

MEMBER MARK GRAPHIC STANDARDS MANUAL

AAPL's tagline, logo and member mark are important elements in our visual identity. The logo is a powerful symbol reflecting the spirit of AAPL. Because we value this important symbol, care needs to be taken when it is employed.

Please give special consideration to the following rules when using the member mark:

- ▶ The member mark is to be reproduced without any modification or addition.
- ▶ The member mark should always be displayed in full color.
- ▶ The preferred background color for the mark is white. Use white whenever possible.
- ▶ Graphic filters, such as drop shadows, bevels, 3D effects or glow, should never be applied to the member mark.
- ▶ The member mark cannot be integrated into other marks or images and must be displayed independently.
- ▶ Any manipulation or alteration to the member mark is prohibited.

REQUIRED CLEAR SPACE

An area of required empty space surrounds the member mark in every application. A minimum amount of this space (area of isolation) must be left between the mark and other elements on all sides. The area must be empty, free of any text, images or other design elements.

For the member mark, the required clear space (x) is equal to the height of two triangles from the bottom of the mark.

VERTICAL MEMBER MARK



HORIZONTAL MEMBER MARK

