5.0 BRAND APPLICATIONS

5.0 BRAND APPLICATIONS

This section of the Guidelines is a collection of designs and layouts which present the look and feel of the new APA brand. Some of these examples are actual printed pieces, but others are prototypes that exist as representations of key aspects of the brand.

Through the table of contents listed at right, you'll find design examples for APA, AICP, APA & AICP Combined, Divisions, and Chapters. Pay particular attention to captions as they tend to describe some general rules or guidelines about how to apply the brand.