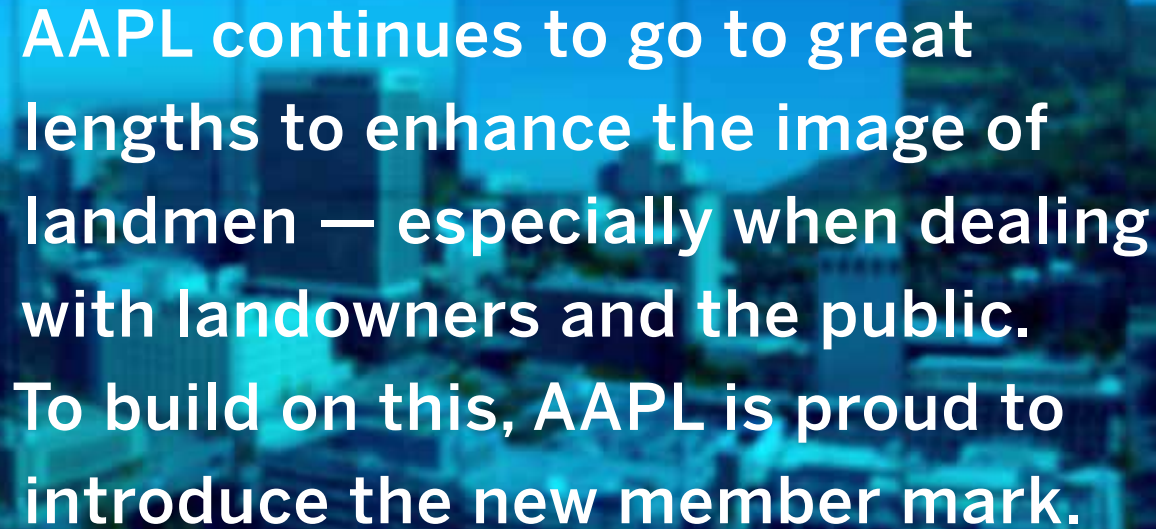




AAPL MEMBER

MORE THAN JUST A LOGO, IT'S A MARK OF **EXCELLENCE.**

An aerial photograph of a city, likely Los Angeles, with a prominent blue grid overlay. The grid consists of white lines forming a square pattern over the city's buildings and terrain. The text is centered on the grid.

AAPL continues to go to great lengths to enhance the image of landmen — especially when dealing with landowners and the public. To build on this, AAPL is proud to introduce the new member mark.

SEND A MESSAGE OF EXCELLENCE.

Aimed to become the identity of AAPL landmen, this recognizable mark allows our members to distinguish themselves as professional and ethical landmen to the public.

Used by our organization, members and local associations, the mark emphasizes the message that those who display it are committed to upholding the highest industry standards for ethics and excellence.



AAPL
MEMBER

INTENTIONALLY DESIGNED.

The multiple triangles that form the icon in the member mark represent the diverse array of people, resources and services that AAPL brings together. The triangle at the top lends a sense of direction: we are continually moving onward and upward, attracting new members and creating additional ways to support our members in their professional journeys.

The association encourages its members to use the mark in various means of communication, including business cards, letterheads, e-mail signatures, signage, social media, advertisements and more.

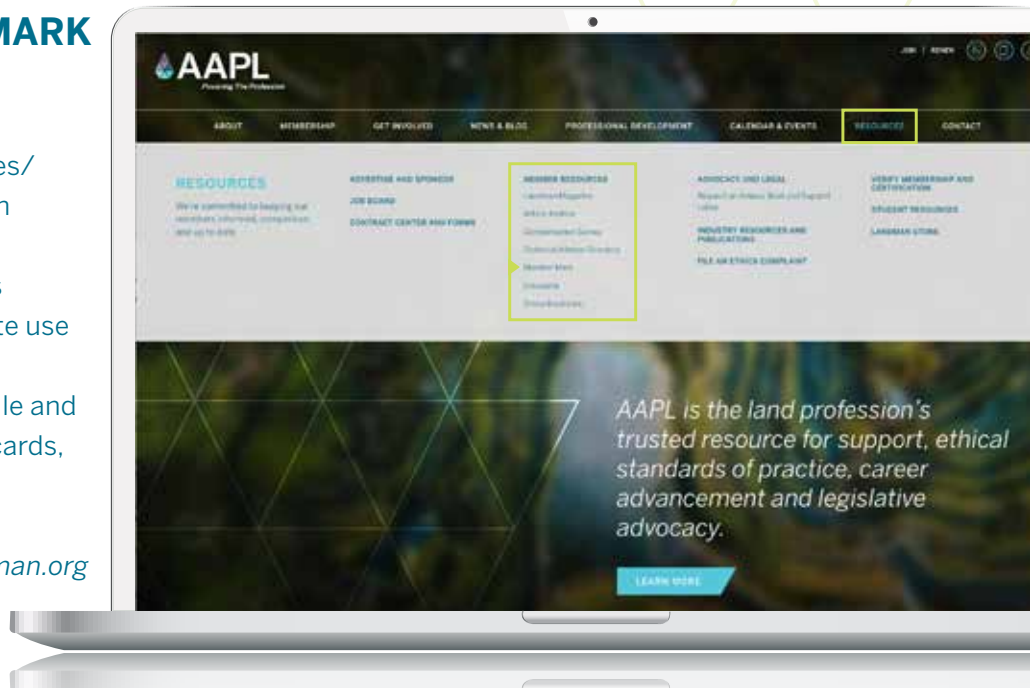
SAMPLE BUSINESS CARD



► *Additional sample application ideas available at landman.org.*

DOWNLOADING THE MARK

- ▶ Visit *landman.org* and click on **Member Mark** in the Resources/Member Resources drop-down
- ▶ Review the Graphic Standards Manual that details appropriate use
- ▶ Download the Member Mark file and place in letterhead, business cards, email signature, etc.
- ▶ **Questions?** Email aapl@landman.org



**WEAR YOUR ASSOCIATION
ON YOUR SLEEVE
LAPEL**

AAPL MEMBERS:

Attend any AAPL education event and pick up a free lapel pin to proudly display your commitment to ethics and excellence.

