Association for Preservation Technology International
Communications Style Guide

January 17, 2026

Introduction

This APT Communications Style Guide is intended to be a living document that is updated periodically in response to the organization's changing needs.

To suggest improvements, please contact the APT Publications Committee's Guidelines Subcommittee: Justin M. Spivey (justin.spivey@gmail.com) and Deborah Slaton (dslaton@wje.com).

This document includes a revision of graphic-design guidance from the APT Brand Style Guide created by Annie Bailey of Side Designs circa 2005. We are grateful for Diana S. Waite's contributions from 2021 to 2024.

Official Style

The Chicago Manual of Style, latest edition, shall be consulted for style rules not covered by this guide.

Organization Name and Abbreviations

Summary: The Association for Preservation Technology International may be shortened to APT International and shall be abbreviated APT, although APTI may be used in limited situations where this does not lead to inconsistency between three- and four-letter abbreviations. "APTi," with a lower-case "i," shall not be used.

Background: As stated in APT Bylaws, Article I, Section 1, "The name of the organization shall be The Association for Preservation Technology International, Inc."

Commentary: "Inc." is typically omitted except in legal documents. Where appropriate, the APT logo may be coupled with the organization's name in English, The Association for Preservation Technology International, and equivalents in French, *L'Association internationale pour la préservation et ses techniques,* and/or Spanish, *La Asociación Internacional para Técnicas de Conservación del Patrimonio,* to reflect APT's international reach. Additional versions (e.g., Italian, Portuguese, or German) may be used in communications directed at speakers of those languages.

The name of the organization shall be abbreviated as follows:

- **In general,** APT is an inclusive abbreviation for the international organization and its chapters, present in the title of its flagship publication (*APT Bulletin*), and in common use as a modifier, e.g., APT members, the APT Board, or the APT College of Fellows. This common usage reflects the relative ease of pronouncing a three-letter abbreviation in speaking or in reading written communications aloud.

- **In externally focused communications,** for which most recipients will not be current APT members, it may be appropriate to emphasize the organization's international reach. Use of "APT International," with the word "International" spelled out, is preferred to maintain a consistent three-letter abbreviation throughout communications that also include references to *APT Bulletin* or other APT-modified terms.

- **In internally focused communications,** for which most or all recipients will be current APT members already aware of the organization's international reach, the three-letter abbreviation APT is preferred. Where there is a need to refer specifically to the international organization apart from its chapters or other constituents, "APT International" is preferred.

- **In chapter communications,** the four-letter abbreviation APTI is often used to distinguish the international organization from the chapter; however, given the possible appearance of inconsistency between references to APTI and use of APT as a modifier in the same communication, "APT International" is still preferred.

Use of the abbreviation "APTi," with a lower-case "i," is inconsistent with the capitalization of the organization's name and is never appropriate.

Other Names and Abbreviations

Leadership

- APT Board of Directors (in subsequent instances, APT Board)
- APT College of Fellows (COF) and APT Fellow (FAPT) are always capitalized
- APT Inter-Committee Group (ICG)
- Individual titles (e.g., executive director, president, etc.) are not capitalized except when used as a title preceding the individual's name (e.g., Director of Operations Jane Smith)

Principles and Special Programs

- APT Building Technology Heritage Library (BTHL)
- APT Bylaws
- APT Code of Ethics
- APT Disaster Response Initiative (APT DRI)
- APT Equity Scholars Program, APT Equity Scholars
- APT Legacy Project
- APT Partner, APT Partners
- APT Principles for Practice on Renewing Modernism
- APT Professional Recognition Program
- APT Student Scholarships Program, APT Student Scholars
- Online Sustainable Conservation Assistance Resource (OSCAR)
- PETC Student Design-Build Competition

Committees

Standing Committees

- Executive Committee
- Bylaws, Policy, and Ethics Committee
- Finance Committee
- Nominating Committee

Strategic Committees

- Academics and Research Committee (ARC)
- Chapters Committee
- Conferences Committee
- Development Committee
- Inclusion Advocacy Committee (IAC)
- Membership Committee
- Partnerships and Outreach Committee (P&O)
- Publications Committee
- Professional Recognition Committee
- Student Scholarships Committee
- Training and Education Committee (T&E)

Technical Committees

- Preservation Engineering Technical Committee (PETC)
- Technical Committee on Documentation (TC-Doc)
- Technical Committee on Codes and Standards (TC-Codes)
- Technical Committee on Modern Heritage (TC-MH)
- Technical Committee on Sustainable Preservation (TC-SP)
- Technical Committee for Materials (TCM)

Chapters

The complete official names of APT chapters (e.g., used for corporate or nonprofit registration) vary significantly in their styling and are not addressed in this guide. In APT International communications, the context is typically understood, and the following shortened chapter names shall be used:

Chapter Names Formatted as [Region] Chapter:

- Alberta Chapter (APTAB, no space)
- Atlantic Canada Chapter
- Australasia Chapter
- Central Plains Chapter (APTCP, no space)
- Delaware Valley Chapter (APT-DVC, with hyphen after APT)
- Eastern Great Lakes Chapter (APT EGL, with space after APT)
- Hawaii-Pacific Islands Chapter
- Latin America and Caribbean Chapter (LACC)
- Ohio Valley Chapter (APTOV, no space)
- Ottawa Valley/Outaouais Chapter (APT OV-OC, with space after APT)
- Rocky Mountain Chapter (RMC-APT, with hyphen before APT)
- South Asia Chapter (APT-SAC, with hyphen after APT)
- Southeast Chapter (APTSE, no space)
- Washington, DC Chapter (APT DC, with space after APT)
- Western Great Lakes Chapter (APT WGLC, with space after APT)
- Western Chapter (WCAPT, no space)

Chapter Names Formatted as APT [Region]:

- APT Europe
- APT Northeast (APTNE, no space)
- APT Northwest (APTNW, no space)
- APT Québec (APT Qc, with space after APT)
- APT Texas

Conferences

In running text, conferences hosted exclusively by APT shall follow the format APT [year] [city] conference, with the word "conference" not capitalized. Conferences co-hosted by APT with another organization may deviate from this pattern, as shown below.

- APT 2026 Indianapolis conference
- APT 2025 Providence conference
- APT–National Trust for Canada Joint Conference Montréal 2024
- APT 2023 Seattle conference
- APT 2022 Detroit conference
- APT 2021 Washington, D.C., virtual conference

Currency

Given APT's international reach, the dollar sign alone ($) may be ambiguous, as the U.S., Canada, and other countries have dollar-denominated currencies. US$ or USD should be used for clarity. For other countries, refer to the three-letter abbreviations in the ISO 4217 standard for currency codes.

- *Incorrect:* $250 US, $250 USD
- *Correct:* US$250, 250 USD

Date and Time Format

Month date, year format is preferred for running text. When expressing date and time ranges, do not mix prepositions and punctuation. "Between" must not be used without a corresponding "and." "From" must not be used without a corresponding "to." Where punctuation is used to express a range, use an en dash, not a hyphen. For example:

- *Incorrect:* The exhibition will be open between 9 a.m.-3 p.m. daily, from May 13-August 30.
- *Correct:* The exhibition will be open *between* 9 a.m. *and* 3 p.m. daily, *from* May 13 *to* August 30.
- *Correct, shorter:* The exhibition will be open 9 a.m.–3 p.m. daily, May 13–August 30.

Although *The Chicago Manual of Style* may offer other options for formatting dates and times, the following are preferred for APT communications:

- Where a date occurs mid-sentence and includes the year, the year must be set off by commas, e.g., Minutes of the January 29, 2026, board meeting will be issued shortly.
- Ordinals (e.g., July 10th) are not needed, regardless of whether a year is included; July 10 will suffice.
- Days of the week may be included with dates (e.g., Saturday, June 13) where important to telling the story. It is also helpful to include days of the week with dates in event announcements. Use commas to set off the date, e.g., The workshop will conclude on Saturday, June 13, with optional walking tours.
- Times of day must be followed by a space before a.m., noon, p.m., or midnight. Include two periods with, and do not capitalize, a.m. and p.m.
- Three-letter abbreviations (e.g., EST, EDT) are preferred for time zones but must be checked to confirm whether standard or daylight saving time will be in effect at the location and on the date of the event. If words (e.g., Eastern, Central) are used instead, this should be done consistently throughout.

Hyperlinks

In less formal and primarily electronic communications such as email newsletters, a Uniform Resource Locator (URL, a.k.a. Internet address) may be concealed behind explanatory text, with underlining and/or contrasting color used to show it is a hyperlink, e.g., the APT website. The formatting should not extend through any punctuation following the hyperlink.

For printed publications and more formal electronic documents where readers might still need to visit hyperlinked resources even if the document is printed to hard copy, make the URL visible so it may be typed into a web browser, e.g., the APT website (https://www.apti.org/). Avoid underlining in this context, as it might make some characters difficult to read.

Also note the following:

- Some websites, particularly those focused on academic publications, offer a Digital Object Identifier (DOI) or other explicitly stable URL, e.g., https://www.jstor.org/stable/26250097.

- In many instances a question mark and the code that follows are extraneous and can be deleted from the URL, but test the shortened version prior to publication. For example, https://info.imiweb.org/flashing-moisture-control-webinar?utm_campaign=Webinar%20Series&utm_medium=email&_hsenc=p2ANqtz, etc. … can be shortened to https://info.imiweb.org/flashing-moisture-control-webinar.

- Some websites offer a shortened URL intended for sharing. For example, https://www.youtube.com/watch?v=dxlPrR9cn7U can be shortened to https://youtu.be/dxlPrR9cn7U by clicking the Share button, copying the URL, and deleting the extraneous ?feature=shared at the end.

Measurements, Numbers, and Numerals

Where U.S. Customary System (USCS) units of measurement are used, consider emphasizing APT's international reach by including soft metric (SI) equivalents in parentheses, e.g., 6 feet (1.8 m). Although USCS units are typically spelled out in running text, SI units are typically abbreviated in this context. Also note the space between quantity and unit.

The octothorpe (#) shall be reserved for social media hashtags and shall not be used with serial numbers:

- *Incorrect:* Preservation Brief #15, *Preservation of Historic Concrete.*
- *Correct:* Preservation Brief 15, *Preservation of Historic Concrete.*

The following additional guidance is adapted from *The Chicago Manual of Style*:

- For increased legibility, fractions shall be unstacked, e.g., 1-1/2 hours, not 1½ hours.
- Numbers from one through ninety-nine shall be written out, hyphenating twenty-one and greater.
- Numerals shall be used for numbers 100 and greater, and where multiple numbers are mentioned in the same passage of text, e.g., 125 emerging professionals and 15 student scholars.
- Quantities and units of measure shall not be hyphenated unless used as an adjectival phrase, e.g., the building is *two stories* tall (open), and it is a *two-story* building (hyphenated).

Professional Credentials

The following list includes abbreviations commonly used by professionals in the U.S. and Canada and is not intended to preclude the use of other abbreviations for professional credentials in other countries. In keeping with *The Chicago Manual of Style,* periods shall be omitted from abbreviations formed from two or more capital letters in professional credentials.

- AIA, Assoc. AIA, FAIA, AIA IA (International Associate)
- AIC, AIC Fellow[1]
- APT RP (APT Recognized Professional, with a space after APT, not a hyphen)[2]
- CAACP (Canadian Association for Conservation of Cultural Property)
- CAHP (Canadian Association of Heritage Professionals)

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[1] Note that AIC uses FAIC to abbreviate its Foundation for Advancement in Conservation.

[2] Note that APT RP and FAPT are separate credentials; the combination "FAPT RP" is discouraged. The form FAPT, APT RP, is preferred.

- CAPC (Canadian Association of Professional Conservators)
- FAPT (APT Fellow)
- HFAPT (Honorable APT Fellow)
- LEED AP (LEED Accredited Professional)
- LEED GA (LEED Green Associate)
- PhD
- RAIC (Royal Architectural Institute of Canada)
- PE (professional engineer in the U.S.)
- PEng (professional engineer in Canada)
- RA (registered architect in the U.S.)
- SE (structural engineer in the U.S.)

As architects are licensed by territorial and provincial regulators in Canada, Canadian architects may include one or more of the following abbreviations after their names:[3]

- AAA (Alberta Association of Architects)
- AANB (Architects' Association of New Brunswick/Association des architectes du Nouveau-Brunswick)
- AAPEI (Architects Association of Prince Edward Island)
- ALBNL (Architects Licensing Board of Newfoundland and Labrador)
- AIBC (Architectural Institute of British Columbia)
- MAA (Manitoba Association of Architects)
- NSAA (Nova Scotia Association of Architects)
- NWTAA (Northwest Territories Association of Architects)
- OAA (Ontario Association of Architects)
- OAQ (Ordre des architectes du Québec)
- SAA (Saskatchewan Association of Architects)

Words with Alternative Spellings

Where alternative spellings exist for a given word, the one with fewer letters or syllables is preferred. For example:

- *Preventive* is preferred over "preventative."
- *Resilience* is preferred over "resiliency."[4]

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[3] For Nunavut and Yukon territories, one must be licensed in another listed jurisdiction.

[4] For a reasoned explanation of why resilience is preferred, see Nina Flagler Hall, "It's 'resilience,' not 'resiliency,'" *Medium,* March 20, 2019 (https://medium.com/nemac-blog/its-resilience-not-resiliency-56c9e2d65792).

APT Logo

APT's logo shown below is the primary and most important brand symbol for APT and shall be used consistently across all media. The logo consists of the following: A, P, and T are custom letters that are similar to, but not exact copies of, APT's previous logo and "International" is Helvetica Rounded Bold.

APT's logo is always shown coupled with "International" to communicate the full, consistent message of the brand. The full name of the organization, The Association for Preservation Technology International or APT International, and translations thereof may be typeset in body copy of a communications piece if necessary, but are not part of the brand logo.

Primary Logo Color
PMS 540C

Secondary Logo Colors
From left to right: PMS 1585C, 357C, and 615C

Logo Variations

APT's logo can be coupled with the organization's name in specified situations, spelled out in English and French or English and Spanish, using the font Trade Gothic Bold No. 2, as seen below:

The Association for Preservation Technology International
L'Association internationale pour la préservation et ses techniques

The Association for Preservation Technology International
La Asociación Internacional para Técnicas de Conservación del Patrimonio

The APT logo should be black and white for use in applications that are likely to be printed or reproduced in black ink:

Black and white should be reversed only on dark backgrounds to make the square visible:

The APT logo shall not be distorted, printed with colors other than those listed above, or re-typeset:

Approved Size

It is important to be rigorous about APT logo sizes.

Approved minimum size for primary logo:

.75 inches (19 mm) or 150 pixels in height

Approved minimum size for logo variations:

The Association for Preservation Technology International
L'Association internationale pour la préservation et ses techniques

1 inch (25 mm) or 300 pixels in height

There is no maximum size for the APT logo.

Color

A clearly defined color palette helps to create a strong point of view in APT's visual identity system. Using the Pantone Matching System (PMS), the official APT color palette consists of one primary color (PMS 540C), three secondary colors (PMS 1585C, 357C, and 615C), and a special green color for sustainability applications (PMS 360C).

The official APT color palette is used in *APT Bulletin* and *Communiqué* and its use is encouraged in other official APT communications. This is not intended to preclude the use of different color palettes in specified situations (e.g., branding a conference), in consultation with a trained graphic designer if possible, and provided that the above limitations on APT logo color are followed.

PMS 540C ("APT Blue")

🟦 100%		🟥 0	
🟪 43%		🟩 53	
🟨 0%		🟦 95	
⬛ 65%		#00355f	

PMS 1585C ("APT Orange")

🟦 0%		🟥 236	
🟪 53%		🟩 136	
🟨 100%		🟦 29	
⬛ 4%		#ec881d	

PMS 357C ("APT Green")

🟦 49%		🟥 56	
🟪 0%		🟩 99	
🟨 44%		🟦 81	
⬛ 64%		#386351	

PMS 615C ("APT Yellow")

🟦 0%		🟥 220	
🟪 2%		🟩 206	
🟨 48%		🟦 134	
⬛ 17%		#dcce86	

PMS 360C ("Sustainability Green")

🟦 57%		🟥 123	
🟪 1%		🟩 191	
🟨 100%		🟦 66	
⬛ 0%		#7bbf42	

Typography

The typefaces on this page are preferred for official APT communications. The use of other typefaces is permitted but must be carefully considered, in consultation with a trained graphic designer if possible. Although Trade Gothic must be purchased (Monotype), there are free alternatives similar in appearance such as Franklin Gothic and Libre Franklin (Adobe, Google). Serial publications (i.e., *Bulletin* and *Communiqué*) may have their own distinctive typographic identities.

Most ideal for official and widely distributed external communications, e.g., from APT leadership:

Trade Gothic Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,;:!?&/*

APT's mission is to advance appropriate traditional and new technologies to care for, protect, and promote the longevity of the built environment and to cultivate the exchange of knowledge throughout the international community.

Acceptable alternatives for less widely distributed external communications, e.g., from APT committees:

Franklin Gothic Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,;:!?&/*

APT's mission is to advance appropriate traditional and new technologies to care for, protect, and promote the longevity of the built environment and to cultivate the exchange of knowledge throughout the international community.

Libre Franklin Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,;:!?&/*

APT's mission is to advance appropriate traditional and new technologies to care for, protect, and promote the longevity of the built environment and to cultivate the exchange of knowledge throughout the international community.

Least ideal, and not to be used for official or external communications:

Arial Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,;:!?&/*

APT's mission is to advance appropriate traditional and new technologies to care for, protect, and promote the longevity of the built environment and to cultivate the exchange of knowledge throughout the international community.

Version History

January 14, 2022	Initial publication
January 30, 2023	Updated APT logo and color coordinates; added Currency section
February 6, 2024	Updated contacts and APT Inter-Committee Group (ICG); edits for clarity
July 10, 2024	Added Date and Time Format, Hyperlinks sections; clarified Typography section
January 16, 2025	Updated Introduction, Organization Name and Abbreviations, Conferences and Currency, and Professional Credentials sections; added Measurements, Numbers, and Numerals and Words with Alternative Spellings sections; other edits for clarity
January 17, 2026	Updated mailing address and Introduction section; revised Organization Name and Abbreviations section and listing of committees for conformance with APT Bylaws adopted April 26, 2025; added APT Equity Scholars Program, citation for resilience, and bookmarks for navigation