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Guideline for The new APHA
for Component group

PR L 2014

A message from APHA's executive director

The American Public Health Association (APHA) is a national organization of public health professionals and organizations. We are committed to promoting and protecting the health of all Americans by working to prevent disease, injury, and disability through voluntary and scientific public health practice.

• **Public Health** is the science and art of preventing disease, prolonging life, and promoting health through the organized community effort.

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1 The Name APHA

A. Purpose	5
B. Purpose	6
C. Purpose	7

2 The Logo

A. Logo	8
B. Logo	10
C. Logo	11 12
D. Logo	12
E. Logo	13
F. Logo	14
G. Logo	15
H. Logo	16

3 Visual design considerations

3.1 Introduction	17
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A. The new APHA: Our Value

Part of our value is the fact that we are a 501(c)(3) organization. This means that we are not a for-profit organization and we are not a government agency. We are a non-profit organization and we are not a government agency. We are a non-profit organization and we are not a government agency.

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B. The ne APHA: Q_rVal_e

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P (q...)

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C. The new APHA: Our Voice

- **P**rovide a clear, consistent, and compelling message that reflects the organization's values and mission.
- **S**upport the organization's strategic goals and objectives.
- **S**upport the organization's financial and operational needs.
- **S**upport the organization's reputation and brand.
- **S**upport the organization's community and stakeholder relationships.
- **S**upport the organization's environmental and social responsibility.

A. Overview

The logo is a square with a white background. It features a stylized 'A' in the center, composed of two overlapping shapes: a light blue 'A' and a light green 'A'. The 'A' is positioned in the center of the square.

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Centered in the square is a stylized 'A' composed of two overlapping shapes: a light blue 'A' and a light green 'A'.

Important: APHA approval required

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B. Logo Componen

T P C I ... The Logo ... T ...

T P C I ... P ... C I ... T ... P ...

For science. For

B. Component group primary color

The logo consists of a primary color group consisting of a stylized globe icon and the text "APHA" in a blue serif font, followed by a vertical line and the text "LAW SECTION" in a yellow sans-serif font.

The globe icon is composed of six colored segments (blue, green, yellow, red, purple, and orange) arranged in a circular pattern. The text "APHA" is in a blue serif font, and "LAW SECTION" is in a yellow sans-serif font.

The logo is positioned in the upper right quadrant of the page. The background features a large, abstract black shape in the lower left corner.



C. Logo Color

The P-C-I logo consists of a stylized 'A' and 'D' inside a blue square. The 'A' is white and the 'D' is blue. The background of the square is blue. The logo is used in various sizes and colors.



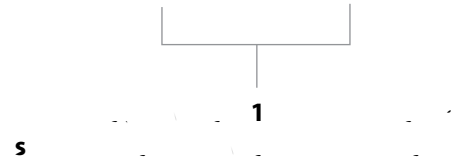
F

B

D. Minimum Size

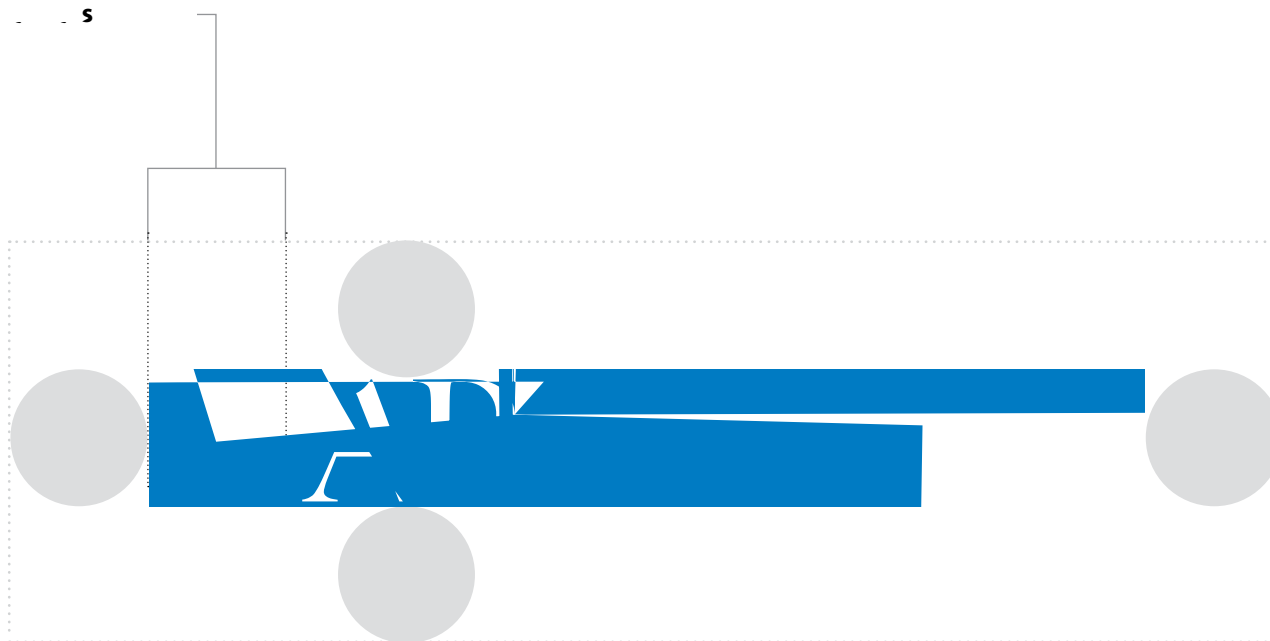
The P-C-I logo must be used in a minimum size of 1 inch by 1 inch. The logo should be clear and legible. The logo should be used in a variety of sizes and colors.

Minimum Size (1 inch by 1 inch)



E. Clear Space

The logo is a stylized representation of a person in a wheelchair. The person is shown in profile, facing right. The wheelchair is represented by a blue silhouette. The person's head is a grey circle, and the wheelchair has four grey wheels. The logo is set against a white background. The text 'APHA' is written in a bold, sans-serif font above the person's head. The text 'American Public Health Association' is written in a smaller, sans-serif font below the person's head. The logo is centered on the page.



F. Incorrect Use

1. D. ...
2. D. ...
3. D. ...
4. D. ...
5. D. ...
6. D. ...
7. D. ...



G. Logo

1. The logo is a stylized representation of the letters 'A' and 'P' intertwined. The 'A' is formed by two overlapping shapes, and the 'P' is a solid shape that fits into the negative space of the 'A'. The logo is black and white.

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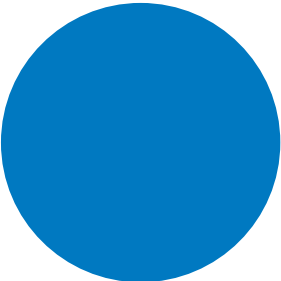
4. The logo is a stylized representation of the letters 'A' and 'P' intertwined. The 'A' is formed by two overlapping shapes, and the 'P' is a solid shape that fits into the negative space of the 'A'. The logo is black and white.

A. Visual design considerations

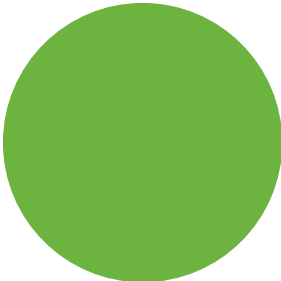
Visual design considerations are those that affect the user's perception of the interface. They include the layout, color, typography, and icons used in the interface. The goal is to create a visually appealing and easy-to-use interface that enhances the user's experience.

B. APHA Color Palette

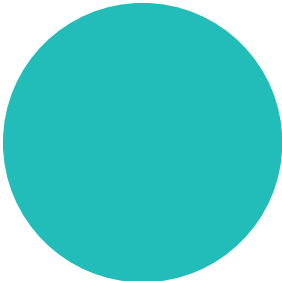
Color palette for APHA... 100%



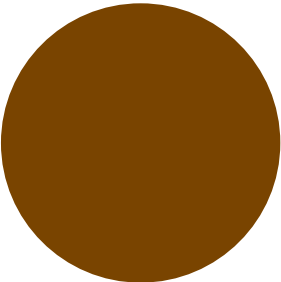
300
R 0 G 101 B 189
C 100 M 42 Y 0 K 0
HTML 0065BD



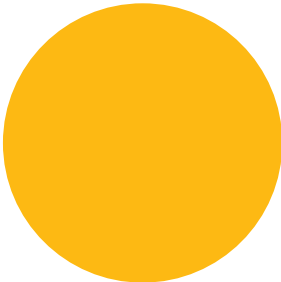
369
R 88 G 166 B 24
C 67 M 0 Y 98 K 5
HTML 58A618



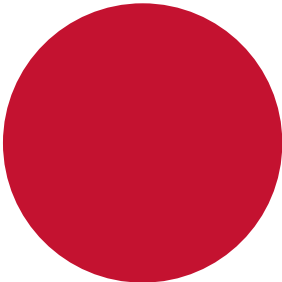
3262
R 0 G 192 B 181
C 78 M 0 Y 32 K 0
HTML 00C0B5



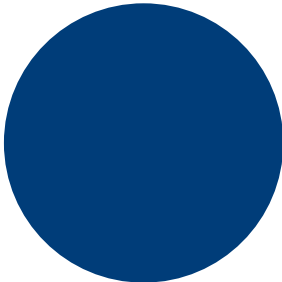
469
R 96 G 53 B 29
C 21 M 70 Y 92 K 70
HTML 60351D



130
R 240 G 171 B 0
C 0 M 30 Y 100 K 0
HTML F0AB00



187
R 167 G 25 B 48
C 5 M 100 Y 71 K 22
HTML A71930



654
R 0 G 44 B 95
C 100 M 73 Y 10 K 48
HTML 002C5F

C. APHA photographic guidance

Photographic guidance is provided in the following sections. The guidance is intended to help you create a clear and effective photograph that accurately represents the data being presented. The guidance is intended to be used as a reference and is not intended to be a strict set of rules.

Photography

- Record the date and time of the photograph. Photographs should be taken at the same time of day and under similar conditions.
- Photographs should be taken from a consistent angle and distance. Photographs should be taken from a distance that allows the entire data point to be visible.
- Photographs should be taken from a consistent height. Photographs should be taken from a height that allows the data point to be clearly visible.
- Photographs should be taken from a consistent background. Photographs should be taken from a background that is neutral and does not distract from the data point.
- Photographs should be taken from a consistent lighting. Photographs should be taken from a lighting that is consistent and does not create shadows or highlights that obscure the data point.
- Photographs should be taken from a consistent focus. Photographs should be taken from a focus that is sharp and clear.
- Photographs should be taken from a consistent framing. Photographs should be taken from a framing that is consistent and does not include unnecessary elements.
- Photographs should be taken from a consistent resolution. Photographs should be taken from a resolution that is high enough to clearly show the data point.
- Photographs should be taken from a consistent file format. Photographs should be taken from a file format that is compatible with the software being used.

- SI Units: The SI unit for length is the meter (m). The SI unit for mass is the kilogram (kg). The SI unit for time is the second (s). The SI unit for temperature is the kelvin (K). The SI unit for pressure is the pascal (Pa). The SI unit for energy is the joule (J). The SI unit for power is the watt (W). The SI unit for force is the newton (N). The SI unit for torque is the newton-meter (Nm). The SI unit for angular displacement is the radian (rad). The SI unit for angular velocity is the radian per second (rad/s). The SI unit for angular acceleration is the radian per second squared (rad/s²).
- SI Prefixes: The SI prefixes are used to denote powers of ten. The most common SI prefixes are: kilo (k), mega (M), giga (G), tera (T), peta (P), exa (E), zetta (Z), and yotta (Y). The SI prefixes are used to denote powers of ten. The most common SI prefixes are: kilo (k), mega (M), giga (G), tera (T), peta (P), exa (E), zetta (Z), and yotta (Y).
- Conversion Factors: The conversion factors between SI units and other units are provided in the following table. The conversion factors are provided for reference and are not intended to be a strict set of rules.
- Dimensional Analysis: Dimensional analysis is a technique used to check the consistency of units in an equation. Dimensional analysis is used to check the consistency of units in an equation. Dimensional analysis is used to check the consistency of units in an equation.
- Significant Figures: Significant figures are the digits in a number that carry meaning. Significant figures are the digits in a number that carry meaning. Significant figures are the digits in a number that carry meaning.
- Trigonometry: Trigonometry is a branch of mathematics that deals with the relationships between the sides and angles of triangles. Trigonometry is a branch of mathematics that deals with the relationships between the sides and angles of triangles. Trigonometry is a branch of mathematics that deals with the relationships between the sides and angles of triangles.

D. Topograph

Figure 1

Figure 1. Topographic map of the United States showing the distribution of gun violence.

Figure 2

Figure 2. Topographic map of the United States showing the distribution of gun violence.

Gun violence in the United States is a public health problem. The United States has the highest rate of gun violence in the world. Gun violence is a leading cause of death and disability in the United States. Gun violence is a preventable public health problem. Gun violence is a leading cause of death and disability in the United States. Gun violence is a preventable public health problem.

BURDEN OF GUN VIOLENCE

The burden of gun violence in the United States vastly outpaces that in comparable countries:

1) In the United States, gun violence is a leading cause of death and disability. In other countries, gun violence is a leading cause of death and disability. In the United States, gun violence is a leading cause of death and disability. In other countries, gun violence is a leading cause of death and disability.

A. Overview

Product positioning statement: The product is a...
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The product is a...
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The product is a...

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101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150

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T 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200

T 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

C.

D. APHA S le (09/10/13)

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D. APHA Style (continued)

APHA Style (continued)

D. APHA S le (con in ed)

s + U Z 8 830

s

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