

# ASCM Brand Guidelines



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The ASCM Brand

*One of the most valuable assets of any organization is its brand. In a crowded marketplace, a brand can be a primary means of differentiation. However, a brand requires active management to achieve its full potential.*

Brands are much more than a name and logo. Managed correctly, a brand provides a sustainable competitive advantage, a positive placeholder in the minds of target audiences and equity that upholds premium pricing. Strong, well-managed brands offer market strength in the face of economic adversity. They inspire customer trust, loyalty and additional business. They also help people understand what an organization values.

The *ASCM Brand Guidelines* provide the foundation for brand excellence and success. This guide establishes criteria and sets forth the ground rules to present a consistent ASCM brand experience to the marketplace. However, the *ASCM Brand Guidelines* cannot—and are not intended to—provide a solution for every situation.

**If you have a branding question, please contact the ASCM Marketing Team at [mktadmin@ascm.org](mailto:mktadmin@ascm.org).**



# End-to-end Impact

Our influence on the industry is not fragmented or fractional. It is all-encompassing. We are the **global leader in supply chain**—every aspect, every audience. We hold ourselves to the highest standards, while we constantly redefine what's standard. We are driven by a desire to do more than just move the dial—to **propel supply chain forward** and **transform how organizations do business**.

## Brand Personality Traits

### Far-reaching

In terms of industry, audience and impact—*strategic, holistic, end-to-end, global, consequential*

### Authoritative

In knowledge and attitude—*expert, experienced, confident, dependable, steadfast, sure*

### Influential



A combination of innovative + effective—*leading edge, on the forefront, resourceful, driven, compelling*

### Open

To people and potential—*collaborative, accessible, approachable, intuitive, curious, nimble*

ASCM Brand Architecture

Corporate Brand	The Association for Supply Chain Management (ASCM) is established as the corporate umbrella under which all programs, initiatives, and products are created and communicated. The ASCM logo is the primary representation of the corporate brand.
Service Foundation	As a member-based, professional association, our members serve as the foundation for all that we do.
Brand Pillars	Business commitment and focus to making an end-to-end impact—on the supply chain industry, corporations and their workforces.
Sub-brand	The APICS certification and professional development resides under the ASCM Learning and Development brand pillar.
Sub-brand Programs	Credentials and education products and professional development partnership programs live under the APICS brand.
Sub-brand Products	APICS Certifications—Certified in Planning and Inventory Management (CPIM), Certified Supply Chain Professional (CSCP), and APICS Certified in Logistics, Transportation and Distribution (CLTD) and Certified in Transformation for Supply Chain (CTSC)—are placed under the APICS Certification Program.

				
Membership				
Corporate Transformation		Learning & Development		Making an Impact
				
North American Chapters		APICS Certification		Global Channel Partners
		CPIM	CSCP	CLTD CTSC

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ASCM Logos

# ASCM Logos

The ASCM logos are designed to depict ASCM’s end-to-end impact and signal that ASCM is a leading edge organization that is far reaching, authoritative and influential in its support of the supply chain industry.



## Logo Sizes

There are three distinct versions of the ASCM logo.

The horizontal ASCM logo is the default brand identity and should be considered as the first option when applied to branded materials.

The vertical option is to be used when horizontal space is limited.

The acronym only version is to be used only when space doesn't permit the use of the full name options.

Size and placement of the ASCM logos vary depending on usage and application. Here are examples that have been used successfully.



The horizontal ASCM logo should never be sized smaller than .375 inches in height.



The vertical ASCM logo should never be sized smaller than .625 inches in height.





The acronym only ASCM logo should never be sized smaller than .25 inches in height.

## Logo Spacing

The clear space (margin) established around all of the ASCM logo options ensures visual distinction from type and other graphic elements. The clear space should be increased to establish effective and visually pleasing white space wherever possible.

The dashed lines define the boundaries of the clear space, which helps protect the logo.

**The preferred clear space** is equal to the height and width of the “” letter form in the logo.

**The minimum clear space** is equal to half the height and width of the “” letter form in the logo. Use this clear space option only when space is limited and reducing the clear space is necessary to make the design layout work.

**It is essential** to maintain the proper clear space allowance around the logo, especially when it is displayed in combination with other logotypes or marks.



# Logo Restrictions

Inconsistent use of our logo or the introduction of different colors or elements dilutes the ASCM image and potentially could create confusion about the organization. The treatments and arrangements of the ASCM logo shown here are restricted from use.

Never change the proportions of the logo.



Never rotate the ASCM logo on any angle.



Never outline the logo.



Do not add extra effects or ornamentation to the logo.



Do not place the logo inside a shape.



Do not place the logo on complex backgrounds that impair legibility.



Never change the color of the logo for any reason.



Never shift the components of any logo treatment.



Never lock up product identifiers or descriptions with the logo.



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ASCM Color



# ASCM Color Palette

Color is an integral part of the ASCM brand image. The brand colors have been selected for their impact, interest and ability to work together.

There are 9 core colors in the ASCM color palette. **The primary ASCM colors are Dark Green PMS 7727 and Green PMS 7738 along with Pantone Black and white.** White plays a key role in the ASCM brand identity to create negative space and enhance the vibrancy of the ASCM color palette.

The Pantone numbers are for flat color reproduction.

The RGB and hex values are for screen display.

The CMYK values are for four-color process screen mixes.

## PRIMARY



Medium Green  
Pantone 7727  
HEX #006B36  
R0 G107 B54  
C100 M0 Y94 K46



Green  
Pantone 7738  
HEX #3BB14A  
R59 G177 B74  
C74 M0 Y98 K2



Black  
Pantone 419  
HEX #000002  
R0 G0 B2  
C86 M70 Y69 K95



White  
HEX #FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

## SECONDARY



Dark Green  
Pantone 3308  
HEX #003726  
R0 G55 B38  
C94 M28 Y74 K73



Light Green  
Pantone 376  
HEX #82C341  
R130 G195 B65  
C54 M0 Y100 K0



Dark Gray  
Pantone 431  
HEX #495965  
R73 G89 B101  
C45 M25 Y16 K59



Light Gray  
Pantone 429  
HEX #A0AAB2  
R160 G170 B178  
C21 M11 Y9 K23

## ACCENT



Blue  
Pantone 311  
HEX #21C0DB  
R33 G192 B219  
C68 M0 Y13 K0



Yellow  
Pantone 102  
HEX #FFF204  
R255 G242 B4  
C0 M0 Y95 K0

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ASCM Typography

## ASCM Brand Typefaces

Consistent typography helps build the corporate identity and define the brand's style. The ASCM brand typeface is Adelle Sans. Type selection and weight is determined by the communication goal and the structure and composition of the collateral or media being created.

Adelle Sans has an extended family of typeface weights that enable flexibility. This family is to be used for all forms of text. Lighter weights should be used for blocks of copy. The bolder weights should be used for headlines, subheads, callout text, bullets and small blocks of copy.

The condensed version of Adelle Sans should be used for graphs, charts or other typographic applications where space is limited.

The web font versions of the Adelle Sans and Adelle typefaces are to be used on the [ascm.org](http://ascm.org) website.

Adelle Sans Thin

*Adelle Sans Thin Italic*

Adelle Sans Light

*Adelle Sans Light Italic*

Adelle Sans Regular

*Adelle Sans Italic*

Adelle Sans Semi Bold

*Adelle Sans Semi Bold Italic*

**Adelle Sans Bold**

***Adelle Sans Bold Italic***

**Adelle Sans Extra Bold**

***Adelle Sans Extra Bold Italic***

Adelle Condensed Thin

*Adelle Condensed Thin Italic*

Adelle Condensed Light

*Adelle Condensed Light Italic*

Adelle Condensed Regular

*Adelle Condensed Italic*

Adelle Condensed Semi Bold

*Adelle Condensed Semi Bold Italic*

**Adelle Condensed Bold**

***Adelle Condensed Bold Italic***

**Adelle Condensed Extra Bold**

***Adelle Condensed Extra Bold Italic***

## PC System Typefaces

At times, marketing collateral, sales materials, reports and letters are created with Microsoft Office applications. When these situations arise, use the following as typeface substitutes.

PC users should use Franklin Gothic Book and Franklin Gothic Medium as alternatives to Adelle Sans. The PowerPoint template is configured to be compliant with these standards and emails should use the approved typeface and signature format. If Franklin Gothic Book is not available, users should use the Arial typeface.

Arial is to be used for setting type on all ASCM-affiliated websites other than ASCM.org.

Franklin Gothic Book

*Franklin Gothic Book Italic*

**Franklin Gothic Medium Regular**

*Franklin Gothic Medium Italic*

Arial Regular

*Arial Regular Italic*

**Arial Bold**

***Arial Bold Italic***

## Typesetting

Text should always be set in a flush left, ragged right alignment allowing for the most consistent character spacing and highest legibility.

Standard body text sizes range from 8 point to 14 point. Line spacing or leading should be set at 4 pts more than the body copy text size. If space is limited, set the leading no less than 120% of the body text size.

### **The Changing Competitive Landscape**

The competitive landscape—particularly with regard to operational capabilities—is changing so fast that many companies are finding it difficult to retain their competitive position. While some would say this phenomenon always has existed, the pace of change and the root causes are different today, particularly in how they have affected several notable companies.

Headline: Adelle Sans Bold, 10 pt on 13 pt line spacing

Copy: Adelle Sans Light, 8 pt on 12 pt line spacing

### **The Changing Competitive Landscape**

The competitive landscape—particularly with regard to operational capabilities—is changing so fast that many companies are finding it difficult to retain their competitive position. While some would say this phenomenon always has existed, the pace of change and the root causes are different today, particularly in how they have affected several notable companies.

Headline: Adelle Sans Bold, 12 pt on 15 pt line spacing

Copy: Adelle Sans Regular, 10 pt on 14 pt line spacing

## Type Restrictions

In any form of written communication, avoid using typefaces other than those specified. Follow good design principles and avoid using too many different sizes and colors in type. Before layout, review text to make sure it is well written and avoids excessive capitalization and use of unnecessary punctuation.

These treatments and arrangements of text type are restricted from use.

**Do not run text around photographs or illustrations.**

The competitive landscape—particularly with regard to operational capabilities—is changing so fast that many companies are finding it difficult to retain their competitive position. While some would say this phenomenon always has existed, the pace of change and the root causes are different today, particularly in how they have affected several notable companies.



**Do not set text type flush right**

The competitive landscape—particularly with regard to operational capabilities—is changing so fast that many companies are finding it difficult to retain their competitive position.

**Do not use initial capitals or drop capitals.**

The competitive landscape—particularly with regard to operational capabilities—is changing so fast that many companies are finding it difficult to retain their competitive position. While some would say this phenomenon always has existed, the pace of change and the root causes are different today, particularly in how they have affected several notable companies.

**Do not use justified text type or use tracking to letter space text type.**

The competitive landscape—particularly with regard to operational capabilities—is changing so fast that many companies are finding it difficult to retain their competitive position. While some would say this phenomenon always has existed, the pace of change and the root causes are different today, particularly in how they have affected several notable companies.

# Email Standards

## Email Body Copy

To create consistency, set email type in 10-point Franklin Gothic Book.

## Email Signatures

The email signatures displayed here employ Franklin Gothic Book, Franklin Gothic Medium, Arial and Arial Bold.

Standard Signature

Franklin Gothic Medium — Joseph Smith CSCP, CPA, CAE  
Vice President

Arial Bold — ASCM

Arial Regular — Association for  
Supply Chain Management

Franklin Gothic Book — 8430 West Bryn Mawr Avenue, Suite 1000  
Chicago, Illinois 60631 USA  
+1.773.867.1234 DIRECT  
+1.312.765.4321 MOBILE  
+1.773.867.5678 OFFICE  
jsmith@ASCM.org

Franklin Gothic Medium

## Reply Signature

Joseph Smith CSCP, CPA, CAE  
Vice President

ASCM  
Association for  
Supply Chain Management

+1.773.867.1234 DIRECT  
+1.312.765.4321 MOBILE  
+1.773.867.5678 OFFICE  
jsmith@ASCM.org

Use the shorter reply signature on mobile devices.

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ASCM Imagery

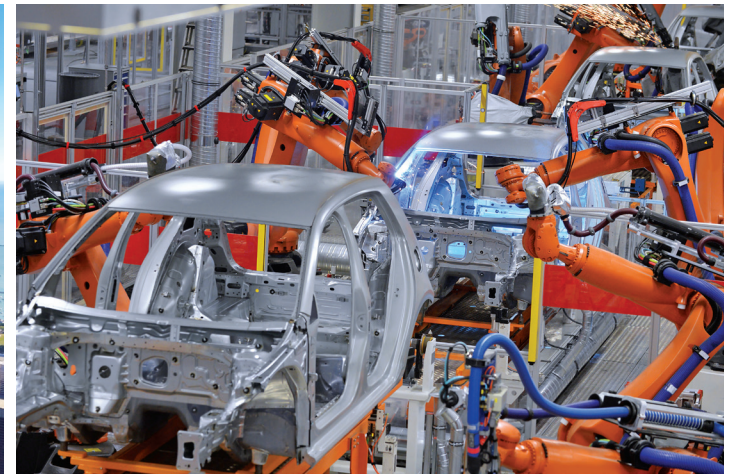


## Imagery Overview

Image consistency helps promote ASCM's brand. Photography and graphic illustration use are important considerations for all marketing and branded mediums. ASCM's brand personality is far-reaching, authoritative, influential and open. All design elements—images, graphics and text—need to work together to tell a consistent story.

### Subject Matter and Style

- Authentic (no staged, posed or fictional images)
- Natural lighting (no excessive photo retouching)
- Optimistic and warm
- Advancing positive change
- Sharp focus on subject matter



## Imagery: People

When choosing images with people, look for authentic candid expressions and interactions. We are a supply chain organization, so images of individuals in a professional office setting, warehouse, classroom or manufacturing environment is a good place to start.

### ASCM people are:

- Business leaders
- Young professionals
- Supply chain managers
- Operations managers
- Logistics managers
- Warehouse managers
- Inventory control managers
- Purchasing managers
- Students
- Engineers
- Academics



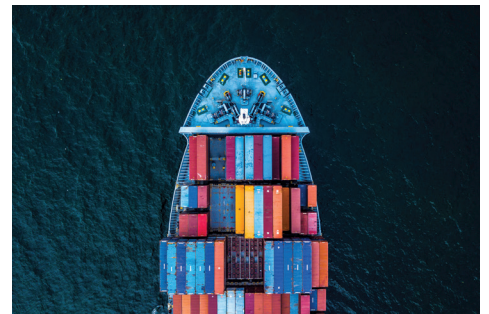
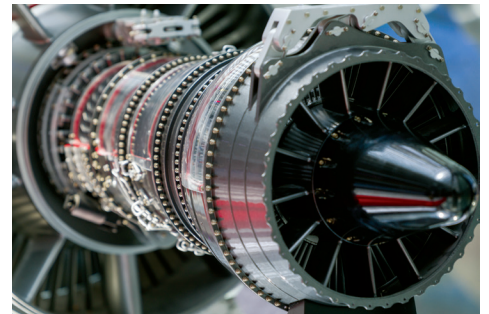
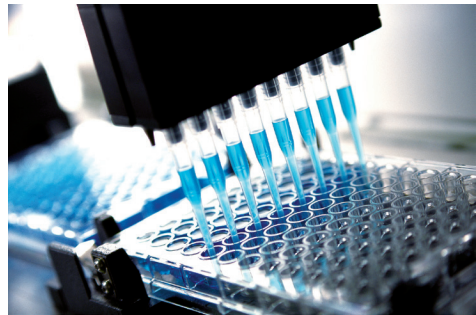


## Imagery: Supply Chain Focused

When choosing supply chain industry images look for authentic images, naturally set in a positive manner. Supply chain, manufacturing, logistics, management, education and leadership images are in constant play within the ASCM visual brand identity.

### ASCM industries are:

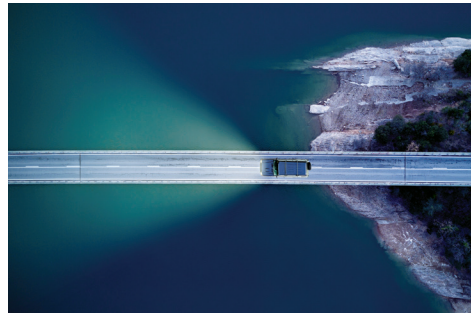
- Aerospace
- Automotive
- Chemical
- Consumer markets
- Industrial
- Energy - Oil & Gas
- Pharmaceutical
- Technology
- Logistics, transportation, distribution
- Manufacturing
- Warehousing and inventory
- Academics





## Imagery: Location

When choosing a location image, whether it be to depict an industrial location or promote an event location, look for authentic images naturally set in a positive manner.



## Imagery: Illustration

Use simple, flat 2D illustration to convey engaging ideas and tell intriguing stories. Illustration should have a purpose and not be used as a decorative element. It can be effective when photography isn't available or when you want to create a distinct expression.

- Illustrations should not be cartoonish or silly in nature.
- Illustrations should be vector-based artwork.

All graphic elements and information graphics must use ASCM colors.

**Clip art may never be used in marketing materials, ever!**



## Imagery Restrictions



No photographs in which the models are obviously over posing.



No over-styled photographs with fake settings, props or backgrounds.



No photographs in which the subjects' backs are to the camera.



No emotionless or sad expressions.



No computer-generated, 3D-rendered illustrations.



No blurry or out-of-focus photography.



No 3D iconographic illustrations.



No overly conceptualized graphic compositions.

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ASCM Stationery System

# Stationery System

The ASCM stationery system is an important component of the organization's brand identity. A letter is often the first visual impression made by ASCM.

## The core stationery system:

- Business card
- Letterhead and second sheet
- Business envelope

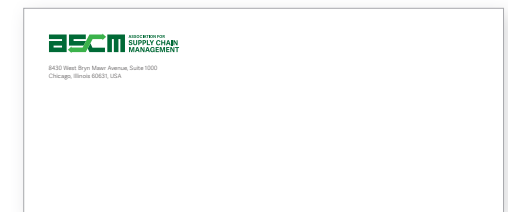
## Letterhead and Second Sheet



## Business Card



## Envelope





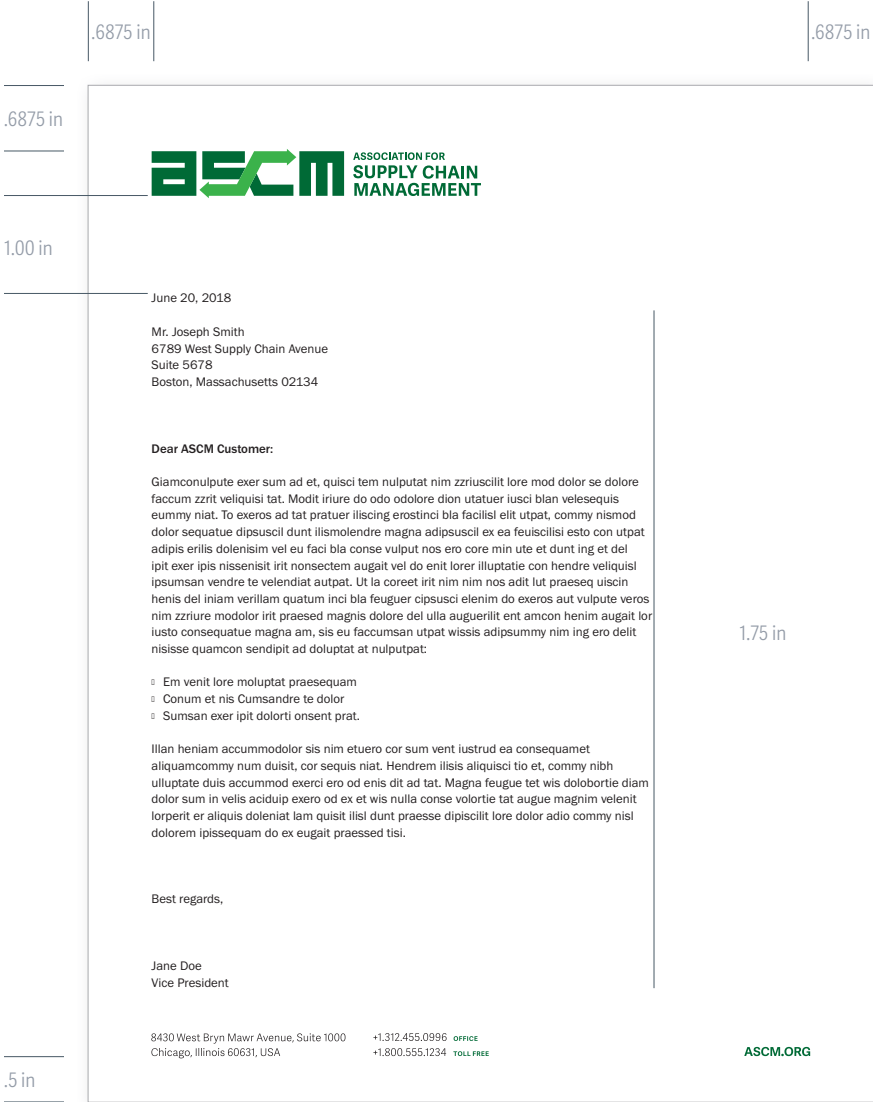
# Letterhead

The ASCM letter format is designed to present an aesthetically pleasing letter with an optimized line length for readability. Formatting a letter past the right margin (see measurement specs at the right) will make a document harder to read.

If a letter is composed on a PC, use Franklin Gothic Book and Franklin Gothic Medium typefaces for the body, address block and closing. Adelle Sans typefaces may be used if access is available. Use standard text sizes (10 point to 12 point) for letters.

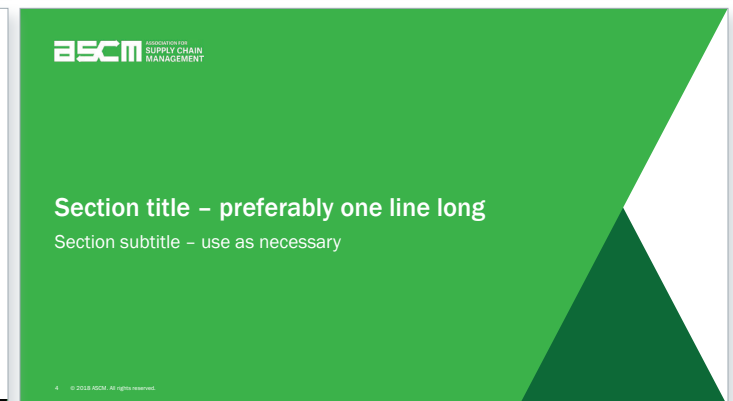
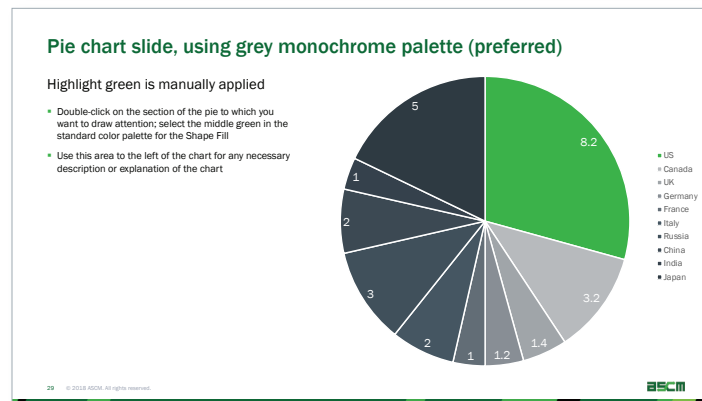
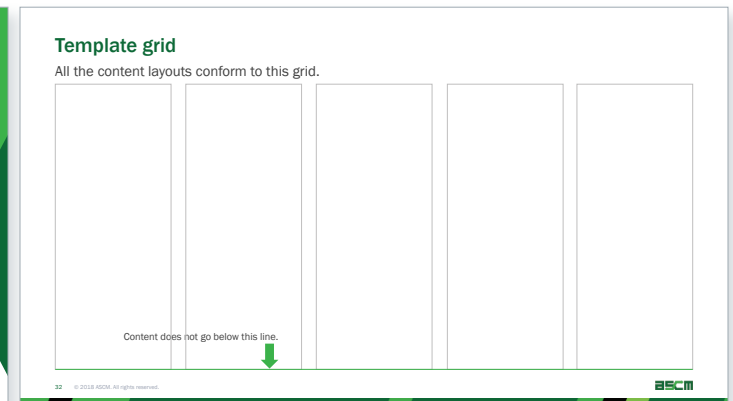
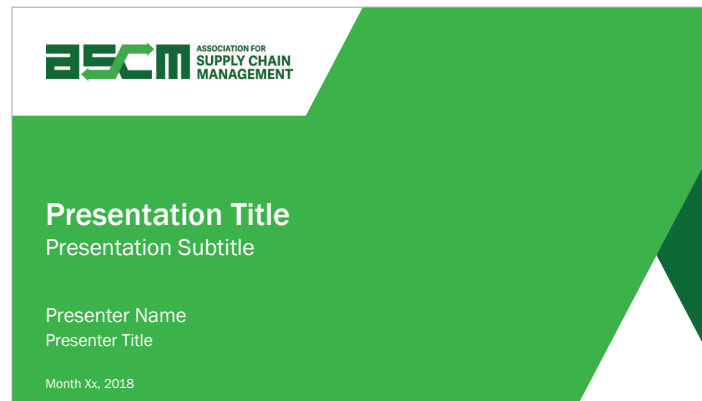
It is important that the letter not look crowded on the page. If necessary, use the second sheet to continue a long letter.

An MS Word version of the ASCM letterhead is available on the ASCM intranet site. Print-ready files are available for offset printing. Please contact the ASCM Marketing team with your request.



# PowerPoint Template

The ASCM PowerPoint wide format template is a significant brand vehicle. It offers an abundance of slide formats for long-form copy, short notes, bulleted content, charts and graphs. The template follows a grid system that allows easy content placement.



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ASCM Showcase

Moving at the speed of supply chain.





Introducing the global leader in supply chain.

Building off more than 60 years of world-class APICS certification and training, ASCM is expanding our reach to become something greater — the leader on all things supply chain.

As the largest nonprofit association for supply chains, ASCM is your unbiased partner. Members and customers count on ASCM for the latest thought leadership to help transform their supply chains. We provide the tools and resources supply chain professionals need to advance their businesses and their careers. Our mission is simple — empower people to elevate supply chains and the companies who utilize them.

Global reach. Community focus.

At ASCM, we understand the impact supply chains have on our communities. As an industry authority, ASCM is dedicated to helping businesses build supply chains that can positively affect the world.

**Clean Supply Chain. Certified.**

ASCM is developing a program to help companies earn a clean supply chain certification within the marketplace. Our goal is to empower organizations to improve processes, performance, practices and people to achieve supply chain excellence.



ASCM Brand Guidelines

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Membership Mailer



ASSOCIATION FOR  
SUPPLY CHAIN  
MANAGEMENT

# Welcome to ASCM

ASCM STUDENT MEMBERSHIP



## Something special is happening in supply chain

For over 60 years, members like you have relied on APICS to deliver world-class certification. But that was just the beginning. We're excited to welcome you to the Association for Supply Chain Management (ASCM).

Your ASCM membership provides your team with end-to-end learning and development opportunities you need to transform your career and your organization.



ASSOCIATION FOR  
SUPPLY CHAIN  
MANAGEMENT

Joseph Smith

ASCM ID: 1234567      Member since: 2016



## Together we can elevate supply chain



## Something special is happening in supply chain

For over 60 years, members like you have relied on APICS to deliver world-class certification. But that was just the beginning. We're excited to welcome you to the Association for Supply Chain Management (ASCM).

Your ASCM membership provides your team with end-to-end learning and development opportunities you need to transform your career and your organization.



ASSOCIATION FOR  
SUPPLY CHAIN  
MANAGEMENT

Joseph Smith

ASCM ID: 1234567      Member since: 2016





### Certification is just the start

ASCM will continue to provide the industry-leading APICS certifications you've come to trust combined with expanded offerings — new products, new partnerships, new information about the latest trends in the industry — designed to elevate your supply chain career. You'll also be part of a growing community that's invested in propelling supply chain forward. A global force of like-minded professionals is helping ensure that supply chains continue to have a positive impact on communities around the world.



### An end-to-end impact

ASCM is the global leader in supply chain organizational transformation, innovation and leadership. ASCM is committed to making an end-to-end impact — on the industry, corporations and their workforces. Our mission is simple — empower people to elevate supply chains and the companies who utilize them.



### The ASCM Advantage

From career development and continuing education to industry-leading resources and networking opportunities, your ASCM membership is an invaluable tool to help you and your business stay ahead of the curve.

**Network & Connect**  
Develop personally and professionally by connecting — both in person and virtually — with a community of like-minded supply chain professionals.

**Learning & Development**  
On-demand or in-person options on a variety of supply chain topics available on the ASCM Learning Center, our centralized hub of professional development tools.

**Career Resources**  
Increase your advancement opportunities with career coaching materials along with resume and skills assessment.

**Publications & Resources**  
Exclusive access to award-winning content from the top supply chain management publication, *SCM Now Magazine*, and the essential reference tool for supply chain professionals, *APICS Dictionary*.

**Making an Impact**  
The ASCM Case Competition and Supply Chain STEM Program provide opportunities for ASCM members to give back to the next generation of supply chain professionals.

Learn more about this exciting change at [ascm.org](https://ascm.org)

ASCM Brand Guidelines

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Membership Milestone Mailers



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APICS Certifications

# APICS Certifications Color Palette

Color is an integral part of our brand and image. Our colors have been selected for their impact, interest and ability to work together. Use color to create interesting and powerful imagery.

The company colors are Pantone 7462 (blue) and 431 (gray) along with black and white. White plays a key role in the APICS Certification product identity. The use of white and negative space enhances the vibrancy of the APICS color palette.

The Pantone numbers are for flat color reproduction.

The CMYK values are for four-color process screen mixes.

The RGB values make up screen colors for electronic media.

The hex values are for web design purposes.

Tints of the company colors can be used as a supporting palette. Tints can be used in PowerPoint presentations and for informational graphic design such as charts, graphs and tables.

PRIMARY				ACCENT
CPIM	CSCP	CLTD	CTSC	
				
<b>Orange</b> Pantone 716 HEX #f58022 R245 G128 B34 C0 M61 Y99 K0	<b>Red</b> Pantone 186 HEX #DA1A32 R218 G26 B50 C2 M100 Y85 K6	<b>Purple</b> Pantone 267 HEX #573393 R87 G51 B147 C82 M97 Y0 K0	<b>Light Blue</b> Pantone 299 HEX #00AAE7 R0 G170 B231 C86 M8 Y0 K0	<b>Dark Gray</b> Pantone 431 HEX #495965 R73 G89 B101 C45 M25 Y16 K59
SECONDARY				
CPIM	CSCP	CLTD	CTSC	
				
<b>Dark Orange</b> Pantone 718 HEX #BF5027 R191 G80 B39 C18 M80 Y100 K8	<b>Dark Red</b> Pantone 202 HEX #DA1A32 R138 G36 B51 C30 M95 Y75 K30	<b>Dark Purple</b> Pantone 267 HEX #482366 R72 G35 B102 C82 M97 Y0 K0	<b>Dark Blue</b> Pantone 7706 HEX #00AAE7 R0 G170 B231 C100 M51 Y29 K6	



## APICS Certifications Logos

The type treatments for APICS products and services are designed for a consistent visual expression across all mediums. An APICS product or service type treatment is a combination of the assigned product color, product acronym or abbreviated name juxtaposed with the complete product or service name.

Product type treatment graphic files are available in the ASCM Resource Center.



## APICS Certification Treatment Configurations

There are three standard type treatment configurations—one with the acronym or abbreviated name typeset by itself; one with the acronym or abbreviated name with the complete product or service name typeset below, spanning the entire width; and one configuration with the complete product or service name typeset to the right of the acronym.

The logo consists of the letters 'CPIM' in a large, bold, orange, sans-serif typeface.

**CERTIFIED IN PLANNING AND INVENTORY MANAGEMENT**

The default configuration to be used for display type applications.

The logo features the letters 'CPIM' in a large, bold, orange, sans-serif typeface. To the right of 'CPIM', the words 'CERTIFIED IN PLANNING' and 'AND INVENTORY MANAGEMENT' are stacked vertically in a smaller, orange, sans-serif typeface.

The alternate configuration to be used when vertical space is limited or when a smaller expression is needed.

The logo features the letters 'CPIM' in a large, bold, orange, sans-serif typeface. To the right of 'CPIM', the words 'CERTIFIED IN PLANNING' and 'AND INVENTORY MANAGEMENT' are stacked vertically in a smaller, orange, sans-serif typeface.

This configuration may be used if the complete product or service name is clearly displayed on the same surface.

## APICS Certification Logo Sizes

There are three distinct versions of the APICS Certification logos.

The horizontal APICS Certification logo is the default brand identity and should be considered as the first option when applied to branded materials.

The vertical option is to be used when horizontal space is limited.

The acronym only version is to be used only when space doesn't permit the use of the full name options.

Size and placement of the APICS Certification logos vary depending on usage and application. Here are examples that have been used successfully.



The vertical APICS Certification logo should never be sized smaller than 1 inch in height.



The horizontal APICS Certification logo should never be sized smaller than .375 inches in height.



The acronym only APICS Certification logo should never be sized smaller than .25 inches in height.

## APICS Certification Logo Spacing

The clear space (margin) established around all of the APICS Certification logo options ensures visual distinction from type and other graphic elements. The clear space should be increased to establish effective and visually pleasing white space wherever possible.

The dashed lines define the boundaries of the clear space, which helps protect the logo.

**The preferred clear space** is equal to the height and width of the “c” letter form in the logo.

**The minimum clear space** is equal to half the height and width of the “c” letter form in the logo. Use this clear space option only when space is limited and reducing the clear space is necessary to make the design layout work.

**It is essential** to maintain the proper clear space allowance around the logo, especially when it is displayed in combination with other logotypes or marks.



