branding guidelines

11/17/25



Thank you so much for collaborating with AAPG. We appreciate your partnership. As we kick off our work together, here are some guidelines for using AAPG marketing materials and other AAPG branded assets.

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Welcome to AAPG 2.0

As a more than 100-year-old brand, AAPG is continuously evolving to support the needs of global geoscientists. Under the new leadership of executive director Tom Wilker, AAPG president Brian Horn, and Head of Marketing & Member Engagement Nicole Braley, the brand underwent a complete refresh in 2025.

Because AAPG marketing materials are used in a vast array of applications and locations around the world, we have created these brand guidelines to help streamline AAPG's presentation. We hope they will help provide and maintain professionalism, consistency, unity, and uniform representation of AAPG as the world's largest global geoscience association. Thank you for using our branding respectfully and in accordance with these guidelines.

Primary logo

Use this version of the logo for white or light colored backgrounds



Secondary logo

Use this version of the logo for dark colored backgrounds



Let the logo Breathe

Don't let other item come to close to the logo. The safe space around the logo is the width of the serif on the first "A".



Background Usage

Make sure there is enough contrast to see the logo clearly.













Incorrect Use

Do not use the logos like this.



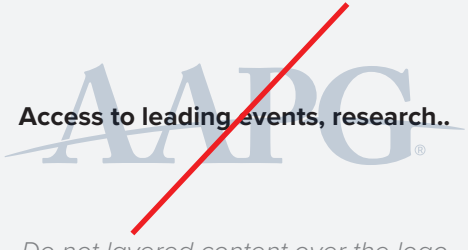
Do not squish the logo horizontally.



Do not smash the logo vertically.



Do not change the color of the logo



Do not layered content over the logo



Do not remove the arch.



Do not crop off any part of the logo.

AAPG Official Colors

Primary Colors

CMYK: 100, 65, 0, 55
RGB: 2, 44, 80
Hex: #022C50
Pantone: 2955

CMYK: 0, 65, 95, 0
RGB: 244, 121, 32
Hex: #f47920
Pantone: 1585

CMYK: 5, 7, 11, 0
RGB: 239, 232, 222
Hex: #EfE8DE
Pantone: 7527

Secondary Colors

CMYK: 100, 70, 0, 18
RGB: 0, 52, 134
Hex: #003486
Pantone: 2945

CMYK: 0, 0, 0, 60
RGB: 112, 112, 112
Hex: #707070
Pantone: Cool Gray 9

CMYK: 0, 0, 0, 5
RGB: 245, 245, 245
Hex: #003486
Pantone: Cool Gray 1

Tertiary Colors

CMYK: 35, 15, 5, 10
RGB: 160, 180, 201
Hex: #a0b3c9
Pantone: 551

CMYK: 40, 0, 80, 25
RGB: 127, 164, 77
Hex: #7fa44d
Pantone: 577

CMYK: 20, 25, 40, 10
RGB: 187, 168, 142
Hex: #baa88d
Pantone: 5855

AAPG Font Family

Work Sans		Proxima Nova
American Association of Petroleum Geologists	BOLD	**American Association of Petroleum Geologists**
American Association of Petroleum Geologists	MEDIUM	American Association of Petroleum Geologists
American Association of Petroleum Geologists	Light	American Association of Petroleum Geologists
Available free: *fonts.google.com/specimen/Work+Sans*		*Available free:* *online-fonts.com/fonts/proxima-nova*

AAPG Subsidiaries

The following groups and publications are those AAPG subsidiaries which have approved brand logos. While other subsidiaries may exist, they do not have approved branded logos. Any other logos featuring the AAPG monicker in any way are not approved for use.

AAPG Women's Network

AAPG BULLETIN

WELL READ

AAPG Student Chapter

AAPG Explorer

CORE ELEMENTS

AAPG Latin America & Caribbean Region

AAPG IBA Imperial Barrel Award Program

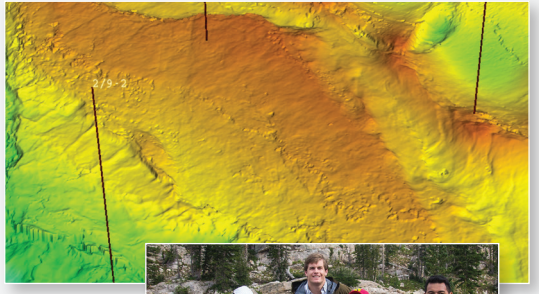
GEO Lifestyle

AAPG Academy

Graphic Guidelines 1

AAPG prefers to use dynamic, industry appropriate, and professionally composed photography in its marketing materials. Images should be clear, compelling, and represent the diverse members of the geoscience community. We emphasize readability within our image designs and hope to realistically depict geological outcrops, oil and gas operations, industry events, and relevant seismic or geological data.

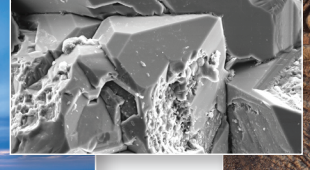


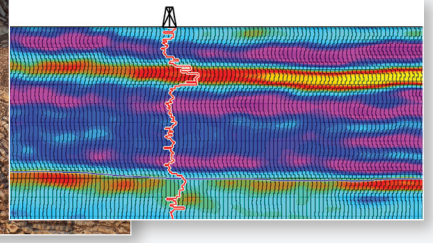












Graphic Guidelines 2

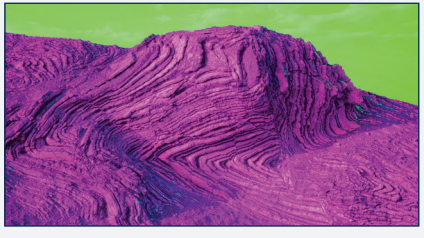
Keep graphics simple and easy to understand.
Avoid overly cluttering the message.



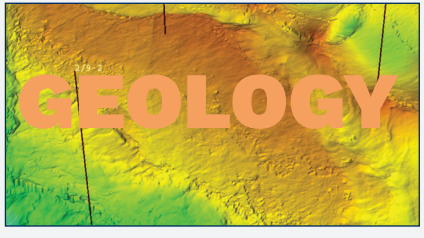
Don't cover up the main focus.



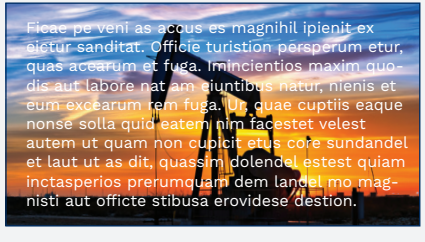
Don't cover up peoples faces.



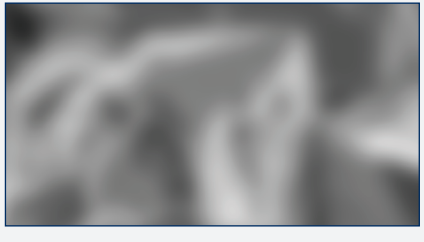
Don't color shift photos.



Don't Make text hard to read.



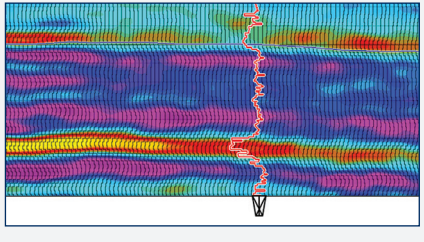
Don't cover up photos full of text.



Don't blur image to make them unrecognizable.



Don't adjust a photo to make it look unnatural.



Don't flip images upside down.

Photo Credits

All photos used in association with AAPG or AAPG branding must credit the photographer and photo source in compliance with legal guidelines. Credit the photographer first, then use a slash to separate it from the source. For example, John Smith/Courtesy of AAPG or John Smith/Shutterstock.com. All credits should be written in muted gray and aligned right.

Media Credits

AAPG follows all legal guidelines for video and audio materials. AAPG-associated marketing materials should not include music or cinematic elements that AAPG does not have legal rights to. All media used on behalf of AAPG should credit the videographer or artist. Use the format videographer/ Shutterstock.com. All credits should be written in AAPG's muted gray and aligned right.



Courtesy of Fairfield Geotechnologies

Brand Personality

We are expert but accessible.

- We speak with knowledge and authority but maintain layman's terms and easy readability, except in the context of technical programs and events.
- We use conversational and professional language without excessive industry jargon.

We are inquisitive and innovative.

- We drive new discovery, asking important questions and exploring key issues that shape the future of energy.
- We maintain a spirit of research and encourage trailblazers.

We are long-standing and esteemed.

- We are a more-than-century-old global society that welcomes and recognizes all cultures, backgrounds, and beliefs.
- We support the advancement of geoscience across a variety of disciplines and applications.
- Being an AAPG member means something: It carries with it credibility, authority, and geoscience expertise.

Tone

- Conversational and professional, not stilted or jargon heavy
- Confident
- Inspiring
- Encouraging and action-oriented

Helpful Phrasing Part II

AAPG mission statement in short: AAPG's mission is to advance geoscience. It's reach extends across energy sources including petroleum, geothermal, nuclear, lithium, uranium, natural gas, hydrogen, solar, and wind—wherever there are geoscientists working to shape the future of energy.

Fast facts:

- AAPG is the largest global association of geoscientists.
- It is headquartered in Tulsa, Okla., but its membership extends around the world.
- AAPG was founded in 1917.
- AAPG has a global membership of more than 14,000 geologists, engineers, and other energy professionals.
- AAPG's membership spans more than 40 countries.
- AAPG produces several top-tier publications, including its peer-reviewed technical journal, Bulletin.

Press and Media Opportunities – Topics for Comment

AAPG leaders and spokespersons are available to serve as SMEs for media comment on a wide number of energy industry and geoscience topics.

Some examples of potential topics on which AAPG spokespeople would be readily available for comment:

- Ways to advance and invigorate the field of geoscience
- Trends and recent findings in geoscience research
- Recent developments in subsurface energy
- Challenges and benefits of revitalizing legacy assets
- Trends and developments in AI/ML implementation within the energy sector
- Regional advancements and challenges within geoscience across various parts of the world
- How society can help advance the future careers of geoscience students or further build out the geoscience pipeline.

AAPG Spokespeople Available for Comment

To connect with one of our spokespeople for an interview or quote, please email media@aapg.org.



Tom Wilker
Executive Director
LinkedIn



Brian Horn
AAPG President
LinkedIn



John Casiano
AAPG President Elect
LinkedIn



Susan Nash
Director of Innovation, Emerging Science, and Technology
LinkedIn



Nicole Braley
Head of Marketing & Member Engagement
LinkedIn

How we Address Sensitive Topics

AAPG acknowledges that there are a diverse range of strongly held views within the geoscience community. Because we strive to be inclusive of all, we do not take a public stance on, nor provide public-facing statements around, divisive topics.

These are issues we will not comment on:

- Climate change and/or global warming
- The level of necessity or moral correctness of specific energy policy
- The Energy Transition's impact, pace, or level of necessity
- The level of success or moral correctness of any energy leader, whether political, corporate, or cultural

When writing about sensitive subjects in AAPG's voice:

- Report the facts and statistics of a news event accurately and objectively.
- Quote speakers directly and accurately without labeling them as members of a specific group or school of thought. This is the easiest way to ensure what someone said is not misconstrued or taken out of context.

Style Guide

AAPG largely follows AP Style Guide. Please find its full guide here: APstylebook.com

We do make a few exceptions to the style guide and observe the following guidelines:

- We use the Oxford comma
- We italicize publication names
- We do not use Dr. for anyone who is not an M.D.
- We spell out all units on every mention, except for boe and boepd
- We use the phrase more than instead of over
- The type of English we use is regionalized to the area in which the marketing material is being used (British vs. American English)
- Because AAPG writes to a global audience, among which many languages are spoken, we avoid colloquialisms and regionalisms.
- We use state abbreviations, not postal codes.
- We use Gulf of Mexico (America), not Gulf of Mexico or Gulf of America



Email media@aapg.org with any questions.