



- **Chapter Logo Guidelines**

- Your APWA Chapter Logo is a building block of the association's identity that serves as a prominent and visible representation of the association, not only to members, but to the world. The logo is the graphic symbol that is easily recognizable and represents the elements of the brand. It is an impactful asset that must be used in the proper and approved manner.

In order to ensure the consistent and correct use of the logo, APWA has created a centralized process for its use and display. This process ensures that our brand expression is clear, thoughtful, and consistent in each application. To protect the APWA brand, logo use must follow this process, and deviations are not acceptable. If you have logo questions, please contact APWA's Chief Growth Officer, Jared Shilhanek, at jshilhanek@apwa.org.

Chapter Logo Guidelines

- **Base APWA Logo [INSERT PLAIN APWA LOGO HERE]**
The preferred base logo for chapter applications is the simple acronym version displayed here. APWA does have other logos that can be used that have additional copy, but due to additional branding elements when chapters are involved, we ask that this preferred version be used.
- **Logo Spacing**
To ensure legibility, your APWA Chapter Logo should have some breathing room. This can be accomplished by ensuring your logo always has a minimum of a ¼" (.25 inches) of spacing surrounding the image.
- **Logo Sizing**
When your chapter logo is reproduced for print or on screen and it is too small, its impact can be diminished due to it no longer being legible.

In print, the logo should never appear smaller than 5/16" (.3125 in) wide.

On-screen, the logo must appear at least 21.5 px wide.

Maximum Chapter Logo Size

There is no maximum size for using your APWA Chapter Logo. If you're needing your chapter logo in a larger size than what's been provided, please contact APWA's Marketing & Communications Department at marketing@apwa.org.