

# APSCo Global

## Branding Guidelines



The following guidelines show how to use the logos for APSCo Global.



### Where to use

The logos can be used on printed material such as brochures, leaflets, posters and in digital communications including web banners and on web pages. The logos are a registered trademark and are protected by copyright and trademark law.

### Sizing



Minimum size: 25mm wide



Optimum size for A5: 30mm wide



Optimum size for A4: 40mm wide

### Minimum Clearance Zone



The logos need space around them in order to maximise their visual presence. An exclusion zone around the logos will prevent any graphic element such as type, photography or illustration with their integrity. The size of the exclusion zone is based on the height of the letter A in the logo.

### Logo positioning

Please position the logos on the right hand side of the page with the correct spacing around it (see exclusion zone above).

### Joint branding/Co-branding

The APSCo logo should be positioned on the left hand side and any partner logo(s) on the right hand side of an A4 page. The partner logo(s) should not be larger in height than the APSCo logo and should not appear larger than our logo.

**Please only use the logos provided and don't re-create them.**

## Colours

The logos must appear in the two colour-ways shown below:



### APSCo Colour

#### Burnt Orange

Pantone: 158

CMYK: C0 M63 Y95 K0

RGB: R236 G118 B22

#### Dark Blue

Pantone: 280

CMYK: C100 M87 Y23 K0

RGB: R19 G48 B128



### APSCo Black

Pantone: Process Black

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

There is a white-out logo alternative if needed. Please contact the APSCo marketing team.

## Queries/approval

The trademarks/logos may only be used on marketing material that promotes APSCo.

To get further guidance email [marketing@apsco.org](mailto:marketing@apsco.org).

## Promotional copy to use to reference APSCo

The Association of Professional Staffing Companies (APSCo) is the only recruitment trade body with an international profile and a suite of services designed to support the global expansion plans of its members. Its international reach, knowledge of global recruitment markets and brand recognition as a trusted badge of quality makes APSCo the ideal partner for recruitment firms that are expanding overseas. APSCo Global includes:

- APSCo United Kingdom
- APSCo Australia
- APSCo Deutschland
- APSCo Asia

APSCo was formed to give all firms involved in the recruitment of professional talent that have a commitment to excellence, the specialist support and distinctive voice they need to be successful. It gives candidates and employers a trusted badge of quality whilst providing member firms with an innovative range of services designed for them by recruitment experts.

These services, combined with its growing international profile, commitment to Corporate Social Responsibility and opportunities for professional networking give APSCo members a unique opportunity to develop their businesses and gain competitive advantage.