

AP LOGO ARTWORK GUIDE

Guidelines

This chart serves as a guideline for the accompanying brandmark artwork and the differences in color, size, and format versions and defines file nomenclature.

EPS files are for applications that require high-resolution artwork for reproduction. These files can be scaled (enlarged or reduced) without any loss in quality. These files can be opened with vector-based applications such as Adobe Illustrator.

PNG files are suitable for digital and video use (i.e. Powerpoints or web).

Pre-scaled logo PNG files and icons were optimized for their current size and are not intended to be enlarged.

Logo File Naming Guide


IDENTIFIER		PRINT SURFACE
		C - Coated
		UC - Uncoated
AP_CMYK_C.eps		
COLOR SPACE		EXTENSION
CMYK - Process		.eps - Vector
PMS - Pantone		.png - Raster
RGB - Screen & Video		
K - Black		

October 3, 2011


COMMON USE:

 Print – CMYK AP_CMYK_[C/UC].eps



 Print – PMS AP_PMS_[C/UC].eps



 Print – 1 Color AP_K_[C/UC].eps



 Screen – RGB AP_RGB.[eps/png]



SPECIAL USE:

Horizontal

For limited use. See Visual Brand Guidelines.



SPECIAL_USE/HORIZONTAL/
AP_HORIZ_[COLOR]_[C/UC].eps

Screen – Icons

Hand-rasterized square icons. **Use only as prescribed.**



Close-up of hand rasterizing

	SPECIAL_USE/ICONS/
Favicon	AP_ICON_16x16
iPhone & iPod Touch Small Icon (search/settings)	AP_ICON_29x29
iPhone Hi Res Small Icon (search/settings)	AP_ICON_58x58
iPhone & iPod Touch App Icon	AP_ICON_57x57
iPad Small Icon (Search Results)	AP_ICON_50x50
iPhone Retina App Icon	AP_ICON_114x114
Facebook Avatar	AP_ICON_180x180
App Store Icon	AP_ICON_512x512

Screen – Pre-Scaled

Hand-rasterized logos. **Use only at specified size.**



Close-up of hand rasterizing

	SPECIAL_USE/PRESCALED/
iPad/iPhone3G App title logo	AP_RGB_38x44
iPhone 4 App title logo	AP_RGB_77x88
Website 92px wide grid	AP_RGB_92x106