

Chapter Marketing Guidelines

APA Logo Use & Chapter Marketing Examples

A Supplement to APA's Local Chapter Guide



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 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.



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.

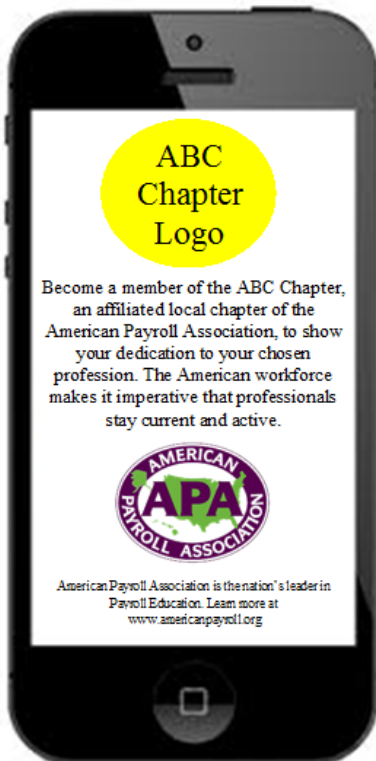
Logo Placement Suggestions:

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

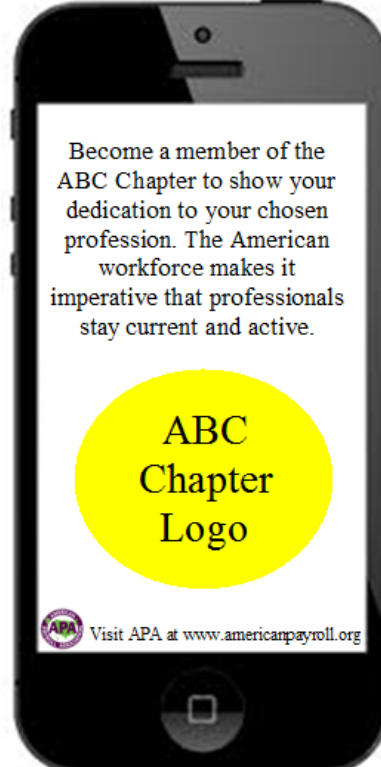
Language Suggestions:

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.

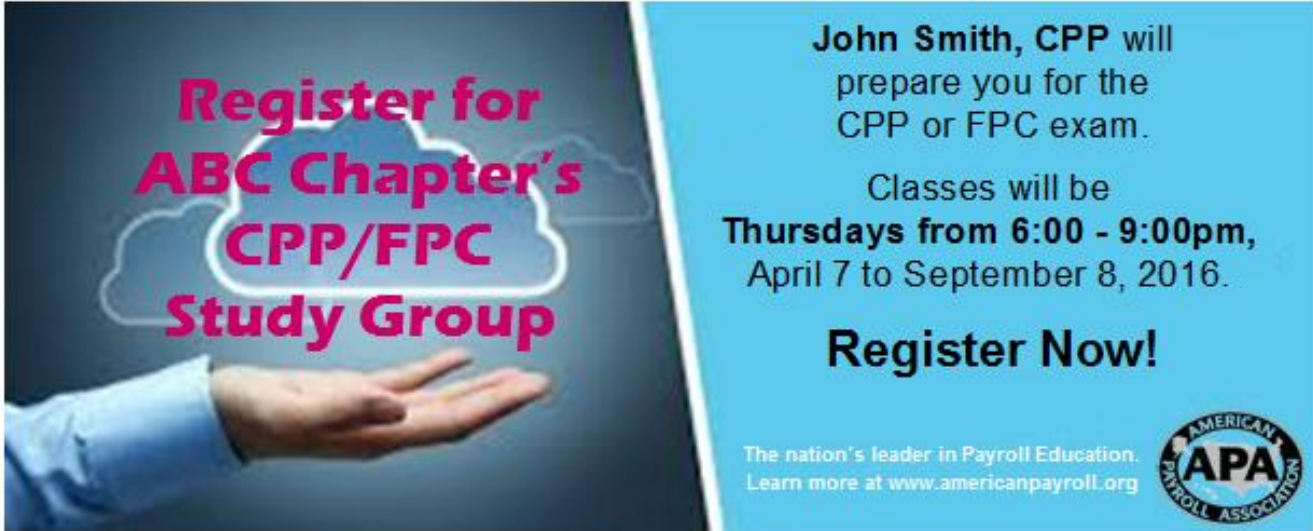
Correct Example:



Incorrect Example:



Correct Cover Photo Example:

The image shows a hand in a light blue shirt holding a dark blue rectangular sign. The sign has white text that reads "Register for ABC Chapter's CPP/FPC Study Group". To the right of the sign is a light blue background with black text. The text includes the name "John Smith, CPP", the purpose of the classes, the schedule "Thursdays from 6:00 - 9:00pm, April 7 to September 8, 2016", and a call to action "Register Now!". At the bottom right, there is a logo for the American Payroll Association (APA) and a line of text: "The nation's leader in Payroll Education. Learn more at www.americanpayroll.org".


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

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

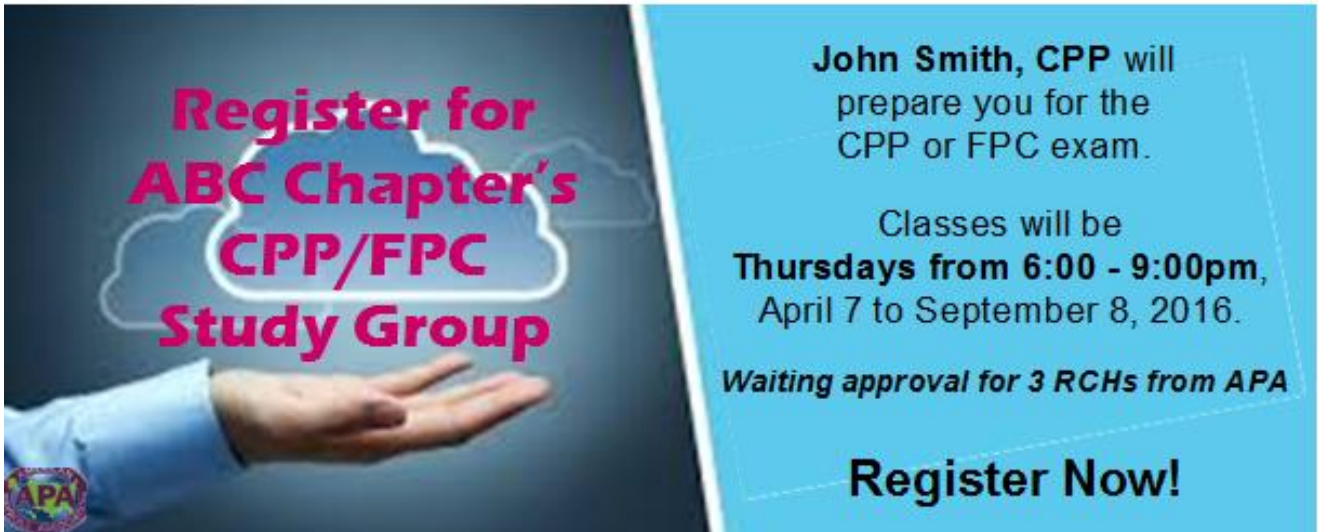
Classes will be
Thursdays from 6:00 - 9:00pm,
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Register Now!

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Incorrect Cover Photo Example:

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

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

Classes will be
Thursdays from 6:00 - 9:00pm,
April 7 to September 8, 2016.

Waiting approval for 3 RCHs from APA

Register Now!



Correct Comparison Example:

ABC Chapter Statewide

Join us for our annual statewide on January 20 - 22, 2016 to learn about Year-End procedures, ACA reporting requirements and more! We have expert speakers coming in from around the country to assist you with payroll practices.




REGISTER TODAY TO SAVE \$100

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

To register or find out more information about the conference, please visit ABCStatewide.org.


ABC's Chapter Logo



Incorrect Comparison Example:

ABC Chapter Statewide

Join us for our annual statewide on January 20 - 22, 2016 to learn about Year-End procedures, ACA reporting requirements and more! We have expert speakers coming in from around the country to assist you with payroll practices.



REGISTER TODAY TO SAVE \$100!
It's Cheaper than DEF Statewide!

Attend all three days to receive 20 RCHs towards your recertification. This is five more RCHs than DEF's Statewide.

To register or find out more information about the conference, please visit ABCStatewide.org.

ABC's Chapter Logo

Sponsored by: **Payroll Mania**

APA Logo Guidelines

Color

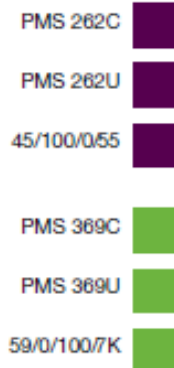
The APA logo may be used in the following color combinations:

2 color

For projects using a coated paper stock (brochures, flyers, postcards, etc.), use PMS 262C (Eggplant), PMS 369C (Green), and Black.

For projects using uncoated paper (letters, envelopes, etc.), use PMS 262U, PMS 369U and Black.

For 4 color process, use 45C, 100M, 0Y, 55K in place of PMS 262C (Eggplant) and 59C, 0M, 100Y, 7K in place of PMS 369 (Green).

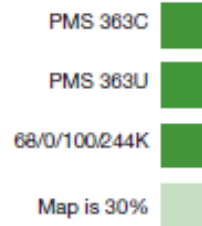


1 color

For projects using a coated paper stock (brochures, flyers, postcards, etc.), use PMS 363C.

For projects using uncoated paper (letters, envelopes, etc.) use PMS 363U.

For 4 color process, use 68C, 0M, 100Y, 24K in place of the PMS color.



Black & White

The logo may be used in black & white, either with a white map outlined in black or a tinted grey map. For the grey, please use 30% black. When using the logo on color projects, please use the black & white logo (either version) if the color logo clashes with the background. For faxes, always use the white map outlined in black.

Map is 30% Black



Size

The logo may be resized as needed, but always maintain the proportion. Never stretch or squish the logo.



Contact Chapter Relations to receive the APA Logo

ChapterRelations@americanpayroll.org or 210-226-4600