2.0
The APC logo

2.1 – Consistency is the key

The APC logo is central. Every communication piece, in any medium, depends on a clear presentation of our logo as an identifier. The years of work we have done to build and strengthen the APC brand can be capitalized in an instant with this single symbol. Customers see it, customers trust it, customers depend on it. To protect the logo's power, every application of the logo must be absolutely consistent the world over. While the logo may appear on thousands of documents in front of millions of customers, it may only be presented to them in four ways.

The first iteration of the logo is just as you see it at right. Red, unencumbered by any text below and unique to APC. This logo is a registered trademark owned by the company, and must appear at all times with that indicator.

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The second iteration includes the marketing tagline sanctioned by the corporate marketing communications department. At any given time, ONLY one tagline will be in use worldwide.
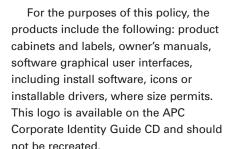
APC®
Legendary Reliability™

APC®

Wherever critical business reasons compel us to identify our company name in the logo, "American Power Conversion" may be used underneath. The words "American Power Conversion" should never be translated. These words should always appear in black. If the background would cause the black words to be unreadable, they may be changed to white.

It is corporate policy to use the logo with the URL in place of the corporate tagline to provide a clear and obvious communication link between APC and customers in the field who may not have our phone number or Web address listed anywhere else. This usage is ONLY acceptable for products.

For the purposes of this policy, the products include the following: product cabinets and labels, owner's manuals, software graphical user interfaces, including install software, icons or installable drivers, where size permits. This logo is available on the APC Corporate Identity Guide CD and should not be recreated.

2.2 – How to use the APC logo…correctly

Ensuring the correct use of the APC logo is easy. Application follows a simple formula which can be repeated anywhere at anytime. To use the logo properly you only need to understand and apply the following basic rules:

The APC logo may only appear in red (PMS 199) or black. It may never appear in shades or gradations of these colors; it must always be solid.

The proportions of the APC logo are contained in and constrained by the image files provided to you by our corporate design team. Whenever re-sizing, height and width must be increased or decreased proportionately.

When the logo is used with the any approved text beneath it, the width of the logo (the symbol only, excluding trademarks) should not measure below 11/16" (17.5mm).

When the logo is used on its own, it may be scaled down to as small as 3/8" (9.5mm) wide (excluding trademark symbols).

2.3 – Logo specifications

The clear space around the logo must be maintained. Avoid diluting the logo's power by surrounding and overshadowing it with clutter.

The clear space around the logo is defined by the height of the base of the "P" (defined as "x" fig. 1) and must be applied on all four sides of the logo.

fig. 1

When text is added below the logo, the space around the logo and text remains "x" while the space between the logo and the text is defined by the height of the crossbar of the "A" (defined as "y" in fig. 2).

fig. 2

The font of the text must always be Univers condensed with an x-height identical to the "x" measure of the "P".

Electronic files are available on the APC Corporate Identity Guidelines CD.

2.4 – Acceptable adaptations in logo usage

As is the case with most rules, a few exceptions apply. Any exceptions beyond the two listed here will not be tolerated. If you have questions, concerns, or wish to confirm your logo usage meets corporate standards, please contact the corporate marketing communications team at brand@apcc.com for approval.

For INTERNAL use only, taglines referencing department, SDD or MAG may be used in place of a tagline. These exceptions must never be presented to our customers.

If more than one line is needed, the leading should be set solid (equal to the type point size). Text should always be set using upper and lowercase letters.

2.5 – Common mistakes in APC logo usage

Over the years we've seen a number of recurring errors in the use of the APC logo. Below you'll find a collection of the most common usage mistakes.

The logo should never appear in any color except APC Red (pms 199) or black.

Never try to typeset the tagline. Use supplied art.

The APC logo should never be enclosed in a shape.

Never tint the APC logo.

The APC logo should never be tilted on an angle.

Never outline the APC logo.

The APC logo must appear with the registered mark(®).

Never distort the APC logo.

3.0
The APC tagline

3.1 – Legendary Reliability™: the worldwide corporate tagline

Because the APC logo is the central point of communication with our customers, the tagline associated with the logo must not vary from place to place or use to use. The fundamental message contained in the tagline represents the most pure distillation of the APC brand identity. It speaks to the most critical factor our customers consider when purchasing power protection: Reliability. It also emphasizes our hard-fought position as a market leader worldwide, and indicates to potential and new customers in new markets that we are in no way new to the industry. We encourage you to translate the tagline to be understandable in any country or region, but under no circumstances can it be replaced by another tagline.

The tagline must adhere to the positioning standards described in the logo specification section of this book.

When displaying a translation of the tagline, the width of the tagline may exceed the width of the logo. In these cases, the tagline must be centered, and the side logo clear space must be measured from the outside reaches of the tagline.

If a non-roman character set like kanji or cyrillic are used, the spacing and meaning of the tagline must remain the same.