

Chapter Marketing Guidelines

APA Logo Use & Chapter Marketing Examples

A Supplement to APA's Local Chapter Guide

AMERICAN PAYROLL ASSOCIATION

American Payroll Association

Chapter Relations Department

ChapterRelations@americanpayroll.org

(210) 226-4600

Chapter Marketing Guidelines and Examples

As seen in the APA's Local Chapter Guide

All Chapters must adhere to the Marketing Guidelines and policies. Chapters that do not comply with these guidelines may face sanctions including: loss of eligibility for chapter contests, loss of support from the APA, and loss of chapter charter.

Advertising or marketing includes traditional methods and social media.

Traditional marketing: includes but is not limited to brochures, mailings, save the date announcements, chapter websites, emails, and advertisements.

Social media: considered to be but not limited to Facebook, Twitter, LinkedIn, Instagram, social media posts, pages or groups and blog posts.



The APA's Chapter Relations Department must receive copies of all marketing outreach including emails, brochures, postcards, save-the-date announcements, etc. upon distribution. Chapter's may email or mail the marketing materials.

ChapterRelations@americanpayroll.org

**Chapter Relations
660 N. Main Avenue, Suite 100
San Antonio, TX 78205**

All materials (including brochures, websites, save-the-date announcements, emails, advertising, etc.) must prominently display an APA logo, APA tagline, and a link to APA's website.

All social media page/group descriptions and blog sites must include language about APA and a link to APA's website.

Under no circumstances should a comparison to any other chapter or APA be made in any marketing or advertising. A cooperative atmosphere must be maintained at all times; competitive comparisons are not allowed.

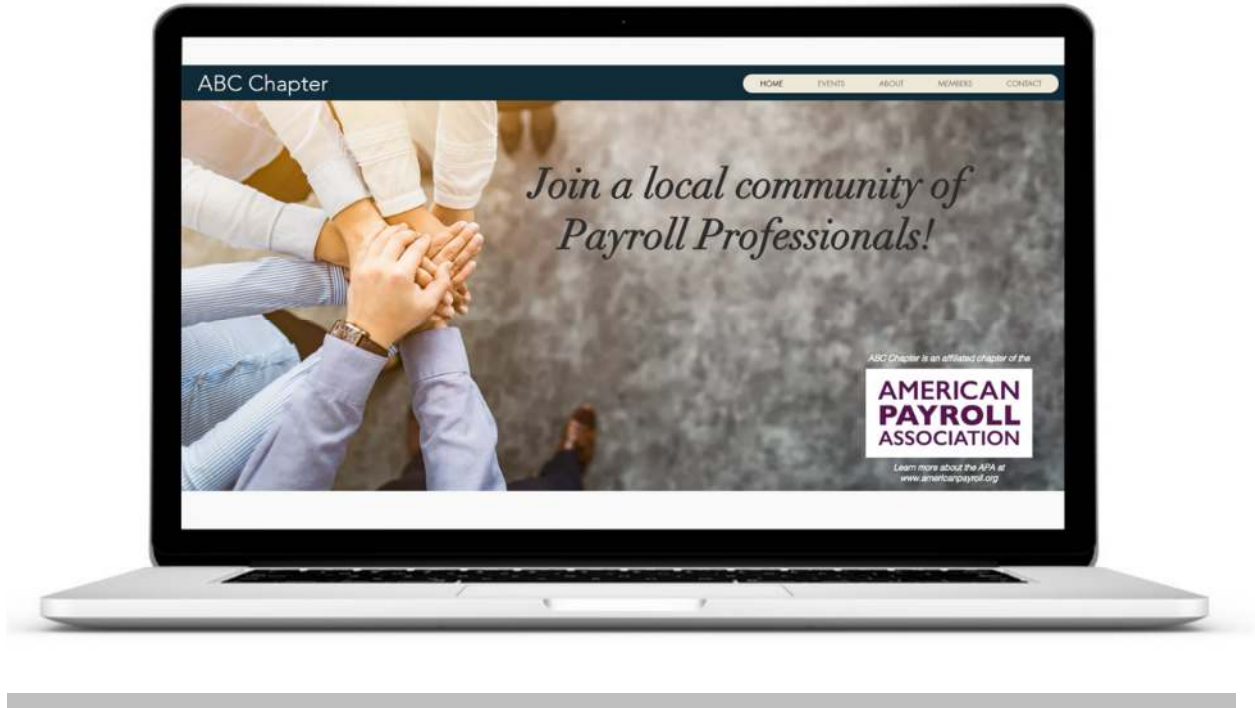
Logo Placement Suggestions:

1. **Brochures:** front cover, sponsors page or history of the event
2. **Website Pages:** homepage, about us, contact us or separate tab for information on APA
3. **Save-the-Date Announcement:** Top right aligned with chapter logo or bottom of flyer
4. **Emails:** Bottom of email
5. **All other Advertising:** Located near the description of the event or near the hosting chapter

Language Suggestions:

1. ABC Chapter is an affiliated local chapter of the American Payroll Association. Learn more about APA at www.americanpayroll.org.
2. American Payroll Association is the nation's leader in payroll education. Learn more about APA at www.americanpayroll.org.
3. American Payroll Association is the authority in payroll education since 1982. Learn more about APA at www.americanpayroll.org.
4. ABC Chapter works in conjunction with the American Payroll Association to provide outstanding networking, education opportunities and professional development resources through chapter meetings, study groups, statewide/regional conferences and community outreach. To learn more, go to www.americanpayroll.org.

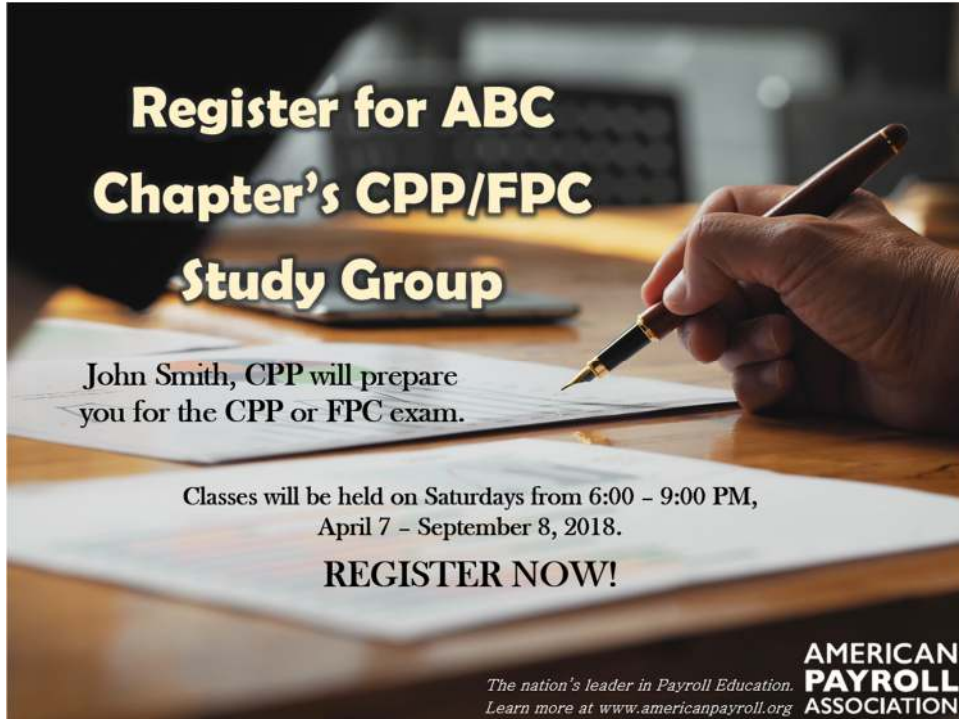
Correct Example for website:



Incorrect Example for website:



Correct Social Media Post Example:



**Register for ABC
Chapter's CPP/FPC
Study Group**

John Smith, CPP will prepare
you for the CPP or FPC exam.

Classes will be held on Saturdays from 6:00 – 9:00 PM,
April 7 – September 8, 2018.

REGISTER NOW!

The nation's leader in Payroll Education.
Learn more at www.americanpayroll.org

**AMERICAN
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Correct Flyer Example:

ABC Chapter Statewide

Join us for our annual statewide on October 19-22, 2018 to learn about Year-End procedures, ACA reporting requirements, and more from expert speakers!



Attend all three days to receive 20 RCHs towards your recertification!

REGISTER TODAY
to SAVE \$100!

For more information and to register, visit ABCstatewide.org

ABC Chapter works in conjunction with the AFA to provide outstanding networking, education opportunities and professional development resources.


AMERICAN PAYROLL ASSOCIATION
www.americapayroll.org

ABC Chapter Logo

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ABC Chapter Logo

APA Logo Guidelines

(1-15-2018)

COLOR

Whenever possible, the logo should appear in purple. No other color is acceptable, with the exception of black and white.

Projects printing on a coated paper stock (*brochures, flyers, postcards, etc.*), use PMS 262C.

Projects printing on a coated stock in 4 color process, 45C, 100M, 0Y, 55K in place of the PMS color.

Projects printing on uncoated paper (*letters, envelopes, etc.*) use PMS 262U.

Projects that are digital/on the web, for HEX use #56004e or for RGB use 86, 0, 78

For Print Use Only



PMS 262C



PMS 262U



45 C, 100 M, 0 Y, 55 K

For Web Use Only



#56004e



86 R, 0 G, 78 B

BLACK AND WHITE

The logo may be produced in black or white. When using the logo on color projects, please use the black or white logo (*either version*) if the purple logo clashes with the background color on your project.

AMERICAN
PAYROLL
ASSOCIATION



Sample against dark background.

SIZE

The logo may be resized as needed, but always maintain the proportion. To ensure legibility, the logo should never be reduced to an unreadable size. **Never stretch or squish the logo.**



CLEAR SPACE

The logo should be a set distance from text, photos and other design elements. **The minimum clear space is at least .25 inch.**



Chapter officers can request the APA Logo by contacting Chapter Relations at ChapterRelations@americanpayroll.org or 210-226-4600.