

APICS Identity Manual and Style Guide for APICS Partners

Updated April 2009



APICS Identity Manual and Style Guide.....	3
Logo Usage Guidelines.....	4
Chapter Logo Guidelines	6
IA and AEP Logo Guidelines	8
Logo Usage Procedure.....	10
Proper Usage of Commonly Used Terms	11
References and Resources	13

APICS Identity Manual and Style Guide

These guidelines are designed to assist you in marketing APICS The Association for Operations Management. Please use these guidelines when developing publications, advertisements, brochures, flyers, and other written or online materials. This manual should be provided to design, marketing, Web, and administrative agencies or contractors who assist in creating materials.

If you have any questions about these guidelines, or about APICS marketing, please contact mktadmin@apics.org.

The APICS Name

APICS' name is APICS The Association for Operations Management. This name should be used in every publication or written reference to APICS. After the first usage, the association may be referred to as APICS.

The acronym "APICS" represents the original name of the association, the American Production and Inventory Control Society. Although this is APICS' legal name, it should never be used in print or on the Web as APICS' name.

The APICS Slogan

Advancing Productivity, Innovation, and Competitive Success®

The APICS Message

APICS The Association for Operations Management builds excellence in individuals and enterprises through superior operations management education and training, internationally recognized certifications, comprehensive resources, and a worldwide network of accomplished industry professionals.

Logo Usage Guidelines

There are two versions of the official APICS logo. They are both pictured on page 5. The logo includes the entire name of the association, APICS The Association for Operations Management. The vertical logo should not appear smaller than 1 3/8" wide. The horizontal logo should not appear smaller than 2 1/4" wide.

The APICS logo should be separated by a margin of clear space on all sides equal to the height of the "S" in APICS. The APICS logo can imprint as a unit in one of three colors: black, white, or green (PMS 328 or its equivalent: RGB 0, 125, 114; CMYK 100, 0, 50, 25).

The APICS logo can be used alone or in conjunction with the official slogan, Advancing Productivity, Innovation, and Competitive Success. The slogan should be set as a separate element using Helvetica Bold Italic or Arial Bold Italic with a cap height equal to the size of the dot above the "I" in the logo.

The APICS logo cannot be altered or modified in any way other than the ways included in this booklet.

The stand-alone APICS logo and is for use by APICS corporate only. When referring to events and programs sponsored by APICS corporate, such as conference and membership, use of the APICS logo is permitted. If you are uncertain about usage of the APICS logo, or if you believe that the APICS logo is being used incorrectly, please send an e-mail to chaprel@apics.org for assistance.

Color Palette Guidelines

When possible, the APICS logo should be green (PMS 328); however, it may also appear in black or white. A secondary palette has been provided on page 7. These colors are not to be used for the logo, but can be used for graphics and as font colors.

Vertical Logo



smallest use =
1 3/8" wide

Horizontal Logo



smallest use = 2 1/4" wide

Clear Space



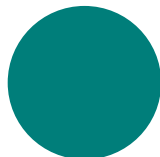
Slogan

*Advancing Productivity, Innovation,
and Competitive Success®*

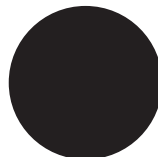


*Advancing Productivity, Innovation,
and Competitive Success*

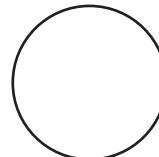
APICS Logo Color Palette



PMS 328C
RGB 0, 125, 114
CMYK 100, 0, 50, 25



Black



White

Chapter Logo Guidelines

There are two versions of the official APICS chapter logo. They are both pictured to the right. The chapter logo consists of the APICS logo plus the name of the local chapter. All logo usage guidelines from page 4 apply to the chapter logo.

To set the local chapter name in type, use Helvetica Bold Italic or Arial Bold Italic with a cap height equal to the height between the legs of the "A" in APICS.

Align the top of the chapter name with the left leg of the letter "A" in the logo.

Please do not repeat the word "APICS" as part of the chapter name.

Prohibited Uses

1. Do not condense, extend, distort, crop, or redraw any part of the logo.
2. Do not infringe on the clear space area around the logo.
3. Do not use the logo within text.
4. Do not change the proportion between the APICS logo and the tag line or chapter name.
5. Do not combine the APICS logo with the slogan and the chapter name.

Horizontal Chapter Logo









Add Chapter Name Here



Add Chapter Name Here



Secondary Color Palette– for additional graphics and as font colors

					
PMS 129C RGB 248,217,61 CMYK 0,15,76,0	PMS 1595C RGB 219,93,6 CMYK 0,63,100,0	PMS 181C RGB 134,47,47 CMYK 0,80,100,45	PMS 576C RGB 86,151,53 CMYK 45,0,90,40	PMS 308C RGB 0,91,130 CMYK 100,10,0,50	PMS 409C RGB 156,146,139 CMYK 0,15,19,47



Add Chapter Name Here

*Advancing Productivity, Innovation,
and Competitive Success*

International Associate (IA) and Authorized Education Provider (AEP) Logo Guidelines

There are two versions of the official APICS logo for each type of international representative. They are both pictured to the right. The IA logo consists of the APICS logo plus the words International Associate. The AEP logo consists of the APICS logo plus the words Authorized Education Provider. IAs and AEPs with contracts with APICS may use these logos when advertising their services related to APICS education, certification, and membership.

Prohibited Uses

1. Do not condense, extend, distort, crop, or redraw any part of the logo.
2. Do not infringe on the clear space area around the logo.
3. Do not use the logo within text.
4. Do not change the proportion between the APICS logo and the tag line or partner designation.
5. Do not combine the APICS logo with the slogan and the partner designation.

International Associate Logo



Authorized Education Provider Logo



Logo Usage Procedure

The association's acronym, APICS, is registered with the United States Trademarks and Patents Office. The logo/acronym is a trademark, and its unauthorized use by individuals or organizations may result in potential liability for trademark infringement and unfair market competition. Therefore, to ensure that the association's reputation, professional image, and public recognition are maintained and to avoid any confusion about the origin of programs and materials all users or potential users of the association's logo/acronym must adhere to the following procedure.

PROCEDURE (Changes require board of directors approval.)

1. The logo/acronym may not be used separately on any printed materials by individuals or organizations except those produced through APICS corporate.
2. The identity of all other users (e.g., individuals, chapters, districts, licensees, and affiliates) of the association's logo/acronym must also be clearly identified and prominently displayed immediately adjacent to the logo/acronym on all printed materials produced by those users.
3. A member in good standing may use the association's logo/acronym only if the chapter, district, or national responsibility is clearly and accurately identified when used in conjunction with the logo/acronym (e.g., J. Doe, APICS ABC chapter president; J. Doe, APICS district 96 director of public relations; J. Doe, APICS past president).
4. **A request to use the association's logo/acronym including a mock up** of the piece, which may directly or indirectly imply the association's endorsement of any materials, programs or services, must be submitted in writing to APICS corporate at least 30 days prior to its proposed use, for review and written response to the request. e-Mail mktadmin@apics.org for permission.

Proper Usage of Commonly Used Terms

APICS name—APICS The Association for Operations Management should be used on first reference to the association in a document. In subsequent references, the name may be shortened to APICS. Never refer to APICS as society, a society, or the society. APICS is an association.

APICS'—the correct possessive form for APICS

APICS address—The correct format for APICS' address and telephone number is
8430 West Bryn Mawr Avenue, Suite 1000
Chicago, IL 60631
(800) 444-2742 or (773) 867-1777
(Note: both telephone numbers must be included.)
Web address: **apics.org**

APICS body of knowledge—no caps even when preceded by APICS

APICS corporate—Refer to APICS corporate offices as APICS corporate.

APICS magazine—APICS is set italic; magazine is set roman with lowercase m; don't precede with "the." [Former title (until Feb. 2005): APICS-The Performance Advantage]

Certification—The certification programs should appear with initial capitalization:

- APICS Certified in Production and Inventory Management (CPIM)/APICS CPIM
- APICS Certified in Integrated Resource Management (CIRM)/APICS CIRM
- APICS Certified Fellow in Production and Inventory Management (CFPIM)/APICS CFPIM
- APICS Certified Supply Chain Professional (CSCP)/APICS CSCP

On first mention, the full name of the program should be spelled out followed by the acronym or abbreviation in parentheses as shown above. Individuals who are seeking certification are candidates. An individual who has passed all the certification exams has earned the APICS CPIM, APICS CIRM, APICS CSCP, or APICS CFPIM designation—not graduated from the particular program.

APICS should always precede any reference to an APICS certification, unless the acronym follows the name of an individual. Example: Obtaining the APICS CSCP designation was important to John Smith, CSCP.

When using a certification acronym or abbreviation in text, remember that the first word in all certifications is certified—don't repeat yourself with usage such as CPIM certification. Use CPIM designation instead.

When placing certification information after a name, CPIM or CFPIM always precedes CIRM and CSCP, and CSCP is always last. All APICS certifications precede other certifications.

APICS publishes only the following designations after names as appropriate: CPIM, CFPIM, CIRM, Jonah, Jonah's Jonah, C.P.M., and A.P.P. (C.P.M. and A.P.P. are granted by the Institute for Supply Management, napm.org)

Chapter—capitalize chapter only when using the full name of a specific chapter. Examples: The APICS Central Nebraska Chapter entered the newsletter competition or The chapter entered the newsletter competition.

Conference—Special word treatments will be determined by each Conference Committee. The following general treatments will always apply.

The APICS International Conference and Exposition—never use the year after APICS as in APICS 2007 International Conference and Exposition. You can also use APICS 2007, APICS conference

District—When referring to a specific APICS district, capitalize district and use Arabic numerals for the district number [District 10]. Use district as opposed to regional—region committee, region chair. Do not use Roman numerals to designate an APICS district.

Society—never refer to APICS as a society; always use association.

Stock numbers—All APICS products, brochures, and so on that are kept in stock are assigned a five-digit stock number. Always use the format stock #12345.

References and Resources

References

APICS Dictionary, 12th edition, is the standard reference for terminology included in the APICS body of knowledge.

The *Chicago Manual of Style*, 15th edition, is the basic style guide in all matters not covered in this style guide.

The *Associated Press Stylebook and Libel Manual* is the secondary style guide.

E-What: A Guide to the Quirks of New Media Style and Usage is the reference for matters pertaining to e-commerce and the Internet that are not covered in this style guide.

Merriam-Webster's Collegiate Dictionary, 11th edition, is the standard dictionary for APICS except for terms covered in the *APICS Dictionary*.

Resources

A PDF of this document is included in the APICS Branding Tool Kit and additional APICS marketing resources are located in the Volunteer Resources section of the APICS Web site at apics.org/Membership/Volunteers, or contact mktadmin@apics.org or chaprel@apics.org.



8430 West Bryn Mawr Avenue,
Suite 1000
Chicago, IL 60631
USA

Tel 773.867.1778
800.444.2742
Fax 773.867.1916
apics.org