



Apex Australia Branding Guide



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1 Introduction

It is important that Apex Australia keep careful maintenance and control of our corporate identity and image. Therefore, whenever the public encounters a reference to Apex, whether it is online, in a park, or a uniform a consistent visual image should be portrayed.

This Branding Guide clearly outlines acceptable standards for the production of logo materials on Apex behalf. The use of the Branding Guide plays a key role in developing the immediate recognition of the Apex brand and Apexians by the public. It is in your interest to assist us in protecting the Apex brand.

The formats set out in this document should be strictly adhered to when producing any material using the Apex name and/or logos/brand. Any questions or special requirements should be directed to communications@apex.org.au

2 Logo

Apex Australia only has one official logo for internal and external use.



The **rising sun** represents the rising generation of youth.

The **base** of the triangle represents the ideal of citizenship.

The **sides** of the triangle represent the ideals of fellowship and service.

The **Apex** of the triangle represents striving to the height of our ambitions



The word Australia recognises that we are the Association, a home-grown organisation that holds a unique position in Australia

3 Approved Promotional Apex Slogans

What is a slogan? A slogan is a series of words or a catchy phrase which helps people remember a particular organisation. A slogan is used in marketing to help a specific phrase stick in a person's mind. The following slogans are approved for use by Apex Clubs:

“Building Better Communities”

“The Heart of a Community ... The Hope of a Nation”

“Apex... It's another word for Aussie volunteer”

“Grow, Learn, Make Friends, Have Fun”

“Apex. There's a point to it.”

“Helping Young Aussies Shine!”

“Creating Opportunities for Aussie youth”

“Helping Aussies reach their Peak”

4 Logo Reproduction

The Apex logo is registered and copyrighted and it is the trademark of the Association.



You will also find the digital files for these logos on our apex website – www.apex.org.au/club-resources



5 Colours

It is important to check with your printer what file type they will require. This information is offered as a guideline only.

Colours for Stationery and Printing, Screen Printing

	Spot Colours	Process Colours	Type of File Needed
Blue	PMS 072	C100 M79 Y0 K0	EPS, PDF
Red	PMS 032	C0 M91 Y87 K0	
Yellow	PMS 109	C0 M9 Y94 K0	

For Vinyl Cut Lettering (signage, etc)

	Spot Colours	Process Colours	Type of File Needed
Blue	Sapphire Blue		EPS, PDF
Red	Tomato Red		
Yellow	06 Yellow		

For Embroidery (club uniforms, etc)

	Kingstar Threads	Type of File Needed
Blue	299	EPS, JPG
Red	36	
Yellow	108	

6 Production

Colours

The logo must only to be reproduced in the three official colours above.

If costs are an issue the logo may be reproduced in black only.



Minimum Clear Space Area

So that the Apex logo is clear and legible in print, it should have a minimum clear space around it. The minimum clear space around the logo and/or brand defines the area into which no other element must intrude.

The minimum clear space area should be 15% of the height of the logo/brand, ie if the logo is 40mm high the minimum space surrounding the logo would be 6mm.



7 Affiliated Entities

Although Apex Australia will always stay true to our heritage and use the traditional triangle logo, with permission affiliated entities may be permitted to use variants of the Logo, called the "sub-Logo".



This sub-Logo will be approved by National Board as long as it is used consistently and in good faith.



This use of Apex Australia's Logo elevates it to the pinnacle of the Sub-Logo, allows a larger reproduction of the word Apex, increasing readability and recognition, whilst still allowing the affiliated entity to identify themselves clearly as part of Apex whilst maintaining their own identity, for example the Apex Foundation.

This variant of the logo must not be used without first obtaining the permission of the board.

8 Further Variations of the Logo

Whilst Apex Clubs are always encouraged to use the Logo, further variations may *sometimes* be approved.



Variations of the logo in this manner **MUST** be approved by National Board prior to use. To seek permission you should email admin@apex.org.au with your proposed variation.

9 Typography

While not wanting to limit creativity the major font to be used for body text, addresses, phone numbers, etc should be Futura Md BT. When this is not available, usually in Microsoft Office, you should use Century Gothic.



10 Contact Information

As always if you have questions, concerns or ideas about how to create a better image for Apex Australia, please forward your correspondence to:

Apex Australia, National Office

E. admin@apex.org.au

W. www.apex.org.au