Guidelines for Using the APEGGA Logo

The APEGGA logo includes Member, Permit Holder, Member-in-Training, and Student Member variations. These versions of the APEGGA logo are available for use on Member and Permit Holder letterhead, business cards, websites and signage. These logo variations can be used by any Members and Permit Holders with the corresponding designation when obtained directly from APEGGA.

The standards outlined below should be followed whenever the APEGGA logo is used. We require that you provide a proof to APEGGA before the logo is used.

File formats

Vector: Vector files can include PDF, EPS and AI files. Vector files can be scaled beyond their original size without loss of quality, unlike raster images which become bitmapped.

Raster: Raster files include TIFF, JPEG and GIF files. TIFF files are used primarily for print applications. JPEG and GIF files should only be used for web or Powerpoint applications. Raster files should never be used beyond 100 per cent of their original size.

Spacing

Logo placement must maintain a minimum clear space (indicated by the gray area) at all times. The clear space is equivalent to the height of the capital letters making up the word APEGGA. This clear space is to be equal on all sides of the logo.

Sizing

The logo is never to appear in a condensed or extended form. However, the logo may be scaled proportionally when it is in a vector format. The APEGGA logo and designation tag should always be scaled in direct proportion to one another. To maintain readability, the logo width should be no smaller than one inch at the baseline of the word APEGGA. For applications where a smaller version is required such as business cards, please contact APEGGA directly.

Colour

Full colour: For use in four-colour process publications

Two-colour: A two-colour version of the logo, using Pantones 294 and 340.

Black and White: In black and white publications, a black or grayscale version of the logo or a white (reversed out of black background) version may be used based on the design of the print piece. When printing on paper stock other than white, it is strongly recommended that the black version of the logo be used. These guidelines apply to web applications of the logo as well. It is recommended that the black or reversed version of the logo be used when the background is any colour other than white.

PMS 294 C   PMS 340 C

Contact Information

For further information, or to obtain a copy of the APEGGA logo, please contact the APEGGA **Graphics Technician** at:

Ph: (780) 426-3990
Toll-free: 1-800-661-7020
Email: lholden@apegga.org