Style Guide

Typefaces and colors for the application of the American Public Garden Association’s logo and supporting visual style.
The American Public Gardens Association is the leading professional organization for the field of public horticulture. We advance the field by encouraging best practices, offering educational and networking opportunities, and advocating on behalf of our members, our programs and public gardens worldwide. We work together with our members and others to strengthen and shape public horticulture, providing the tools and support industry professionals need to better serve the public while preserving and celebrating plants creatively and sustainably.

Since 1940, we have been committed to increasing cooperation and awareness among gardens. Our members include more than 585 institutions, spanning all 50 states, the District of Columbia, Canada, and 24 countries. Our members include, but are not limited to, botanic gardens, arboreta, zoos, museums, colleges and universities, display gardens, and research facilities.

American Public Gardens Association serves public gardens and advances them as leaders, advocates, and innovators. The Association’s vision is to create a world where public gardens are indispensable.

Visit www.publicgardens.org for more information.
Name Guidelines

The “American Public Gardens Association” will be referred to in two ways: by its full name or “the Association”. Acronyms will no longer be used, either for the Association or association programs, as they are exclusive and not recognizable in meaning or purpose to those new to the Association. Those reading “American Public Gardens Association” for the first time get a base understanding of the organization, whereas “APGA” provides little to no information about the association purpose.

Primary Use (for all communications and signage):
American Public Gardens Association

Secondary Use (for all subsequent text and legal references):
The Association

Incorrect Use:
APGA
Logo Directory

SPOT COLOR
The spot color logo should be used whenever possible, and is best displayed on a white background.

Spot colors are only supported by .eps format.

*Please note that the green spot color is different for coated vs. uncoated stock.

FULL COLOR
The full color logo should be used in digitally printed pieces that require cmyk printing.

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American Public Gardens Association

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**EPS**

<table>
<thead>
<tr>
<th>APGA_spot_U.eps</th>
</tr>
</thead>
<tbody>
<tr>
<td>APGA_spot_C.eps</td>
</tr>
</tbody>
</table>

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**EPS**

<table>
<thead>
<tr>
<th>APGA_cmyk.eps</th>
</tr>
</thead>
<tbody>
<tr>
<td>APGA_rgb.eps</td>
</tr>
</tbody>
</table>

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**JPG**

<table>
<thead>
<tr>
<th>APGA_cmyk.jpg</th>
</tr>
</thead>
<tbody>
<tr>
<td>APGA_rgb.jpg</td>
</tr>
</tbody>
</table>

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**PNG**

<table>
<thead>
<tr>
<th>APGA_cmyk.png</th>
</tr>
</thead>
<tbody>
<tr>
<td>APGA_rgb.jpg</td>
</tr>
</tbody>
</table>
BLACK
The Black logo should only be used for publications that are printed in black & white. This will ensure that the logo will print clearly and be legible.

<table>
<thead>
<tr>
<th>Format</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPS</td>
<td>APGA_black.eps</td>
</tr>
<tr>
<td>JPG</td>
<td>APGA_black.jpg</td>
</tr>
<tr>
<td>PNG</td>
<td>APGA_black.png</td>
</tr>
</tbody>
</table>

WHITE / KNOCKED OUT
In branding, the term “Knocked Out” is used when referring to text / logo reversed out of a dark background. This logo should be used when placing the logo on a dark or colored background.

White versions of your logo need a transparent background, which is not supported in jpeg format.

<table>
<thead>
<tr>
<th>Format</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPS</td>
<td>APGA_white.eps</td>
</tr>
<tr>
<td>PNG</td>
<td>APGA_white.png</td>
</tr>
</tbody>
</table>
This icon should only be used as a secondary element to an otherwise heavily branded American Public Gardens Association application. The square proportion can be used for various social media options, and should size accordingly.

*Please note, border is not in actual files. The additional margin is included as negative space for a clean outer area so icons don’t sit right at the edge.

One square jpeg is provided at a large proportion. It can be sized for any social media applications. Most applications will automatically resize the square format as needed.
## Recommended Paper Specifications

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
<th>Color</th>
<th>Bleed</th>
<th>Stock</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LETTERHEAD</strong></td>
<td>8.5in x 11in</td>
<td>2/0</td>
<td>No</td>
<td>Accent Opaque White Smooth 70lb Text</td>
</tr>
<tr>
<td><strong>ENVELOPE</strong></td>
<td>#10</td>
<td>2/0</td>
<td>No</td>
<td>Accent Opaque White Smooth Comparable</td>
</tr>
<tr>
<td><strong>BUSINESS CARD</strong></td>
<td>3.5 x 2</td>
<td>2/2</td>
<td>Yes</td>
<td>Accent Opaque White Smooth 100lb Cover</td>
</tr>
<tr>
<td><strong>THANK YOU CARD</strong></td>
<td>Flat: 5.5in x 8.25in</td>
<td>1/0</td>
<td>Yes</td>
<td>Accent Opaque White Smooth 80lb Cover</td>
</tr>
<tr>
<td><strong>THANK YOU ENVELOPE</strong></td>
<td>A2</td>
<td>2/0</td>
<td>No</td>
<td>Accent Opaque White Smooth Comparable</td>
</tr>
<tr>
<td><strong>NOTECARD</strong></td>
<td>4in x 9in</td>
<td>2/1</td>
<td>No</td>
<td>Accent Opaque White Smooth 100lb Cover</td>
</tr>
</tbody>
</table>
The following selected colors are used to help define and distinguish the brand. The Pantone (PMS), CMYK, RGB and HEX# color references are outlined here.

<table>
<thead>
<tr>
<th>PMS</th>
<th>Offset Printing Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK:</td>
<td>Digital and Full-Color Offset Printing Options</td>
</tr>
<tr>
<td>RGB:</td>
<td>On-Screen Applications and In-House Printing</td>
</tr>
<tr>
<td>HEX#:</td>
<td>Online Applications</td>
</tr>
</tbody>
</table>

| PMS       | 7532                          |
| CMYK:     | c51/ m50/ y55/ k17            |
| RGB:      | r121/ g110/ b101              |
| HEX#:     | 796d65                        |

| PMS       | 382U / 375C                   |
| CMYK:     | c46/ m4/ y100/ k0             |
| RGB:      | r152/ g194/ b61               |
| HEX#:     | 97c13c                        |

| PMS       | 297                           |
| CMYK:     | c52/ m5/ y3/ k0               |
| RGB:      | r110/ g196/ b231              |
| HEX#:     | 6ec3e7                        |

| PMS       | 2612                          |
| CMYK:     | c58/ m90/ y14/ k2             |
| RGB:      | r139/ g70/ b135               |
| HEX#:     | 8b4687                        |

| PMS       | 1795                          |
| CMYK:     | c9/ m98/ y93/ k1              |
| RGB:      | r217/ g39/ b45                |
| HEX#:     | d8272d                        |
The consistent application of a limited number of fonts in all American Public Gardens Association publications will reinforce the brand and graphic identity and give its communications a coherent look.

Avenir Roman can be used for body copy, while Avenir Heavy and/or Black are best for headlines.

Arial can be used when Avenir is not available.
The “proud member” logo can be used by individuals and organizations who are members of the Association to show support for and affiliation with the American Public Gardens Association and its programs.

The “proud member” logo follows the same logo guidelines as the American Public Gardens Association logo.
<table>
<thead>
<tr>
<th>Format</th>
<th>File Names</th>
</tr>
</thead>
</table>
| EPS    | APGA_Member_spot_U.eps  
|        | APGA_Member_spot_C.ep  
|        | APGA_Member_cmyk.eps   
|        | APGA_Member_rgb.ep     
|        | APGA_Member_black.ep   
|        | APGA_Member_white.ep   |
| JPG    | APGA_Member_cmyk.jpg   
|        | APGA_Member_rgb.jpg    
|        | APGA_Member_black.jpg  |
| PNG    | APGA_Member_cmyk.png   
|        | APGA_Member_rgb.png    
|        | APGA_Member_black.png  
|        | APGA_Member_white.png  |

<table>
<thead>
<tr>
<th>Color System</th>
<th>Color Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7532</td>
<td>7532</td>
</tr>
<tr>
<td>CMYK c51/ m50 / y55 / k17</td>
<td>976d65</td>
</tr>
<tr>
<td>RGB r121 / g110 / b101</td>
<td></td>
</tr>
<tr>
<td>PMS 382U / 375C</td>
<td>97c13c</td>
</tr>
<tr>
<td>CMYK c46 / m4 / y100 / k0</td>
<td>97c13c</td>
</tr>
<tr>
<td>RGB r152 / g194 / b61</td>
<td></td>
</tr>
</tbody>
</table>
The Plant Protection Program engages public gardens in forest health protection and plant conservation. Under this umbrella program reside both the Sentinel Plant Network and Plant Heroes.

Primary Use (for all communications and signage):
Plant Protection Program

Secondary Use (for all subsequent text and legal references):
Program

Incorrect Use:
PPP
<table>
<thead>
<tr>
<th>Format</th>
<th>File Names</th>
</tr>
</thead>
</table>
| EPS    | PlantProtectionProgram_spot_U.eps  
          PlantProtectionProgram_spot_C.eps  
          PlantProtectionProgram_cmyk.eps  
          PlantProtectionProgram_rgb.eps  
          PlantProtectionProgram_black.eps  
          PlantProtectionProgram_white.eps |
| JPG    | PlantProtectionProgram_cmyk.jpg  
          PlantProtectionProgram_rgb.jpg  
          PlantProtectionProgram_black.jpg |
| PNG    | PlantProtectionProgram_cmyk.png  
          PlantProtectionProgram_rgb.png  
          PlantProtectionProgram_black.png  
          PlantProtectionProgram_white.png |

PMS: 7532  
CMYK: c51/ m50 / y55 / k17  
RGB: r121 / g110 / b101  
HEX#: 796d65  

PMS: 1795  
CMYK: c9 / m98 / y93 / k1  
RGB: r217 / g39 / b45  
HEX#: d8272d
Plant Heroes

The Plant Heroes program engages young audiences about the importance of plants and uses a positive outcome based approach to illustrate how kids can protect the trees in their neighborhoods and help save our forests.

Primary Use (for all communications and signage):
Plant Heroes

Incorrect Use:
PH

Sentinel Plant Network

The Sentinel Plant Network is a collaboration between the American Public Gardens Association and the National Plant Diagnostic Network. As part of the American Public Gardens Association’s Plant Protection Program, the Sentinel Plant Network contributes to plant conservation by engaging public garden professionals, volunteers, and visitors in the detection and diagnosis of high consequence pests and pathogens.

Primary Use (for all communications and signage):
Sentinel Plant Network

Incorrect Use:
SPN
The Climate & Sustainability Alliance offers a portal of resources for public garden professionals. From operational sustainability and benchmarking tools to educational curriculum, the new resources provide public gardens with support for communicating about and mitigating the impacts of climate change on plants and the ecosystems we all depend upon.

Primary Use (for all communications and signage):
Climate & Sustainability Alliance

Secondary Use (for all subsequent text and legal references) :
Alliance

Incorrect Use:
Climate and Sustainability Alliance
CSA
Logo Directory: Climate & Sustainability Alliance

EPS
- Climate&SustainabilityProgram_spot_U.eps
- Climate&SustainabilityProgram_spot_C.eps
- Climate&SustainabilityProgram_cmyk.eps
- Climate&SustainabilityProgram_rgb.eps
- Climate&SustainabilityProgram_black.eps
- Climate&SustainabilityProgram_white.eps

JPG
- Climate&SustainabilityProgram_cmyk.jpg
- Climate&SustainabilityProgram_rgb.jpg
- Climate&SustainabilityProgram_black.jpg

PNG
- Climate&SustainabilityProgram_cmyk.png
- Climate&SustainabilityProgram_rgb.png
- Climate&SustainabilityProgram_black.png
- Climate&SustainabilityProgram_white.png

PMS 7532
CMYK c51/ m50 / y55 / k17
RGB r121 / g110 / b101
HEX# 796d65

PMS 297
CMYK c52 / m5 / y3 / k0
RGB r110 / g196 / b231
HEX# 6ec3e7
The Plant Collections Network is a network of botanical gardens and arboreta working to coordinate a continent-wide approach to plant germplasm preservation, and to promote high standards of plant collections management. This program was formally known as the North American Plant Collections Consortium (NAPCC). All references to NAPCC, including in writing, on signage or collateral materials and electronic, should be replaced with the Plant Collections Network program name and/or associated logo.

Plant collections accredited by the Plant Collections Network will be referred to as a Nationally Accredited Plant Collection. The use of the phrase “Nationally Accredited Plant Collection” may be modified to include the names for specific plant collections, such as Oak, Maple, and Palm collections.

All references to the Plant Collections Network, including organizational participation in the program and activities carried out as part of the program, should use the general network logo.

Use of the Nationally Accredited Plant Collection logo or name is for use only when referring to a specific, accredited collection.

Primary Use (for all communications and signage):
Plant Collections Network

Secondary Use (for all subsequent text and legal references):
Network

Incorrect Use:
The North American Plant Collections Consortium
NAPCC
PCN

Plant Collections in the Plant Collection Network:
Nationally Accredited Plant Collection
Nationally Accredited [Plant Group Name]
Collection (Example: Nationally Accredited Oak Collection)
Logo Directory: Plant Collections Network

**EPS**
- PlantProtectionProgram_spot_U.eps
- PlantProtectionProgram_spot_C.eps
- PlantProtectionProgram_cmyk.eps
- PlantProtectionProgram_rgb.eps
- PlantProtectionProgram_black.eps
- PlantProtectionProgram_white.eps

**JPG**
- PlantProtectionProgram_cmyk.jpg
- PlantProtectionProgram_rgb.jpg
- PlantProtectionProgram_black.jpg

**PNG**
- PlantProtectionProgram_cmyk.png
- PlantProtectionProgram_rgb.png
- PlantProtectionProgram_black.png
- PlantProtectionProgram_white.png

**PMS**
- 7532

**CMYK**
- c51 / m50 / y55 / k17

**RGB**
- r121 / g110 / b101

**HEX#**
- #796d65

**PMS**
- 2612

**CMYK**
- c58 / m90 / y14 / k2

**RGB**
- r139 / g70 / b135

**HEX#**
- #8b4687
Logo Directory: Nationally Accredited Plant Collection

![Logo 1](image1.png)

**Logo 1 Details:**
- **PMS:** 7532
- **CMYK:** c51 / m50 / y55 / k17
- **RGB:** r121 / g110 / b101
- **HEX#:** 796d65

![Logo 2](image2.png)

**Logo 2 Details:**
- **PMS:** 2612
- **CMYK:** c58 / m90 / y14 / k2
- **RGB:** r139 / g70 / b135
- **HEX#:** 8b4687
Contact Information

For questions regarding American Public Gardens Association branding, please contact:

Abigail Spencer  
Director of Marketing and Outreach  
aspencer@publicgardens.org  
610.708.3011  
www.publicgardens.org