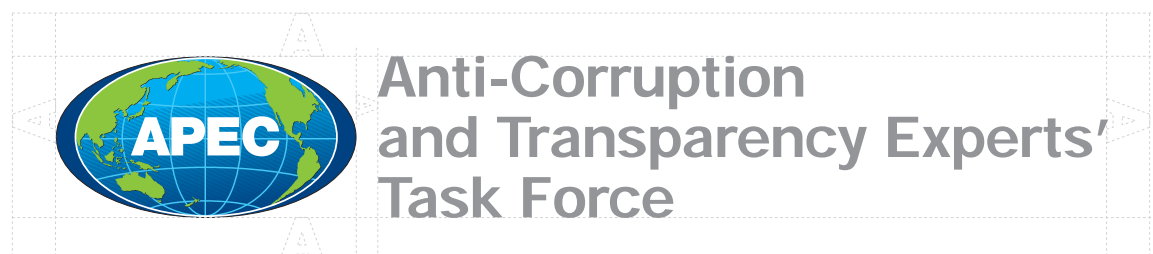


Two-line Format



Maximum text width - 250% of the Globe

Three-line Format



Maximum text width - 250% of the Globe

Three-line Format

APEC Logo 1.2.5

Perimeter Control - APEC Secretariat



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

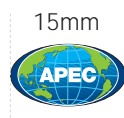


Vertical Format



Horizontal Format

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 Sky Blue

PANTONE® Cyan C

Process 100C

Screen 0R 172G 236B

Web #00ACEC

APEC Deep Blue

PANTONE® 288 C

Process 100C 70M 30K

Screen 0R 51G 127B

Web #00337F

APEC Green

PANTONE® 369 C

Process 60C 100Y

Screen 112R 164G 37B

Web #70A425

APEC Black

PANTONE® Black C

Process 100K

Screen 0R 0G 0B

Web #000000

APEC Logo 1.4.2

Colour Usage (Primary Logo)

Colour Usage (Colour Separation)



PANTONE® Cyan C

60% PANTONE® Cyan C



PANTONE® 288 C



PANTONE® 369 C



PANTONE® Black C

**Asia-Pacific
Economic Cooperation**

APEC Logo 1.4.3

Colour Usage (Primary Logo)

Colour Usage (on coloured background)

Do Not apply the APEC Logo in following circumstances:



**Asia-Pacific
Economic Cooperation**

On White Background



**Asia-Pacific
Economic Cooperation**

On Picture/Graphics Background



**Asia-Pacific
Economic Cooperation**

White Text on Black Coloured Background



**Asia-Pacific
Economic Cooperation**

Black Text on Dark Coloured Background



**Asia-Pacific
Economic Cooperation**

Black Text on Light Coloured Background



**Asia-Pacific
Economic Cooperation**

White Text on Light Coloured Background

APEC Logo 1.4.4

Colour Usage (The Secretariat)



**Asia-Pacific
Economic Cooperation
Secretariat**



APEC Sky Blue

PANTONE® Cyan C

Process 100C

Screen 0R 172G 236B

Web #00ACEC

APEC Deep Blue

PANTONE® 288 C

Process 100C 70M 30K

Screen 0R 51G 127B

Web #00337F

APEC Green

PANTONE® 369 C

Process 60C 100Y

Screen 112R 164G 37B

Web #70A425

APEC Black

PANTONE® Black C

Process 100K

Screen 0R 0G 0B

Web #000000

APEC Logo 1.4.5

Colour Usage (APEC FORA)



Economic Committee



APEC Sky Blue

PANTONE® Cyan C

Process 100C

Screen 0R 172G 236B

Web #00ACEC

APEC Deep Blue

PANTONE® 288 C

Process 100C 70M 30K

Screen 0R 51G 127B

Web #00337F

APEC Green

PANTONE® 369 C

Process 60C 100Y

Screen 112R 164G 37B

Web #70A425

APEC Black

PANTONE® Black C

Process 100K

Screen 0R 0G 0B

Web #000000

APEC Grey

**50% PANTONE®
Black C**

Process 50K

Screen 147R 145G 152B

Web #939598

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.



**Asia-Pacific
Economic Cooperation**

Single Spot Colour (halftone)



**Asia-Pacific
Economic Cooperation**

Single Spot Colour (solid)



**Asia-Pacific
Economic Cooperation**

Single Colour Black (halftone)



**Asia-Pacific
Economic Cooperation**

Single Colour Black (Solid)



Single Spot Colour (halftone) on Pantone 288C



Single Spot Colour (solid) on Pantone 288C



Single Colour Black (halftone) on Black



Single Colour Black (Solid) on Black

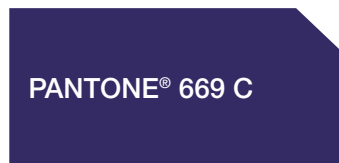
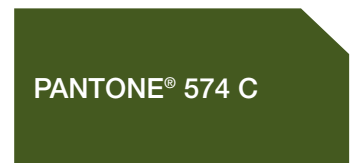
APEC Logo 1.5

Colour Usage

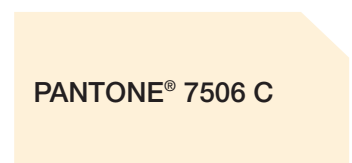
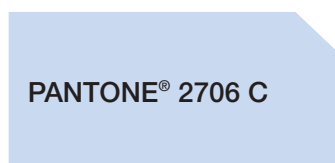
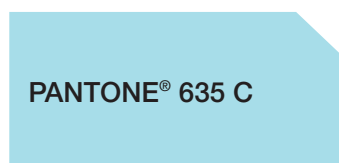
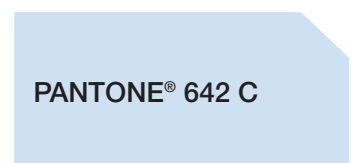
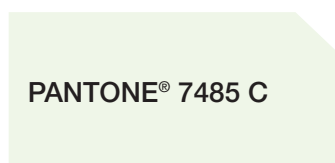
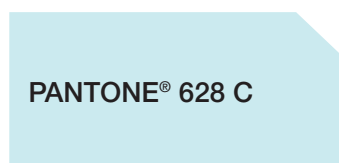
Colour Palette at a Glance

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

Secondary Colour (Headlines or graphics background)



Supplementary Colour (Graphics background)



APEC Logo 1.6

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 which is included in the back of these guidelines.

Do not introduce new colours



Do not alter the proportions



Do not alter the colourways



Do not alter the relationships



Do not modify the arrangement



Do not modify the logotype



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

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

2

Advertising, Publications and Environmental Graphics 2.1

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.

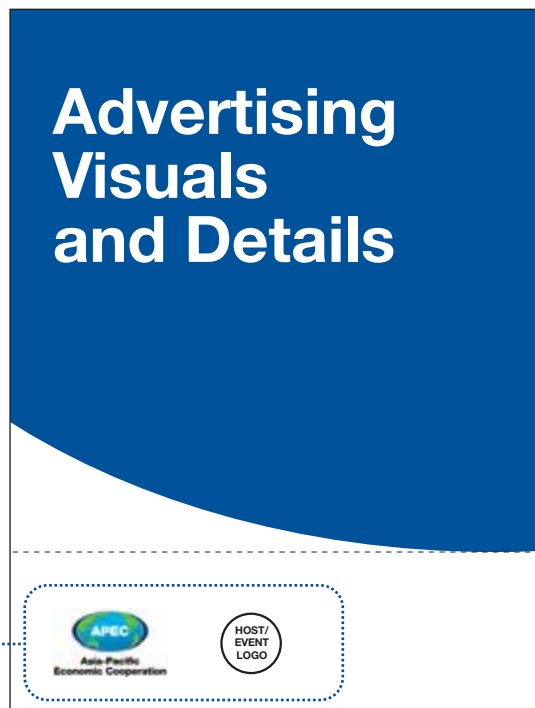
When multiple logos are being used in the design, e.g. street banners, the APEC logo and host economy logo should always appear on the first row on top of all sponsors logos. And the APEC logo should look visually bigger or the same size as the host economy logo.

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

Event Advertisement (Single Page)

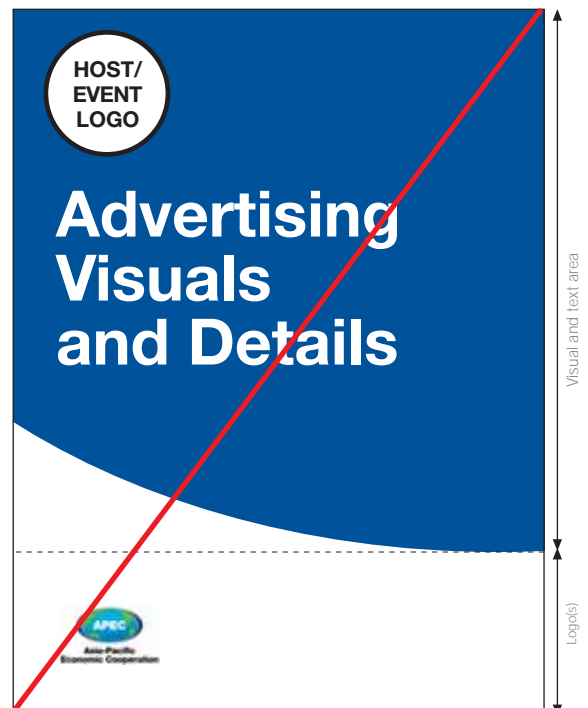
Trim Size : 210mm(w) x 297mm(h)

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

Unacceptable layout



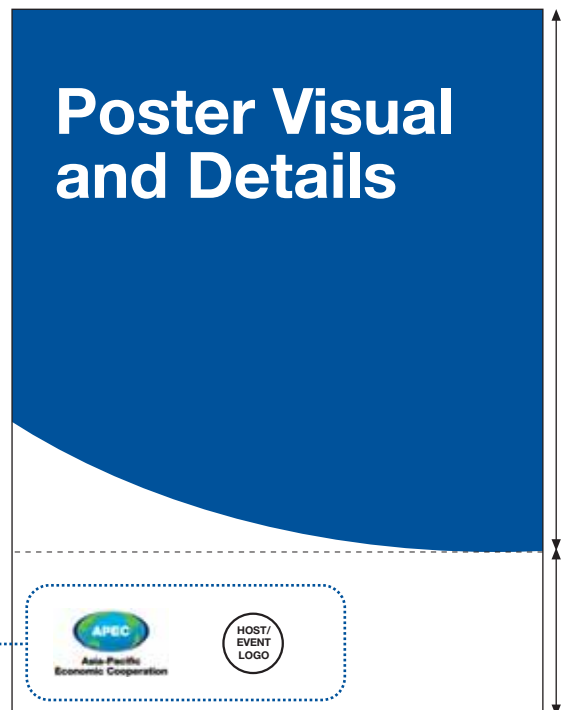
- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo

Advertising, Publications and Environmental Graphics 2.2

Poster (Single Page)

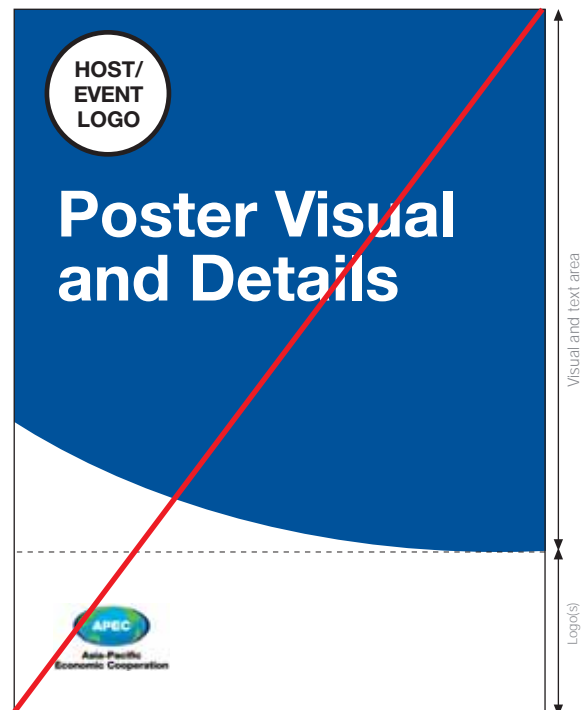
Trim Size : 210mm(w) x 297mm(h)

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

Unacceptable layout



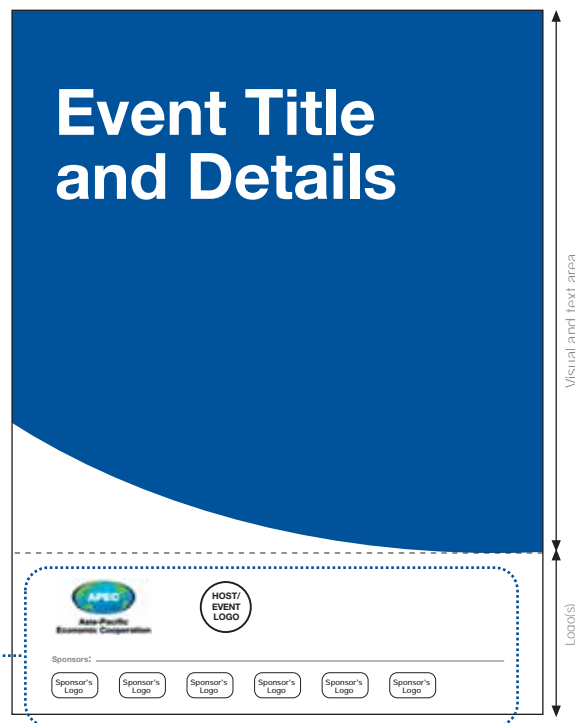
- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo

Advertising, Publications and Environmental Graphics 2.3

Street Banner (Portrait)

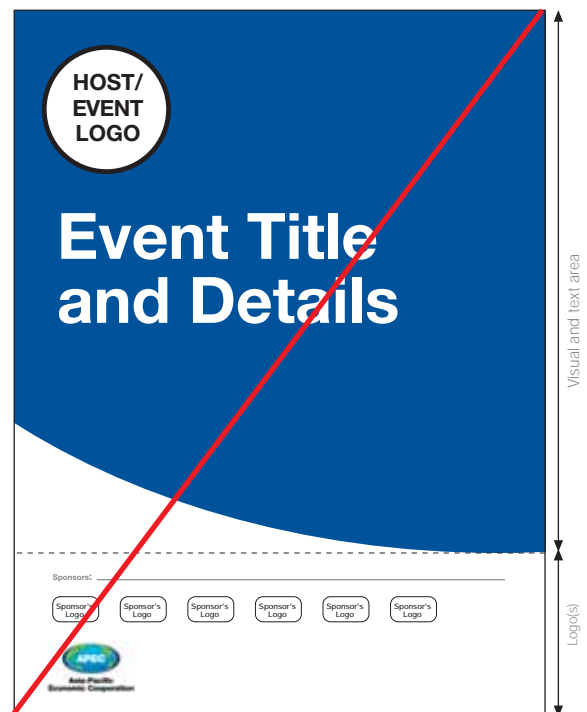
Trim Size : 594mm(w) x 841mm(h)

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 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

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



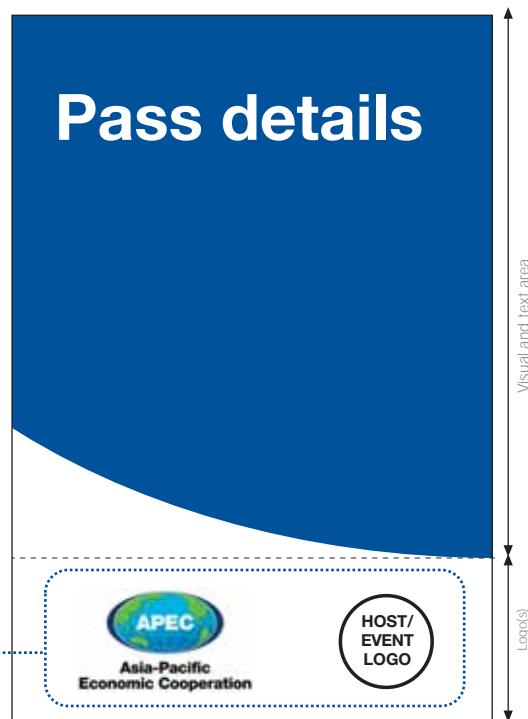
- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
- APEC logo and event logo should be placed left of the sponsors' logo
- The sponsor's logo should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



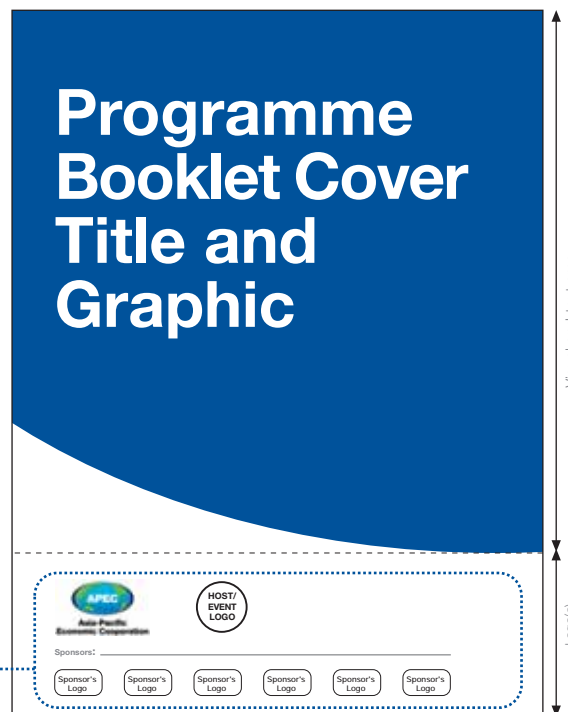
- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo

Advertising, Publications and Environmental Graphics 2.6

Programme Booklet (Cover, A4)

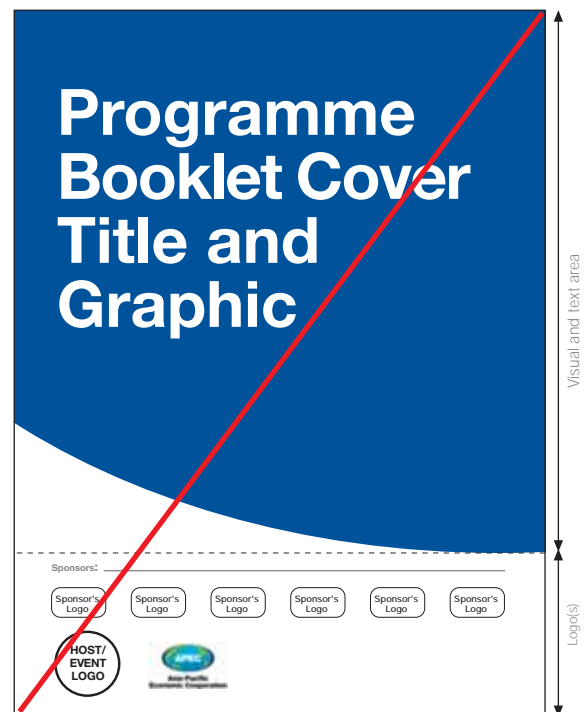
Trim Size : 210mm(w) x 297mm(h)

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



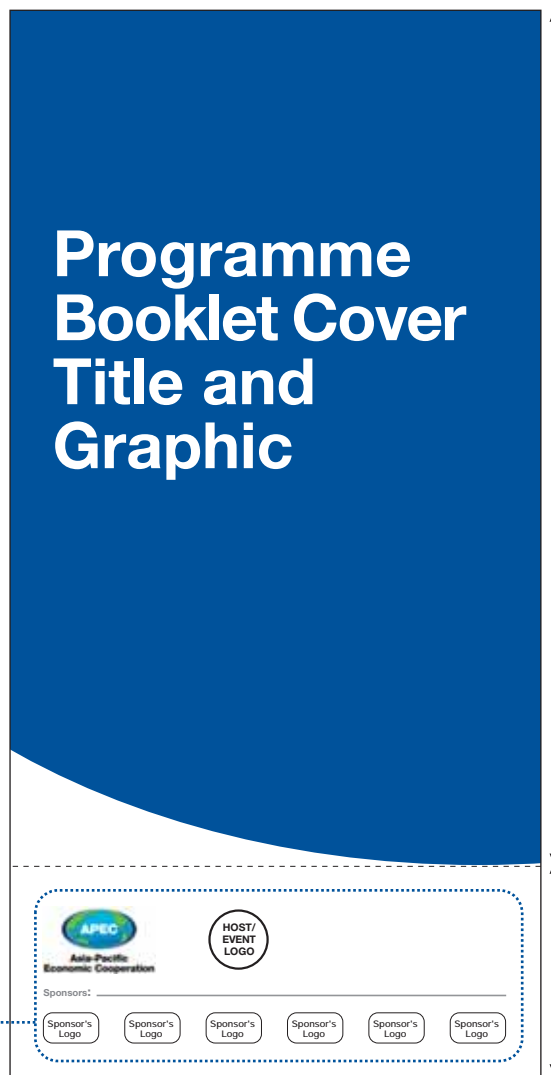
- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from host or event logo
- APEC logo and event logo should be placed above the sponsors' logo
- The sponsor's logo should be aligned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

Advertising, Publications and Environmental Graphics 2.7

Programme Booklet (Cover, DL)

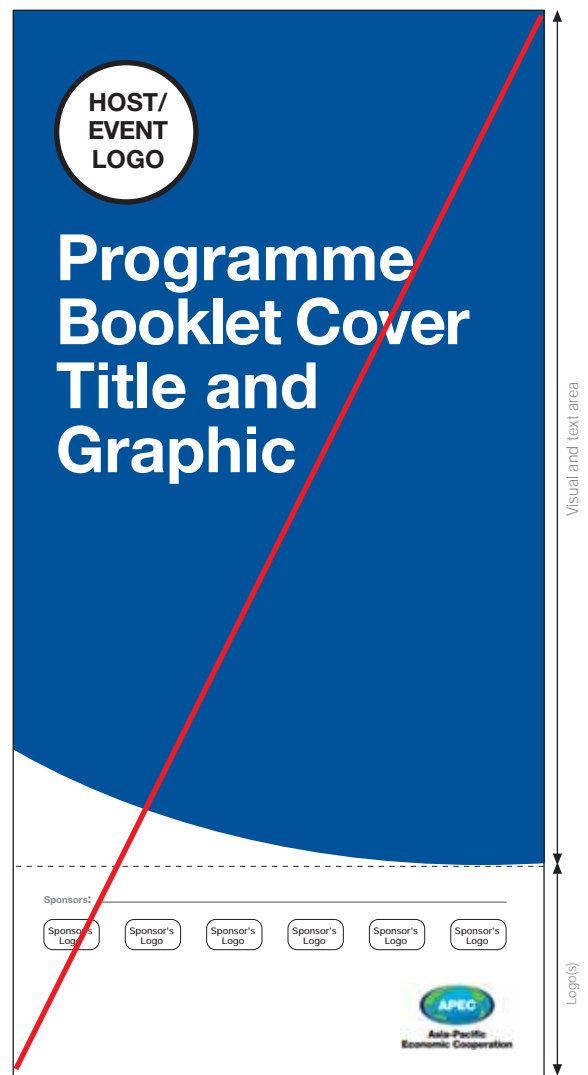
Trim Size : 100mm(w) x 210mm(h)

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
- 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

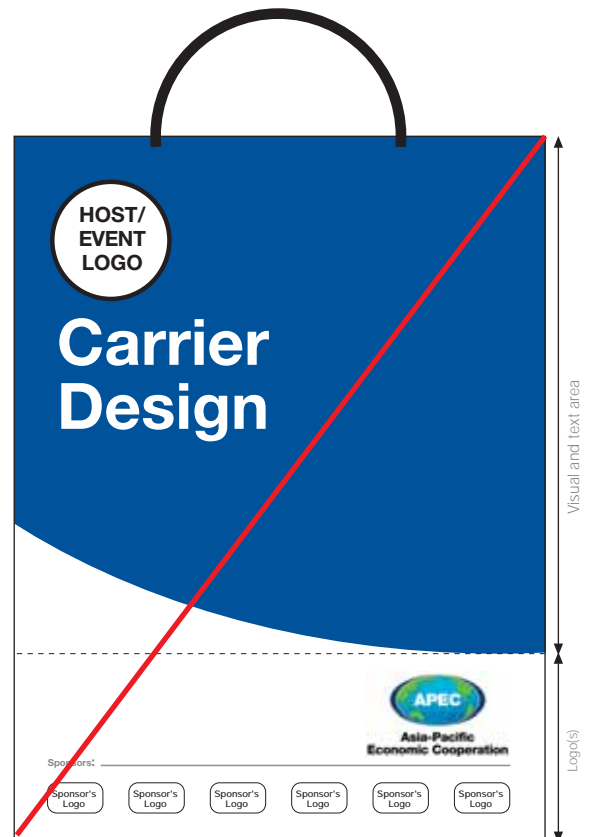
Trim Size : 210mm(w) x 297mm(h)

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



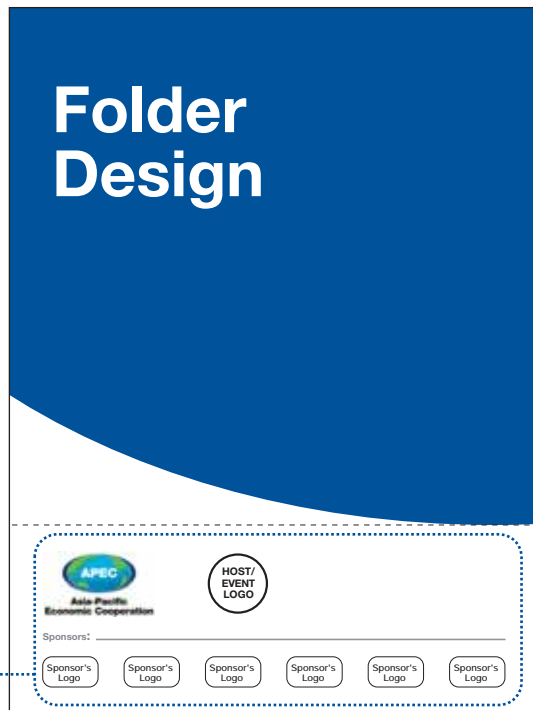
- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
- APEC logo and event logo should be placed above the sponsors' logo
- The sponsor's logo should be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

Advertising, Publications and Environmental Graphics 2.9

Folder

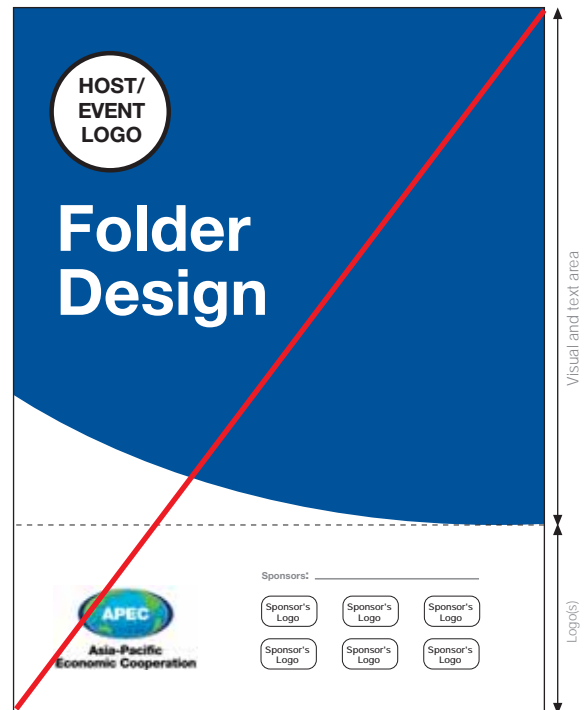
Trim Size : 225mm(w) x 310mm(h)

Acceptable Layout



- 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



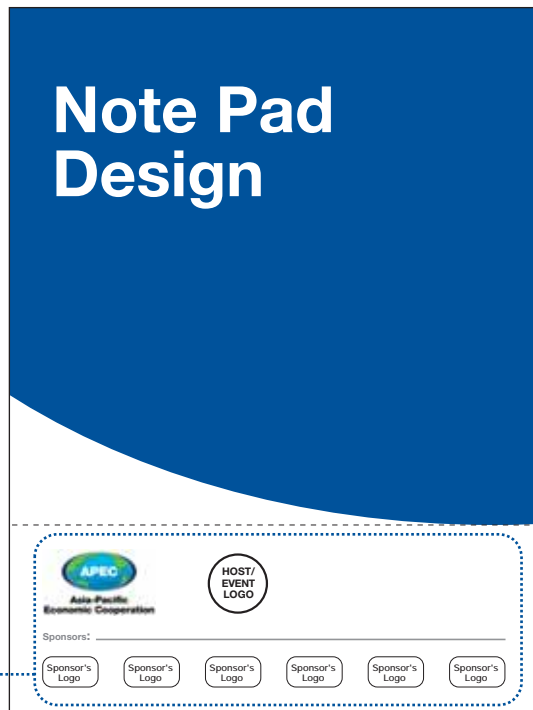
- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo
- APEC logo and event logo should be placed above the sponsors' logo
- The sponsor's logo should be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

Advertising, Publications and Environmental Graphics 2.10

Note Pad

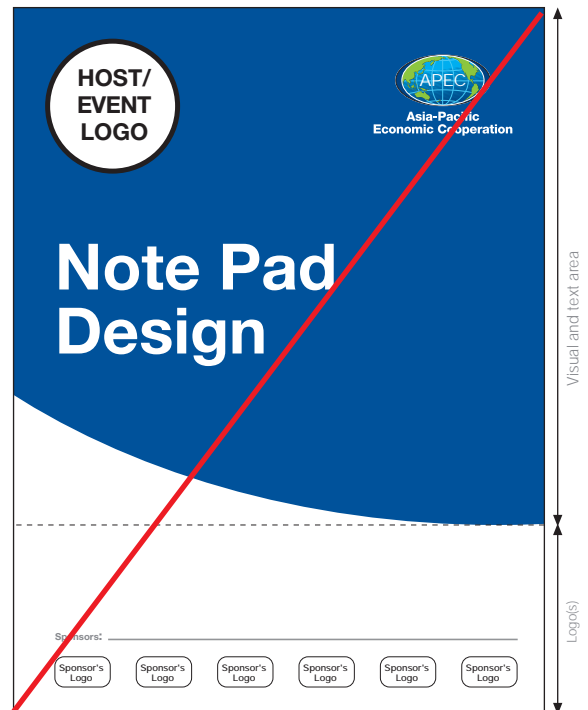
Trim Size : 210mm(w) x 297mm(h)

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 2.10

PowerPoint Presentation Template

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



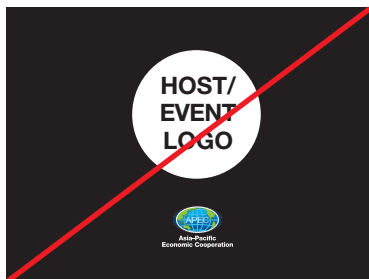
Ratio - 16:9



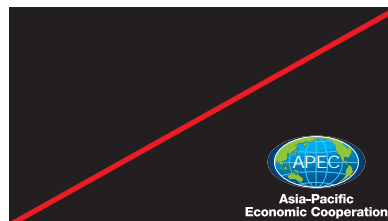
- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left of host or event logo
- APEC logo is placed 1 globe away from the host or event logo
- Minimum clearance surrounding the logo (1 globe space) required for maximum visual impact

Unacceptable layout

Ratio - 4:3



Ratio - 16:9

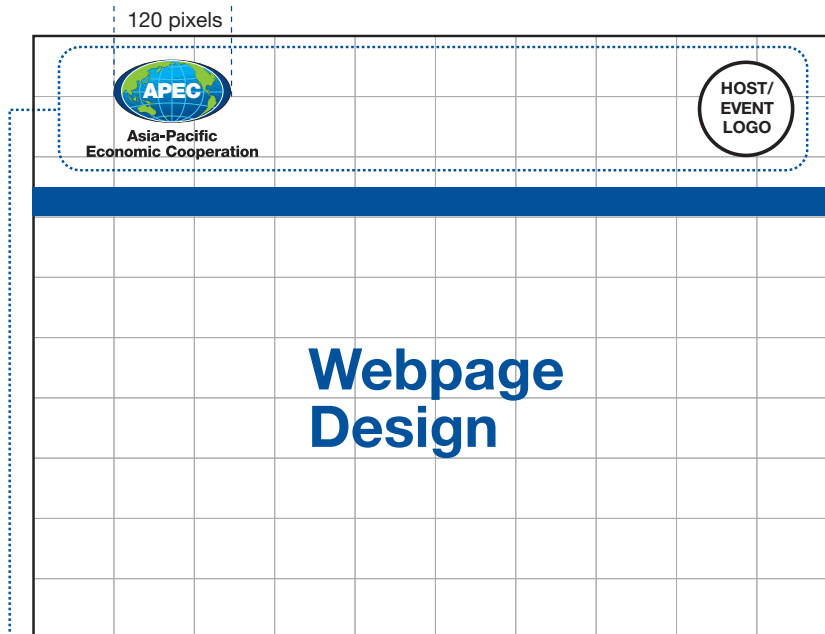


- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo

Advertising, Publications and Environmental Graphics 2.12

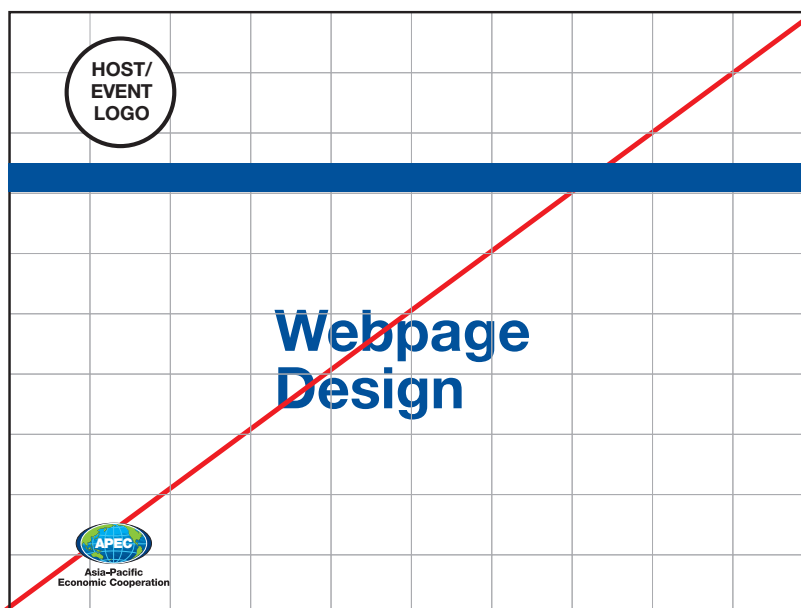
Webpage Template

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

3

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

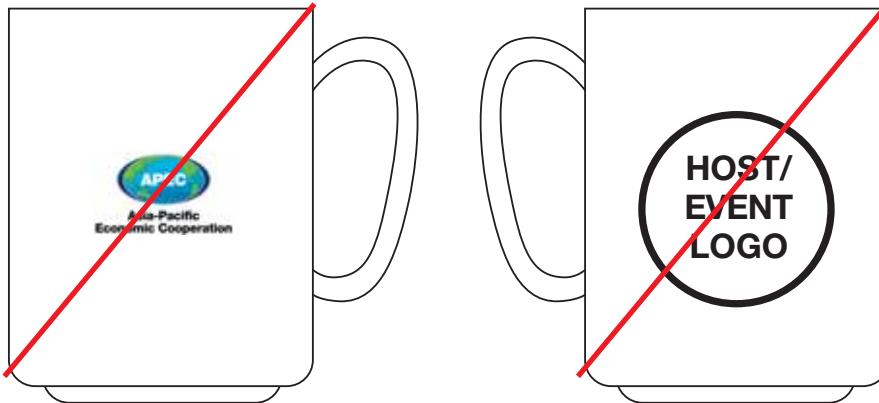
Mug/Cup

Acceptable Layout



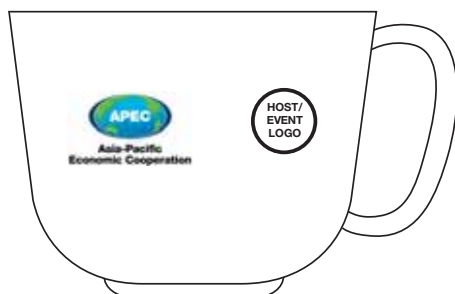
- APEC logo is of the same size as host or event logo

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

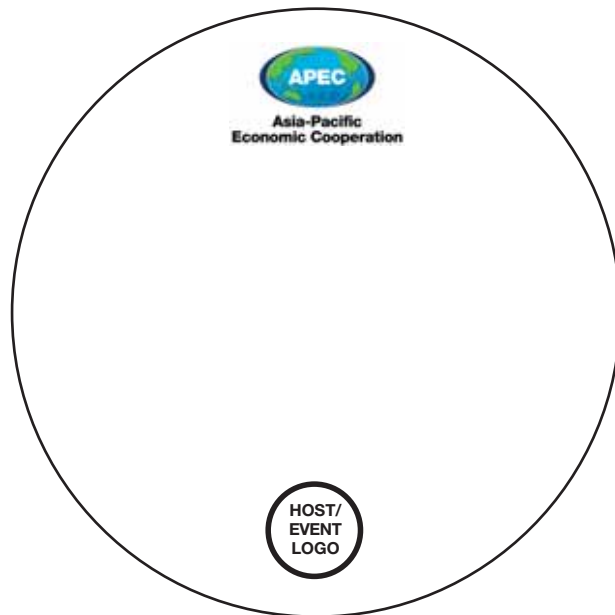


- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed on the left of host or event logo
- APEC logo should be placed 1 globe away from the host or event logo

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

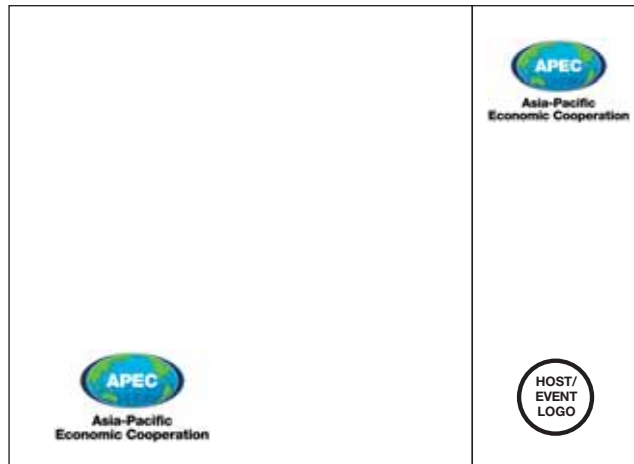


- APEC logo should be bigger, if not same size as host or event logo
- APEC logo should be placed above host or event logo

Gifts and Souvenirs 3.4

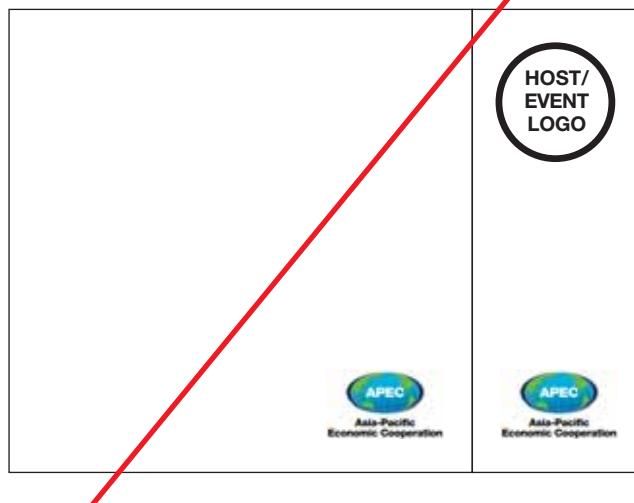
Sticky Notepad

Acceptable Layout



- APEC logo is of the same size as host or event logo
- APEC logo is placed on the left and above the host or event logo
- APEC logo is placed 1 globe away from the event logo when side by side

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

Gifts and Souvenirs 3.5

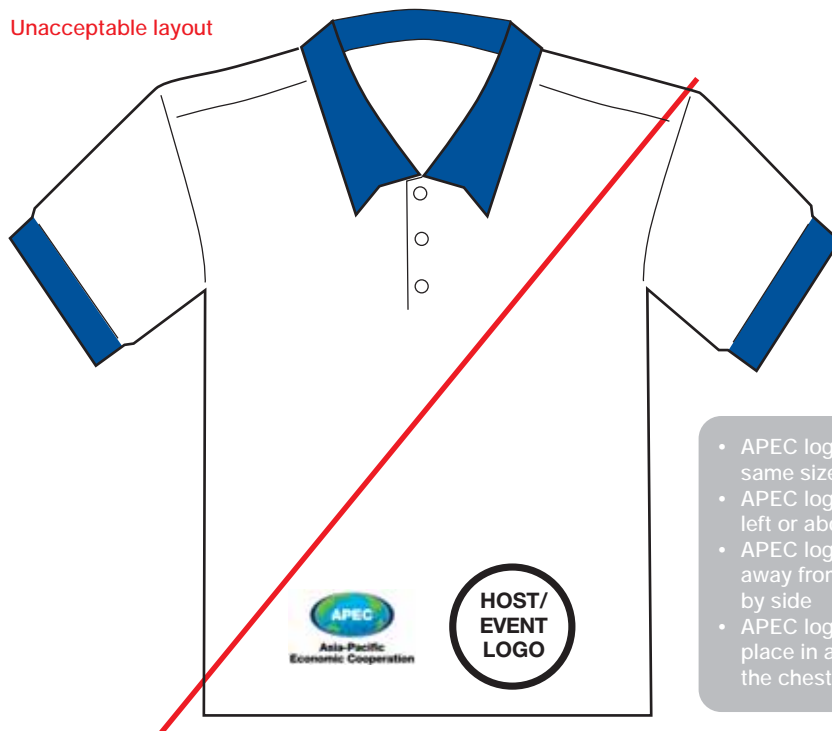
Polo / T-Shirt

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.