

IDENTITY STANDARD GUIDELINES

APTN BRAND IDENTITY SYSTEM



ASIA PACIFIC
TRANSGENDER
NETWORK

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This manual is designed to provide guidance and information to manage the basic elements of the APTN brand identity system. Brand consistency is important across all media that APTN communicates. Use of this guide will ensure a clear, consistent and powerful brand image.

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INTRODUCTION

The APTN brand identity system is comprised of three basic elements: the organisation logo, colour and typography.

Used consistently, these three basic elements are the core of our brand identity system. They provide continuity from one medium to the next. They unify APTN communications into one coherent whole. And they enable us to project a powerful, distinctive image.

Given our name and new look, they also help to ensure our entire internal team connects with and understands our new brand identity and how to articulate it.

Having a “story” that explains our logo is important – what does it mean, what does it symbolise and how does it help us in the future. Our story is the each unique circle represents the diversity of our community. The rings that the circles form is the network and community. We use round elements to show unity and welcome.



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APTN LOGO

The APTN brand identity system ties together the ‘whole of who we are and what we do’. The APTN logo is a unique and proprietary visual mark that captures the purpose and spirit of our organisation. The brand mark represents strength and stability.

It’s critical that we maintain a high degree of clarity and consistency when applying the APTN logo. This will help us to continually build awareness.

The APTN logo consists of two elements whose relationship must never be altered: the customised wordmark (lettertype) and the brandmark.

See pages 4-7 to see the approved variations of the logo and page 11 for approved colour swatches.



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Brandmark should only be used when APTN is referred to on the same panel or page

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Wordmark can be used with brandmark without the circles as a horizontal version or when the circles are being used as a graphic element on the same page.

aptn

APPROVED VARIATIONS

Consistent and correct use of colour for our logo facilitates and enhances recognition of our brand and by extension, our organisation.

To ensure maximum legibility, the APTN logo should always be on a white background.



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This is the approved colour combination.

APPROVED VARIATIONS

As there may be many more possibilities predicting the need, please contact info@ethicstrategy.com if you need a version not included in the logo package.

A one colour (black), reversed out (white) and a grey colour version is also available for specific usage.



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The one colour black-only version should only be used on fax covers or any material that is intended for photocopying.



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The one colour reversed version on a black background.



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Grayscale version is to be used when there is a high production value to a one colour output. If the reproduction is not high-quality, opt to use the black and white version.

TAGLINE AND URL USAGE

There are three versions provided for specific usage: One with with the tagline: Standing Up For Trans Rights with the URL: weareaptn.org. Second version comprises of the rings from the logo landmark with organisation full name and the URL (see next page). The third version has the organisation full name and the URL (see next page).

A one colour (black), reversed out (white) and a grey colour version is also available for specific usage for the three formats comprising the tagline and URL.

As a general rule, use the tagline version for corporate materials and presentations. And use the version with the “.org” for public-facing materials.

It is always preferable to use the tagline version if space is available. When the URL is the key element, use the logo (with rings) + URL version. If adequate space is not available, use only the url version (with or without the rings). Spacing between the logo and circles and URL should not be altered.

Public materials, like reports, information materials, online promotions, sponsorships, etc., should use the tagline and URL. That way we are promoting our organisation and the website.



The tagline: 'Standing Up For Trans Rights' is set in all caps and stacked with a right alignment. The circles are balanced on the right of the tagline, below which is the url in the set font and colour styles.



The one colour black-only version should only be used on fax covers or any material that is intended for photocopying.



The one colour reversed version on a black background.



Grayscale version is to be used when there is a high production value to a one colour output. If the reproduction is not high-quality, opt to use the black and white version.

TAGLINE AND URL USAGE



ASIA PACIFIC TRANSGENDER NETWORK
*weare***aptn**.org

URL version with the logo rings.



ASIA PACIFIC TRANSGENDER NETWORK
*weare***aptn**.org

The one colour black-only version should only be used on fax covers or any material that is intended for photocopying.



ASIA PACIFIC TRANSGENDER NETWORK
*weare***aptn**.org

The one colour reversed version on a black background.



ASIA PACIFIC TRANSGENDER NETWORK
*weare***aptn**.org

Grayscale version is to be used when there is a high production value to a one colour output.

If the reproduction is not high-quality, opt to use the black and white version.

ASIA PACIFIC TRANSGENDER NETWORK
*weare***aptn**.org

Use this URL version with 'we' in light italics, 'are' in medium italics, 'aptn' in bold and '.org' in light.

ASIA PACIFIC TRANSGENDER NETWORK
*weare***aptn**.org

Colours for only 'aptn' can be changed using the corporate colours. Rest of the text remains the same.

ASIA PACIFIC TRANSGENDER NETWORK
*weare***aptn**.org

The one colour black-only version should only be used on fax covers or any material that is intended for photocopying.

ASIA PACIFIC TRANSGENDER NETWORK
*weare***aptn**.org

The one colour reversed version on a black background.

WITH OTHER LOGOS

In many brand communication materials, the APTN logo will be placed with other logos. When using the APTN logo with other logos, you can use the weareaptn.org logo version with the rings. Do not use any version of the logo which includes the tagline.

You can also use the vertical version as well as the abbreviated version when the other logo is more vertical in formation so there is a visual balance of elements. Similarly the horizontal version to balance with a more horizontally structured logo.

APTN LOGO = OTHER LOGO



The other logo will be bottom aligned with the APTN logo. The logos will also be top aligned.



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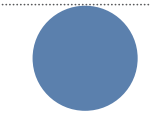


COMPANY
LOGO

The other logo will be bottom aligned with the APTN logo. The logos will also be top aligned.



ASIA PACIFIC TRANSGENDER NETWORK
weareaptn.org



COMPANY
LOGO

The other logo will be bottom aligned with the APTN logo. The logo will be top aligned with the APTN logo.



Empowered lives.



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Here the APTN tagline version of the logo has been used where it is visually balanced when placed with other logos.

ELECTRONIC LOGO FILES

This chart shows all the logo versions for the APTN logo.

The 300 dpi files are high resolution, ready to print files. They can be used online. Dpi or “dots per inch” is the measurement used within the printing and graphic design industry to determine how sharp an image is.

As a rule, offset printed material should use the CMYK logo versions. When using the logo online, use the RGB version in the correct resolution for your needs, usually 72 dpi for website.

CMYK/ 4 colour logo versions available include vector, .eps and .ai

File Name: APTN_Logo_CMYK

File Name: APTN_LogoHrz_CMYK

File Name: APTN_LogoAbbrev_CMYK

File Name: APTN_TaglineURL_CMYK

File Name: APTN_LogoURL_CMYK

File Name: APTN_URL_CMYK

1 colour reversed logo version available in CMYK .eps and RGB .png

File Name: APTN_Logo_White

File Name: APTN_LogoHrz_White

File Name: APTN_LogoAbbrev_White

File Name: APTN_TaglineURL_White

File Name: APTN_LogoURL_White

File Name: APTN_URL_White

Grayscale version logos available in psd CMYK .eps and RGB .png format

File Name: APTN_Logo_Grayscale

File Name: APTN_LogoHrz_Grayscale

File Name: APTN_LogoAbbrev_Grayscale

File Name: APTN_TaglineURL_Grayscale

File Name: APTN_LogoURL_Grayscale

The APTN URL version of the grayscale is the same as the four colour version as they have the same colour percentages on the black scale so a separate one is not provided.

1 colour logo version available in CMYK .eps and RGB .png

File Name: APTN_Logo_Black

File Name: APTN_LogoHrz_Black

File Name: APTN_LogoAbbrev_Black

File Name: APTN_TaglineURL_Black

File Name: APTN_LogoURL_Black

File Name: APTN_URL_Black

RGB/ 4 colour logo versions available include vector .png and raster .jpg in 300 dpi

File Name: APTN_Logo_RGB

File Name: APTN_LogoHrz_RGB

File Name: APTN_LogoAbbrev_RGB

File Name: APTN_TaglineURL_RGB

File Name: APTN_LogoURL_RGB

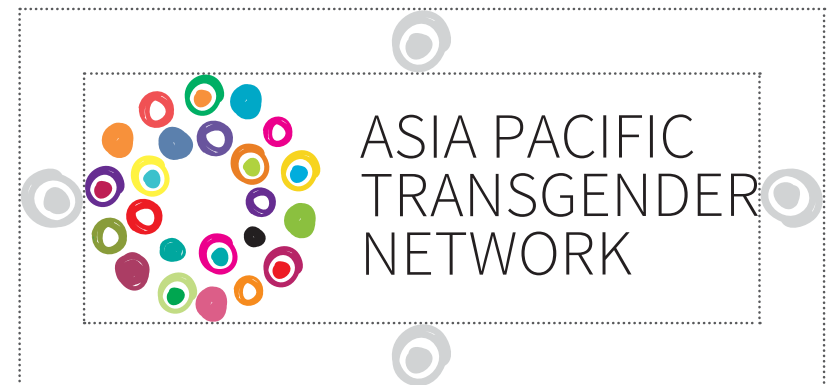
File Name: APTN_URL_RGB

CLEAR AREA

To ensure that the APTN logo is never compromised, it should stand alone and remain at a reasonable distance from competing text, graphic devices and images.

In order to protect the integrity and impact of our identity, a minimum clear area has been defined. This clear space around the logo must always be greater than or equal to one and a half times / 150% of the ring from the logotype as illustrated on the right. No other elements can appear within this space.

Preferably the logo is used with as much clear area as possible.



MINIMUM SIZE

For production, if the usage is big, use the full brand mark and as size minimises, opt to other orientations as the “aptn” initial/URL version.

Following minimum size guidelines will ensure that the APTN logo is consistent and legible in all applications.

Calculate the minimum width for the APTN vertical and horizontal logo by the wordmark never being less than 3/4th of an inch.



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This is the
minimum
size for the
brandmark
logo: 0.75”
of the
logotype



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This is the
minimum
size for the
horizontal
formation
logo: 0.75”
of the
logotype



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This is the
minimum size
for the tagline
version of the
logo: 1” of the
URL text width



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This is the
minimum size for
the logowith the
URL version: 1”
of the URL text
width



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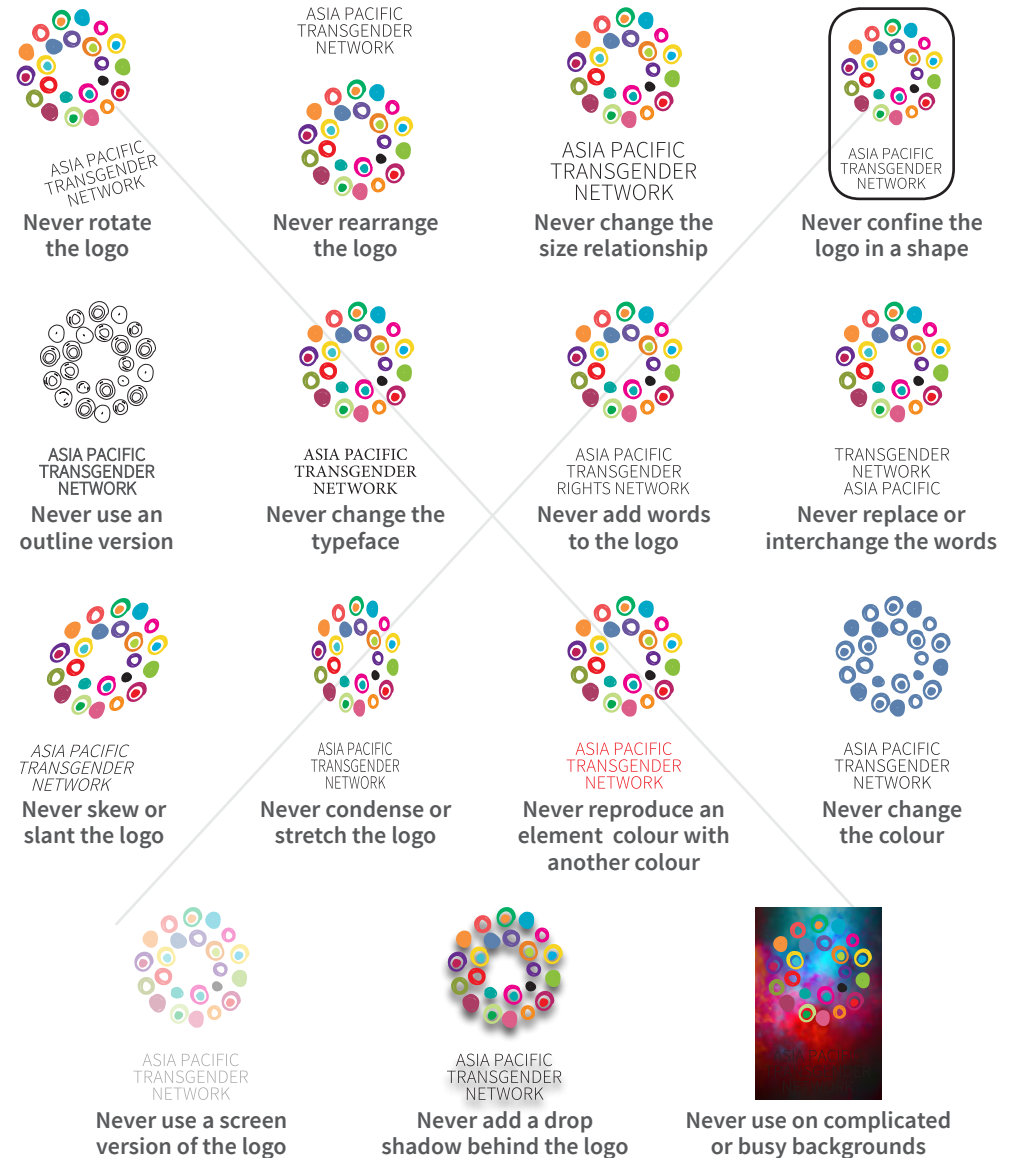
This is the
minimum size
for the URL
version of the
logo: 1” of the
URL text width

INCORRECT USAGE

The APTN logo must be applied correctly to guarantee that its visual impact and integrity are not jeopardised or misrepresented.

The examples at the right illustrate a variety of incorrect uses for the vertical formation of the logo. Same rules apply for the horizontal and abbreviated logo versions. Incorrect usage must be avoided at all costs. The best, ultimate usage is with a white background and adequate space around the logo.

If you have questions or are not sure about the correct application of the APTN logo, please contact info@ethicstrategy.com.



COLOUR PALETTE

APTN's corporate colours are derived from the multi coloured brandmark as shown in the right column with the CMYK, RGB and Web Safe percentages. The logo does not follow the Pantone colour system so we have provide composition values for exact reproduction.

For web or screen applications, the equivalent RGB has to be used.
For HTML the web safe RGB equivalent can be used.

The preference for external communications, such as magazine advertising or even internal print communications will require logo reproduction in four-colour/ CMYK process.



C70 M78 Y5 K0
R105 G83 B156
#69539C



C75 M100 Y0 K0
R102 G45 B145
#662D91



C57 M31 Y0 K22
R91 G127 B173
#5B7FAD



C100 M0 Y10 K0
R0 G173 B220
#00ADD8



C66 M0 Y22 K0
R58 G193 B204
#3AC1CC



C80 M10 Y45 K0
R0 G167 B157
#00A79D



C27 M0 Y63 K0
R193 G220 B131
#C1DC83



C36 M0 Y95 K0
R176 G210 B63
#B0D23F



C51 M3 Y100 K0
R139 G192 B63
#8BC03F



C51 M54 Y100 K4
R137 G156 B59
#899C3B



C84 M0 Y84 K0
R0 G175 B100
#00AF64



C100 M0 Y100 K0
R0 G166 B81
#00A651



C4 M13 Y96 K0
R247 G212 B30
#F7D41E



C0 M52 Y86 K0
R247 G145 B59
#F7913B



C0 M55 Y100 K0
R246 G139 B31
#F68B1F



C5 M61 Y99 K0
R233 G126 B37
#E97E25



C10 M78 Y23 K0
R219 G93 B135
#DB5D87



C37 M92 Y50 K0
R171 G61 B99
#AB3D63



C30 M100 Y40 K0
R183 G36 B103
#B72467



C20 M100 Y55 K5
R190 G31 B84
#BE1F54



C0 M100 Y0 K0
R236 G0 B140
#EC008C



C0 M84 Y64 K0
R240 G81 B84
#F05154



C0 M100 Y100 K0
R237 G28 B36
#ED1C24



C0 M0 Y0 K100
R0 G0 B0
#000000

TYPOGRAPHY

Typography is an essential tool for establishing a strong and distinct visual identity system. Used appropriately, type can enhance and reinforce your brand positioning. Used haphazardly, however, type can also create tremendous visual dissonance.

The wordmark in the APTN logo is designed using the **Source Sans Pro Light** typeface set in upper caps and the wordmark uses the Lato font set in upper caps with two different weightages: Lato Regular in the first line and Lato Bold in the second line.

Source Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

The Source Sans Pro font family can be downloaded from:
<https://www.fontsquirrel.com/fonts/source-sans-pro>

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Source Sans Pro Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam. Sagittis ut magna nulla, molestie sed molestie sed ipsum.

Source Sans Pro Light Italics

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam. Sagittis ut magna nulla molestie sed ipsum.

Source Sans Pro Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam. Sagittis ut magna nulla molestie sed ipsum.

Source Sans Pro Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam. Sagittis ut magna nulla molestie sed ipsum.

Source Sans Pro Semibold Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam. Sagittis ut magna nulla molestie sed ipsum.

Source Sans Pro Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam. Sagittis ut magna nulla molestie sed ipsum.

Source Sans Pro Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam. Sagittis ut magna nulla molestie sed ipsum.

TYPOGRAPHY

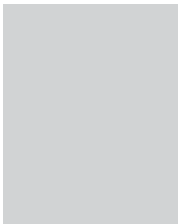
Headline is set in Source Sans Pro Semibold, all caps, aligned left, ragged right, with ample leading (line spacing) to make the type look open and legible. Headlines do not use a period.

Subhead is set in Source Sans Pro Light, all caps, aligned left, ragged right, with ample leading to make the type look open and legible, no period unless multiple sentences. Subheadlines do not use a period. Use a colour from the corporate colour palette.

Body copy is set in Source Sans Pro Light, aligned left, ragged right, with ample leading to make the type look open and legible. Preferred is a font size of 11 point with 15 point leading. Ample leading allows easy reading and looks polished and professional. Avoid hyphenation if possible. Italicise or bold when need to highlight or summarise a sentence or words.

HEADLINE TEXT FOR COMMUNICATIONS

SUBHEAD TEXT FOR COMMUNICATIONS FOR ASIA PACIFIC TRANSGENDER NETWORK



Body copy Accullit lam nobitatat. Muscips untorum nuscid et et minimaione eos sapero ommolor ecerumq uianduc ietur, omnis in reiusto quo excest faccum rae sunt et asperfe rionsere, invernam restotat evelesendus reicimu sciaeres reria ad quam aut vollit rent lam doluptas minctio rporit acipit qui beari que recusil inus et hita ducia dioriae ium faccus, nonem sit qui restotat laborio cuption secereic.

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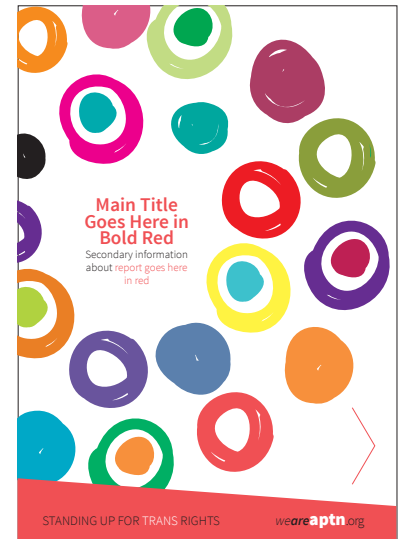
Sincia con eate et aut quodiam ipsunt as et minus, qui con natempe litatam que nonsed ullupta. Uptat quae. Unt earum reriandandam ius con non nihil mi, ipiene omnient eniet, vita sincia dipid quisciu mquaecat.

ANIMATING ELEMENTS AND DEVICES

On the right are examples of some graphic elements derived from the brand mark that can be used to support the APTN logo in all its communication materials.

The APTN rings can be used in different sizes, positions, made to overlap each other, flush cut, as a watermark or in any other interesting way.

Interesting treatments using screens for photo visuals, boxes and slanting rectangles to highlight text or a message can also be used in creative ways.



DEFAULT FONTS FOR ONLINE

A lot of consideration is needed when selecting fonts and how they will look with the site design and engage users online. As not all people viewing the site have the same fonts, the names of fonts are different from a MAC to PC with certain browsers having limited font support and some browsers which will not render your font nicely resulting in text that is pixilated and not at all pleasing to read.

We suggest the use of the typeface Arial which is a “web-safe” sans serif font that is provided as standard on both Mac and PCs as seen in the right column.

Font colour usage: Black, 50% Black, 80% K, or a web safe colour from the corporate palette to highlight a certain section or sentence.

ARIAL

	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
10 pt	The quick brown fox jumps over a lazy dog
12 pt	The quick brown fox jumps over a lazy dog
12 pt - <i>ITALIC</i>	<i>The quick brown fox jumps over a lazy dog</i>
12 pt - BOLD	The quick brown fox jumps over a lazy dog
12 pt - <i>BOLD ITALIC</i>	<i>The quick brown fox jumps over a lazy dog</i>
14 pt	The quick brown fox jumps over a lazy dog
16 pt	The quick brown fox jumps over a lazy dog
18 pt	The quick brown fox jumps over a lazy dog
20 pt	The quick brown fox jumps over a lazy dog

ARIAL BLACK

Arial Black does not have a bold or italic version.

	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
10 pt	The quick brown fox jumps over a lazy dog
12 pt	The quick brown fox jumps over a lazy dog
14 pt	The quick brown fox jumps over a lazy dog
16 pt	The quick brown fox jumps over a lazy dog
18 pt	The quick brown fox jumps over a lazy dog
20 pt	The quick brown fox jumps over a lazy dog

APPLICATIONS OF THE BRAND IDENTITY

STATIONERY

The APTN business cards with six different coloured fronts and a common back, the APTN letterhead and second sheets as well as the envelope are extensions of the APTN brand identity.



APPLICATIONS OF THE BRAND IDENTITY

EMAIL SIGNATURE

APTN logo and typography for the email signatures will be as per the right column.

The email signature text is all live (not a graphic). The text font used is Arial and the name is set in Arial Bold in the APTN brand green colour. The person's title is in Arial Italic. All 100% black.

The confidential disclaimer text is set Arial italic and 50% black. It does not contain any line breaks.

There is a grey band area provided for inserting ongoing promotional banners or to highlight some news or relevant information.

First LastName JobName

+00 0 000 0000 | emailname@weareaptn.org



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TRANSGENDER
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3/29, 3rd fl (W District), Soi Sukhumvit 71
Phra Khanong Nuea, Watthana, Bangkok 10110
T+66 2 108 8855

weareaptn.org

The information contained in this message is intended only for the use of the recipient named above. This message may contain confidential or undisclosed information. If the reader of this message is not the intended recipient or an agent responsible for delivering to the intended recipient, you are hereby notified that you have received this message in error, and that any review, dissemination, distribution or copying of it is strictly prohibited. If you have received this message in error, please notify us by telephone immediately at +00 000 0000. Thank you for your cooperation.

promo banner

APPLICATIONS OF THE BRAND IDENTITY

POWERPOINT TEMPLATES

Please use the available power point templates set with master slides for all corporate presentations or internal communications with set fonts, colours etc to present a strong brand image.

weareaptn.org

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam sagittis. Ut magna nulla, molestie sed ipsum quis, sollicitudin suscipit augue. Maecenas leo lacus, lobortis sed nulla eget, consectetur molestie odio. Duis eget consectetur ante. 35

Firstand Lastname
Title, Group

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam sagittis. Ut magna nulla, molestie sed ipsum quis, sollicitudin suscipit augue. Maecenas leo lacus, lobortis sed nulla eget, consectetur molestie odio. Duis eget consectetur ante. 35

Firstand Lastname
Title, Group

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam sagittis. Ut magna nulla, molestie sed ipsum quis, sollicitudin suscipit augue. Maecenas leo lacus, lobortis sed nulla eget, consectetur molestie odio. Duis eget consectetur ante. 35

Firstand Lastname
Title, Group

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weareaptn.org

STANDING UP FOR TRANS RIGHTS



ASIA PACIFIC TRANSGENDER NETWORK

This is the title of your presentation. It's in 28pt Source Sans Pro, Regular. That's big.

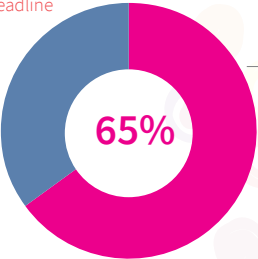
Name of The presenter
Goes Here With Title

Where The Presentation is Made
City, Country

Month 00, 20xx

weareaptn.org

Very short headline goes here



Keyword Lorem ipsum dolor sit amet, consectetur adipiscing elit

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Nulla sodales nulla et aliquam sagittis
- Ut magna nulla, molestie sed ipsum quis

ASIA PACIFIC TRANSGENDER NETWORK

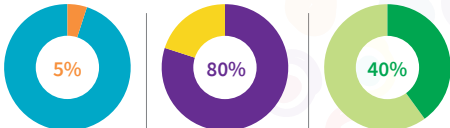
weareaptn.org

Title One Here	Title Two Here	Title Three Here	Title Four Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit	Nulla sodales nulla aliquam sagittis. Ipsum dolor sit amet, consectetur adipiscing elit nulla	Ut magna nulla, molestie sed, molestie sed ipsum quis, sollicitudin suscipit augue. Ipsum dolor sit amet, consectetur adipiscing elit nulla	Molestie sed ipsum dolor sit elit nulla quis, sollicitudin

ASIA PACIFIC TRANSGENDER NETWORK

weareaptn.org

Very short headline goes here



Keyword Lorem ipsum dolor sit amet, consectetur adipiscing elit

Keyword Nulla sodales nulla aliquam sagittis

Keyword Ut magna nulla, ipsum quis, sollicitudin suscipit augue

ASIA PACIFIC TRANSGENDER NETWORK

APPLICATIONS OF THE BRAND IDENTITY

APTN BROCHURE

HELP US STAND UP FOR TRANS RIGHTS. YOUR DONATIONS WILL NULLA SODALES ET ALIQUAM SAGITTIS.

Everyone has the right to live a full and healthy life with dignity. With your support, we can and will improve the lives of millions of people across the region.

weareaptn.org/donate

ONE DAY | 51, Soi Sukhumvit 26
Klong Tan, Klong Toei, Bangkok, 10110
T+66 2 108 8855

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales et aliquam sagittis. Ut magna nulla, molestie sed ipsum quis, sollicitudin suscipit augue. 25



**ASIA PACIFIC
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Stay in touch with APTN to learn about the progress we are making in the region. Visit our website regularly and follow us on social media.

weareaptn.org

[f](#) [t](#) [in](#) [v](#) /weareaptn

**JOIN US.
SUPPORT US.**



**STANDING UP FOR
TRANS RIGHTS**





THE TRUE MEASURE OF ANY SOCIETY IS FOUND IN HOW IT TREATS ITS MOST VULNERABLE MEMBERS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales nulla et aliquam sagittis.

Ut magna nulla, molestie sed ipsum quis, sollicitudin suscipit augue. Maecenas leo lacus, lobortis sed nulla eget, consectetur molestie odio.



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OUR KEY FOCUS AREAS OF OUR WORK

Advocacy: Advancing justice, rights and access for trans and gender diverse people. Maecenas leo lacus, lobortis sed nulla eget, consectetur molestie odio. Donec sit amet lobortis massa. Ut magna nulla, molestie sed ipsum quis, sollicitudin suscipit augue.

Leadership development: Supporting the growth and development of trans and gender diverse people and organisations. Ut viverra nulla id lobortis accumsan. Vivamus. Lorem ipsum dolor sit amet.

EQUAL RIGHTS ARE NOT SPECIAL RIGHTS.

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APPLICATIONS OF THE BRAND IDENTITY

COLLATERALS



APTN Name Tags

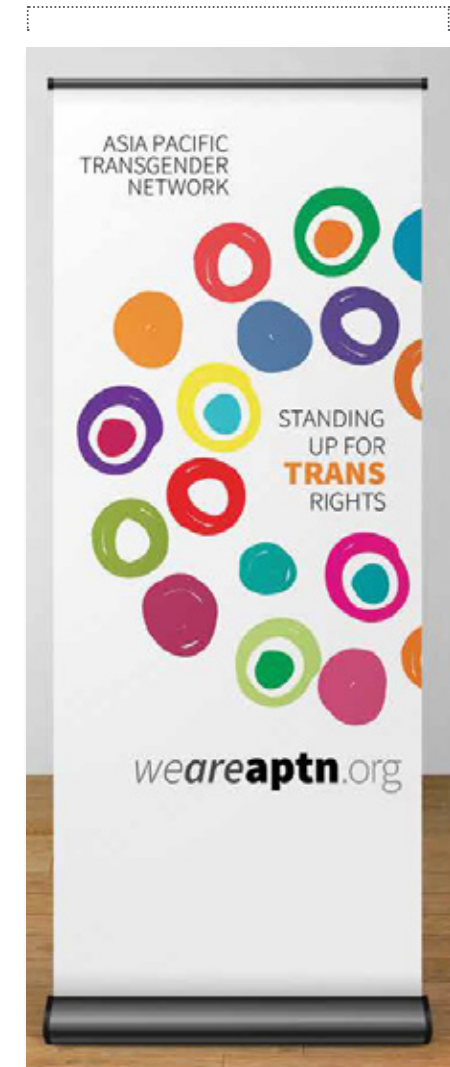


Tshirt Front & Back



Certificate of Participation

Standee



APPLICATIONS OF THE BRAND IDENTITY

COLLATERALS



APTN Folder: Front & Back + Inside with flaps

APPLICATIONS OF THE BRAND IDENTITY

COLLATERALS



ASIA PACIFIC
TRANSGENDER
NETWORK

HIGHLIGHTS ■ SESSION NAMES ■ SPEAKER'S
NAME GOES HERE ■ STRATEGIES FOR CHANGE ■
IMPROVE ACCESS ■ COLLABORATION ■
MOBILISE, DEBATE & INFLUENCE



Expanding the Circle:
A multi-country workshop
series on comprehensive
trans healthcare

You are invited

Countryname
Cityname

Register today! Details on back
Month 00, 2017

Call out area goes here with highlights from the sessions and workshops. **Make them interesting and even** name a specific focus of different sessions so that they can appeal to different people.

Use a photo a group of health care workers **around a table or having a chat.**

People want to know that they'll be **looked after.** Include a photo of the room or food buffet.

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weareaptn.org

Important details about registering and a contact information for people needing to learn more about the event.
WEAREAPTN.ORG/EXPANDTHECIRCLE/REGISTER

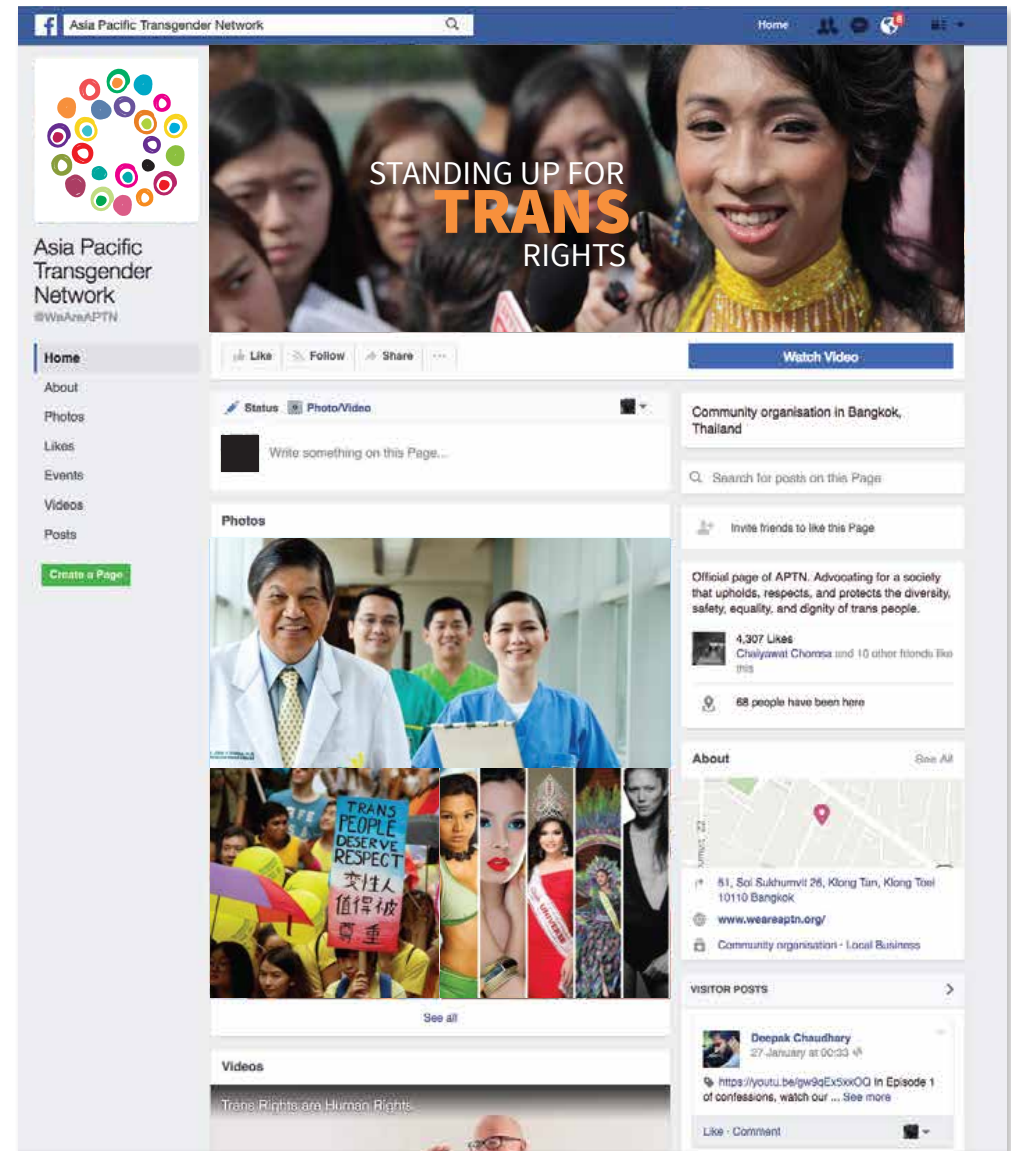
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SOCIAL MEDIA POSTS



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WEBSITE

