



AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

Guidelines for the new APHA for affiliated associations

APRIL 2014

A message from APHA's executive director

The new APHA is about people – our members, staff, partners and supporters - joining together as a community. It's about better understanding our values as an organization and infusing a new energy and confidence in the pursuit of our mission. It's about ensuring that how we work and what we work on moves us closer toward achieving our mission.

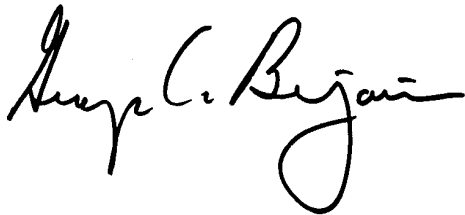
Our vision: Create the healthiest nation in one generation

Our Mission: Improve the health of the public and achieve equity in health status

The new APHA is critical to our effectiveness as an organization. It helps bring attention to our work, rally people to our cause and strengthen our impact. In order to resonate with our members and supporters APHA's new brand must be applied consistently in all APHA-related communications. These guidelines have been prepared to help APHA staff, members, affiliated organizations and supporters understand APHA's new brand and apply it in a uniform manner.

Now is an exciting time of change, with the potential for great advances in the public's health. Thank you for everything you do to help APHA create the healthiest nation in one generation.

Sincerely,

A handwritten signature in black ink that reads "Georges C. Benjamin". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Georges C. Benjamin, MD
APHA Executive Director

1 The New APHA

- A. APHA value.....4
- B. APHA values.....5
- C. APHA voice.....6

2 Communicating the Affiliate relationship.....7-8

3 The Logo

- A. Overview.....9
- B. Logo components..... 10
- C. Logo colors..... 11
- D. Minimum size 11
- E. Clear space..... 12
- F. Associating the APHA Affiliate logo with your Association's logo..... 13-14
- F. Incorrect use 15
- G. Logo files..... 16

A. The new APHA: Our Value

Our value is what we deliver, our unique promise, the benefit for which others seek us out.

APHA is a global **community of public health professionals and the collective voice for the health of the public**. APHA is the only organization that **combines 140-plus years of perspective, a broad-based constituency and the ability to influence federal policy** to advocate for and improve the public's health.

APHA improves the health of all people and all communities by:

- supporting professionals in ways that help them do their jobs better;
- creating understanding, engagement and support for key public health issues; and
- directly influencing public policy to improve health globally.

B. The new APHA: Our Values

Our values convey the organization's soul and define the way we achieve our mission. They are at the heart of what we do and are the primary drivers for our work.

APHA's brand reflects these values for the organization as it exists today and where it plans to go in the future. As such, APHA's brand values blend existing values with aspirational values. The values below ground APHA's work and should be embodied in all communication and interactions.

APHA stands for:

- **Community** – We are a “home” for people who share a commitment to population health. We believe we have greater potential for impact when we create community to solve problems, share new ideas and explore different perspectives.
- **Science and evidence-based decision-making** – The best policies and practices are ones based on research, with evidence that demonstrates effectiveness. The best innovations come from testing of new ideas and approaches.
- **Health equity** – We believe in healthy people and communities – that means **all** people and **all** communities.
- **Prevention and wellness** – Preventing disease and injury, mitigating the impact of disasters through preparedness and ensuring an environment where the healthy choice is the easy choice are worthwhile investments that lead to an overall improved human condition.
- **Real progress in improving health** – Our effort must result in forward movement in health impact. Sometimes that is a leap forward and other times incremental, but always is real progress.

C. The new APHA: Our Voice

Our voice is our personality, our outward face and the lasting impression we aim to create among key audiences.

APHA's voice reflects our value as both a community for public health professionals AND a collective voice for public health. As such it is:

- **Representative** of the broad constituency within APHA as well as those outside APHA who care about the public's health;
- **Engaging, personable and passionate** about the value of who and what APHA represents;
- **Approachable** in that people see themselves within APHA and join the effort;
- **Credible** because the organization is knowledgeable and values science-based decision making; and
- **Confident and strong**, enabling effectiveness.

Communicating the Affiliate relationship

The goal of the affiliate relationship is to support members and collectively increase the impact of APHA and affiliated associations in achieving our common mission of improving the health of the public and achieving equity in health status. To be successful, it is important that APHA and all Affiliates clearly and consistently communicate this relationship. That is why the copy below is designed to be used verbatim. Any revisions must be discussed and approved by APHA in advance.

How APHA communicates the Affiliate relationship:

APHA is the national voice on public health. We could not succeed without the complementary efforts of our 53 affiliated state and regional public health associations. Since 1918, APHA and its Affiliates have collaborated to grow stronger as organizations, to share expertise, influence, and resources, and to advocate for common priorities at the local, state, and federal levels.

How affiliates communicate the relationship:

[XX] Public Health Association is an affiliated association of the American Public Health Association (APHA). Since 1918, we have collaborated with APHA to grow stronger as organizations, to share expertise, influence, and resources, and to advocate for common priorities at the local, state, and federal levels.

Include one of the three definitions of APHA depending on space constraints:

Preferred version:

APHA is the national voice of public health and champions the health of all people and all communities. They strengthen the profession of public health; share the latest research and information, promote best practices and advocate for public health issues and policies grounded in research. APHA is the only organization that combines a 140-plus year perspective, the ability to influence federal policy to improve the public's health and a member community from all public health disciplines and over 40 countries. APHA publishes the *American Journal of Public Health* and *The Nation's Health*, convenes an Annual Meeting and Exposition where thousands of participants share the latest public health research and leads public awareness campaigns such as Get Ready and National Public Health Week. Learn more at www.apha.org.

Shorter version:

APHA is the national voice of public health and champions the health of all people and all communities. They strengthen the profession of public health, promote best practices and share the latest public health research and information. APHA is the only organization that combines a 140-plus year perspective, the ability to influence federal policy to improve the public's health and a member community from all public health disciplines and over 40 countries. Learn more at www.apha.org.

Communicating the Affiliate relationship *continued*

Essential version:

APHA is the national voice of public health and champions the health of all people and all communities. They are the only organization that combines a 140-plus year perspective, the ability to influence federal policy to improve the public's health and a member community from all public health disciplines and over 40 countries. Learn more at www.apha.org.

A. Overview

These guidelines are provided to help affiliated associations correctly use APHA's Affiliate logo to indicate their affiliation with APHA. To use the APHA Affiliate logo an association must have a signed MOU on file with APHA.

APHA Sections, SPIGs and Forums should refer to the APHA Branding guidelines for component groups located at www.apha.org/guidelines.

All communication materials that define your organizations mission and structure must (including websites, social media, brochures and other communication materials) also communicate the APHA affiliation with the APHA Affiliate logo and/or verbal description as appropriate given available space.

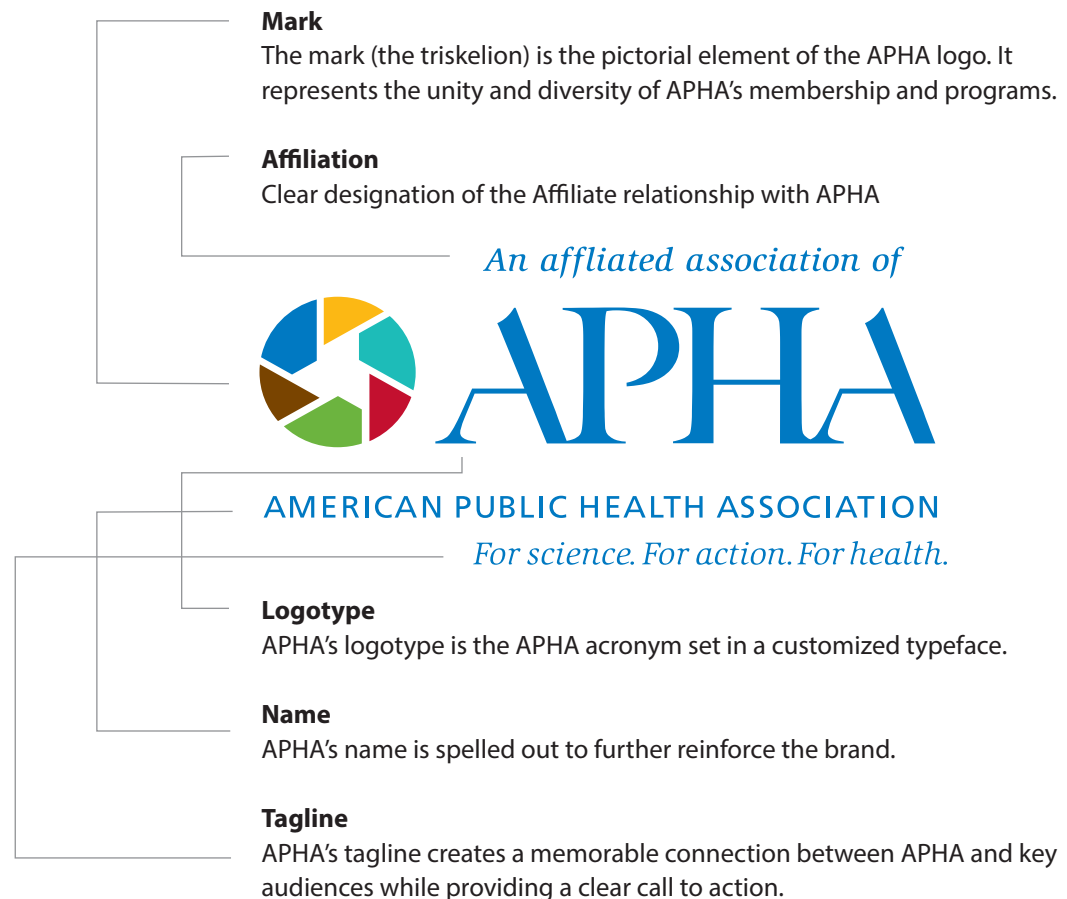
Important: APHA approval required

APHA's logo is a registered trademark of the American Public Health Association. All uses of APHA's Affiliate logo including print, video and online must receive prior APHA approval before publishing and be in adherence with these guidelines. For questions and requests for approval, contact APHA using the online request form at www.apha.org/guidelines.

B. Logo Components

The APHA logo is the most visible identification of our brand. The logo plays a critical role in ensuring that people recognize us and associate our efforts and accomplishments with the association.

The APHA Affiliate logo is comprised of five components. Unless specifically addressed in these guidelines, all five components must be present when using the APHA Affiliate logo. The APHA Affiliate logo cannot be changed or combined with another logo without prior approval.



C. Logo Colors

The APHA logo color options are four color, Pantone 300, black, and white. Do not assign any other colors to the logo. When printing one-color documents, use the black-only version of the logo in your layouts.



Four color



Pantone 300



Black



White
Use this version when the logo will appear on black or dark colors.

D. Minimum Size

To ensure consistency and readability of the logotype and tagline, use the width of the tagline—"For science. For action. For health."—as your guide.

When the width of the tagline will be one inch or greater, use the entire logo, including the name and tagline elements. This is the minimum desired size of the logo.



**Tagline width 1 inch or greater:
Use complete logo with name and tagline**

E. Clear Space

To enhance presentation and ensure readability, leave sufficient clear space around the logo. As a general rule of thumb, the clear space surrounding the logo on all four sides should be at minimum the full diameter of the triskelion at whatever size the logo is used. Do not place photos, typography or other graphic elements inside the minimum clear space.

Full diameter of the triskelion



F. Associating the APHA Affiliate logo with your association's logo

Affiliated organizations should show both their organization's logo and the APHA Affiliate logo on the same communication materials. This reinforces the relationship between the two organizations.

The APHA Affiliate logo should always provide a link to www.apha.org.

The logos should be of equal size.

Correct



Incorrect



F. Associating the APHA Affiliate logo with your association's logo

The APHA Affiliate logo can be placed either next to your association's logo or in a separate place on the materials as long as there is equal visual representation of the two logos

APHA Supports the Clean Air Act

APHA opposes any effort to hinder EPA's ability to protect public health through the Clean Air Act. APHA supports full implementation of the Clean Air Act and urges members of Congress to oppose any efforts to weaken, delay or block progress toward the continued implementation of the following vital public health protections:

- EPA's Cross-State Air Pollution Rule for power plants
- EPA's Mercury and Air Toxics Standards for power plants
- EPA's Mercury and Air Toxics Standard for industrial and commercial boilers and incinerators
- EPA's Carbon Pollution Standard for new power plants

Sources:

1. *American Lung Association: Organizations Urge Congress to Uphold the Clean Air Act*, <http://www.lung.org/press-room/press-releases/uphold-clean-air-act.html>, accessed 3-5-2012.
2. *EPA: The Clean Air Act: Protecting Human Health and the Environment Since 1970 as the US Economy Has Grown*, <http://www.epa.gov/air/scaqglr/economy.html>, accessed 3-5-2012.
3. *EPA: Mercury Air Toxics Standards: Healthier Americans*, <http://www.epa.gov/nats/health.html>, accessed 3-5-2012.
4. *EPA: "Nitrogen Dioxide"*, <http://www.epa.gov/air/nitrogenoxides/health.html>, accessed 3-5-2012.
5. *EPA: Cross-State Air Pollution Rule*, <http://www.epa.gov/assstateair>, accessed 3-5-2012.



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2. *EPA: The Clean Air Act: Protecting Human Health and the Environment Since 1970 as the US Economy Has Grown*, <http://www.epa.gov/air/scaqglr/economy.html>, accessed 3-5-2012.
3. *EPA: Mercury Air Toxics Standards: Healthier Americans*, <http://www.epa.gov/nats/health.html>, accessed 3-5-2012.
4. *EPA: "Nitrogen Dioxide"*, <http://www.epa.gov/air/nitrogenoxides/health.html>, accessed 3-5-2012.
5. *EPA: Cross-State Air Pollution Rule*, <http://www.epa.gov/assstateair>, accessed 3-5-2012.



G. Incorrect Use

1. Don't reposition, re-size or separate parts of the logo.
2. Don't recolor the logo.
3. Don't make a pattern or texture out of the logo.
4. Don't apply any effects to the logo.
5. Don't overlap text or other graphics on the logo – follow clear space requirements.
6. Don't alter the transparency of the logo.
7. Don't rotate the logo.



H. Logo files

It is critical that the proper art file of the logo is used on all materials. Do not copy the logo from a website or other online materials as it may become distorted when used in another application.

APHA staff will help you identify the correct art file for your project. Requests can be submitted using the online request form found at www.apha.org/guidelines. Requests will typically be fulfilled within 3 business days.

Art files for APHA's Affiliate logo are provided in TIFF, GIF, EPS, and PNG formats. If you need to re-size the logo only use the EPS file to ensure clear replication at the desired size.

If you have questions or need help developing the correct size logo in the file format you require please contact www.apha.org/guidelines.