The APM
brand
book

A guide to the APM
brand, our values and
how to maintain and
enhance our identity

" The brand is more than just the logo, it is the words we write, the way we talk, how we present ourselves and any interaction with have with others "

Contents

Why is the brand important?

The APM brand and identity reflects what people outside (and inside) the organisation use to form their opinions of the association. A strong brand reflects value to our members, customers and other stakeholders.

The brand is more than just the logo, it is the words we write, the way we talk, how we present ourselves and any interaction with have with others. It is anything that influences how others feel about us; it is difficult to get through your working day without having an impact on the APM brand. APM is a service based organisation; it is our customer interfaces and knowledge that build our brand reputation. This increases the importance of ensuring all communication within, and outside the organisation are consistent and in line with the APM brand value.

All materials and communications must reflect APM's core values and maintain our brand integrity. This guide is designed to help you maintain and enhance the value of the APM brand.

The History of the brand

APM's current brand identity was launched in spring 2005. The old blue and grey logo was replaced by the new red, purple and blue/grey logotype and the crested ibis icon introduced.

The new logotype maintained many of the characteristics of the old brand, reflecting the history of the organisation. It maintained the lowercase APM and retained a derivitive of the blue/grey colour from the original.

The inspiration for the crested ibis logo came from Ancient Eygyptian hieroglyps. The crested ibis was the hieroglyph representing Akh, which in the world of the living, was most commonly referred to the "effectiveness" of kings or officials, who operated on behalf of their gods or kings, respectively. Anyone could be akh-effective or do akhu-effective deeds. These deeds did not need to be glorious or useful, but simply concrete acts that affected eternity and helped maintain ma'at – the goddess of the physical and moral law of Egypt.

In many countries the ibis is also a symbolic bird that represents resilience and courage, being the last creature to take shelter during a storm and the first to return – it signifies qualities of a good project manager.
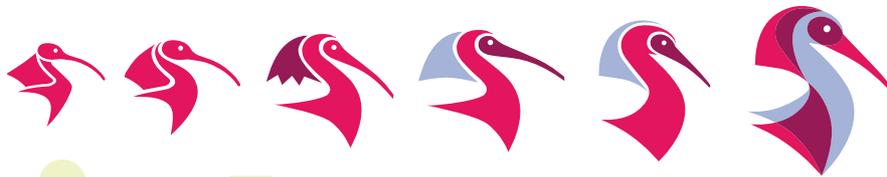
Original 1984 APM blue
and grey logotype

The new APM logotype
and ibis logo launched
in 2005

Design development
of the APM ibis logo

history

Along with the new logotype and ibis icon a new red, purple and blue/
grey colour scheme was introduced, the pallette was designed to be more
inclusive – moving away from APM's previous blue and grey logo – which
represented the more masculine and construction orientation of previous
decades of project management. The softer colour tones of APM's
branding represent the move away from the gender and industry specific
angle of project management. [again, need Nigel to help with the blah
here]

The History of brand the brand

The brand

philosophy

> APM is a centre for knowledge – providing leadership, standards, products and services to the project management world. It is important that all staff are aware of the APM vision and bear this in mind when communicating with others.

The values of APM that you should
demonstrate and adhere to when conducting
yourselves are:

- Delivering on our promises

- Collective ownership, individual responsibility

- Open and professional environment with trust and respect

- Practice what we preach

- Encourage creativity

- Sustainability through continuous improvement

ilosophy

The brand
philosophy

Communicating the brand

brand

"The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through."

Sydney J. Harris

These guidelines provide a clear and consistent set of rules, applicable to anyone creating copy on behalf of the organisation (web content, letters, documents, reports etc) which summarise and demonstrate best practice for the presentation, punctuation and layout of APM's documents. Normal grammar and punctuation rules apply unless otherwise stated. Any queries should go to the marketing department.

Tone

The voice of APM should confident and professional. This means remaining clear and positive in all communications. For example:

An assessor will not be assigned to your application until payment has been received'. [try to come up with a jargon-filled version of this sentence]

An assessor will be assigned to your application upon receipt of your payment'.

Consider who you are communicating with and what you want the recipient to do – this will help you to align the text with the purpose of the message.

All communications should have a **beginning, middle** and **end**.

For example, if writing an email, requesting information from a member, the text should have:
an opening – explaining what you require,
a middle – explaining why you requing the information,
and an end – thanking the member and signing off.

Spelling

- **UK English** should be used as opposed to US English.

- For verbs ending in '-ise' or '-ize', the –**ise** is always preferred. E.g. **supervise, organise, recognise.**

- The '&' symbol should not be used, except if already existing in a company name.

- Capitalisation should be minimal (ask marketing for specific queries).

- **Project management** should not be abbreviated to PM.

- Italics should only be used for the title of publications e.g. *APM Body of Knowledge 5th edition.*

Punctuation

- Minimal punctuation is recommended in printed text. Omit the 'Oxford' comma in 'apples, pears and mangoes' (i.e. **not** 'apples, pears, and mangoes').

- Exclamation marks should not be used, unless quoting from another source.

Paragraphs

- New paragraphs should be separated by a **line space** and shouldn't be indented.

- Try to **avoid** paragraphs running over two page – start on a new page if necessary.

Presenting brand
the brand

" The two words 'information'
and 'communication' are
often used interchangeably,
but they signify quite
different things. Information
is giving out; communication
is getting through. "

Sydney J. Harris

APM Basic elements of the identity
Exclusion zone – protecting the logotype

The logotype should always be surrounded by a minimum amount of clear space. This space known as the exclusion zone provides breathing space for the logotype ensuring that it is not overpowered by other visual elements.

No other text or graphic should be placed within the exclusion zone, unless it forms a background image, and where possible the zone should be increased to enhance the emphasis of the logotype.

The minimum clear space is calculated by the x-height of the 'm' in the apm logotype.

APM Basic elements of the identity
Logo and primary colour palette

The primary palette shown on this page consists of the colours that are used to reproduce the APM logotype and should never be used as tints.

Where possible the logo should be reproduced in 4 colour process. If the logo is reproduced in Pantone spot colours please ensure that printers match the colour samples printed

below. Extra copies of this sheet are available from the Marketing Department.

The colours have been listed as:
A) international standard Pantone colours
B) 4 colour process (CMYK) breakdown
C) RGB for on electronic presentations

APM RED	

APM red colour specifications
Pantone   206 C
CMYK   C 0   M 100   Y 38   K 3
RGB   R 235   G 17   B 77

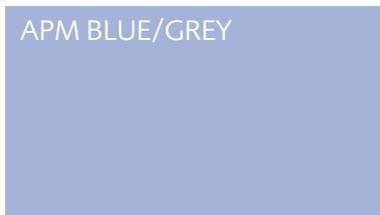| APM PURPLE	

APM purple colour specifications
Pantone   228 C
CMYK   C 0   M 100   Y 4   K 41
RGB   R 141   G 15   B 72

APM BLUE/GREY	

APM blue/grey colour specifications
Pantone   7445 C
CMYK   C 30   M 20   Y 0   K 3
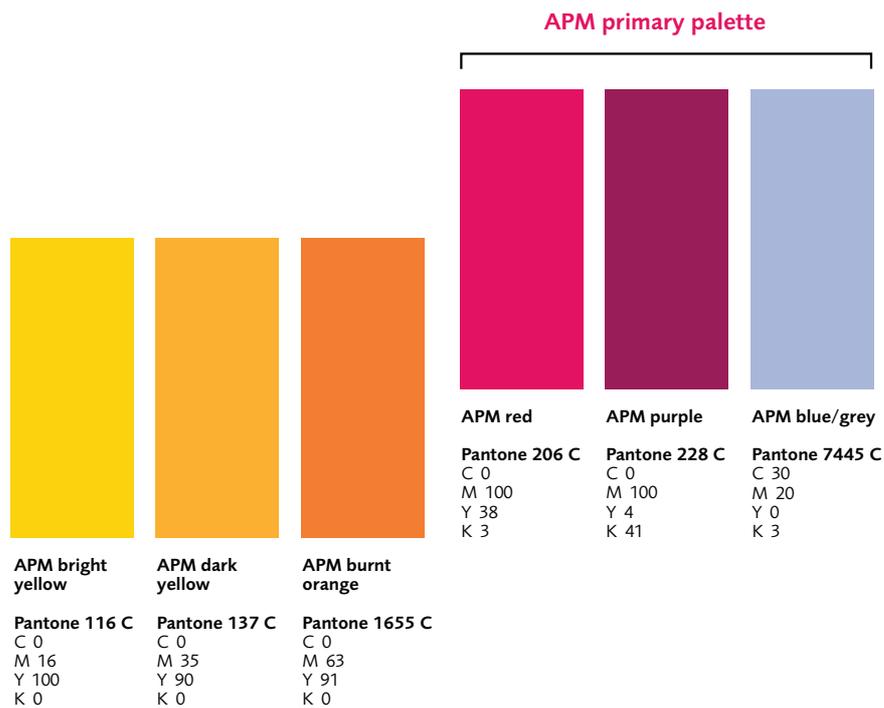RGB   R 173   G 176   B 206

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APM Basic elements of the identity
Colour – secondary palette

APM's secondary palette consists of nine colours that compliment the primary palette and should be used when designing corporate communications material.

The secondary colours can either be used individually or in groups of colours. Tints of the secondary colours may also be used. Care should be taken when combining the colours of the secondary palette to ensure that complementary groups are used.

APM primary palette

APM red

Pantone 206 C
C 0
M 100
Y 38
K 3

APM purple

Pantone 228 C
C 0
M 100
Y 4
K 41

APM blue/grey

Pantone 7445 C
C 30
M 20
Y 0
K 3

APM bright yellow

Pantone 116 C
C 0
M 16
Y 100
K 0

APM dark yellow

Pantone 137 C
C 0
M 35
Y 90
K 0

**APM burnt orange**

Pantone 1655 C
C 0
M 63
Y 91
K 0

The colours have been listed as:

A) international standard Pantone colours

B) 4 colour process (CMYK) breakdown

The APM Ibis logo and the APM logotype should **never** be reproduced in the colours of the secondary palette

If a colour from the primary or secondary palettes is to be reproduced for a medium other than print, care should be taken to specify/match the colour visually to the print based specification.

The colours reproduced on this page are not intended to match the Pantone colour standard. Please refer to the Pantone Colour Formulae Guide for an exact match.
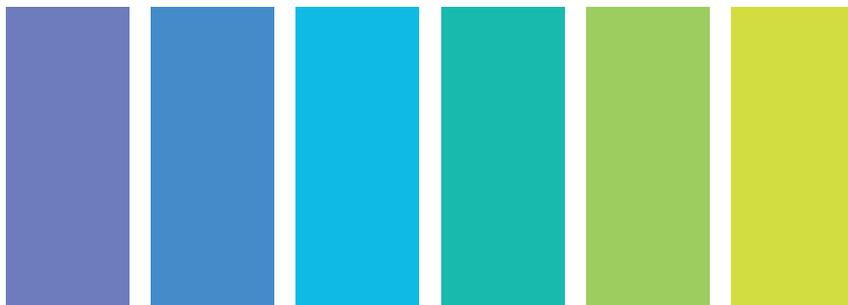
APM heather	APM blue	APM aqua blue	APM jade green	APM bright green	APM lime green
Pantone 272 C	**Pantone 279 C**	**Pantone 306 C**	**Pantone 3265 C**	**Pantone 375 C**	**Pantone 389 C**
C 58	C 68	C 75	C 69	C 41	C 20
M 48	M 34	M 0	M 0	M 0	M 0
Y 0	Y 0	Y 7	Y 37	Y 78	Y 85
K 0	K 0	K 0	K 0	K 0	K 0

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APM Basic elements of the identity
Corporate typefaces

Consistent use of a corporate typeface is a further way to ensure that all APM Communications materials deliver a clear and coherent message. Foundry sans is a modern and flexible typeface and should be used when designing all APM literature.

The weights of Foundry Sans selected for use by branches are: normal, normal italic, medium and bold. Care should be taken to ensure that the typeface is never condensed or expanded.

Standard typeface for design purposes Mac and PC

Foundry Sans Normal
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:''()&!?

Foundry Sans Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:''()&!?

Foundry Sans Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:''()&!?

Foundry Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:''()&!?

Much of the APM communications are produced using word processed documents, it is important that these documents are consistent. If Foundry Sans is not available then Lucid Sans (a standard Windows XP font) should be used as an alternative.

If Lucid Sans is not available a similar sans-serif typeface should be used such as Helvetica, Geneva, Univers or Arial.

Alternative typeface for PC word processing purposes

Lucida Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:''()&!?

Lucida Sans Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:''()&!?

Lucida Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:"()&!?

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