This manual is designed to provide guidance and information to manage the basic elements of the APTN brand identity system. Brand consistency is important across all media that APTN communicates. Use of this guide will ensure a clear, consistent and powerful brand image.

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The APTN brand identity system is comprised of three basic elements: the organisation logo, colour and typography.

Used consistently, these three basic elements are the core of our brand identity system. They provide continuity from one medium to the next. They unify APTN communications into one coherent whole. And they enable us to project a powerful, distinctive image.

Given our name and new look, they also help to ensure our entire internal team connects with and understands our new brand identity and how to articulate it.

Having a “story” that explains our logo in important – what does it mean, what does it symbolise and how does it help us in the future. Our story is the each unique circle represents the diversity of our community. The rings that the circles form is the network and community. We use round elements to show unity and welcome.
The APTN brand identity system ties together the ‘whole of who we are and what we do’. The APTN logo is a unique and proprietary visual mark that captures the purpose and spirit of our organisation. The brand mark represents strength and stability.

It’s critical that we maintain a high degree of clarity and consistency when applying the APTN logo. This will help us to continually build awareness.

The APTN logo consists of two elements whose relationship must never be altered: the customised wordmark (lettertype) and the brandmark.

See pages 4-7 to see the approved variations of the logo and page 11 for approved colour swatches.
Consistent and correct use of colour for our logo facilitates and enhances recognition of our brand and by extension, our organisation.

To ensure maximum legibility, the APTN logo should always be on a white background.

This is the approved colour combination.
As there may be many more possibilities predicting the need, please contact info@ethicastrategy.com if you need a version not included in the logo package.

A one colour (black), reversed out (white) and a grey colour version is also available for specific usage.

The one colour black-only version should only be used on fax covers or any material that is intended for photocopying.

The one colour reversed version on a black background.

Grayscale version is to be used when there is a high production value to a one colour output. If the reproduction is not high-quality, opt to use the black and white version.
There are three versions provided for specific usage: One with the tagline: Standing Up For Trans Rights with the URL: weareaptn.org. Second version comprises of the rings from the logo brandmark with organisation full name and the URL (see next page). The third version has the organisation full name and the URL (see next page).

A one colour (black), reversed out (white) and a grey colour version is also available for specific usage for the three formats comprising the tagline and URL.

As a general rule, use the tagline version for corporate materials and presentations. And use the version with the “.org” for public-facing materials.

It is always preferable to use the tagline version if space is available. When the URL is the key element, use the logo (with rings) + URL version. If adequate space is not available, use only the url version (with or without the rings). Spacing between the logo and circles and URL should not be altered.

Public materials, like reports, information materials, online promotions, sponsorships, etc., should use the tagline and URL. That way we are promoting our organisation and the website.
TAGLINE AND URL USAGE

ASIA PACIFIC TRANSGENDER NETWORK

weareaptn.org

URL version with the logo rings.

ASIA PACIFIC TRANSGENDER NETWORK

weareaptn.org

The one colour black-only version should only be used on fax covers or any material that is intended for photocopying.

ASIA PACIFIC TRANSGENDER NETWORK

weareaptn.org

Grayscale version is to be used when there is a high production value to a one colour output. If the reproduction is not high-quality, opt to use the black and white version.

ASIA PACIFIC TRANSGENDER NETWORK

weareaptn.org

ASIA PACIFIC TRANSGENDER NETWORK

weareaptn.org

ASIA PACIFIC TRANSGENDER NETWORK

weareaptn.org

Use this URL version with ‘we’ in light italics, ‘are’ in medium italics, ‘aptn’ in bold and ‘.org’ in light.

Colours for only ‘aptn’ can be changed using the corporate colours. Rest of the text remains the same.

The one colour black-only version should only be used on fax covers or any material that is intended for photocopying.

The one colour reversed version on a black background.

Grayscale version is to be used when there is a high production value to a one colour output. If the reproduction is not high-quality, opt to use the black and white version.
In many brand communication materials, the APTN logo will be placed with other logos. When using the APTN logo with other logos, you can use the weareaptn.org logo version with the rings. Do not use any version of the logo which includes the tagline.

You can also use the vertical version as well as the abbreviated version when the other logo is more vertical in formation so there is a visual balance of elements. Similarly the horizontal version to balance with a more horizontally structured logo.

Here the APTN tagline version of the logo has been used where it is visually balanced when placed with other logos.
This chart shows all the logo versions for the APTN logo.

The 300 dpi files are high resolution, ready to print files. They can be used online. Dpi or “dots per inch” is the measurement used within the printing and graphic design industry to determine how sharp an image is.

As a rule, offset printed material should use the CMYK logo versions. When using the logo online, use the RGB version in the correct resolution for your needs, usually 72 dpi for website.

**CMYK/ 4 colour logo versions available include vector, .eps and .ai**

File Name: APTN_Logo_CMYK
File Name: APTN_LogoHrz_CMYK
File Name: APTN_LogoAbbrev_CMYK
File Name: APTN_TaglineURL_CMYK
File Name: APTN_LogoURL_CMYK
File Name: APTN_URL_CMYK

**1 colour logo version available in CMYK .eps and RGB .png**

File Name: APTN_Logo_Black
File Name: APTN_LogoHrz_Black
File Name: APTN_LogoAbbrev_Black
File Name: APTN_TaglineURL_Black
File Name: APTN_LogoURL_Black
File Name: APTN_URL_Black

**1 colour reversed logo version available in CMYK .eps and RGB .png**

File Name: APTN_Logo_White
File Name: APTN_LogoHrz_White
File Name: APTN_LogoAbbrev_White
File Name: APTN_TaglineURL_White
File Name: APTN_LogoURL_White
File Name: APTN_URL_White

**RGB/ 4 colour logo versions available include vector .png and raster .jpg in 300 dpi**

File Name: APTN_Logo_RGB
File Name: APTN_LogoHrz_RGB
File Name: APTN_LogoAbbrev_RGB
File Name: APTN_TaglineURL_RGB
File Name: APTN_LogoURL_RGB
File Name: APTN_URL_RGB

**Grayscale version logos available in psd CMYK .eps and RGB .png format**

File Name: APTN_Logo_Grayscale
File Name: APTN_LogoHrz_Grayscale
File Name: APTN_LogoAbbrev_Grayscale
File Name: APTN_TaglineURL_Grayscale
File Name: APTN_LogoURL_Grayscale
File Name: APTN_URL_Grayscale

*The APTN URL version of the grayscale is the same as the four colour version as they have the same colour percentages on the black scale so a separate one is not provided.*
To ensure that the APTN logo is never compromised, it should stand alone and remain at a reasonable distance from competing text, graphic devices and images.

In order to protect the integrity and impact of our identity, a minimum clear area has been defined. This clear space around the logo must always be greater than or equal to one and a half times / 150% of the ring from the logotype as illustrated on the right. No other elements can appear within this space.

Preferably the logo is used with as much clear area as possible.
For production, if the usage is big, use the full brand mark and as size minimises, opt to other orientations as the “aptn” initial/URL version.

Following minimum size guidelines will ensure that the APTN logo is consistent and legible in all applications.

Calculate the minimum width for the APTN vertical and horizontal logo by the wordmark never being less that than 3/4th of an inch.
The APTN logo must be applied correctly to guarantee that its visual impact and integrity are not jeopardised or misrepresented.

The examples at the right illustrate a variety of incorrect uses for the vertical formation of the logo. Same rules apply for the horizontal and abbreviated logo versions. Incorrect usage must be avoided at all costs. The best, ultimate usage is with a white background and adequate space around the logo.

If you have questions or are not sure about the correct application of the APTN logo, please contact info@ethicastrategy.com.
COLOUR PALETTE

APTN’s corporate colours are derived from the multi coloured brandmark as shown in the right column with the CMYK, RGB and Web Safe percentages. The logo does not follow the Pantone colour system so we have provide composition values for exact reproduction.

For web or screen applications, the equivalent RGB has to be used. For HTML the web safe RGB equivalent can be used.

The preference for external communications, such as magazine advertising or even internal print communications will require logo reproduction in four-colour/ CMYK process.
Typography is an essential tool for establishing a strong and distinct visual identity system. Used appropriately, type can enhance and reinforce your brand positioning. Used haphazardly, however, type can also create tremendous visual dissonance.

The wordmark in the APTN logo is designed using the **Source Sans Pro Light** typeface set in upper caps and the wordmark uses the Lato font set in upper caps with two different weightages: Lato Regular in the first line and Lato Bold in the second line.

Source Sans Pro, Adobe’s first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

The Source Sans Pro font family can be downloaded from: https://www.fontsquirrel.com/fonts/source-sans-pro

**Source Sans Pro Light**

**Source Sans Pro Light Italic**

**Source Sans Pro Regular**

**Source Sans Pro Semibold**

**Source Sans Pro Semibold Italic**

**Source Sans Pro Bold**

**Source Sans Pro Black**
Headline is set in Source Sans Pro Semibold, all caps, aligned left, ragged right, with ample leading (line spacing) to make the type look open and legible. Headlines do not use a period.

Subhead is set in Source Sans Pro Light, all caps, aligned left, ragged right, with ample leading to make the type look open and legible, no period unless multiple sentences. Subheadlines do not use a period. Use a colour from the corporate colour palette.

Body copy is set in Source Sans Pro Light, aligned left, ragged right, with ample leading to make the type look open and legible. Preferred is a font size of 11 point with 15 point leading. Ample leading allows easy reading and looks polished and professional. Avoid hyphenation if possible. Italicise or bold when need to highlight or summarise a sentence or words.

HEADLINE TEXT FOR COMMUNICATIONS

SUBHEAD TEXT FOR COMMUNICATIONS FOR ASIA PACIFIC TRANSGENDER NETWORK

Body copy Accullit lam nobitatat. Muscips untorum nuscid et et minimaione eos sapero ommolor ecerumq uianduc ietur, omnis in reiusto quo excest faccum rae sunt et asperfe rionsere, invernam restotat evelesendus reicimu sciaeres reria ad quam aut vollit rent lam doluptas minctio rporit acipit qui beari que recuscil inus et ducia dioriae ium faccus, nonem sit qui restotat laborio cution seceric.

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Sincia con eate et aut quodiam ipsunt as et minus, qui con natempe litatam que nonsed ullupta. Uptat quae. Unt earum rierandandam ius con non nihil mi, ipiene omnient eniet, vita sincia dipid quisciui mquaecat.
ANIMATING ELEMENTS AND DEVICES

On the right are examples of some graphic elements derived from the brand mark that can be used to support the APTN logo in all its communication materials.

The APTN rings can be used in different sizes, positions, made to overlap each other, flush cut, as a watermark or in any other interesting way.

Interesting treatments using screens for photo visuals, boxes and slanting rectangles to highlight text or a message can also be used in creative ways.
A lot of consideration is needed when selecting fonts and how they will look with the site design and engage users online. As not all people viewing the site have the same fonts, the names of fonts are different from a MAC to PC with certain browsers having limited font support and some browsers which will not render your font nicely resulting in text that is pixilated and not at all pleasing to read.

We suggest the use of the typeface Arial which is a “web-safe” san serif font that is provided as standard on both Mac and PCs as seen in the right column.

Font colour usage: Black, 50% Black, 80% K, or a web safe colour from the corporate palette to highlight a certain section or sentence.

**Arial**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 pt</td>
<td>The quick brown fox jumps over a lazy dog</td>
</tr>
<tr>
<td>12 pt</td>
<td>The quick brown fox jumps over a lazy dog</td>
</tr>
<tr>
<td>12 pt - <em>ITALIC</em></td>
<td><em>The quick brown fox jumps over a lazy dog</em></td>
</tr>
<tr>
<td>12 pt - <em>BOLD</em></td>
<td>The quick brown fox jumps over a lazy dog</td>
</tr>
<tr>
<td>12 pt - <em>BOLD</em> &amp; <em>ITALIC</em></td>
<td><em>The quick brown fox jumps over a lazy dog</em></td>
</tr>
<tr>
<td>14 pt</td>
<td>The quick brown fox jumps over a lazy dog</td>
</tr>
<tr>
<td>16 pt</td>
<td>The quick brown fox jumps over a lazy dog</td>
</tr>
<tr>
<td>18 pt</td>
<td>The quick brown fox jumps over a lazy dog</td>
</tr>
<tr>
<td>20 pt</td>
<td>The quick brown fox jumps over a lazy dog</td>
</tr>
</tbody>
</table>

**Arial Black**

Arial Black does not have a bold or italic version.

<table>
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<td>The quick brown fox jumps over a lazy dog</td>
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</tbody>
</table>
APPLICATIONS OF THE BRAND IDENTITY

STATIONERY

The APTN business cards with six different coloured fronts and a common back, the APTN letterhead and second sheets as well as the envelope are extensions of the APTN brand identity.
EMAIL SIGNATURE

APTN logo and typography for the email signatures will be as per the right column.

The email signature text is all live (not a graphic). The text font used is Arial and the name is set in Arial Bold in the APTN brand green colour. The person's title is in Arial Italic. All 100% black.

The confidential disclaimer text is set Arial italic and 50% black. It does not contain any line breaks.

There is a grey band area provided for inserting ongoing promotional banners or to highlight some news or relevant information.

First LastName  JobName
+00 0 000 0000 | emailname@weareaptn.org

ASIA PACIFIC TRANSGENDER NETWORK

3/29, 3rd fl (W District), Soi Sukhumvit 71
Phra Khanong Nuea, Watthana, Bangkok 10110
T+66 2 108 8855

weareaptn.org

The information contained in this message is intended only for the use of the recipient named above. This message may contain confidential or undisclosed information. If the reader of this message is not the intended recipient or an agent responsible for delivering to the intended recipient, you are hereby notified that you have received this message in error, and that any review, dissemination, distribution or copying of it is strictly prohibited. If you have received this message in error, please notify us by telephone immediately at +00 000 0000. Thank you for your cooperation.

promo banner
APPLICATIONS OF THE BRAND IDENTITY

POWERPOINT TEMPLATES

Please use the available power point templates set with master slides for all corporate presentations or internal communications with set fonts, colours etc to present a strong brand image.
APPLICATIONS OF THE BRAND IDENTITY

THE TRUE MEASURE OF ANY SOCIETY IS FOUND IN HOW IT TREATS ITS MOST VULNERABLE MEMBERS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam sagittis.

Ut magna nulla, molestie sed ipsum quis, sollicitudin suscipit augue. Maecenas leo lacin, lobortis sed nulla eget, consectetur molestie odio.

Duis eget consectetur ante. Donec sit amet lobortis massa. Ut magna nulla, molestie sed ipsum quis, sollicitudin suscipit augue.

Everyone has the right to live a full and healthy life with dignity. With your support, we can and will improve the lives of millions of people across the region.
APPLICATIONS OF THE BRAND IDENTITY

COLLATERALS

APTN Name Tags

Certificate of Participation

Tshirt Front & Back

Standee
APPLICATONS OF THE BRAND IDENTITY

COLLATERALS

ASIA PACIFIC
TRANS GENDER
NETWORK

Expanding the Circle:
A multi-country workshop series on comprehensive trans healthcare

Call out area goes here with highlights from the sessions and workshops.

Make them interesting and even name a specific focus of different sessions so that they can appeal to different people.

Use a photo of a group of healthcare workers around a table or having a chat.

People want to know that they'll be looked after.

Include a photo of the room or food buffet.


Egestas metus in urna rhoncus, eget fringilla augue sagittis. Donec ut dignissim ante.


Important details about registering and a contact information for people needing to learn more about the event.

WEAREAPTN.ORG/EXPANDTHECIRCLE/REGISTER

weareaptn.org
APPLICATIONS OF THE BRAND IDENTITY

SOCIAL MEDIA POSTS

HEADLINE GOES HERE AND IT’S A BIG ONE
SODALES NULLA ET ALIQUAM SAGITTIS
APPLICATIONS OF THE BRAND IDENTITY

SOCIAL MEDIA POSTS
APPLICATIONS OF THE BRAND IDENTITY

WEBSITE