



**American  
Public Gardens  
Association**

# Style Guide

Typefaces and colors for the application of the American Public Garden Association's logo and supporting visual style.

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## General Association Messaging

The American Public Gardens Association is the leading professional organization for the field of public horticulture. We advance the field by encouraging best practices, offering educational and networking opportunities, and advocating on behalf of our members, our programs and public gardens worldwide. We work together with our members and others to strengthen and shape public horticulture, providing the tools and support industry professionals need to better serve the public while preserving and celebrating plants creatively and sustainably.

Since 1940, we have been committed to increasing cooperation and awareness among gardens. Our members include more than 585 institutions, spanning all 50 states, the District of Columbia, Canada, and 24 countries. Our members include, but are not limited to, botanic gardens, arboreta, zoos, museums, colleges and universities, display gardens, and research facilities.

**American Public Gardens Association serves public gardens and advances them as leaders, advocates, and innovators. The Association's vision is to create a world where public gardens are indispensable.**

Visit [www.publicgardens.org](http://www.publicgardens.org) for more information.

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Primary Logo



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Core Program Logos



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## Name Guidelines

The "American Public Gardens Association" will be referred to in two ways: by its full name or "the Association". Acronyms will no longer be used, either for the Association or association programs, as they are exclusive and not recognizable in meaning or purpose to those new to the Association. Those reading "American Public Gardens Association" for the first time get a base understanding of the organization, whereas "APGA" provides little to no information about the association purpose.

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Primary Use (for all communications and signage):

American Public Gardens Association

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Secondary Use (for all subsequent text and legal references) :

The Association

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Incorrect Use:

APGA

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## Logo Directory

### SPOT COLOR

The spot color logo should be used whenever possible, and is best displayed on a white background.

Spot colors are only supported by .eps format.



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EPS

APGA\_spot.eps

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### FULL COLOR

The full color logo should be used in digitally printed pieces that require cmyk printing.



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EPS

APGA\_cmyk.eps  
APGA\_rgb.eps

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JPG

APGA\_cmyk.jpg  
APGA\_rgb.jpg

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PNG

APGA\_cmyk.png  
APGA\_rgb.jpg

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## Logo Directory

### BLACK

The Black logo should only be used for publications that are printed in black & white. This will ensure that the logo will print clearly and be legible.



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EPS	APGA_black.eps
JPG	APGA_black.jpg
PNG	APGA_black.png

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### WHITE / KNOCKED OUT

In branding, the term "Knocked Out" is used when referring to text / logo reversed out of a dark background. This logo should be used when placing the logo on a dark or colored background.

White versions of your logo need a transparent background, which is not supported in jpeg format.



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EPS	APGA_white.eps
PNG	APGA_white.png

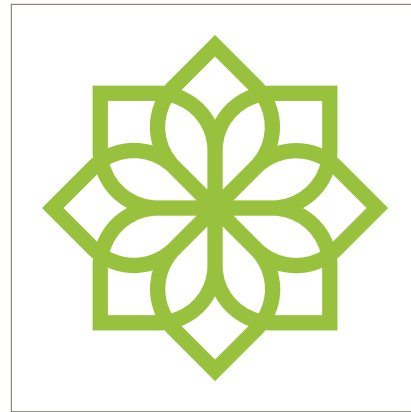
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## Social Media

This icon should only be used as a secondary element to an otherwise heavily branded American Public Gardens Association application. The square proportion can be used for various social media options, and should size accordingly.

**\*Please note**, border is not in actual files. The additional margin is included as negative space for a clean outer area so icons don't sit right at the edge.

One square jpeg is provided at a large proportion. It can be sized for any social media applications. Most applications will automatically resize the square format as needed.





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## Color Palette

The following selected colors are used to help define and distinguish the brand. The Pantone (PMS), CMYK, RGB and HEX# color references are outlined here.

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PMS:	offset printing options
CMYK:	digital and full-color offset printing options
RGB:	on-screen applications and in-house printing
HEX#:	online applications

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PMS	7532
CMYK	c51 / m50 / y55 / k17
RGB	r121 / g110 / b101
HEX#	796d65

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PMS	382U / 375C
CMYK	c46 / m4 / y100 / k0
RGB	r152 / g194 / b61
HEX#	97c13c

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PMS	297
CMYK	c52 / m5 / y3 / k0
RGB	r110 / g196 / b231
HEX#	6ec3e7

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PMS	2612
CMYK	c58 / m90 / y14 / k2
RGB	r139 / g70 / b135
HEX#	8b4687

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PMS	1795
CMYK	c9 / m98 / y93 / k1
RGB	r217 / g39 / b45
HEX#	d8272d

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## Typography

The consistent application of a limited number of fonts in all American Public Gardens Association publications will reinforce the brand and graphic identity and give its communications a coherent look.

Avenir Roman can be used for body copy, while Avenir Heavy and/or Black are best for headlines.

Arial can be used when Avenir is not available.

# Aa

Avenir Roman

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
0123456789

# Aa

Avenir Heavy

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
0123456789

# Aa

Arial

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
0123456789

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## Logo Directory: Plant Protection Program



**American  
Public Gardens  
Association**  
**PROUD MEMBER**

The “proud member” logo can be used by individuals and organizations who are members of the Association to show support for and affiliation with the American Public Gardens Association and its programs.

The “proud member” logo follows the same logo guidelines as the American Public Gardens Association logo.

## Proud Member Logo



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EPS	APGA_Member_cmyk.eps APGA_Member_rgb.eps APGA_Member_black.eps APGA_Member_white.eps
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JPG	APGA_Member_cmyk.jpg APGA_Member_rgb.jpg APGA_Member_black.jpg
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PNG	APGA_Member_cmyk.png APGA_Member_rgb.png APGA_Member_black.png APGA_Member_white.png
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PMS	7532
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CMYK	c51 / m50 / y55 / k17
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RGB	r121 / g110 / b101
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HEX#	796d65
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PMS	382U / 375C
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CMYK	c46 / m4 / y100 / k0
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RGB	r152 / g194 / b61
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HEX#	97c13c
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## Logo Directory: Plant Protection Program



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### AMERICAN PUBLIC GARDENS ASSOCIATION

The Plant Protection Program engages public gardens in forest health protection and plant conservation. Under this umbrella program reside both the Sentinel Plant Network and Plant Heroes.

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Primary Use (for all communications and signage):  
Plant Protection Program

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Secondary Use (for all subsequent text and legal references) :  
Program

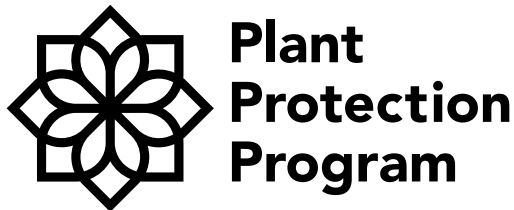
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Incorrect Use:  
PPP

# Logo Directory: Plant Protection Program



AMERICAN PUBLIC GARDENS ASSOCIATION



AMERICAN PUBLIC GARDENS ASSOCIATION



EPS	PlantProtectionProgram_cmyk.eps PlantProtectionProgram_rgb.eps PlantProtectionProgram_black.eps PlantProtectionProgram_white.eps
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JPG	PlantProtectionProgram_cmyk.jpg PlantProtectionProgram_rgb.jpg PlantProtectionProgram_black.jpg
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PNG	PlantProtectionProgram_cmyk.png PlantProtectionProgram_rgb.png PlantProtectionProgram_black.png PlantProtectionProgram_white.png
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PMS	7532
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CMYK	c51 / m50 / y55 / k17
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RGB	r121 / g110 / b101
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HEX#	796d65
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PMS	1795
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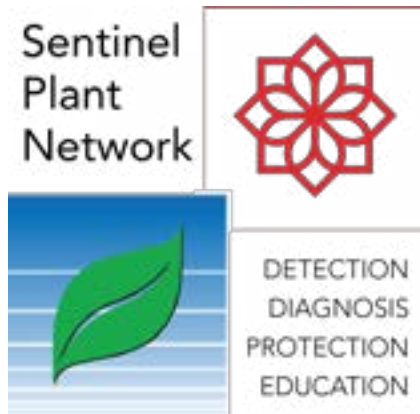
CMYK	c9 / m98 / y93 / k1
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RGB	r217 / g39 / b45
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HEX#	d8272d
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## Logo Directory: Sentinel Plant Network & Plant Heroes



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### Sentinel Plant Network

The Sentinel Plant Network is a collaboration between the American Public Gardens Association and the National Plant Diagnostic Network. As part of the American Public Gardens Association's Plant Protection Program, the Sentinel Plant Network contributes to plant conservation by engaging public garden professionals, volunteers, and visitors in the detection and diagnosis of high consequence pests and pathogens.

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Primary Use (for all communications and signage):

Sentinel Plant Network

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Incorrect Use:

SPN

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### Plant Heroes

The Plant Heroes program engages young audiences about the importance of plants and uses a positive outcome based approach to illustrate how kids can protect the trees in their neighborhoods and help save our forests.

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Primary Use (for all communications and signage):

Plant Heroes

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Incorrect Use:

PH



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## Logo Directory: Climate & Sustainability Alliance



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### AMERICAN PUBLIC GARDENS ASSOCIATION

The Climate & Sustainability Alliance offers a portal of resources for public garden professionals. From operational sustainability and benchmarking tools to educational curriculum, the new resources provide public gardens with support for communicating about and mitigating the impacts of climate change on plants and the ecosystems we all depend upon.

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Primary Use (for all communications and signage):

Climate & Sustainability Alliance

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Secondary Use (for all subsequent text and legal references) :

Alliance

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Incorrect Use:

Climate and Sustainability Alliance

CSA



# Logo Directory: Climate & Sustainability Alliance



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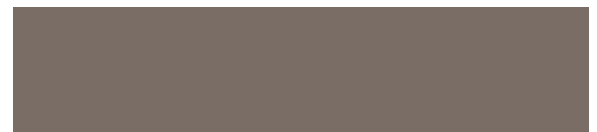
EPS	Climate&Sustainability_cmyk.eps Climate&Sustainability_rgb.eps Climate&Sustainability_black.eps Climate&Sustainability_white.eps
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JPG	Climate&Sustainability_cmyk.jpg Climate&Sustainability_rgb.jpg Climate&Sustainability_black.jpg
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PNG	Climate&Sustainability_cmyk.png Climate&Sustainability_rgb.png Climate&Sustainability_black.png Climate&Sustainability_white.png
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PMS	7532
CMYK	c51 / m50 / y55 / k17
RGB	r121 / g110 / b101
HEX#	796d65



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PMS	297
CMYK	c52 / m5 / y3 / k0
RGB	r110 / g196 / b231
HEX#	6ec3e7

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## Logo Directory: Plant Collections Network & Nationally Accredited Plant Collection™



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### AMERICAN PUBLIC GARDENS ASSOCIATION

The Plant Collections Network is a network of botanical gardens and arboreta working to coordinate a continent-wide approach to plant germplasm preservation, and to promote high standards of plant collections management. This program was formally known as the North American Plant Collections Consortium (NAPCC). All references to NAPCC, including in writing, on signage or collateral materials and electronic, should be replaced with the Plant Collections Network program name and/or associated logo.

Plant collections accredited by the Plant Collections Network will be referred to as a **Nationally Accredited Plant Collection™**. The use of the phrase “Nationally Accredited Plant Collection™” may be modified to include the names for specific plant collections, such as Oak, Maple, and Palm collections.

All references to the Plant Collections Network, including organizational participation in the program and activities carried out as part of the program, should use the general network logo.

Use of the **Nationally Accredited Plant Collection™** logo or name is for use only when referring to a specific, accredited collection.

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Primary Use (for all communications and signage):

Plant Collections Network

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Secondary Use (for all subsequent text and legal references):

Network

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Incorrect Use:

The North American Plant Collections Consortium  
NAPCC  
PCN

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Plant Collections in the  
Plant Collection Network:

Nationally Accredited Plant Collection™  
Nationally Accredited [Plant Group Name]  
Collection™ (Example: Nationally Accredited Oak Collection™)

## Logo Directory: Plant Collections Network



AMERICAN PUBLIC GARDENS ASSOCIATION



AMERICAN PUBLIC GARDENS ASSOCIATION



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EPS	PlantCollectionsNetwork_cmyk.eps PlantCollectionsNetwork_rgb.eps PlantCollectionsNetwork_black.eps PlantCollectionsNetwork_white.eps
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JPG	PlantCollectionsNetwork_cmyk.jpg PlantCollectionsNetwork_rgb.jpg PlantCollectionsNetwork_black.jpg
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PNG	PlantCollectionsNetwork_cmyk.png PlantCollectionsNetwork_rgb.png PlantCollectionsNetwork_black.png PlantCollectionsNetwork_white.png
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PMS	7532
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CMYK	c51 / m50 / y55 / k17
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RGB	r121 / g110 / b101
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HEX#	796d65
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PMS	2612
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CMYK	c58 / m90 / y14 / k2
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RGB	r139 / g70 / b135
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HEX#	8b4687
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Logo Directory: Nationally Accredited Plant Collection™



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PMS	7532
CMYK	c51 / m50 / y55 / k17
RGB	r121 / g110 / b101
HEX#	796d65

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PMS	2612
CMYK	c58 / m90 / y14 / k2
RGB	r139 / g70 / b135
HEX#	8b4687

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## Contact Information

For questions regarding American Public Gardens Association branding, please contact:

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