TABLE OF CONTENTS

About APAC..................................................................................................................4
Globe Graphic................................................................................................................6
Logotype.......................................................................................................................7
  Logo Elements...........................................................................................................8
  Clear Space...............................................................................................................9
  Logo Variations.......................................................................................................10
  Size Requirements...............................................................................................11
Brand Colors.............................................................................................................12
  Primary Palette.......................................................................................................13
  Secondary Palette...................................................................................................14
Typography.................................................................................................................15
  Typeface Selection.................................................................................................16
  Typeface Specifications for Graphic Designers....................................................17
  Typeface Specifications for Microsoft Office Suite.............................................18
Imagery & Photography............................................................................................19
Stationery....................................................................................................................22
  Business cards.......................................................................................................23
  Letterhead format..................................................................................................24
  Envelope format....................................................................................................25
About APAC

APAC was established on 1 January 2019 by the amalgamation of two former regional accreditation cooperations – the Asia Pacific Laboratory Accreditation Cooperation (APLAC) and the Pacific Accreditation Cooperation (PAC).

APAC’s primary role is to manage and expand a mutual recognition arrangement (MRA) among accreditation bodies in the Asia Pacific region.

PO Box 5154, South Turramurra, NSW 2074, Australia  
+61 466 262 372  secretariat@apac-accreditation.org

www.apac-accreditation.org

New Zealand Society Number: 1877392
Australian Business Number (ABN): 32 287 148 894

APAC is the regional accreditation cooperation for the Asia Pacific region and is recognised by the International Accreditation Forum (IAF) and the International Laboratory Accreditation Cooperation (ILAC)
The MRA facilitates the acceptance of conformity assessment results (e.g., test reports, test certificates, inspection reports, and certification) across the region and with other regions around the world.

Conformity assessment results that are produced by conformity assessment bodies that have been accredited by one APAC MRA signatory are accepted by all the other APAC MRA signatories. This mutual recognition and acceptance of conformity assessment results reduces the need to undertake duplicate testing, inspection or certification, thus saving time and money, increasing economic efficiency and facilitating international trade.

Organizations wishing to become an APAC Member or Affiliate are advised to read the Governance (GOV) documents and the Mutual Recognition Arrangement (MRA) documents on www.apac-accreditation.org. If your organization is suitable please contact us.
The globe graphic presented in this style guide represents APAC’s role linking accreditation bodies, industries and regulators around the world. The APAC activities open doors for manufacturers and service providers to new markets, as well as reduce duplication of technical requirements. While it is not a requirement to use the globe graphic in every piece created for APAC, members are encouraged to use the graphics and communicate the significance during their promotional events.
The logo is a typography-based design which uses the initials of the Asia Pacific Accreditation Cooperation. It also has the full name at the bottom of the lettermark logo.

These words shall not be distorted, repositioned, compressed or stretched in any way. This logo is to be used for all printed materials and screen works.
To protect the logo from distracting graphics or typography, a generous clear space must be maintained.

The minimum required clear space is defined by the height of the name “Asia Pacific Accreditation Cooperation” as indicated by “X”.

Never allow other graphical and visual elements to “invade” this space.
Logo Variations

**Secondary Logo**
The lettermark logo (APAC) can be used on its own, as shown below, without the full name at the bottom.

APAC logo used on an application will often depend on the background and production method. For all full-color print, web, or video, the APAC logo should appear in gradient in blue as indicated in the primary color palette.

**Secondary Applications**
The preferred options are black on a light background or white on a dark background. If a photographic background is used, the white box version should be applied.
Do not apply the APAC logo smaller than the minimum size requirement indicated here, to ensure the logo is legible and recognizable.
Brand Colors
The foundation of our color palette is blue.

Blue is our primary color and should be used more prominently than the other colors within the palette. These color values can be easily applied over all design (digital & print) applications.

Blue is seen as trustworthy, dependable and committed. It is associated with stability and depth, professionalism, trust and honor.
Secondary Palette

The secondary palette will act as accent colors and will provide contrast to the primary palette.

This palette should be applied across small details such as bullets, calls to action and subtle elements.

**Shades**

The use of shades from the primary and secondary color palette is allowed when applied as a complement of the primary color palette.

These may be used across graphics, tables, charts, badges and application software interfaces.
Typography
<table>
<thead>
<tr>
<th>Typeface</th>
<th>Font Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campton</td>
<td>Light - <strong>Bold</strong></td>
</tr>
<tr>
<td></td>
<td>The Campton font family belongs to simple sans serif typefaces. The font has a</td>
</tr>
<tr>
<td></td>
<td>geometric skeleton, based on the mid to early twentieth century visual trend of</td>
</tr>
<tr>
<td></td>
<td>achieving neutrality. Free for personal use. Campton Bold Demo is the primary</td>
</tr>
<tr>
<td></td>
<td>font used for the logo wording, it also can be used as <strong>headings</strong>.</td>
</tr>
<tr>
<td>Raleway</td>
<td><strong>Thin</strong> - <strong>Light</strong> - <strong>Regular</strong> - <em>Italic</em> - <strong>Medium</strong> - <strong>Bold</strong></td>
</tr>
<tr>
<td></td>
<td>Raleway is an elegant geometric sans-serif typeface family. It is a display face</td>
</tr>
<tr>
<td></td>
<td>that features both old style and lining numerals, standard and discretionary</td>
</tr>
<tr>
<td></td>
<td>ligatures, a pretty complete set of diacritics. These fonts are licensed under</td>
</tr>
<tr>
<td></td>
<td>the Open Font License. Raleway is used for <strong>sub-headings</strong> (Upper case, &amp;</td>
</tr>
<tr>
<td></td>
<td>sentence case).</td>
</tr>
</tbody>
</table>

*Note: All fonts are licensed under their respective licenses.*
Typeface Specifications for Graphic Designers

Heading: Roboto or Campton
Weight: Regular & Bold
Usage: Upper case, & sentence case

Sub-heading: Raleway
Weight: Regular & Bold
Usage Variations: Upper case, & sentence case

Paragraph: Roboto
Weight: Light
Usage Variations: Light, Regular & Medium

Asia Pacific Accreditation Cooperation

PROFICIENCY TESTING PROGRAMS
About APAC programs

Proficiency testing, including measurement audits, is an important tool used by accreditation bodies to assist in assessing the technical competence of laboratories. It is also an important tool for APAC in evaluating the comparability of tests and calibration results among laboratories accredited by APAC members.
Asia Pacific Accreditation Cooperation

PROFICIENCY TESTING PROGRAMS

Proficiency testing, including measurement audits, is an important tool used by accreditation bodies to assist in assessing the technical competence of laboratories. It is also an important tool for APAC in evaluating the comparability of tests and calibration results among laboratories accredited by APAC members.
Imagery & Photography
Used correctly, images are an important tool. Selected images should be consistent—choose images similar in color, composition and style.

**Photo Credits**

Preferably, only royalty free images should be used. Choose websites that are free to use and do not need attribution in most cases, such as: Pixabay, Pexels and/or Unsplash

If stock photography must be used, remember to only use professional online photo distributors and credit photo as required by the distributor.
Characteristics:
- Be cognizant of diversity in photos, including age, gender, race and ethnicity.
- Natural pose avoiding fake smiles and actions.
- Wearing characteristic accessories related to the industry or service areas.

Technical Considerations
Resolution: choose the right resolution for your medium. Images should have 72 dpi for web use, 100-150 dpi for newsprint, and 300 dpi for full-color print reproductions.
Stationery
**Business cards**

Logo on top right side with minimum required clear space and minimum size for printed version.

Name, position and contact information on bottom left.

**NOTE:** The APAC Committee members and APAC Committee Chairs may use APAC business cards at their discretion. The business cards shall indicate which APAC position the office bearer is holding.

Dark blue color applied to the secondary graphics on the left.

Gray and dark blue color applied to the secondary graphic on the right.
US Letter & International A4

The APAC logo is on the top left of the page. Contact information appears on the bottom of the page in blue Roboto font.

Body text should employ a 1.18 in (30 mm) side margins (left and right), a 1 in (24.5 mm) inferior margin and should begin .2 in (5.08 mm) below the placement of the logo in the header. Body text must be in black Roboto font.
On a standard letter-size envelope, the APAC logo appears in the upper left-hand corner. Some envelopes may require slight modifications in the placement of the address details. However, the logo is always placed on the top left, and the typeface and style shall be consistent with these branding guidelines.

Address details on bottom; website, telephone and e-mail are not included.