



Official Apraxia Kids  
Guide to Logo Usage,  
Brand Protection  
and Social Media

[apraxia-kids.org](http://apraxia-kids.org)



This manual provides basic graphic standards for the use of the Apraxia Kids name, logo, and identity. These guidelines are intended to assist Apraxia Kids staff, volunteers and board members in their use of the name and logo in a manner that complies with the brand identity objectives of the association.

In addition, this manual provides guidance and best practices on social media that can be used in the workplace and shared with staff, consultants, volunteers, stakeholders and affiliated groups.

The brand identity of Apraxia Kids can only be established through accurate and consistent usage throughout the United States and the rest of the world. Alterations and distortions of our common name and logo dilute our impact, weaken our identity, and endanger the legal protections afforded by our trademarks. Uniform use of our name and logo is essential for creating an internationally recognizable identity and reference for our chapters and members.

If you have questions about the Apraxia Kids name or use of the Apraxia Kids logo, please contact Apraxia Kids at 412-785-7056 or [info@apraxia-kids.org](mailto:info@apraxia-kids.org).

# Acceptable Applications

Whenever possible, please use the full-color version. Also included are versions of the logo in one color, two color, black and white and reversed for printing limitation scenarios.



Process Colors:  
C: 70  
M: 11  
Y: 0  
K: 0

Pantone 298  
HEX: 29b0e3



Process Colors:  
C: 0  
M: 10  
Y: 99  
K: 10

Pantone 110  
HEX: eac82d



Process Colors:  
C: 0  
M: 70  
Y: 25  
K: 12

Pantone 7433  
HEX: d5667e



Process Colors:  
C: 0  
M: 46  
Y: 100  
K: 0

Pantone 144  
HEX: f79a31



FULL COLOR



ONE COLOR



BLACK & WHITE



TWO COLOR



REVERSED

# Unacceptable Applications

An identity is easy to break. To keep everything consistent, please see some of the following rules.

## LOGO COLOR

The colors are never to be changed from the logo color identity.



## BACKGROUND COLOR

Never put the full color logo against a color background.



## FONT COLORS

The font colors can never be altered.



## FLIPPING THE GRAPHIC

Never change the placement of the graphic.



# Fonts

Body copy, headline and web safe font substitute.

## BODY COPY FONT

# ABC abc

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### AVENIR

LIGHT  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!@  
#%^&\*()-=+?

BOOK  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!@  
#%^&\*()-=+?

MEDIUM  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!@  
#%^&\*()-=+?

## HEADLINE FONT

# ABC abc

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### AVENIR HEAVY

BOLD  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!@  
#%^&\*()-=+?

## WEB SAFE FONT SUBSTITUTE

# ABC abc

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### HELVETICA

LIGHT  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!@  
#%^&\*()-=+?

ROMAN  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!@  
#%^&\*()-=+?

MEDIUM  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!@  
#%^&\*()-=+?

# Usage

Official use by staff and volunteers.



Strict requirements govern the use of the Apraxia name, identity, and logo. The Apraxia Kids name, identity, and logo may not be used in any way that is misleading. Unless specific permission has been granted by Apraxia Kids, the Apraxia Kids name, identity, and logo may not be used in a manner that suggests or implies Apraxia Kids endorsement or approval of any person, product, service, or activity. The official Apraxia Kids logo should never be used by outside or third party individuals/events. All graphic elements and stylistic usage of the Apraxia Kids name, identity, and logo are subject to pending service and/or trademark registration.

# Trademark Laws

**The “Apraxia Kids” and “Walk for Apraxia” names and logos are trademarked.**

- We have gone through a lengthy process to register our name and logo so that no one else can use it.
- The purpose of registering our name and our logo is to prevent confusion – we want people to know what is “official” and what isn’t so that they can find the best information or know that their donations are actually going to the organization
- Use of our name and logo by any unauthorized person in any capacity is a violation of trademark laws. Distorting, editing, or modifying our logo is also a violation of trademark laws.
- Staff, volunteers and stakeholders are provided with graphics and images to use to promote our organization. However, any other use of our logo should be done with permission. This includes; altering any graphics we provide, creating your own graphics, putting our logo on any digital or print material, using banners or profile photos in Facebook groups that are not “Apraxia Kids Official Support Groups”, among others. Please obtain permission before doing any of these.
- Again do not distort or alter our logo or branded content, and do not add our logo to your own content.

Note: This does not include making our photos your personal banner or profile photo, use of print material already provided to you (i.e. letterhead). You do not need to seek permission for such things.



# Social Media Guidelines: Ethical, Safe and Effective Practical Standards

The goal of Apraxia Kids' Social Media Guidelines is to both provide staff & volunteers with guidance on social media for their workplace and to establish guidelines for organization leaders to use with their staff, consultants, volunteers, members, stakeholders and affiliated groups. This also covers the conduct and expectations of the public when participating in an organization's social media or social networking platforms. Social media is an area that moves quickly and can be challenging, so it is important for Organizations such as Apraxia Kids to provide resources for members and volunteer leaders. It's also crucial to support ethical guidelines that already exist with details and applications in the digital age. As the organization works to strengthen the support systems of children with apraxia of speech, Apraxia Kids is working to bring together the various pieces of this puzzle and provide a comprehensive view of social media.

## Organization Staff, Consultants, Volunteers and Stakeholders

Organizations fully respect the legal rights of its employees, consultants, volunteers, members and stakeholders. In general, what a person does on their own time is his or her affair. However, activities in or outside of work or affiliated with the organization that affect job performance, the performance of others, or organization business interests are a proper focus for organization policy.

The following guiding principles apply to organization staff, consultants, volunteers, members and stakeholders who are asked to participate in social media as part of their job or organization responsibilities or who participate to advocate and advance professional fundraising interests and endeavors, or personal interests related to charity and nonprofits. Failure to abide by these guidelines could put a person's participation, employment and membership with the Organization or Affiliate Organization at risk.

1. Follow Appropriate Industry Laws and Guidelines
2. Be Informed and Interesting—and Listen
3. Always Be Respectful, and Be Polite When Disagreeing
4. Make Sure You Properly Attribute All Content
5. Be Responsive
6. Use Discretion At All Times
7. Transparency, Honesty, and Integrity Are Paramount
8. Don't Mix Worlds—Know the Line Between Professional and Personal
9. Be Authorized and Official
10. Respond to Violations of Standards

# Social Media Guidelines: Ethical, Safe and Effective Practical Standards

## Public (Non-Members/Non-Stakeholders)

By participating in organization social media (forums, discussions, blogs, etc.), public users agree they will not do the following:

1. Post material that the organization determines is threatening, harassing, illegal, obscene, defamatory, libelous, or hostile towards any individual or entity.
2. Post phone numbers or email addresses of themselves or any other individual or entity in the body of their comments.
3. Post material that infringes on the rights of the organization or any individual or entity, including privacy, intellectual property or publication rights. This includes the improper use of (but is not limited to) images, logos, videos, content, documents, white papers, etc.
4. Post material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization.
5. Post chain letters, post the same comment multiple times, or otherwise distribute SPAM.
6. Allow any other individual or entity to use their identification for posting or viewing comments.
7. Post comments under multiple names or using another person's name.

If a user is found to be in violation of any of these standards, the organization reserves the right to: (a) Ban future posts from people who repeatedly violate the Organization's terms and conditions. Such bans may be affected by refusing posts from specific email addresses or IP addresses, or through other means as necessary, and/or (b) Remove or edit comments at any time, whether or not they violate these terms and conditions.

# Additional Logos

Usage of the Walk for Apraxia and Be the Voice logos fall under the same standards as the Apraxia Kids organizational logo.



The Walk for Apraxia logo should never be used on non-Apraxia Kids t-shirts or apparel.

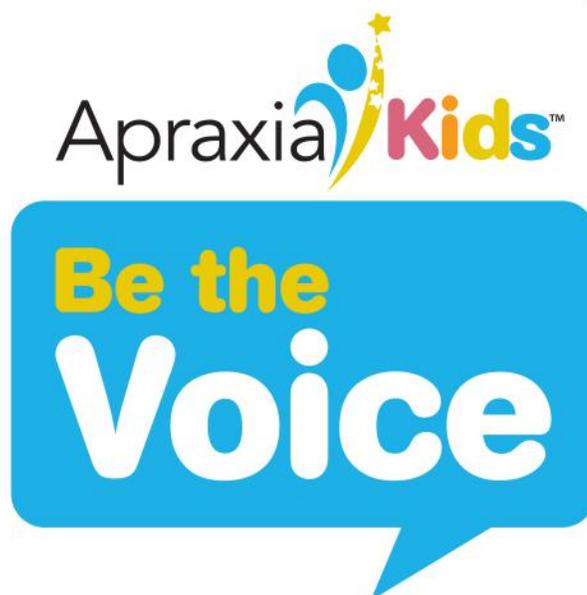
Volunteers and supporters should never use the Walk for Apraxia logo to create social media graphics.

The Walk for Apraxia logo should never appear on print materials other than those produced by Apraxia Kids.

Permission to use the Walk for Apraxia logo to promote "Wrap-Around Fundraisers" related to walk events may be obtained from Walk Coordinators or Apraxia Kids staff.

Access to the Be the Voice logo is limited to those who contact the organization about third party fundraisers/awareness events they would like to organize.

Type of events where access to the Be the Voice logo may be granted include all third-party or DIY fundraisers.





**Apraxia Kids**  
**1501 Reedsdale St., Suite 202**  
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**412-785-7072**

If you have questions about these guidelines, please contact  
[info@apraxia-kids.org](mailto:info@apraxia-kids.org).