Brand Guidelines

THE BOLD NEW LOOK BEHIND THE BRAND
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Questions?
For any brand inquiries contact us at public.relations@aapc.com
Our brand reflects the ideas, values, and behaviors that define and differentiate us. It’s who we are, how we appear, and what we stand for as a business. In recent times, AAPC has been in the process of upgrading our brand with a new logo, new look and new voice that clearly reflects our mission as an organization.

AAPC discovers, develops, and provides innovative products, services and thinking to help the global healthcare industry recognize the full potential of their revenue cycle. As an educator, we help individuals begin, maintain, and grow their careers. As a business service, our experience, expertise, and thorough processes ensure that our products and services deliver the best possible results for our customers.

NON-ENDORSEMENT POLICY

AAPC does not permit its vendors or service providers to use the AAPC logo in instances where the usage implies AAPC’s endorsement or affiliation with the individual, organization, or particular products or services. Brand elements should only be used when AAPC explicitly gives written permission, and that usage is restricted to the guidelines outlined by an authorized representative of AAPC.
SMART FRIENDS
We’re not pushy. We don’t need to be. We’re here to help. We have the information our customers need and deliver it as clearly and simply as possible. Our staff, writers, instructors, and body of contributors have demonstrated effective leadership and insightful expertise in their fields and we’re fortunate to have the best in our business at the helm of what we do. We’re friends — but friends who just happen to have all the answers when it comes to revenue cycle management.

RELIABLE
It takes a lot to earn a customer’s trust — and only one false or misleading claim to break that trust. Ultimately, we are only as good as our word. As an authority on the business of healthcare, we can be relied upon to speak truthfully and deliver on our promises.

SIMPLE
We keep communications clean and clear, favoring clarity over verbosity. The shorter we keep the copy, the greater chance it will be read in the first place. We write, not to our own level of understanding, but (usually) to a wide-ranging audience that includes beginners.

SMART
Medical coders, billers, auditors, etc. tend to be smart people. We educate and inform our customers as intelligent peers. We speak with authority but in a way that respects their intelligence.

FRIENDLY
We speak with — and not down to — our customers. We don’t market through fear. We offer solutions that can make their lives better and/or easier. Our new brand conveys a more confident, more conversational AAPC. We write a little more conversationally and less “salesy” than typical marketing content — yet with greater authority. In terms of tonality, we prefer inviting over commanding.

CLEAR
Cut through the confusion and clutter. Bring clarity and precision to the revenue cycle management process. With our business being a confusing array of codes, ever-changing rules, regulations, and processes — it is all the more crucial that in our writing, we simplify things as much as possible — leaving out extraneous mentions and asides unless totally necessary.

CONFIDENT
As an industry leader who can back up our claims with real numbers, our tone should be confident, forthright, and straight-talking with bits of personality. We don’t need to embellish points, exaggerate claims or, for example, warn them of losing revenue if they don’t buy the product. Tread very lightly with threats like this (if at all). People see through the strategy. Let facts and figures speak for themselves whenever possible.

HELPFUL
We provide guidance wherever needed. Our authority comes not so much from our tone, but from our brand and having knowledge that can enhance at least 40 hours of their week. We are like teachers, but not the ones who correct and scold the students. We’re the ones that kids like — the ones who help them. We make it easy for customers to find new paths and make informed decisions throughout their careers. Again, we’re here to help.
Logotype

The AAPC logo should be used in all AAPC communications. The logo includes the AAPC symbol and the AAPC logotype. It is a representation of our brand and should be treated with respect and not altered or changed in anyway.

GUIDANCE

Do not create new taglines.
Do not change the logo or logo color.
Do not add shadows or effects to the logo.
Do not stretch or squash the logo.
Do not create your own logo or mark.
Do not make the logo three-dimensional.
Do not rotate the logo.
Do not use the AAPC logo without permission.
Only use AAPC-approved and distributed artwork.

MINIMUM SIZE

To preserve legibility, the logotype never appears smaller than the following sizes:

Digital – 12px high
Print – 0.2in / 5mm high
CLEAR SPACE
Clear space ensures maximum impact of the AAPC logo. Minimum clear space is proportional to the height of the logotype. Allow more clear space when possible. Never place other elements within the clear space.
PRODUCT LOGOS
There are two types of AAPC product logos. The first uses the AAPC logotype and displays the name of the product in all-caps below the logotype. The alternate option is the name of the event or select products with “BY AAPC” underneath. Product logos will be provided to you if needed. You will not have to create your own.

PARTNERSHIP LOCKUP
Aligning partnership logos should follow clear space rules. The separating line between logos can be created by either a vertical line glyph or a plus sign in an AAPC approved font.
**Colors**

**GUIDANCE**
Do not add colors.
Do not use alternate colors.

**CORE COLOR SYSTEM**
- #034246

**SECONDARY COLOR SYSTEM**
- #FFD21F
- #FF5100
- #B84EB2
- #0069FF

**TINTS**
- #FFFAE6
- #FCCFB5
- #E3D9CF
- #EBF7F5

**SHADES**
- #D376F
- #7F2629
- #540F58
- #003764
Typography

ONLINE & PROMOTIONAL

Montserrat

Montserrat can be used for online purposes like email and websites where licensing Gilroy would be expensive or a pain. If for some reason Montserrat is unavailable or won’t fit, Open Sans is an appropriate alternative.

OFFLINE & BRANDING

Corda & Gilroy

Use Gilroy for display purposes including print, video, marketing content. Corda is as an accent font and should be used sparingly!

TEXT COLOR SYSTEM

- Heading 1: #034246
- Heading 2: #148873
- Heading 3: #222222
- Body: #6A6A6A
Icons

The AAPC icons are used for visual communication. They can be used in place of illustrations when the subject matter is graphic.