

APFC

ALASKA PERMANENT
FUND CORPORATION

GRAPHIC STANDARDS MANUAL

Graphic Standards Manual

AUGUST 2017

The following graphics standards describe the various components of Alaska Permanent Fund Corporation’s public identity and provide guidelines for their use by APFC, its employees, the Board of Trustees, and any graphic designers working on the Corporation’s behalf.

By creating these guidelines, our goal is to standardize communications to ensure APFC is always presented in a consistent and accurate light to its many audiences. These guidelines apply to all printed or electronic material, whether produced by APFC, agency, or partner. These guidelines are designed to help APFC present an image to the public that is distinct, professional, and uniform.

APFC assets, including logos, fonts, stationery, and PowerPoint templates are available upon request.

Any questions about APFC’s identity or the style guidelines should be directed to:

Pauly Swanson | Communications Manager
907.796.1520 or pswanson@apfc.org

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APFC Language

APFC's tone is always professional. We talk authoritatively about our investments and work as experts in the field, using easy to understand terms and explanations.

About APFC

APFC is an independent state-owned corporation based in Juneau that manages and invests the assets of the Alaska Permanent Fund and other funds designated by law, such as the Alaska Mental Health Trust Fund, on behalf of Alaskans.

APFC's Mission

To manage and invest the assets of the permanent fund and other funds designated by law.

APFC's Vision

To deliver outstanding returns for the benefit of all current and future generations of Alaskans. (2020 update)

APFC's Values

INTEGRITY We act in an honorable, respectful, professional manner that continually earns and justifies the trust and confidence of each other and those we serve.

STEWARDSHIP We are committed to wisely investing and protecting the assets, resources, and information with which we have been entrusted.

PASSION We are driven to excellence through self-improvement, innovative solutions, and an open, creative culture. We are energized by the challenges and rewards of serving Alaskans.

Short Description

The Alaska Permanent Fund Corporation (APFC) was created by the Alaska Legislature in 1980 as a quasi-independent state entity tasked with the important mission of prudently investing and managing the assets of the Alaska Permanent Fund. As one of the first sovereign wealth funds, and the largest state-level fund of its kind in the United States, the Alaska Permanent Fund (Fund) has gained world-wide recognition as model for converting a non-renewable natural resource into a renewable financial resource. The Board of Trustees serve as fiduciaries of the Fund and oversee APFC.

APFC Language

Name | Corporate Signature

- Use Alaska Permanent Fund Corporation in first reference.
- Use APFC or ‘the Corporation’ in second and all other references to follow.
- Always capitalize APFC.
- Do not use ‘the’ in front of APFC.

For Reference to the Fund itself and not the Corporation

- Use Alaska Permanent Fund in first reference.
- Use Fund and Permanent Fund in second and all other references.
- Do not use PFD.
- Do not use APF.

Contact Information

- Include phone number and website whenever possible.
- Use dots in between numbers, e.g., 907.269.7960.
- The word website is one word and is not capitalized.
- When referencing the APFC URL, always use “apfc.org” in all lowercase.
- When referencing contact information, please say “contact APFC at 907.796.1500, or visit apfc.org.”

Our Logo

The following guidelines display the correct treatment of the APFC logo in all forms. The logo should not be altered in any way.

Use Logo in full color when possible

- Font is Engravers and Gotham.
- Consists of the words “APFC” and “Alaska Permanent Fund Corporation” as two lines.
- Uses a teal blue and a dark blue gradation.

When printing on a dark background

“Alaska Permanent Fund Corporation” may be knocked out to white.

Minimum Clear Space

To maintain the integrity of the logo, use .25” minimum clear space all 4-sides.

Black and White Logo

In cases where it is not possible to print in color, the logo may alternatively be reproduced in black as shown.

Logo mark may be used with the Acronym Graphic

In cases where it is not necessary to use the full logo mark, you may use the acronym graphic alone. Do not use “Alaska Permanent Fund Corporation” on its own.



APFC Color Palette

Primary Colors – Colors used in the logo

		
<p>Teal Blue Pantone 314 100c 3m 18y 14k Or 125g 153b #007D99</p>	<p>Dark Blue Pantone 308 99c 10m 14y 39k 38r 103g 130b #266782</p>	<p>APFC Gradation Pantone 314 to 308</p>

Colors used in the stationery package

		
<p>Pale Blue Pantone 656 10c 3m 1y 2k 226r 234g 242b #E2EAF2</p>	<p>Soft Blue Pantone 5455 13c 3m 5y 0k 199r 215g 224b #C7D7E0</p>	<p>Cool Blue Grey Pantone 5425 45c 16m 9y 24k 122r 153g 172b #7A99AC</p>

Secondary Colors – Colors used with the logo

			
<p>Sky Pantone 292 59c 11m 0y 0k 105r 179g 231b #69B3E7</p>	<p>Moss Pantone 563 54c 0m 29y 2k 107r 187g 174b #6BBBAE</p>	<p>Lake Pantone 7710 81c 0m 23y 0k Or 167g 181b #00A7B5</p>	<p>Deep Blue Pantone 540 100c 57m 12y 66k Or 48g 87b #003057</p>
			
<p>Coral Pantone 486 0c 55m 50y 0k 232r 146g 124b #E8927C</p>	<p>Saffron Pantone 612 7c 5m 100y 20k 196r 176g 0b #C4B000</p>	<p>Gray Pantone Cool Gray 8 23c 16m 13y 46k 136r 139g 141b #888B8D</p>	<p>Light Gray Pantone Cool Gray 2 5c 3m 5y 11k 208r 208g 206b #DODOCE</p>

Terminology Chart

Color Name	Teal Blue
Spot	Pantone 314
Process	100c 3m 18y 14k
RGB	Or 125g 153b
Web	#007D99
Application	
Spot	Use for spot-color printing and PMS/Pantone color matching
Process	Use process colors for four-color printing
RGB	Use RGB for on-screen applications
Web	Use Web color for internet applications

APFC Fonts

Engravers

- This font may be used for headlines and quotes.
- This font is not recommended for use in body copy, e.g., letters or other internal correspondence.
- This font is only available in all upper case format.
- Substitutue font: Bodoni MT



REGULAR | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+{}” :?
BOLD | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+{}” :?

Gotham

- This font is recommended for use in headlines, titles, quotes, body copy, e.g., letters or other internal correspondence.
- Substitutue font: Tw Cen MT



Book | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKL
MNOPQRSTUVWXYZ 1234567890!@#\$%^&*()-+{}” :?
Bold | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKL
MNOPQRSTUVWXYZ 1234567890!@#\$%^&*()-+{}” :?

APFC Stationery

Letterhead, Business Cards, and Envelopes

APFC stationery materials are a highly visible reflection of our brand in everyday correspondence. A flexible set of materials is provided to support a wide range of communication needs. Stationery templates are available upon request from Paulyn Swanson, Communications Manager. Contact Paulyn at pswanson@apfc.org or call 907.796.1520.



APFC PowerPoint

Microsoft® PowerPoint® Presentation

An APFC PowerPoint template has been created for use in visual presentations.

Template available for download upon request from Paulyn Swanson, Communications Manager. Contact Paulyn at pswanson@apfc.org or call 907.796.1520.

A flexible set of slide styles are available within the template for complete customization.

When customizing slides, keep fonts, colors, and layout consistent with the APFC brand.

- Avoid using too much copy on any given slide.
- Images added to a slide should be high quality and balanced with the copy.
- No more than 2 images should be on one slide.

