



**AFRICAN PEOPLE'S
SOCIALIST PARTY**

IDENTITY & LOGO

USAGE GUIDELINES

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VERSION 1.2

“You never get a second
chance to make a first impression”

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND.

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What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

Why use these guidelines

Our Party needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our brand consistently across different applications and in various mediums to maintain the integrity of Our Party.

**This document is available
to download at:**
apspuhuru.org/apsp_styleguide.pdf

OUR LOGO SYMBOLIZES OUR STRUGGLE. USED CONSISTENTLY, IT WILL REINFORCE AWARENESS OF OUR PARTY.

Rationale | Construction

Our logo consists of four graphic elements and one typographic element.

The map of Africa represents our national homeland.

The red star represents our struggle for socialism.

The sun rising out of Africa represents the ascendancy of the African working class.

APSP are our initials and short form of the name of our party.

The the word mark associates our name with our symbols and provides name recognition.

Color Treatment

Red: the blood
Black: the people
Green: the land
Gold: Africa's wealth

The preferred full-color option for stacked and landscape variations is shown here. These logos should be used whenever possible as they include the colors of the African Liberation flag.

THE LOGO

01



02



01

This is the stacked version of the logo and is preferred version of the logo to be used when its suitable for layout and when premium space is available, for example on apparel or signs.

02

This is the landscape version of the logo and is the preferred version when space is not at a premium in a layout, for example, website graphics and banners.

EXCLUSION ZONE, a little elbow room to help us stand out.

The minimum exclusion zone margin for all our party logos is based on the dimensions of the red star in the logo graphic. With all logos, a clear-space of one star must be maintained on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



BACKGROUND SIZE

When our colors are used behind the logo it must extend to a minimum of the same dimensions as one star on all sides.



WE WANT TO LOOK PROFESSIONAL ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across as austere, but there is a right way and a wrong way to present our logo.

01 Replace

Do not recreate or replace the word mark or any element with something else.

02 Not right

Do not rotate the logo.

03 If you have to..

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

04 Color clash

Do not place the logo on similarly colored backgrounds.

05 Never

Do not stretch or squeeze the logo to distort proportions.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



02



03



04



05



06



**SAY UHURU TO EVERYONE
IN THE FAMILY.** IF YOU CAN'T
FIND IT HERE, WE DON'T
WANT YOU TO USE IT.

Our Party logo exists in both a stacked and a landscape version. While the stacked option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

There is one full-color option of our logo for each of the stacked and landscape logos. There are also options available for single color for reproduction on both black and white backgrounds.

The party seal may also be used on products or publications endorsed by our party that are put out by a party organization or institution.

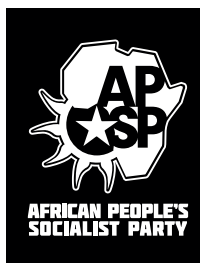
Stacked Version



Landscape Version



Negative Versions



OUR COLORS DEFINE
OUR BRAND. THE
NATIONALIST COLORS
OF THE GARVEY FLAG.

The party color palette includes a red black and green theme, gold, white and supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



pantone Bright Red C
cmyk 0 : 100 : 100 : 0
rgb 237 : 28 : 36
hex # ED1C24



pantone Black 6 C
cmyk 50 : 40 : 40 : 100
rgb 0 : 0 : 0
hex # 000000



pantone 356 C
cmyk 90 : 30 : 95 : 30
rgb 148 : 149 : 153
hex # 006838



pantone N/A
cmyk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # FFFFFFFF



pantone 118 C
cmyk 25 : 49 : 100 : 6
rgb 184 : 130 : 44
hex # B8822C

Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.



pantone 186 C
cmyk 15 : 100 : 90 : 10
rgb 190 : 30 : 45
hex # BE1E2D



pantone 1788 C
cmyk 0 : 90 : 85 : 0
rgb 238 : 64 : 55
hex # EE4037



pantone 7411 C
cmyk 14 : 27 : 55 : 4
rgb 211 : 176 : 124
hex # D3B07C

ONE AFRICA. ONE NATION. ONE FLAG. THE OFFICIAL FLAG OF THE AFRICAN PEOPLE'S SOCIALIST PARTY

The African People's Socialist Party's (APSP) official flag adopts the African National flag presented by Marcus Garvey and the Universal Negro Improvement Association and African Communities League (UNIA-ACL) of the early 20th century.

The flag bears the colors of Red (bloodshed), Black (African people), and Green (the land) stacked in this order with a five-point communist Red Star in the center.

The APSP's flag represents organizing the African Nation under one socialist workers' State, towards the end objective of communism, distinguishing it from the various ideological repurposes of the traditional Red, Black and Green flag.

Use of the APSP flag should always honor its meaning as the banner of the African working class and the struggle for Socialism.

THE FLAG



Proper and Improper Use

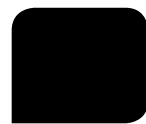
- Always use official full-color version when possible.
- Maintain clear space equal to the height of the star on all sides.
- Use correct proportions; do not stretch or distort
- Center the red star correctly when scaling or cropping.
- Do not recolor.
- Do not rotate.
- Do not add effects.
- Do not crop the star.

Color Palette

Consistency in these shades is essential to maintain ideological and visual unity.



pantone Bright Red C
cmyk 0 : 100 : 100 : 0
rgb 237 : 28 : 36
hex # ED1C24



pantone Black 6 C
cmyk 50 : 40 : 40 : 100
rgb 0 : 0 : 0
hex # 000000



pantone 356 C
cmyk 90 : 30 : 95 : 30
rgb 148 : 149 : 153
hex # 006838

TYPOGRAPHY IS THE
BACKBONE OF DESIGN,
GETTING IT RIGHT
IS PARAMOUNT.

Typefaces. **Print.**

Our corporate typeface is Neue Haas Grotesk. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces. **Online.**

When technology allows for it, Open Sans should be used in any web applications. The default fall-back corporate font is Arial which should be utilized to ensure acceptable degradation when Open Sans is unavailable.

Typography. **Style.**

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts



@ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
`abcdefghijklmn**opqrstuvwxyz**
'-+9:> ¢#%?)/(012345678

// 95 Black



@ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
`abcdefghijklmn**opqrstuvwxyz**
'-+9:> ¢#%?)/(012345678

// 65 Medium

Body Copy Fonts



ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
(,;:?!£\$&@*) 0123456789

// 45 Light



ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
(,;:?!£\$&@*) 0123456789

// 25 Thin

THAT'S JUST FOR STARTERS... HERE IS A FEW MORE THINGS YOU SHOULD KNOW.

Brand Design Style

Taking a direction from the Swiss Style (or International Typographic Style) allows us to emphasise and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting color use to our corporate palette will serve to strengthen our brand message.

Support Graphics

We do not recommend the use of clip art as support graphics but rather simple geometric shapes so as not to detract from other layout elements.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to lessen the quality and values of our brand.

Photographic Style

As an overall theme for the photographic style of our brand, we suggest that photography be medium contrast black and white, so as to strengthen a classic, emotive approach to supporting visuals. As an alternative, a single color can be used from within the corporate palette as a replacement for white within the image, creating a understated duotone look.

All photography used must be of high quality regardless of whether they are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

Website

It is suggested that our party website use a secondary red or white background, with black, white and gold supporting graphics, black text, and generous amounts of white space. Doing so will ensure consistency across our party brand online.

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the application and exclusion zone requirements.

02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our Party logo.

04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers are there.

We only ask our members to exercise the same amount of discipline they do for the party's principles, to our branding. The guide is a flexible system that won't stifle your creativity.

Give it your best shot...

THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR ART DEPARTMENT FOR FURTHER DETAILS.

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