LOGO USAGE
2013 GUIDE

more tools

01 Primary usage

02 Minimum clear space

Surround the APi Group logo with adequate clear space. Always maintain a minimum clear space at least equal to half the height of the "A," around all sides of the logo.

A □ 1/2 A

03 Backgrounds

The APi Group logo may be placed on a solid field of color, as long as it has good contrast against the background.

Avoid busy backgrounds.

04 Secondary usage

When used on a blue background, the reversed out, white version of the logo should be used. When used near multiple APi Group subsidiary logos, the grayscale version is appropriate.

05 Incorrect usage

To maintain legibility, the logo should never be used smaller than one inch wide.

1"

The proportions of the logo should never be altered by stretching or squeezing.

Do not alter the logo colors.

Using the sprocket

The sprocket represents the continuous synergy between the APi Group companies. When used separately from the logo, it should not be the most prominent visual element on a page. The sprocket may be used as an accent in communications materials, such as: a bullet point, curser, watermark, or to signify the end of a document.

The sprocket may be reproduced in any of the approved brand colors, as long as it is used separately from the logo.

The sprocket may be scaled to any size, large or small.

Do not alter the proportions of the sprocket or change its horizontal orientation.