

AMERICAN PAYROLL ASSOCIATION

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**

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Sample againsts 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.**

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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.**

