



BRAND GUIDE

THE PURPOSE OF THESE GUIDELINES

To maintain a strong brand for AAPL, it is vital that our brand communications are consistent and integrated across every touch point or interaction we have with our audiences. By following the guidelines provided in this document, we can communicate our brand effectively, consistently and with greater impact.

LOGOS

NOTES

The tagline, logo and mark are important elements in our visual identity. The logo is a powerful symbol reflecting the spirit of AAPL. Because we value this important symbol, care needs to be taken when it is employed. When reproduced in color the logo should always appear in the colors specified in this document. No other colors are acceptable, with the exception of black or grey, or all white for reversed out application on dark backgrounds.

Please pay special consideration to the following rules:

- The primary logo is to be reproduced without modification or addition unless specified on the following pages.
- Graphic filters, such as drop shadows, bevels, 3-D effects, or glows should not be applied to the primary logo.
- The logo cannot be integrated into other marks and must be represented independently.
- Any manipulation or alteration to the AAPL logo is prohibited.

*When using the logomark on its own, it should only be used in full color.

FULL COLOR



STAND ALONE LOGOMARK*



1 COLOR GREY



BLACK AND WHITE



REVERSED LOGO ON DARK BACKGROUND



BRAND ARCHITECTURE

Positioning Statement

AAPL, a professional organization vital to a land professional's career, provides ethical standards for the profession; advocates on behalf of landmen; and supports career advancement through networking, education and a certification program that indicates the highest level of competence and is a symbol of achievement and assurance of ethical standards.

Mission Statement:

AAPL's mission is to promote the highest standards of performance for all land professionals, to advance their stature and to encourage the sound and ethical stewardship of energy and mineral resources.

Promise to Members

You can count on AAPL to support the land profession and individual land professionals, as well as the oil and gas industry. Our goal is to make a meaningful contribution to the industry through legislative advocacy, and to your career by providing information, education, certification and networking opportunities.

Brand Attributes

PROFESSIONAL CREDIBILITY

As the only organization for land professionals, AAPL gives members credibility and legitimacy and advances landmen's stature through the Code of Ethics, Standards of Practice and the Certification Program.

SUPPORTIVE

AAPL supports land professionals by connecting members at peer-to-peer networking events, providing education opportunities and programs to advance in their profession, and responding to the needs of landmen throughout all phases of their career.

TRUSTED RESOURCE

AAPL is the premier source for information on emerging issues that affect landmen and land professionals. Briefings, workshops and seminars, publications, and online tools are all designed to keep AAPL members up to date with timely information in an ever-changing industry.

PROTECTING THE PROFESSION

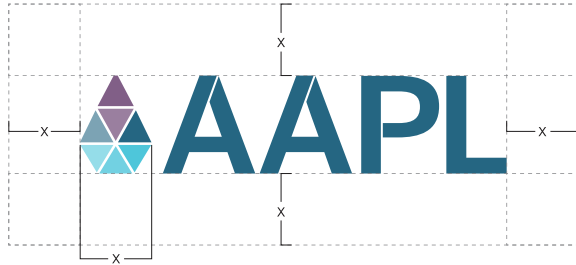
Through legislative advocacy and speaking with a collective voice, AAPL keeps the needs of its members and all land professionals in the forefront with those who can impact the industry on a local, regional and national level.

INDUSTRY LEADER

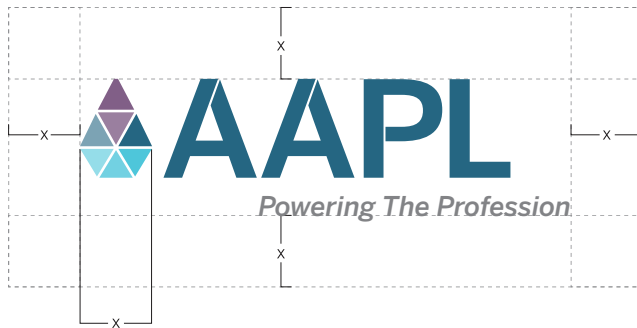
As the managing partner of NAPE and the only association for land professionals, AAPL provides a leadership role in the oil and gas industry. AAPL encourages the sound and ethical stewardship of energy and mineral resources, advocates on behalf of the profession and the vital role it plays in the industry, and provides information about and for the land profession.

REQUIRED CLEAR SPACE

LOGOTYPE



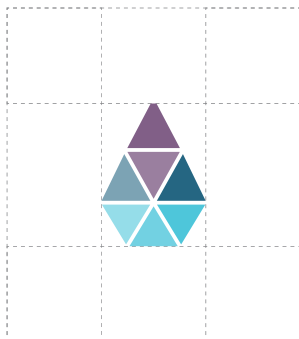
LOGOTYPE WITH TAGLINE



STAND ALONE TAGLINE



LOGOMARK



CLEAR SPACE

An area of required empty space surrounds the brand mark in every application. A minimum amount of this space (area of isolation) must be left between the brand mark and the other elements on all sides. This area must be empty, free of any text, taglines or other design elements.

When using the logotype lockup with or without the tagline, the required clear space (x) is equal to the width of the logomark itself.

When using the tagline alone, the required clear space (P) is equal to the height of the capitalized letterforms.

BRAND COLORS

UNCOATED COLORS



PANTONE
520 U

CMYK
C=53
M=82
Y=6
K=7

RGB
R=129
G=95
B=135

HEX
#815F87



PANTONE
3105 U

CMYK
C=47
M=0
Y=13
K=0

RGB
R=76
G=206
B=222

HEX
#4CCEDE



PANTONE
Cool Gray 10 U

CMYK
C=26
M=16
Y=9
K=43

RGB
R=129
G=131
B=135

HEX
#818387



PANTONE
308 U

CMYK
C=99
M=10
Y=14
K=39

RGB
R=38
G=103
B=130

HEX
#266782



PANTONE
381 U

CMYK
C=25
M=0
Y=83
K=0

RGB
R=186
G=215
B=57

HEX
#BAD739

TYPEFACES

PRIMARY TYPEFACE

The primary typeface is Benton Gothic.

Benton Gothic should be used for all AAPL communications. Use Benton Gothic Light for large amounts of information. Benton Gothic Regular and Benton Gothic Bold should be used for headlines, subheads, and signage (large display settings, directional signage, etc.)

Oblique versions of the above listed weights can be used for supplementary information (captions and secondary elements).

BENTON SANS LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

BENTON SANS REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

BENTON SANS BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

BENTON SANS REGULAR ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +*

.....

WEB/ALTERNATE TYPEFACES

When Benton Gothic is unavailable or you're on the web, Myriad Pro or Arial are the preferred digital communication typefaces.

ARIAL

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

MYRIAD PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

MISCELLANEOUS TYPE NOTES

Please use default tracking and leading settings for type characters. Tracking is the horizontal spacing between characters, while leading (also known as line spacing) is the vertical distance between baselines of type.

Regarding font styles, use italics, bold and caps sparingly, even in emails. Never underline text.

WRITING GUIDELINES (1 OF 6)

AAPL prescribes to the Associated Press Stylebook as its authority for writing. The AP Stylebook (which is over 600 pages) exists to help writers communicate clearly, fairly and concisely across all print platforms around the globe. It outlines basic rules of grammar, punctuation and usage. The following AAPL Writing Guidelines highlight the AP rules that are most commonly applicable to association materials.

DATES

DATES

Always use Arabic figures without ordinal indicators (st, nd, rd, th). When listing a period of time, do not put spaces between the dates and adjoining hyphen.

DAYS OF THE WEEK

Days of the week are always spelled out, never abbreviated.

MONTHS

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Never abbreviate March, April, May, June or July (five or less characters). When using the month alone or with a year, spell it out.

When a phrase lists only a month and year, do not separate with commas. When a phrase refers to a month, day and year, set off the year with commas.

In tabular materials (charts, graphs, etc.), use these three-letter forms without periods:

Jan/JAN, Feb/FEB, Mar/MAR, Apr/APR, May/MAY, Jun/JUN, Jul/JUL, Aug/AUG, Sep/SEP, Oct/OCT, Nov/NOV and Dec/DEC.

Examples

YES: In retrospect, January 2020 was a boring month.

NO: In retrospect, Jan. 2020 was a boring month.

NO: In retrospect, January, 2020, was a boring month.

YES: AAPL's president will be in town June 4-6.

NO: AAPL's president will be in town June 4 - 6.

YES: Jodi's birthday is Feb. 5.

NO: Jodi's birthday is February 5.

NO: Jodi's birthday is Feb. 5th.

YES: The target deadline is Oct. 22, 2020, for the first draft.

NO: The target deadline is October 22, 2020, for the first draft.

NO: The target deadline is Oct. 22, 2020 for the first draft.

YES: The course will be in Lubbock, Texas, on Thursday, June 4, 2021.

NO: The course will be in Lubbock, Texas, on Thurs., June 4, 2021.

WRITING GUIDELINES (2 OF 6)

TIMES

Use figures except for *noon* and *midnight*. Use a colon to separate hours from minutes. Do not denote minutes for a time that falls on the hour. If both the start and end time of an event fall before or after noon, use a hyphen with no spaces to connect the times. If an event begins in the morning and ends in the afternoon, use the word *to* with spaces around it to connect the times. Use periods in *a.m.* and *p.m.* Include a space between the time and *a.m.* or *p.m.*

In listed schedules, it is preferred to only list the start time to avoid inconsistencies with listing times frames with hyphens and the word *to*.

Examples

YES: 11 a.m.

NO: 11:00 a.m.

NO: 11 am

NO: 11am

NO: 11 o'clock

YES: 5:45 p.m.

NO: 5:45 pm

YES: 9-11:30 a.m.

NO: 9 - 11:30 a.m.

YES: 8:30 a.m. to 4:30 p.m.

NO: 8:30 a.m.-4:30 p.m.

NUMERALS

In general, spell out numbers one through nine. Use figures for 10 and above and whenever preceeding a unit of measurement or referring to ages. Also use only figures in tabular matters (charts, graphs, etc.).

Examples

YES: The Dallas Cowboys finished second in the NFC East.

NO: The Dallas Cowboys finished 2nd in the NFC East.

YES: For the 15th time, please do not put your finger in the cat's nose.

NO: For the fifteenth time, please do not put your finger in the cat's nose.

YES: The lease is for 45 acres in West Virginia.

NO: The lease is for forty-five acres in West Virginia.

YES: Chick-fil-A is only about 1 mile from the office.

NO: Chick-fil-A is only about one mile from the office.

WRITING GUIDELINES (3 OF 6)

CITY, STATE

The names of the 50 U.S. states should be spelled out when mentioned alone or in conjunction with a city, town, village or military base. Place a comma between the city and state and another comma after the state.

Examples

YES: AAPL's 67th Annual Meeting was to be held in Huntington Beach, California, in June 2020.

NO: AAPL's 67th Annual Meeting was to be held in Huntington Beach, Calif., in June 2020.

NO: AAPL's 66th Annual Meeting was to be held in Huntington Beach, CA, in June 2020.

JOB TITLES

In general, confine capitalization to formal titles — not occupational descriptions — used directly before an individual's name. Lowercase and spell out titles when they are not used with an individual's name.

The following formal titles are capitalized and abbreviated as shown when used before a name both inside and outside quotations: Dr., Gov., Lt. Gov., Rep. and Sen.

Examples

YES: Jay Beavers, the company's president, issued a statement.

NO: Jay Beavers, the company's President, issued a statement.

YES: The pope gave his blessing.

NO: The Pope gave his blessing.

YES: The crowd was larger than expected for Pope Frances' visit.

NO: The crowd was larger than expected for pope Frances' visit.

YES: Please welcome Chairman John Smith to the stage.

NO: Please welcome chairman John Smith to the stage.

YES: Sally Smith, account manager, has been with the company for over a decade.

NO: Sally Smith, Account Manager, has been with the company for over a decade.

SPEAKER BIOS

See job titles above for acceptable usage.

The first reference to a speaker should always include the full name and any designation, like Dr. or CPL. After the initial introduction, following references should be last name only. Never use Mr. or Mrs. before a speaker's name. Unless specifically requested by the speaker, use their preferred name as opposed to their formal name with a nickname in quotes.

WRITING GUIDELINES

(4 OF 6)

EXAMPLES

FIRST REFERENCE

YES: Jerry Smith, is Apple's technology engineer with over 20 years of experience.

NO: Jerry Smith, is Apple's Technology Engineer with over 20 years of experience.

SUBSEQUENT REFERENCE

YES: Smith is originally from Kansas though now claims Texas as home after moving there in the 1990s.

NO: Mr. Smith is originally from Kansas though now claims Texas as home after moving there in the 1990s.

NO: Jerry is originally from Kansas though now claims Texas as home after moving there in the 1990s.

OXFORD COMMA

Use commas in a simple series, but do not put a comma before the conjunction in the most simple series. Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction. Use a comma also before the concluding conjunction in a complex series of phrases. Use semicolons instead of commas in a list when elements of the series contain commas.

Examples

YES: Laura, queen of the National Sewing Club, personally made special masks for Donald, Ivanka and Barron.

NO: Laura, queen of the National Sewing Club, personally made special masks for Donald, Ivanka, and Barron.

YES: The breakfast bandit ate bacon, eggs, and peanut butter and jelly toast.

NO: The breakfast bandit ate bacon, eggs and peanut butter and jelly toast.

YES: Lyndsey questioned whether the decision was ethical, who was present during the discussion and vote, and why she was neither informed of nor invited to the emergency meeting.

NO: Lyndsey questioned whether the decision was ethical, who was present during the discussion and vote and why she was neither informed of nor invited to the emergency meeting.

YES: Le'Ann knew she needed to move quickly if she was going to beat traffic; prepare and eat dinner; and change into her favorite green shirt before River's basketball game.

NO: Le'Ann knew she needed to move quickly if she was going to beat traffic, prepare and eat dinner, and change into her favorite green shirt before River's basketball game.

EM DASH

When using a dash to denote an abrupt change in thought or for an emphatic pause, use the em dash glyph with spaces on either side of it. The em dash is approximately the width of a capital letter *M* in the typeface being used.

Examples

YES: If Brandon wanted your opinion — and believe you me, he doesn't — he'd ask for it.

NO: If Brandon wanted your opinion—and believe you me, he doesn't—he'd ask for it.

WRITING GUIDELINES (5 OF 6)

ASSOCIATION-SPECIFIC RULES

AAPL

When referring to the association as *AAPL*, do not precede the initialism with the word *the*.

Examples

YES: AAPL is the best association this side of the Mississippi.

NO: The AAPL is the best association this side of the Mississippi.

ANNUAL MEETING

The official event name is Annual Meeting, not Annual Meeting and Conference. It may also be referenced with the calendar or anniversary year in front. The Annual Meeting's tagline is "professional development and land conference." The tagline should be offset by commas when following *Annual Meeting* in copy and is never capitalized when referenced in a paragraph.

Examples

YES: Chadwick is super jazzed about attending AAPL's 66th Annual Meeting in June.

NO: Chadwick is super jazzed about attending AAPL's 66th Annual Meeting and Conference in June.

YES: The Annual Meeting, AAPL's professional development and land conference, is just weeks away.

NO: AAPL's Annual Meeting and Professional Development and Land Conference, is just weeks away.

NO: AAPL's Annual Meeting and professional development and land conference is just weeks away.

MEMBERSHIP TYPES

AAPL's membership types are considered formal nouns. Active Member, Associate Member, Student Member and Senior Member should always be capitalized in any context. When listing multiple membership types, lowercase *member* as it is no longer considered part of the formal noun.

Examples

YES: Becoming an Associate Member is easier than ever thanks to Joanne's bylaw suggestions.

NO: Becoming an associate member is easier than ever thanks to Joanne's bylaw suggestions.

YES: Whether you're an Active or Associate member, Greta values your commitment to excellence.

NO: Whether you're an Active or Associate Member, Greta values your commitment to excellence.

SPECIAL MARKS: RL, RPL, CPL, CPL/ESA

Follow the same guidelines as the Job Titles guidelines. The preference is to list a member's certification after their name using initials offset by commas whenever possible.

Examples

YES: Pearl Taylor, CPL, began her energy career at Texas Tech University.

NO: Pearl Taylor, a certified professional landman, began her energy career at Texas Tech University.

NO: Pearl Taylor, a Certified Professional Landman, began her energy career at Texas Tech University.

WRITING GUIDELINES (6 OF 6)

CORPORATE PARTNER RECOGNITION PROGRAM

Companies who participate in the Corporate Partner Recognition Program are considered partners or premier partners; neither reference is capitalized. Only capitalize CPRP when referring to the actual program, not its participants.

Examples

YES: AAPL's Corporate Partner Recognition Program is thrilled to announce that six new companies joined as premier partners last month.

NO: AAPL's Corporate Partner Recognition Program is thrilled to announce that six new companies joined as Premier Partners last month.

FORMATTING GUIDELINES

JUSTIFICATION

Justify copy left in most cases. Center alignment is acceptable for document titles.

HEADINGS

Use headings and subheadings instead of outline letters and numerals when possible. Headings may be highlighted with bold and all caps character styles. Subheadings may be highlighted with bold character style. Reference articles in the *Landman* or *NAPE* magazines for examples about formatting headlines.

COPYRIGHT

Copyright notice is a statement placed on copies or phonorecords of a work to inform the public that a copyright owner is claiming ownership. A notice consists of three elements that generally appear as a single continuous statement:

- The copyright symbol ©
- The year of first publication of the work
- The name of the copyright owner

Mark copyrighted materials with the following: © 2022 AAPL

The year should be updated annually.