APANO Brand Guidelines
# Table of Contents

| 01 | About APANO |
| 02 | Color Palette |
| 03 | Typography |
| 04 | Logo |
| 05 | Applications |
About APANO
Meet APANO

APANO is a statewide, grassroots organization uniting Asians and Pacific Islanders to achieve social justice. We use our collective strengths to advance equity through empowering, organizing and advocating with our communities.

In 1996, with significant support from the Immigrant Refugee Community Organization (IRCO), APANO was born. We originated under the principle that we are stronger together, and that our communities would benefit from more coordinated leadership particularly in areas of public policy advocacy.

APANO is a registered 501(c)(3) nonprofit.
Mission & Vision

Vision

We envision a just world where Asians, Pacific Islanders and all communities who share our aspirations and struggles have the power, resources and voice to determine our own futures where we work in solidarity to drive political, social, economic and cultural change.

Mission

To unite Asians and Pacific Islanders to build power, develop leaders, and advance equity through organizing, advocacy, community development, and cultural work.
Our Sibling Organization

APANO & APANO Action Fund

APANO is a registered 501(c)(3) nonprofit organization, engaging and supporting tomorrow’s leaders in the fight for social justice.

APANO Action Fund (AF) was founded in 2016 and is a registered 501(c)(4) organization engaging in power building and systems change.
Brand Values

1. Self Determination
   We build the political, social, economic, and cultural power our communities need to thrive. We use our power to shape decisions and pursue intersecting forms of justice in order to create a vibrant, inclusive, and equitable world for all.

2. Solidarity
   We believe relationships are sources of strength, support, and power. We are committed to listening to allies, partners, and communities, especially those who identify as Black, Indigenous, and people of color, in their aspirations and struggles, and working together to cultivate trust and connections.

3. Integrity
   We strive to be true to our values in our work, to be accountable to our communities, and to treat ourselves and each other with dignity and compassion.

4. Care
   We practice care, compassion, and respect for ourselves, each other, and the earth to sustain ourselves and our efforts to uplift our community.

5. Belonging
   We create spaces and communities where we can feel a sense of belonging, where we can be ourselves and be visible, where our stories are amplified, and where our heritage and experiences are recognized.
Color Palette
Using Tints

These are our colors. These colors have a bright and striking mood and are very recognizable for APANO. The Primary colors are orange and yellow, while green color will serve as secondary color and accent. Black and white(FBF9FA) can be used at the users discretion.

<table>
<thead>
<tr>
<th>ORANGE</th>
<th>YELLOW</th>
<th>GREEN</th>
<th>WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>#E35205</td>
<td>#FAB841</td>
<td>#033F47</td>
<td>FBF9FA</td>
</tr>
<tr>
<td>80%</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>60%</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>40%</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Typography
ARCHIVO

Light  Regular  Medium  Bold
Primary Typeface

For both accessibility and ease of use, APANO AF’s main font is Archivo. Archivo light and normal are best for paragraph text while Archivo semi-bold and bold are best for titles and header text.

Archivo - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
-123456789
&!?!%@

Archivo - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
-123456789
&!?!%@

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Enim nisl
Secondary Typeface

In the event a secondary font is necessary, DM Sans will serve as an alternative or accompanying font. It is known to pair well with Serif fonts like Archivo.

DM 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
-123456789
&!?%@ 

DM 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
-123456789
&!?%@ 

Lorem ipsum dolor sit amet, consectetur adipiscing elit. 
Enim nisl sit integer sem sed aenean imperdiet morbi.

Morbi volutpat aliquam elit nulla dictum mi nisi, integer. 
Venenatis pharetra aliquam, amet facilisis laoreet. Molestie 
tellus rhoncus pulvinar vitae fringilla id. Morbi.
**Hierarchy**

Use this as a general guide when selecting fonts and weights when creating designs or documents.

**Display Extra Large**
Font weight: Archivo - Bold
Size: 72px / 90 px

The quick brown fox jumps over the lazy dog.

**Display Large**
Font weight: Archivo - Bold
Size: 48px / 60 px

This is a display large font


**Display Small**
Font weight: Archivo - Bold
Size: 32px / 38 px

The quick brown fox jumps over the lazy dog.

**Body text**
Font weight: DM Sans - Regular
Size: 16px / 24 px

The quick brown fox jumps over the lazy dog.
Lorem ipsum dolor sit amet, adipiscing elit dolor.


Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Over a decade of experience packaged in real world and practical courses.

Unlock decades of experience with courses that cut straight to the point.

- Keep your customers in the loop with live chat
- Embed help articles right on your website

Watch Video

Kim Leplin
Co-Executive Director

Michael Cano
Office Manager

Amy Hwang Powers
Co-Executive Director
Logo

04
APANO's logo symbolizes inclusion, diversity, leadership, innovation, community-oriented, assertive and supportive.
Clear space buffers the logo from images, text, or other graphics that compromise its impact and visibility. The more breathing room you give the logo, the greater the impact it can have. The amount of clear space around the logo should be equal to or greater than the height of the “ghost hands” icon.
With the “ghost hands” being the most recognizable brand asset. Here are three iterations of how you can use the brandmark properly.

This style guide is just that, a guide book, but rules are meant to be challenged. With that in mind always start with these as a starting point.
Applications
Social Media Profile

Application grid
36 field grid

APANO
Nonprofit organization
Youth organizing 📬 @ally.pdx 🌳
API + BIPOC artists 📬 @amppdx 🌳
www.apano.org

597 Posts
5669 Followers
480 Following

22:27
We build power, develop leaders and advance equity through organizing, advocacy, community development and cultural work.
Thank You

Questions? Concerns?
Reach out to contact@apano.org for support.