

5.3 CHAPTERS

Use this directory to quickly locate Chapter brand applications.

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5.1.2 Business Papers

5.1.2 APA

5.1.12 APA & AICP

5.1.14 Collateral

5.1.14 Mailings

5.1.17 Merchandising

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5.2 Divisions

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5.3.6 Newsletters

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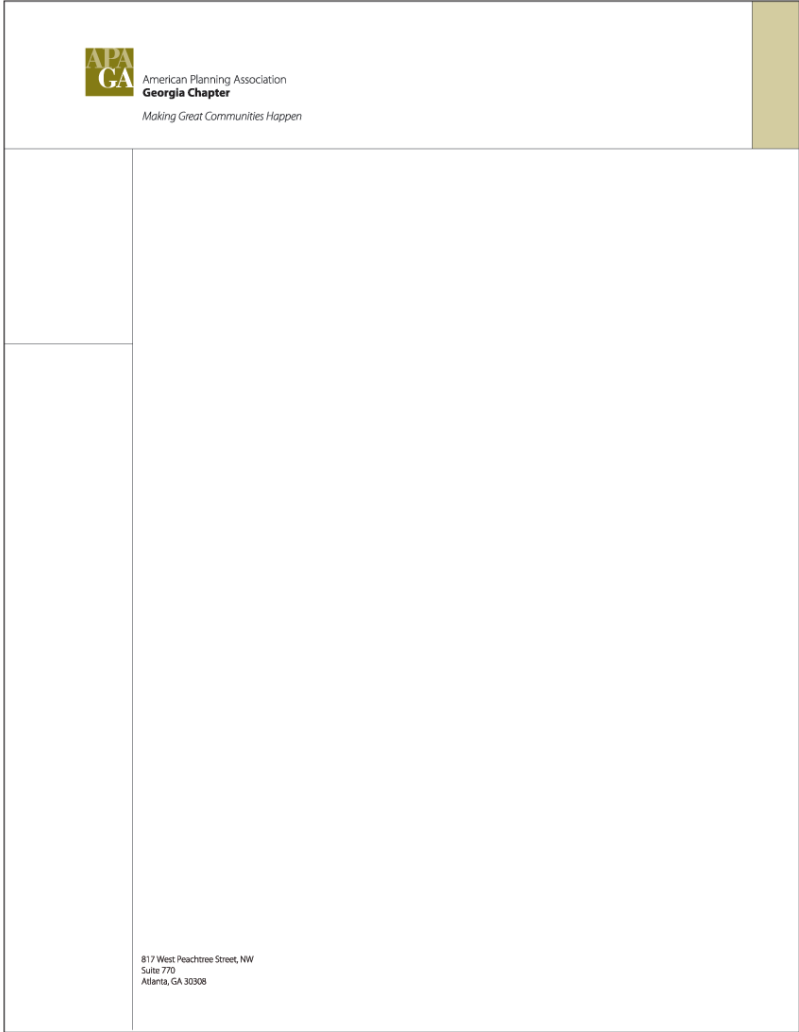
5.3 Chapters | Business Papers | Letterhead

5.3.2 Business Papers 5.3.6 Collateral 5.3.9 Conferences

Chapter Letterhead

Chapters of the American Planning Association should use appropriately branded business papers for Chapter-specific communications.

At right is the standard 8½" x 11" APA Chapter letterhead. It prints front and back in the Chapter's designated color. Use this letterhead for mailings originating from Chapters.



5.3 Chapters | Business Papers | Envelopes

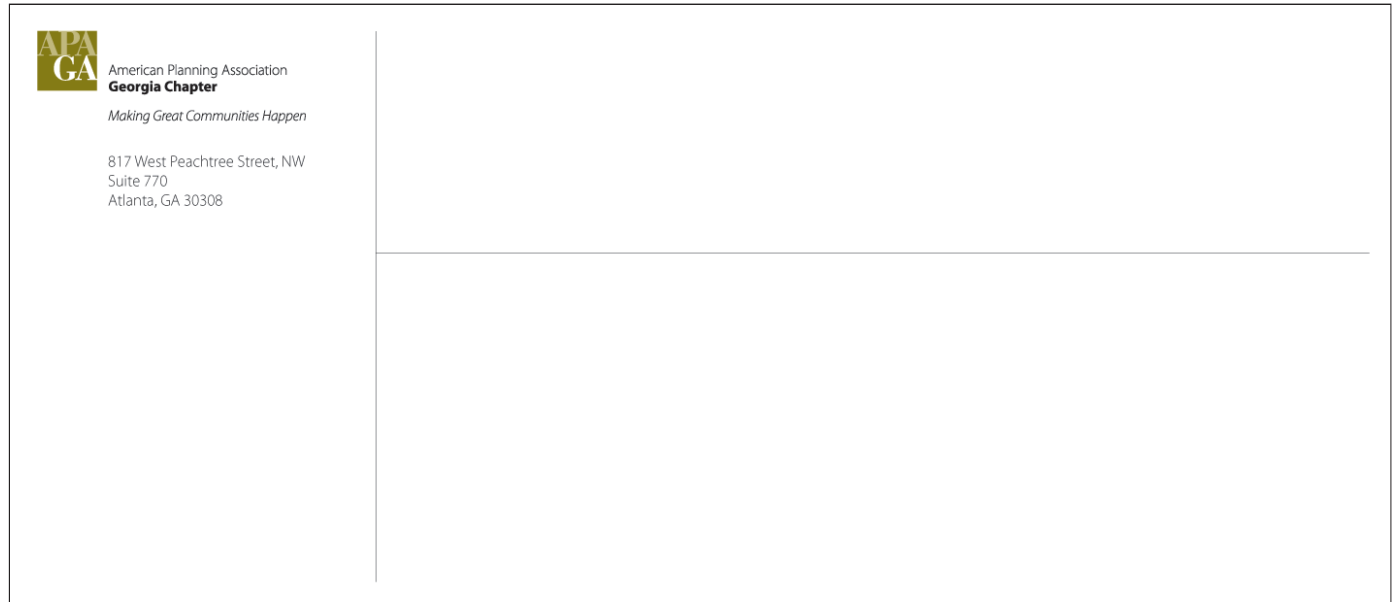
5.3.2 Business Papers

5.3.6 Collateral

5.3.9 Conferences

Chapter Envelopes

At right is the standard APA Chapter #10 business envelope measuring 4½" x 9½". It prints only on the front face in the Chapter's designated color. Use this envelope for mailings originating from APA Chapters.



5.3 Chapters | Business Papers | Business Cards

5.3.2 Business Papers

5.3.6 Collateral

5.3.9 Conferences

Chapter Business Cards

This is the standard APA Chapter business card measuring 2" x 3½". It prints on both sides in the Chapter's designated color. Use the electronic stationery art to produce business card files.



Front of card



Back of card

5.3 Chapters | Business Papers | Mailing Labels

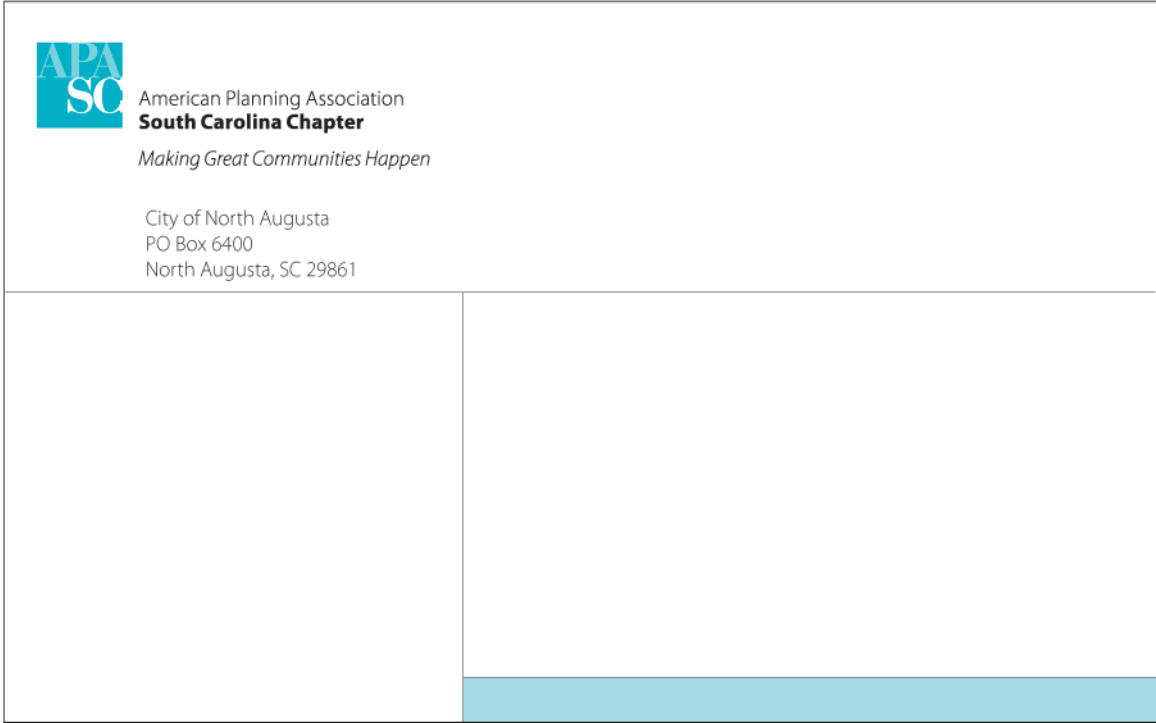
5.3.2 Business Papers

5.3.6 Collateral

5.3.9 Conferences

Chapter Mailing Labels

This is the standard APA Chapter mailing label. It measures 3¼" x 5¼" and prints on adhesive stock in the Chapter's designated color. Use this mailing label with large mailing envelopes or oversized packages.



5.3 Chapters | Collateral | Newsletter

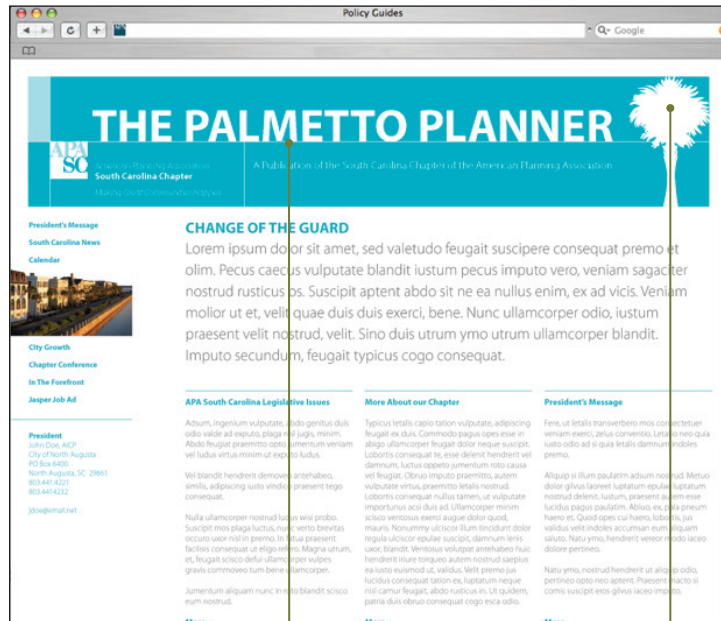
5.3.2 Business Papers

5.3.6 Collateral

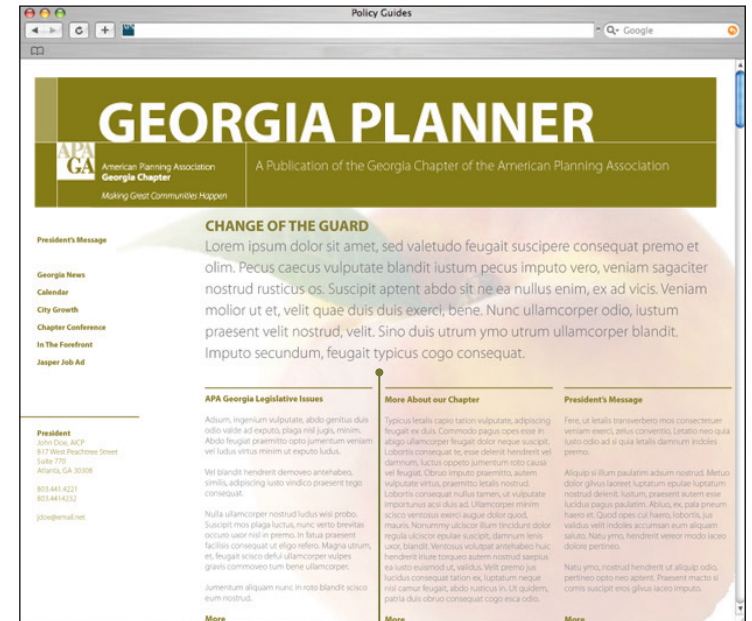
5.3.9 Conferences

Chapter Newsletter Online Format

Pieces such as this Chapter newsletter allow Chapters to express their local flavor and personality by using imagery unique to their region, as well as their Chapter color, while staying on brand.



A standard APA brand newsletter masthead (online and print) is available that allows you to incorporate your chapter newsletter name and color. If you wish to obtain digital files for APA Chapter newsletter mastheads presented on this and the following pages, email branding@planning.org.



Chapters can use iconography unique to their area, such as their state tree or state fruit.

5.3 Chapters | Collateral | Newsletter

5.3.2 Business Papers

5.3.6 Collateral

5.3.9 Conferences

Chapter Newsletter Print Format

Printed pieces such as this Chapter newsletter allow Chapters to express their local flavor and personality by using imagery unique to their region, as well as their Chapter color, while still staying on brand.

THE PALMETTO PLANNER

A Publication of the South Carolina Chapter of the American Planning Association

Volume 28 Issue 1
Spring 2007

Inside this issue:

APA South Carolina Executive Committee	2
Student Chapter Update	3
2007 APA South Carolina Conferences	5
New Members	5
APA South Carolina Biennial Awards	9
SC Community Design Summit	9
2006 APA South Carolina Fall Conference	9
Mark Your Calendar	10

Special Points of Interest:

- South Carolina to co-host SC Community Design Summit
- Brownfields cleanup revolving loan fund offers benefits to local governments
- 2007 APA South Carolina conference dates
- APA South Carolina Biennial Awards presented at fall conference

APA South Carolina
 PO Box 683
 Clemson, SC
 Phone (864) 221-1433
 Fax (864) 886-8624

President's Message

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Charleston, South Carolina

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GEORGIA PLANNER

Newsletter of the Georgia Chapter of the American Planning Association

Volume 28 Issue 1
Spring 2007

Inside this issue:

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2006 APA Georgia Fall Conference	9
Mark Your Calendar	10

Special Points of Interest:

- APA Georgia to co-host GA Community Design Summit
- Brownfields cleanup revolving loan fund offers benefits to local governments
- 2007 APA Georgia conference dates
- APA Georgia Biennial Awards presented at fall conference

John Doe
 ACP, President

John Q. Public
 ACP, Vice President for Programs

Jane Q. Citizen
 ACP, Vice President for Chapter

President's Message

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque tincidunt odio in velit. Suspendisse diam nisi, interdum a, pulvinar ac, pulvinar ac, felis. Donec at urna quis erat sollicitudin adipiscing. In fermentum ultrices est. Nulla du! mi, auctor quis, ullamcorper vel, pretium eu, ante. Ut dictum. Donec congue interdum nunc. Cras in leo eget nunc bibendum rhoncus. Duis laculis eros non elit. Aliquam vel ante blandit augue suscipit porta. Mauris varius ultrices quam. In at nibh euismod magna convallis blandit.

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Local iconography can be integrated in a variety of ways into your layout.

5.3 Chapters | Collateral | Merchandising

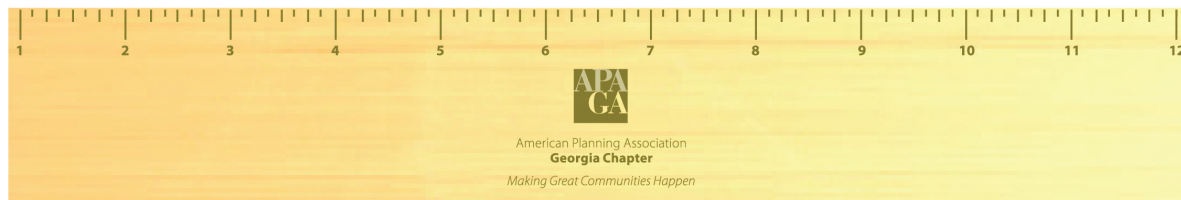
5.3.2 Business Papers

5.3.6 Collateral

5.3.9 Conferences

Merchandising

Chapters of a national organization like APA will often produce merchandising and items such as those on the right. An obvious presence of the APA brand is key to the success of these items.



5.3 Chapters | Conferences

5.3.2 Business Papers

5.3.6 Collateral

5.3.9 Conferences

Chapter Conferences

Collateral materials for Chapter conferences should convey a unified brand. Printed pieces such as this one allow Chapters to express their local flavor and personality by using imagery unique to their region, while staying on brand.



5.3 Chapters | Conferences

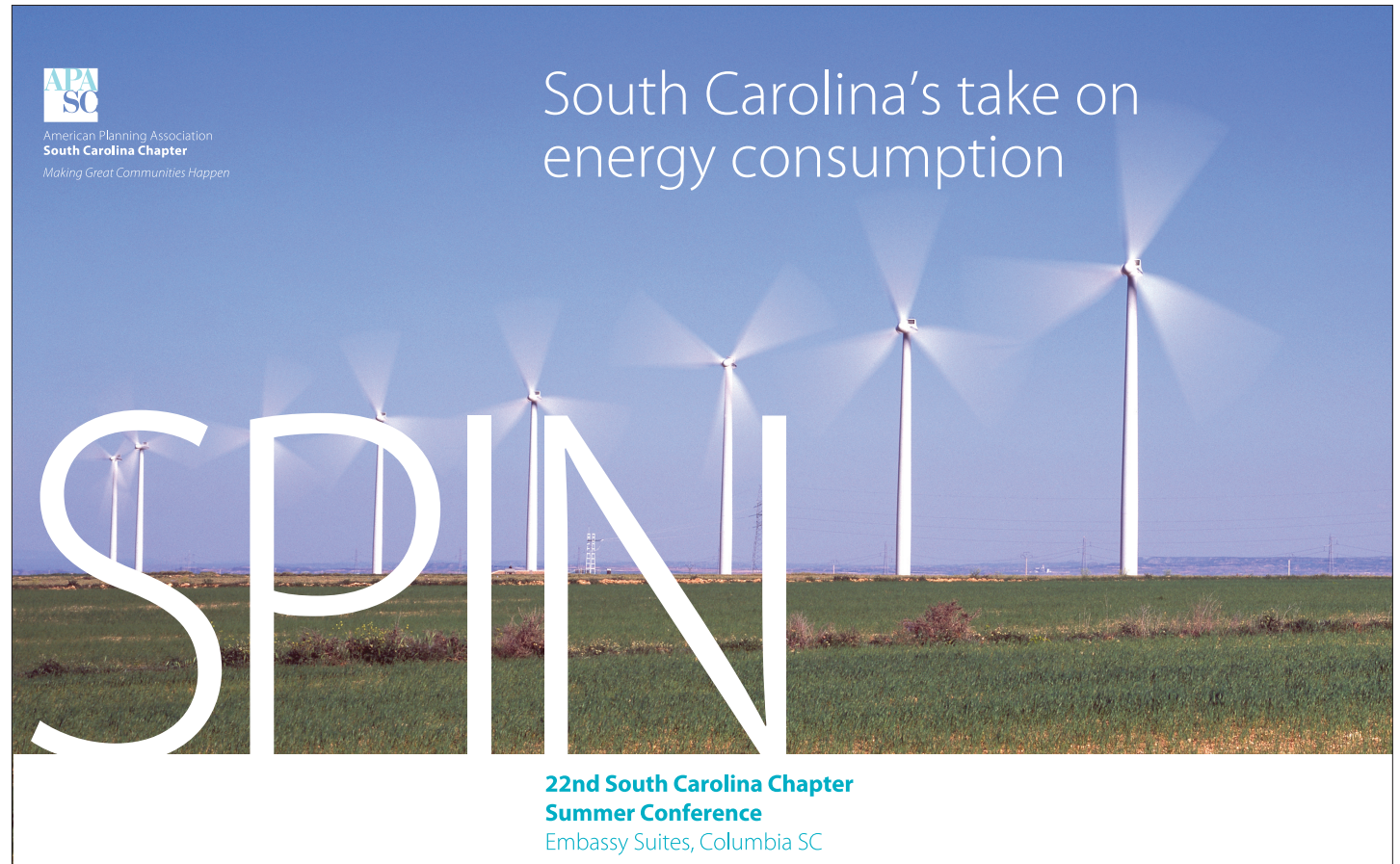
5.3.2 Business Papers

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5.3.9 Conferences

Chapter Conferences

Here is another example of a Chapter conference collateral piece staying on brand and expressing local interest and flavor through imagery.



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Here is another example of a Chapter conference collateral piece staying on brand and expressing local interest and flavor through imagery.



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