Strengthening the APICS Brand

For more than 60 years, APICS has provided world-class supply chain certification, training and networking. We’re experts in developing supply chain talent and furthering the careers of its professionals. APICS products and services, as well as APICS chapters and partners, are now part of the Association for Supply Chain Management (ASCM).

Our certifications are considered by many within supply chain as the gold standard. We owe most of that success to our APICS chapters and partners. Consistency in the presentation of our external image reinforces our leadership position and communicates our commitment to excellence.

The APICS Chapter & Partner Brand Guidelines provide the foundation for brand excellence and success. This guide establishes criteria and sets forth the ground rules to present a consistent APICS brand experience to the marketplace. These guidelines cannot — and are not intended to — provide a solution for every situation.

Please contact us with any questions you may have about our brand standards. Together, we can increase the brand awareness, reputation and equity of APICS.

— ASCM Marketing Team
1.1 APICS, Part of the Association for Supply Chain Management (ASCM)

What is the Association for Supply Chain Management (ASCM)?

ASCM is the global leader in supply chain organizational transformation, innovation and leadership. As the largest non-profit association for supply chain, ASCM is an unbiased partner, connecting companies around the world to the newest thought leadership on all aspects of supply chain. ASCM is built on a foundation of APICS certification and training spanning 60 years. Now, ASCM is driving innovation in the industry with new products, services and partnerships that enable companies to further optimize their supply chains, secure their competitive advantage and positively impact their bottom lines.

What is APICS?

APICS is the industry leader in supply chain certification, training and networking. For more than 60 years, APICS has provided world-class supply chain training and certification to foster supply chain talent and improve end-to-end performance. Now under the Association for Supply Chain Management (ASCM), APICS certifications—Certified in Production and Inventory Management (CPIM), Certified Supply Chain Professional (CSCP), and APICS Certified in Logistics, Transportation and Distribution (CLTD)—continue to set the industry standard.

Our name and logo leverage the strong brand and reputation we’ve built since we were founded in 1957 (as the American Production and Inventory Control Society).

Protect our name and logo. The APICS name and logo are registered U.S. trademarks. Requests to use the APICS corporate logo must be submitted to mktadmin@ascm.org with a mock-up of the piece 30 days prior to proposed use.
APICS Chapter Logos
2.1 APICS Chapter Logos

APICS chapter logos establish chapter entities as part of the APICS brand, allowing for a local identity. Vertical and horizontal versions of the chapter logos are available.

The APICS chapter logo is based on the Reservation typeface. A custom "A" has been drawn and the letters and spacing have been modified. The chapter logo treatments feature the Adelle typeface and spacing has been modified. The colors used are Pantone 7462 (blue) and 431 (gray). These are the only colors to be used for the APICS chapter logo. A gray scale version is available and is to be used when color or color printing is not available. Do not attempt to recreate the APICS logo.
2.2 APICS Chapter Logo Size

Size and placement of the APICS chapter logos vary depending on usage. Shown below are examples of the horizontal (linear) and vertical (stacked) configurations that have been used successfully.

The sizes of the APICS chapter logos shown in this column are appropriate for most uses.

The sizes of the APICS chapter logos shown in this column are ideal for displaying the logo at its smallest size.
2.3 APICS Chapter Logo Spacing

The clear space (margin) established around the APICS chapter logo ensures visual distinction from type and other graphic elements. The clear space is a minimum and 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 minimum clear space** is equal to half the height and width of the "A" letter form in the logo.

**It is essential** to maintain the proper clear space allowance around the logo, especially when it is displayed in combination with other marks.
2.4 APICS Chapter Logo Color Usage

The default configuration to be used on a white background.

All-black configuration to be used in black-and-white printed materials or when the company colors or four-color printing is not available.

An all-white, reversed or knocked out presentation of the logo is acceptable when the contrast of the background color allows easy readability.
Inconsistent use of our logo or the introduction of different colors or elements will dilute the APICS brand image and potentially create confusion about the brand. These restrictions apply to all our logo treatments.

Please contact the ASCM Marketing team with questions regarding uses of our logo.

The treatments and arrangements of the APICS logo shown at right may not be used.

Never change the proportions of the logo.

Never turn the APICS logo on any angle.

Never shift the components of any logo treatment. Do not isolate the A or manipulate the arc.

Do not add extra effects or ornamentation to the logo.

Do not place the logo inside any shape or add or create an image with the APICS chapter logo.

Never change the color of the logo for any reason.
APICS Channel Partner Program
Building Partnerships that Perform

The mission of APICS continues as it has for 60 years: to foster the advancement of global supply chain learning and development through world-class certification and training and by bringing the community of supply chain professionals together to share and learn from each other.

APICS is committed to building strong partnerships because we know our channel partners are critical to delivering an outstanding customer experience. It is this experience that builds the individual and corporate knowledge that creates smart, high-performing global supply chains.

The APICS channel partner logo is a symbol of our commitment to work closely with our partners. This collaboration is what enables the global delivery of education and certification programs that produce positive and measurable results.

The APICS Chapter & Partner Brand Guidelines are a tool to help apply this symbol and communicate our partnerships in a clear and consistent manner. Following these guidelines will ensure that we present our partnership in a way that augments both the APICS and our partners’ brands.

Please contact us with any questions you may have about the application of channel partner logos. We’ll work with the APICS Global Channel Services team to quickly respond to your inquiries.

— ASCM Marketing Team
3.1 APICS Channel Partner Marketing

Marketing Our Partnership

APICS channel partners market, promote and sell a variety of APICS and ASCM products and services. They agree to meet specific program requirements and receive channel partner pricing. Premier channel partners meet more stringent program requirements that make them eligible for preferred pricing.

APICS channel partners are encouraged to use the authorized channel partner or premier channel partner mark to identify their organization as an APICS channel partner. When displayed online, the marks should be used with a link to the APICS website (apics.org). In text, APICS channel partners may refer to themselves as “APICS authorized channel partner,” “APICS premier channel partner,” “APICS premier elite channel partner,” “APICS academic partner,” “APICS premier academic partner,” or “APICS authorized SCOR partner” to reflect their partner program status. Partners may translate these names into their local language in text.

When channel partners sign the APICS Channel Partner Agreement, they agree to comply with the branding and trademark guidelines. The APICS Chapter & Partner Brand Guidelines can answer many compliance and usage questions to enable the successful joint marketing of APICS partnerships and programs.

The APICS Global Channel Services and ASCM Marketing teams are closely aligned. If you have a question about the Channel Partner Program, contact APICS Global Channel Services at partnerservices@apics.org. If you have a question about channel partner branding, contact the Marketing team at mktadmin@ascm.org.
3.2 APICS Channel Partner Mark Package

Channel Partner Mark Access

APICS chapter and partners receive a file package containing the channel partner marks in commonly used file formats. Use only the art files provided by ASCM to ensure proper usage and color reproduction.

If you are unable to locate your channel partner mark package, please contact APICS Global Channel Services at partnerservices@apics.org. The Global Channel Services team will verify your partnership status and send you the correct file package.

The guidelines will help you effectively communicate your APICS relationship to the public. An electronic copy of these guidelines and other useful information for partners is available on the C-Box web portal.
### 3.3 APICS Channel Partner Marks

**APICS Channel Partner Marks**

The APICS channel partner marks signal the strong relationships that exist between the Association for Supply Chain Management (ASCM) and its APICS partners. The channel partner mark is composed of the APICS corporate logo and “Certification and Professional Development” descriptor with the words “Authorized Channel Partner,” “APICS Premier Channel Partner,” “APICS Premier Elite Channel Partner,” “APICS Academic Partner,” “APICS Premier Academic Partner,” or “APICS Authorized SCOR Partner” to indicate the partner association and relationship level, and the words “Part of the ASCM Network” to signify the relationship between APICS and ASCM.

The color version of the APICS channel partner logo is to be used on a white background.

The gray scale configuration is to be used for black-and-white printed materials, on a white background and when four-color printing or the company colors are not available.
Choosing the Right File Format

The APICS channel partner mark file package provides both color and gray scale logos in three file formats: EPS, JPEG and PNG. These three formats work for all common business purposes. Each file format is best suited for the purposes described.

EPS Format
The EPS file is a vector-based art file format used with professional design applications and for high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. An EPS logo file should not be used for on-screen, Microsoft® Office or website applications.

The EPS file format may be used to create exact-size images for other image file formats in either CMYK or RGB color profiles. Professional design software programs are needed to open and view these files. Simply email them to your marketing team, agency or vendor.

JPEG Format
The JPEG file format is a pixel-based image file used for both on-screen and document printing applications.

Choosing the proper JPEG image resolution is critical to image display quality. On-screen applications (RGB) use the exact-size JPEG image at 72 dpi. Document printing applications (CMYK) use the exact-size JPEG image at 150 to 300 dpi.

JPEG files may not be scaled up in size. Enlarging JPEG files will compromise image quality. Make sure to always maintain the aspect ratio when sizing.

Note: JPEG files are a “lossy” image file format, meaning whenever saved, JPEG files compress and “lose” image data. If the file is saved repeatedly, image integrity will be compromised.

PNG Format
The PNG file format is a bitmap image file used for on-screen applications.

Choosing the proper PNG image resolution is critical to image display quality. On-screen applications (RGB) use the exact-size JPEG image at 72 dpi.

PNG files may not be scaled up in size. Enlarging PNG files will compromise image quality. Make sure to always maintain the aspect ratio when sizing.

Note: PNG files hold their image integrity better than JPEG files. Try to use PNG files for most on-screen visual applications.
Selecting the Correct Logo File

All APICS channel partners are provided with a file package that is set up to work for both online and print applications.

When selecting an APICS channel partner mark file to use or to provide to your marketing department or agency, there are few things to consider. It’s important to know if the mark will be used in print, electronic or online materials, and whether a color or black-and-white treatment is needed. This chart will help determine the best file format.

<table>
<thead>
<tr>
<th>Use</th>
<th>EPS Color</th>
<th>EPS Gray Scale</th>
<th>JPEG Color</th>
<th>JPEG Gray Scale</th>
<th>PNG Color</th>
<th>PNG Gray Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color brochure</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Color ad</td>
<td>x</td>
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<tr>
<td>B&amp;W brochure</td>
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<td>B&amp;W ad</td>
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<tr>
<td>Website or email</td>
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<td>x</td>
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<tr>
<td>Microsoft® Office®</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Vinyl banner</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Trade show stand</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional item</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.6 APICS Channel Partner Mark Spacing and Size

Visually Displaying Our Partnership

Size and placement of the APICS channel partner marks varies depending on usage. To clearly present the partner relationship, all materials using an APICS channel partner mark need to be legible and have a clean and uncluttered appearance.

Clear Space

The clear space (margin) established around the APICS channel partner mark ensures visual distinction from type and other graphic elements. The clear space is a minimum and 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 mark.

The minimum clear space is equal to the height of “X.”

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

Minimum Size

The APICS channel partner marks should never be sized smaller than .9375" in width.
The channel partner mark should be displayed on a white background for easy readability. Background treatments such as the ones displayed at left may not be used.
Using the Mark Properly

There are a few simple guidelines to follow when using the APICS channel partner mark on marketing collateral, websites and other promotional applications.

- The APICS channel partner mark should never be used alone. Whenever an APICS channel partner mark is present, the partner’s corporate logo must be present as well, as the primary identity on the communication piece.
- The APICS channel partner mark must never appear to be larger than the partner’s corporate logo.
- The APICS channel partner mark and a partner’s corporate logo must never be connected or “locked up” by copy or any graphic elements.

Print Marketing Placement
Example of the APICS channel partner mark used properly on a piece of marketing literature.
3.9 APICS Channel Partner Mark Usage—Websites

Using the Mark Properly

- Do not animate the APICS channel partner mark in any way.

- Our partner guidelines extend to the way partnerships are referenced in URLs. The general rule is that “APICS” must not appear as part of the primary URL but can be used in the “search area” portion of the address.

Correct usage: www.yourcompany.com/APICS
This is allowed because it clearly puts APICS in the search area, not in the main address.

Incorrect usage: www.yourtraining4apics.com
This is not allowed since it uses APICS as part of the main URL.

Note: For all individual web pages where APICS is presented (that is, those with addresses containing “APICS”), the following legal disclaimer must be used: “This website is not affiliated with the Association for Supply Chain Management (ASCM).”
Inconsistent use of the APICS channel partner marks or the introduction of different colors, elements, illustrations or photos dilutes the APICS Channel Partner Program image and potentially creates confusion about the program. If you have questions regarding uses of the APICS channel partner mark, please contact the ASCM Marketing team at mktadmin@ascm.org.

The following treatments and arrangements of the APICS channel partner mark may not be used.

- Never change or remove the elements of the mark.
- Never change the proportions of the mark.
- Do not add extra effects, animation or ornamentation to the mark.
- Never change the color of the mark for any reason.
- Do not place the mark inside any shape.
- Never turn the mark on any angle.
- Do not place the mark on patterned backgrounds.
- Never resize or shift the components of the mark.
4 Policies and Practices
4.1 APICS Channel Partner Mark Requirements

Policies We Require Our Channel Partners to Observe

A channel partner relationship affords each partner with special status—the ability to be clearly associated with APICS—and to express that partner relationship using the appropriate channel partner mark on marketing materials that are specifically related to the APICS partnership.

All marketing materials using an APICS channel partner mark should have a clean, uncluttered and professional appearance, enabling the logo to clearly communicate the partnership. Additionally, partners are expected to follow all guidelines presented in this document.

Online/Website Requirements

- The APICS brand logo is reserved exclusively for use by ASCM.
- Permission to use the APICS brand logo must granted by the ASCM Marketing and Brand Management team in writing.
Globally Advancing the Supply Chain Profession through Our ASCM Trademarks

APICS, Inc. ("ASCM") has invested heavily in its intellectual property (IP)—a strategic asset—that provides significant value to APICS chapters and partners, to ASCM, and to our learners.

As part of your APICS Channel Partner Agreement, ASCM entrusts you with a limited license to use its trademarks to help your organization, its individuals and the companies they represent to grow in supply chain knowledge and leadership. Our professional community is strengthened by upholding these branding guidelines.

ASCM Trademarks

ASCM has a number of exclusive rights under United States and international law to its trademarks (collectively referred to as "ASCM trademarks"). These exclusive rights include the right to reproduce the ASCM trademarks and to publish and communicate them to the public (including by way of sale, broadcast or putting them online). Using the ASCM trademarks outside the limited scope contained within these branding guidelines is considered trademark infringement.
ASCM Trademarks

Your organization’s license to use ASCM trademarks is limited to the license granted in the APICS Channel Partner Agreement and does not include all ASCM trademarks, unless such right to use them is specifically granted in the agreement.

- **APICS**: APICS is a globally recognized certification mark and our APICS chapters and partners are important to the proper promotion of the quality behind this certification. The ASCM brand expands the reach of APICS certifications.

- **CLTD**
- **CPIM**
- **CSCP**
- **SCOR**
- **SCORmark**

**In Case of Trademark Infringement**

It is in the best interest of ASCM and our APICS chapters and partners to exercise all reasonable efforts and good faith to protect ASCM trademarks. We understand that our APICS chapters and partners strive to abide by their obligations under the APICS Channel Partner Agreement and the branding guidelines.

Failure to abide by these branding guidelines infringes upon ASCM’s rights regarding the ASCM trademarks and ASCM will take such action as deemed necessary to protect its rights including, without limitation, legal action for injunctive relief or to recover monetary damages.
Using APICS Trademarks

- Channel partner marks may be used only for the duration of the partnership and use of the logo is subject to a written trademark use license. As agreed in the legal contract, you must discontinue using the APICS channel partner mark immediately if your partnership with APICS expires or is terminated.

- APICS channel partner mark usage rights may not be passed on to a third party.

- APICS channel partners may not use any APICS logos or trademarks on the same page where they are promoting a competitor’s solution or in conjunction with the promotion of another company’s solution.

- When using the APICS channel partner mark online, the logo must function as an active link to the APICS global public website: apics.org.

- Please use the correct names and trademark designations of APICS programs and products. (The current list of APICS trademarks, both registered and pending, is available from APICS. Unregistered or pending trademarks bear the ™ symbol. Registered trademarks carry the ® symbol.)

- The only forms of communication that do not require the use of official trademark symbols are those online applications that render the symbol illegible.
4.5 Channel Partner Support

We Succeed Together

When you signed the APICS Channel Partner Agreement, you agreed to comply with the branding and trademark guidelines. As you begin using the logos, it’s natural to have questions. We’re here to help.

The APICS *Chapter & Partner Brand Guidelines* answer many compliance and usage questions to enable the successful joint marketing of APICS partnerships and programs, but if you’re not sure about something, please ask.

The APICS Global Channel Services and ASCM Marketing teams are committed to fostering successful channel partnerships. If you have a question about the Channel Partner Program, contact APICS Global Channel Services at partnerservices@apics.org. If you have a question about channel partner branding, contact the ASCM Marketing team at mktadmin@ascm.org.

Thank you!
APICS Brand Typography
## 5.1 APICS Brand Typefaces

<table>
<thead>
<tr>
<th>Adelle Sans Thin</th>
<th>Adelle Thin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adelle Sans Thin Italic</td>
<td>Adelle Thin Italic</td>
</tr>
<tr>
<td>Adelle Sans Light</td>
<td>Adelle Light</td>
</tr>
<tr>
<td>Adelle Sans Light Italic</td>
<td>Adelle Light Italic</td>
</tr>
<tr>
<td>Adelle Sans Regular</td>
<td>Adelle Regular</td>
</tr>
<tr>
<td>Adelle Sans Italic</td>
<td>Adelle Italic</td>
</tr>
<tr>
<td>Adelle Sans Semi Bold</td>
<td>Adelle Semi Bold</td>
</tr>
<tr>
<td>Adelle Sans Semi Bold Italic</td>
<td>Adelle Semi Bold Italic</td>
</tr>
<tr>
<td>Adelle Sans Bold</td>
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</tr>
<tr>
<td>Adelle Sans Bold Italic</td>
<td>Adelle Bold Italic</td>
</tr>
<tr>
<td>Adelle Sans Extra Bold</td>
<td>Adelle Extra Bold</td>
</tr>
<tr>
<td>Adelle Sans Extra Bold Italic</td>
<td>Adelle Extra Bold Italic</td>
</tr>
</tbody>
</table>

Consistent use of type helps further build and define a brand’s style. The primary typefaces of the APICS brand are Adelle and Adelle Sans. Typeface selection will be determined by the communication goal and the structure of the collateral or media being created.

Adelle has an extended family of typeface weights that enable great flexibility of use. It 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 light blocks of copy.
### 5.2 PC System Typefaces

At times, marketing collateral, sales materials, reports and letters will need to be created using Microsoft Office documents. 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, and Cambria as an alternative to Adelle. PowerPoint templates are 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 opt for Arial.

Arial is to be used for setting type on all APICS-affiliated websites.

<table>
<thead>
<tr>
<th>Franklin Gothic Book</th>
<th>Cambria Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franklin Gothic Book Italic</td>
<td>Cambria Italic</td>
</tr>
<tr>
<td>Franklin Gothic Medium Regular</td>
<td>Cambria Bold</td>
</tr>
<tr>
<td>Franklin Gothic Medium Italic</td>
<td>Cambria Bold Italic</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Arial Regular</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Regular Italic</td>
<td></td>
</tr>
<tr>
<td>Arial Bold</td>
<td></td>
</tr>
<tr>
<td>Arial Bold Italic</td>
<td></td>
</tr>
</tbody>
</table>
Text type should always be set in a flush left, ragged right alignment allowing for the most consistent character spacing and highest legibility.

Standard text sizes range from 8 point to 11 point. Both Adelle and Adelle Sans work effectively when setting text across this range of type sizes.

**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, 11 pt on 15 pt line spacing
Copy: Adelle 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, 11 pt on 15 pt line spacing
Copy: Adelle Sans Thin, 11 pt on 15 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 Semi Bold, 12 pt on 15 pt line spacing
Copy: Adelle Thin, 11 pt on 15 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 Semi Bold, 12 pt on 15 pt line spacing
Copy: Adelle Sans Light, 11 pt on 15 pt line spacing
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 extra punctuation.

The treatments and arrangements of text type at right may not be used.

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 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.
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 a part of the Channel Marketing Kit available on C-Box.
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.

### Acronym Format

- **CSCP**
  - CERTIFIED SUPPLY CHAIN PROFESSIONAL

### Full Name Format

- **PRINCIPLES OF OPERATIONS MANAGEMENT**

The default configuration to be used for display type applications.

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

This configuration may be used if the complete product or service name is clearly displayed on the same surface.
APICS products and services are assigned a core color. The APICS product and service type treatments are displayed in their designated colors, shown here.

Green Pantone 340
Orange Pantone 716
Red Pantone 186
Violet Pantone 267

Blue Pantone 285
Blue Pantone 285
Green Pantone 340
Orange Pantone 716
Red Pantone 186
Violet Pantone 267

SCOR
SCOR-P
PRINCIPLES
CPIM
CSCP
CLTD

SCOR
SCOR-P
PRINCIPLES
CPIM
CSCP
CLTD

An all-white, reversed or knocked out expression of the product and service type treatments is acceptable when the designated color or the contrast of the background color or image allows easy readability.

All-black configuration to be used in black-and-white printed materials or when the company colors or four-color printing is not available.
APICS Stationery
6.1 APICS Chapter Stationery System

The APICS chapter stationery system is an important component of the organization brand identity. A letter is often the first visual impression.

**The core company stationery system:**
- Business card
- Letterhead and second sheet
- Business envelope

The APICS chapter letterhead and second sheet are a standard 8.5 by 11 size printed with the chapter logo on one side.

Use Franklin Gothic Book and Franklin Gothic Medium typefaces for the body, address block and closing. If you have access to the Adelle typeface, it can also be used. 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—which contains only the company logo—to continue a long letter.

Customized, print-ready files are available for these elements. Please visit C-Box or contact the ASCM Marketing team with your request.
The APICS PowerPoint template is a significant brand vehicle. It is available in two format sizes, the traditional 4:3 ratio and the wide-screen 16:9 ratio.

Both templates offer an abundance of different slide formats for long-form copy, short notes and bulleted content. There also are slide templates that follow the applied grid and allow for image placement, charts and graphs.
APICS Color
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 brand 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.
8 APICS Imagery
Graphic and image consistency helps promote APICS’s brand. Logo, photography and graphic use are important considerations for all materials. THE APICS brand personality is smart, authentic, bold, global, modern and human. All design elements—images, graphics and text—need to work together to tell a consistent story.

Full-bleed imagery produces a bold expression and helps enable strong content presentation. Silhouetted imagery allows for a clean and modern approach within a small or predominantly white space.

All graphic elements and information graphics must use APICS colors.

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

### Subject Matter and Style
- Authentic (no staged, posed or fictional images)
- Natural lighting (no excessive photo retouching)
- Optimistic and warm
- Singular subject per image
- Advancing positive change
- Sharp focus on subject matter

#### Silhouette Imagery
- Clean, simple and uncluttered
- Predominant white or neutral space
- “Normal” lighting
- Relevant subject matter

#### Illustrations
- Clean, simple and uncluttered
- 2D, flat color
8.2 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 are good places to start.

APICS people are:
- Students
- Young professionals
- Academics
- Supply chain managers
- Operations managers
- Logistics managers
- Warehouse managers
- Inventory control managers
- Purchasing managers
- Engineers
- Business leaders
When choosing supply chain industry images, look for authentic images, naturally set in an advancing and positive manner. Supply chain, manufacturing and logistics images are in constant play with the APICS visual brand identity.

**APICS industries are:**
- Logistics, transportation, distribution
- Manufacturing
- Academics
- Warehousing and inventory
- Aerospace and defense
- Automotive
- Computer
- Consumer goods
- Electronic equipment
- Energy, chemicals, applied materials
- Telecom
When choosing a location image, whether to depict an industrial location or promote an event location, look for authentic images, naturally set in an advancing and positive manner.
8.5 Imagery: Illustration

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

- Illustrations are made up of geometric shapes.
- Use flat colors from the APICS color palette.
- Illustrations should not be cartoonish.
- Illustrations should be vector-based artwork.
8.6 Imagery Restrictions

- No photographs in which the models are obviously 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.
Free Stock Photography

When looking for the appropriate stock photo for your website or marketing presentation, there are several free stock photography sites available to fill your image needs. To the right is a list of free, high-quality image sources.

Image Usage and Legal Tips
Finding and using a legal stock photograph can be a challenge. You can't simply copy images from Google Images because many of those images are improperly listed and licensed. Avoid potential legal trouble by using a stock photo repository that clearly states all licensing restrictions.

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Public domain images are not owned by anyone and have no copyright. Photographers release images to the public for free use. And images published in the United States before 1923 are automatically public domain.

NEVER copy images from the APICS website or any other website because you may encounter copyright legal issues.

Recommended Stock Photography Sites

Unsplash.com
All photos published on Unsplash can be used for free. High-quality images are available.
- No membership required
- Attribution is requested, but not required

Compfight.com
Compfight uses the Flickr API. You can search through Flickr’s Creative Commons licensed photos without leaving the site.
- No membership required
- Attribution is required

Morguefile.com
MorgueFile is one of the oldest and best free image sites on the web.
- No membership required
- Attribution is required in some cases; double check to make sure

Pixabay.com
Pixabay is a great and easy-to-use resource for stock photography. The free membership is not required, but is recommended. Registration allows you to bypass the CAPTCHA test when downloading images.
- Membership is recommended, but not required
- Attribution is required in some cases; double check to make sure

Freerangestock.com
Free Range Stock offers free images as long as you become a member first. Sign up is painless, but required.
- Membership is required
- Attribution is required