

The AP logo consists of the letters 'A' and 'P' in a bold, black, sans-serif font, positioned within a white square. A thin red horizontal bar is located at the bottom of this white square. The logo is set against a dark grey background that features a large, faint, light grey graphic element resembling a stylized 'L' or a corner bracket.

**OUR
BRAND**



A STRONG BRAND HELPS US BE CLEAR ABOUT WHO WE ARE AND WHAT WE STAND FOR. IT LETS US REINFORCE WHAT IS UNIQUE ABOUT AP AND WHAT CUSTOMERS AND CONSUMERS CAN EXPECT WHEN THEY ENCOUNTER AP NEWS, PEOPLE OR PRODUCTS.

In 2009, AP undertook a strategic initiative to develop a masterbrand strategy that would define what makes us different from other news organizations, serve as a guide for business decisions and clarify the values and traits all AP staff embody. How do we best describe ourselves? As gutsy, resourceful and connected. What do we value? Integrity, action and independence.

The AP visual identity system brings these traits and values to life. It allows us to leverage the great work we do by uniting under a comprehensive look and feel, driving competitive advantage and creating a distinct footprint in the media marketplace.

AP is unique in the world among news agencies in that our only agenda is news: We are solely focused on the mission of newsgathering, distribution and service.

With more experience reporting and delivering news than any other agency, our independent standing and a strong commitment to the people's right to know, we are the definitive source for trusted news.

All of us at AP understand this extraordinary mission, which dates back to 1846. But it is also important to make a bold statement to customers, members and news consumers about what we do.





BRAND VALUES

In an increasingly fragmented media world, AP's values — integrity, action and independence — shape our trusted reputation and underscore the expertise that differentiates us from others in the industry. These brand values are the foundation for our behaviors, actions and culture.

Since our beginnings, AP has been the first to tell the world of many of history's most important moments, from the assassination of Abraham Lincoln and the bombing of Pearl Harbor to fall of the shah of Iran and the death of Pope John Paul II. Whether it's being on the front lines of 9/11, the Gulf oil spill, earthquake in Haiti or the fall of Libyan dictator Moammar Gadhafi, AP's core mission to cover breaking news plays out on center stage time and again.

INTEGRITY

Beijing based video journalist Ken Teh covers the violent street riots in Bangkok, as police squared off against Red Shirt demonstrators advancing to pour blood on government buildings.
AP Photo by Sakchai Lalit.





ACTION

In the height of the Libyan conflict, an anti-Gadhafi fighter is interviewed by Cairo-based journalist Hadeel Al-Shalchi and Paris-based cameraman Nicolas Garriga outside the town of Nalut.
AP Photo by Lefteris Pitarakis.

INDEPENDENCE

AP White House correspondent Ben Feller conducts a one-on-one interview with President Barack Obama. AP Photo by Pablo Martinez Monsivais.





BRAND PERSONALITY

With 49 Pulitzer Prizes, more than any other news organization in the categories for which we can compete, the AP brand speaks for the people who work for us. Our brand personality traits — we are gutsy, resourceful and connected — reflect who we are and how we act and make us stand out among news organizations.

Since our creation in 165 years ago, we have served as the definitive source for news. As we continue our evolution to a diversified digital news company, our brand promise remains the same. The AP Masterbrand Strategy enables us to channel our brand traits, personality, vision and promise into a new visual identity system that captures our history and guides our future.

GUTSY

As US troops battle insurgents in Iraq, AP photographer David Guttenfelder captures the action.
AP Photo by Khalid Mohammed.



A woman with short blonde hair and glasses is sitting at a desk in a dark room. She is wearing a dark jacket and is looking down at a laptop. The room is dimly lit, with the primary light source being a glowing lantern on the desk. The lantern is a classic kerosene-style lantern with a glass chimney and a metal frame. To the left of the lantern is a black flashlight. The woman's hands are on the laptop keyboard. The background is dark and indistinct.


RESOURCEFUL

In a black out during a night of heavy bombing in Afghanistan, AP Islamabad Bureau Chief Kathy Gannon files a story by lantern light in a basement. AP Photo by Dimitri Messinis.

A photograph of a busy newsroom set up on a rooftop. In the foreground, a woman with glasses and a grey hoodie sits at a desk, looking at a laptop. A man in a dark suit leans over her desk, also looking at the laptop. The desk is cluttered with papers, a printer, a coffee cup, and another laptop displaying a software interface. In the background, several other people are working, and there are many cameras and lighting equipment. An American flag is visible in the background. The overall scene is one of a high-pressure, professional environment.

CONNECTED

Susan Henderson, head of broadcast service for North America, and Nico Maounis, production manager for AP Global Media Services, work with clients broadcasting live from the site at ground zero on the 10th anniversary of the 9/11 terrorist attacks on New York. AP Photo by Ryan Scafuro.



**THE AIM OF THIS VISUAL
IDENTITY SYSTEM IS TO
MAKE THE AP MASTERBRAND
STRATEGY COME TO LIFE IN
ALL VISUAL TOUCH POINTS.**

No visual system can possibly communicate all that makes a place like AP successful. It can, however, present our organization, staff and work in a way that reflects our core values and strengths. The elements in the brand guidelines have been developed and crafted to do just that.

They include a revised logo that is bold and straightforward and stands upright to stress integrity. Visual elements such as watermarks allude to AP's connectedness — with sources, with customers, with technology. A new color palette shows the dynamic nature of our news company, and allows a much-needed flexibility to reflect our diverse array of products and services.

Both the Masterbrand Strategy and the visual identity system emphasize the “One AP” concept of shared values and goals and leveraged strengths. With this brand toolkit, we have a visual system that differentiates us from competitors and is forward looking.

Consistently applied, the AP visual identity system plays a strong role in increasing AP brand recognition and reinforcing the strength of our relationship with all who value accurate and independent news. As a result, it is essential that these guidelines are followed closely and with care.

On a practical level, these brand rules ease creation of AP branded communications, materials and products. Strategically, however, they increase visibility and awareness of AP, helping us stand out from the competition and promoting a “halo” effect that supports our business goals.

The guidelines that follow are to help all AP staff — whether in product development, corporate communications, finance, news or sales — apply this system. They include detailed instructions on our basic identity elements, such as corporate signature, typeface and color, as well as the components of our “house” style, such as how we use photography, graphics and typography. Together, these components constitute a unique and compelling communications system for AP.

“The Associated Press is the hallmark of accuracy and the little character represented by the logotype... will become the mark upon accurate news as sterling is the mark on genuine silver, or as the chemist’s mark to the genuineness of gold.”

– AP GENERAL MANAGER KENT COOPER (1925-1948),
LETTER TO NEW YORK WORLD EDITOR HERBERT BAYARD SWOPE, MAY 7, 1925

Throughout its storied past, the AP has relied on a strong reputation, set of standards and brand to enable its reporting of history.

In 1902, The AP Board of Directors directed that the cooperative develop a “bug” to distinguish AP content from other providers. The design, produced by the Morgenthaler Foundry, started appearing in all member newspapers soon after. It has marked all AP copy since then, and given rise to a logo that has changed along with AP’s innovations and developments.

The new AP logo, revised for the first time in 30 years, builds on that heritage and communicates a dynamic news organization competing in the digital age.



1900



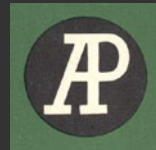
1933



1942



1945



1955



1961



1981



Current (2011)

The AP logo is the single most powerful element in our identity.

It succinctly identifies us. Its upright black letterforms, solid baseline and red “prompt” underline are memorable and embody the values of integrity, action and independence.

It still carries the DNA of our past bugs, while putting forward a fresh and contemporary look that transcends global boundaries.

The white “container” is an integral part of the logo, allowing it to be applied to any kind of content.

The AP signature is a combination of the logo and the words “Associated Press” aligned on a horizontal axis.

They follow simple rules to respect their integrity in all situations.



ASSOCIATED PRESS

In keeping with our Masterbrand Strategy and the “One AP” mission, we are simplifying the face we put forward to customers. The goal is to ensure all touch points strengthen and promote the main AP brand.

This means that custom wordmark lockups are no longer acceptable. Product and division names can be highlighted by using a headline font, but will no longer be linked to the logo.

This means that what once was:

Logo + division or product name

Is now:

Logo

AP division or product name

Do not create custom 'lockup' marks for divisions...



... Rather, make the name of the division a primary header.

For example:



AP IMAGES





**THE AP HOUSE STYLE INCLUDES
ALL OF THE VISUAL ELEMENTS
THAT HELP TO COMMUNICATE
THE BRAND IDENTITY ABOVE AND
BEYOND THE LOGO.**

The AP visual system is designed to be dynamic and flexible. This section explains the use of color, typography, image style and graphic elements.

The flexibility of the system requires careful treatment and attention for all graphic elements. The use of these guidelines will assure that the visual system will reinforce and strengthen our identity.

The careful combination of graphic elements is what makes our brand strong.

The **AP logo** is to be the dominant element in all compositions.

Colors from our color palette, when applied judiciously, go a long way toward communicating our brand.

Typography is the vehicle for the language of our communication. Using the brand typefaces helps us speak in a consistent tone.

Visual elements, including the **Watermarks** and the **Image Stream** help us tell the story of AP in a more striking fashion. Images are also a key visual element to be used for impact.

Finally, the juxtaposition of all these consistent **Layout Concepts** brings the system to life.

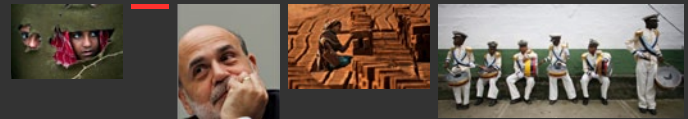


TYPOGRAPHY And secondary typography

The AP typography consists of two typefaces: Good and Freight Text.



Color is crucial to our visual identity. Neutral colors pair well with the Medium range. Deep colors pair well with Brights.



Photography is not only a key product of AP, it is a powerful medium to tell our story. The prompt is a secondary visual element that strengthens the content relationship with the AP logo.



Watermarks help identify AP materials in a subtle and tasteful way, especially when using images is not an option.



HELP DESK

For help or questions in using the brand guidelines,
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