



APEX

ACADEMIC PARTNERSHIP ENGAGEMENT EXPERIMENT

Brand Book

Standard guidelines for branding the Academic Partnership Engagement Experiment (APEX)

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Brand Introduction

About the Academic Partnership Engagement Experiment (APEX)

APEX is a U.S. Air Force partnership intermediary with the mission to identify transformational defense solutions from universities and businesses and connect these ecosystem partners with the government to result in a major leap forward for Air Force technology development.

APEX is accomplishing its mission by:

- 1) working with the government to identify and articulate its defense challenges
- 2) using machine learning and data analytics to identify and connect universities, businesses and government entities with the technologies and capabilities to solve defense challenges
- 3) providing academia and businesses training and education on how to successfully work with the government
- 4) assisting universities and businesses along the innovation to impact pipeline with hands-on coaching and mentoring
- 5) designing and hosting concept engineering events that integrate best practices in ideation and innovation, developing and delivering challenge events and developing methods and curriculum for creativity, innovation and high-performing teams
- 6) facilitating technology transition and technology transfer out of academia and small businesses to government and government primes
- 7) publicising and promoting APEX and Air Force successes featuring SBIR/STTR program initiatives, technology and transition activities and innovation initiatives and events

Parallax Advanced Research has been selected to lead a U.S. Air Force Academic Partnership and Engagement Experiment (APEX) program to enhance Air Force partnerships with academia.

The five-year \$49 million APEX project will focus on enhancing academic engagement nationwide in support of the National Defense Strategy, Air Force S&T 2030 Strategy and Air Force Small Business program. Focusing initially on the Air Force's Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) programs, APEX will improve the connections between the Air Force, academia, and industry across the United States to result in a major leap forward for Air Force defense technology development.

The APEX initiative will expand the Air Force's scientific presence, enhance access to top national and global talent, advance innovative workforce development, increase technology-transfer opportunities and create a robust pipeline of technology-proficient airmen and airwomen.

During the five-year program, APEX will expand and accelerate technology transfer from universities to industry and the Department of Defense across the U.S., enabling the Air Force to extend its technological superiority. APEX will begin working with university spin-outs and small companies to help them compete and win awards in the Small Business Technology Transfer (STTR) program, which requires partnerships between small businesses and research institutes, or through the Small Business Innovation Research program through which partnerships with research institutes or primes can also be effectuated.

Slogan



Cultivating innovation by expanding
the American research enterprise for
the USAF

CONNECT + EDUCATE + ENABLE

Our Mission

Connect universities, businesses and the government, build collaborations between these sectors, identify transformational operational defense solutions and capabilities via these collaborations, and advance Air Force defense technology development.

Core Competencies

IDENTIFY collaborators, innovators and technology opportunities using robust data analytics and active connection programs.

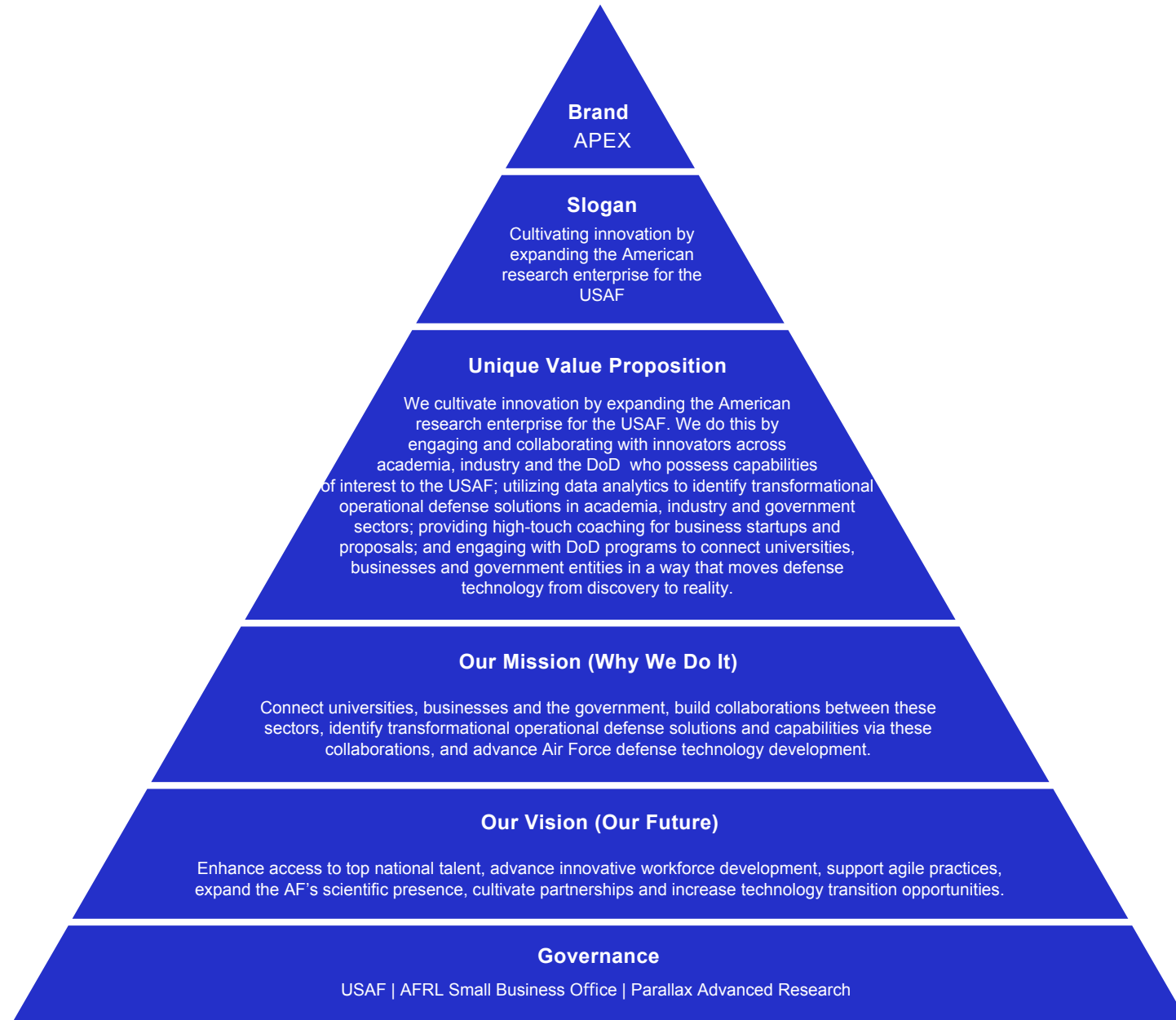
BUILD & CONNECT a nationwide network of innovators and technologists from universities, small businesses and government.

DEVELOP & DEPLOY targeted education programs to train university and partnered small business innovators to effectively interface with the DoD.

DRIVE INNOVATION through the creation of high-performance teams.

ACCELERATE & DIVERSIFY the transition pipeline via challenge problems, novel and targeted small business and technology transition opportunities with the DoD and its suppliers.

Brand Structure



Brand Visuals

The Logo

The APEX logo has two main versions. The primary logo is the horizontal multi-colored version. The secondary logo is the stacked multi-colored version. Use the secondary stacked logo when the design layout calls for it. Otherwise, the primary horizontal logo should be used the majority of the time.

Primary APEX logo:



Secondary APEX logo:



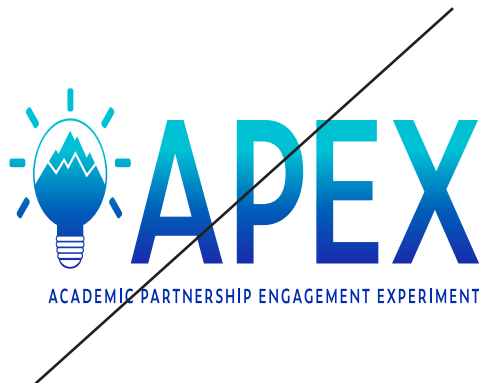
Improper Logo Use - Primary Logo

The logo may not be stretched, recolored, rearranged, or altered in any way. It must always be scaled proportionately and the elements must always remain the same. Below are examples of incorrect logo usage for the **primary** logo:

Do not stretch the logo

Do not rearrange the logo

Do not recolor the logo



Improper Logo Use - Secondary Logo

The logo may not be stretched, recolored, rearranged, or altered in any way. It must always be scaled proportionately and the elements must always remain the same. Below are examples of incorrect logo usage for the **secondary** logo:

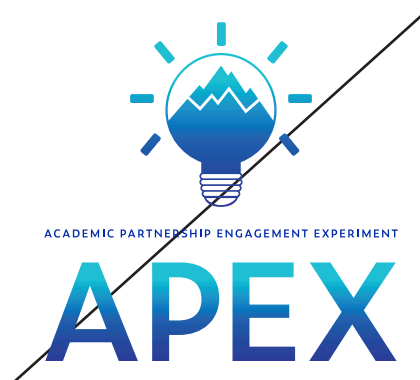
Do not stretch the logo



Do not rearrange the logo



Do not recolor the logo



Logo Color Variations

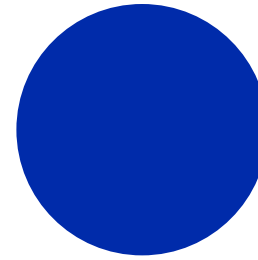
Sometimes colors may be limited with certain printing methods and the need for a single color logo may arise. If the logo is to be printed on a light background, the logo can be printed in either solid blue or black. If the logo is to be printed or placed on a dark background, the logo must be in white. Use the examples below as a guide. The same guidelines can be applied to the secondary logo.



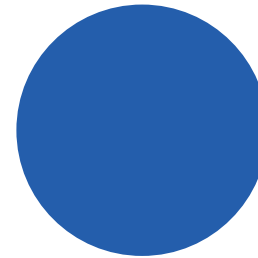
Color Palette

Primary Colors

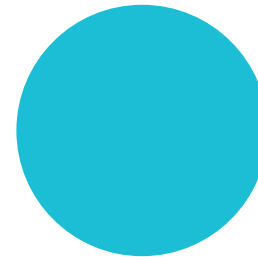
The APEX brand's primary colors are the blue tones used in the logo gradient. The chart to the right demonstrates the colors codes to use when designing for the APEX brand.



Pantone 2736 C
CMYK: 100 90 0 2
RGB: 30 34 170
HEX: 1E22AA



Pantone 300 C
CMYK: 100 56 0 3
RGB: 0 94 184
HEX: 005EB8



Pantone 300 C
CMYK: 70 0 13 0
RGB: 0 193 212
HEX: 00C1D4



Gradient



HEX 1E22AA
Location: 0%

HEX 005EB8
Location: 50%

HEX 00C1D4
Location: 100%

Logo Typeface

Zeitung Pro - Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890?!

Zeitung Pro - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890?!



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Briefing Chart Typefaces

Headings: Arial Black

Body text: Arial Regular

Arial Black

**a b c d e f g h i j k l m n
o p q r s t u v w x y z A B
C D E F G H I J K L M N O
P Q R S T U V W X Y Z 1
2 3 4 5 6 7 8 9 0 ? !**

Arial Regular

a b c d e f g h i j k l m n o p q
r s t u v w x y z A B C D E F G
H I J K L M N O P Q R S T U V
W X Y Z 1 2 3 4 5 6 7 8 9 0 ? !

The best body text sizes range from 12pt - 18pt. This text is in Arial Regular 18pt with a leading of 22pt. This text is 16pt with a leading of 20pt. This text is 14pt with a leading of 18pt. This text is 12pt with a leading of 16pt.

Heading sizes should range between 24pt - 32pt. This text is 32pt with a leading of 36pt. This text is 28pt with a leading of 32pt. This text is 26pt with a leading of 30pt. This text is 24pt with a leading of 28pt.

Website Typefaces

Headings: Lato Bold

Body text: Source Sans Pro

Lato Bold

abcdefghijklmnopqrst
vwxyz ABCDEFGHIJK
LMNOPQRSTUVWXYZ
1234567890?!

Open Sans Regular

abcdefghijklmnopq
rstuvwxyz ABCDEFG
HIJKLMNOPQRSTUV
WXYZ1234567890?!

Body text for the website should be set in Open Sans in the Regular font weight at 18px with a line height of 22px.

Headings should be set in **Lato Bold**. The line height should be 4 pixels greater than the font size. For example, the H1 heading should be 36px with a line height of 40px.

Heading 1 - 36px

Heading 3 - 28px

Heading 5 - 22px

Heading 2 - 32px

Heading 4 - 24px

Heading 6 - 18px