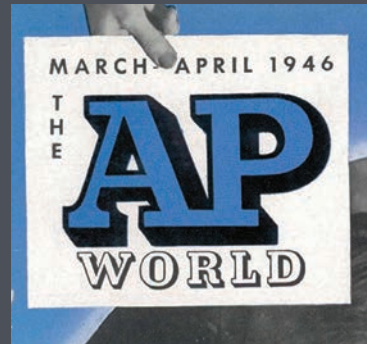


AP

(AP) Means Associated Press: 166 Years of Logotype Design

An Exhibit from the AP Corporate Archives



(AP) Means Associated Press: 166 Years of Logotype Design

An exhibit marking the debut of a new AP logotype on view March 1, 2012 through August 15, 2012 at The Associated Press, New York City

Exclusive. Truthful. Impartial. Non-partisan. Factual. With Utmost Speed and Accuracy. These are a few of the ways AP described itself from the 1860s to the early 1980s. During this period, AP had no official logotype or trademark, but it was in no doubt as to its mission. A 1911 booklet, *Instructions for Correspondents*, solemnly declares: “The Associated Press is a mutual organization, of persons representing daily newspapers, having for its sole purpose the collection and distribution for its members of the important news of the world....”

From the time its dispatches appeared in newspapers, AP was concerned they be correctly attributed. In the early 1920s, AP asked newspapers to simplify their credit line by using a two-letter ligatured “bug” in parentheses after the dateline. Kent Cooper, who served as AP’s general manager from 1925 to 1948, did more than anyone to promote the bug’s use. In trying to sell it to members, he refined his conception of AP’s highest values, with accuracy slightly outpacing speed. “We want the public to consider that The Associated Press is the hall mark of accuracy and the little character represented by the logotype ... will become the mark upon accurate news as sterling is the mark on genuine silver, or as is the chemist’s mark to the genuineness of gold.”

Facing page:

AP Wirephoto delivery envelope, ca. 1935

Cover (detail), *AP News Pictures By Wire*, 1935

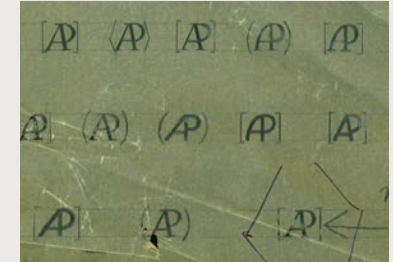
Design sketches of AP logotypes (pencil on tracing paper), 1931

Cover images:

Cover (detail), *Factbook of Wirephoto*, 1965

Cover (detail), *Asia Log*, 1970

Cover (detail), *AP World*, 1946 March-April

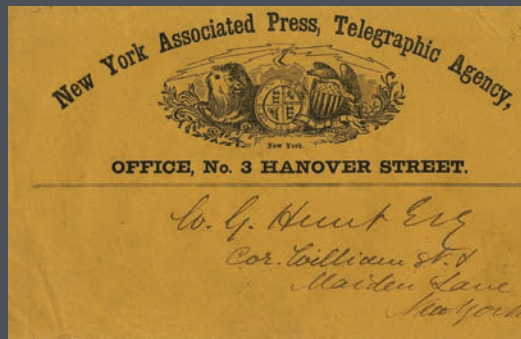
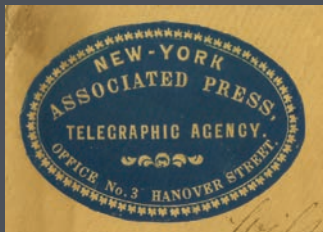


The ligatured AP bug unleashed a stream of innovative variations. As the organization grew and technology advanced after the war, news services in text, photography, radio and eventually television proliferated. To market these products, the Promotions Department (predecessor of Corporate Communications) designed flyers, brochures, inserts, advertisements and instructional booklets. Newsfeatures employed artists whose signed drawings adorned the covers of *AP World*, the magazine written by and for AP staff. There was no consistency in typography or design but a good deal of verve.

In 1981, AP made its first trademark design application for “AP ASSOCIATED PRESS.” This Helvetica mark was registered in 1983 and will be retired in 2012. The brick-red letters were forward-looking, expressing a determination to compete in the digital world. The logo that replaces them reflects an AP that is already recognized as the definitive source of news. Its upright black letters on a radiant white ground and red “prompt” assert integrity and independence. Moreover, its small size lets it seamlessly inhabit the dynamic visual formats (still pictures, video, and Web interactives) that now carry so much of the news. It is a design for its time.

Valerie Komor

Director, AP Corporate Archives



New-York Associated Press envelope (detail), ca. 1849-57

New York Associated Press Telegraphic Agency envelope, ca. 1855

Associated Press Philadelphia Agency envelope, 1885

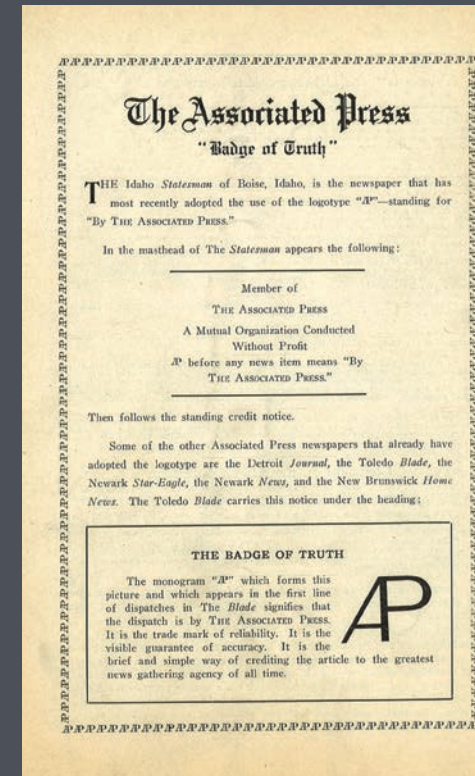
As early as 1849, the New York Associated Press put its name and address on envelopes in raised white letters on a colored ground. Its first visual symbol was a roundel formed by a belt and buckle, features of Scottish heraldry signifying allegiance to the clan.

The belt appears on the Telegraphic Agency envelope of ca. 1855, where it encloses a coat of arms flanked by the heraldic symbols of Great Britain (the lion) and the United States (the eagle), a grouping that may have referred to the attempts in 1857-58 to lay the first transatlantic telegraph cable. On the 1885 envelope, the roundel encloses a skyline, railroad and telegraph wires, the primary instruments of early newsgathering. The image is still used as the Board's official seal.



Service Bulletin of The Associated Press, December 1921

This is the earliest appearance in internal publications of the ligatured “AP” that would be formalized in 1925 as the AP bug. The AP “monogram” appears under the heading “The Badge of Truth,” where it is touted as the “trade mark of reliability” and “the visible guarantee of accuracy.” The whole page is bordered by tiny APs. Interestingly enough, the emergence of the logotype in 1921 coincided with the first byline, awarded to Kirke L. Simpson for his immensely popular story, “The Unknown Soldier,” which is reprinted in this special supplement.





Hall-Mark

What is a hall-mark?

Years ago to insure the genuineness of gold and silver, the British Government granted to the Goldsmith's Company the sole right to determine the worth of coins and precious metals. A mark was impressed in the metal to indicate its genuineness. This marking was done at Goldsmith's Hall in London. Out of this grew the word "Hall-Mark" which became world-known as a stamp of genuineness.

Similarly, THE ASSOCIATED PRESS is the hall-mark of accuracy.

For clean, accurate news, read the dispatches labeled with one of the following hall-marks:

(/P)

(By A. P.)

(Associated Press)

(By Associated Press)

(The Associated Press)

(By The Associated Press)

This newspaper receives the dispatches of The Associated Press.

(/P) Means ASSOCIATED PRESS

We want the public to consider that The Associated Press is the hallmark of accuracy and the little character represented by the logotype...will become the mark upon accurate news as sterling is the mark on genuine silver, or as is the chemist's mark to the genuineness of gold.

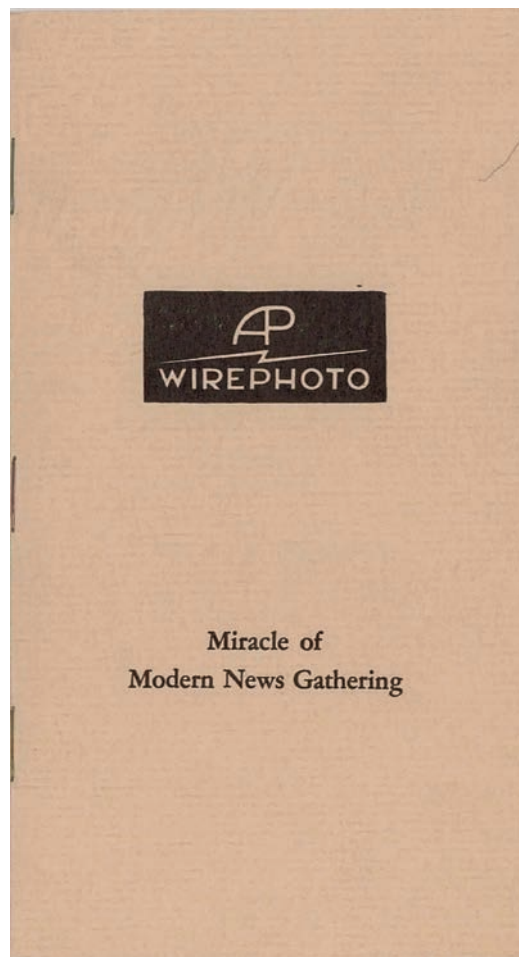
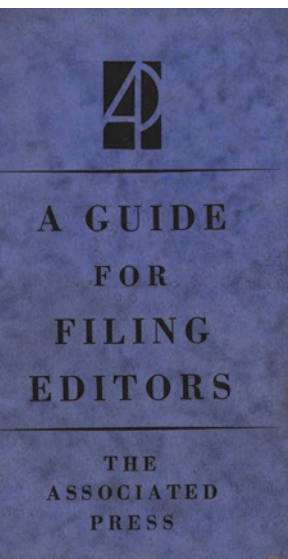
Kent Cooper, AP General Manager (1925-48)

to New York World Editor Herbert Bayard Swope, May 7, 1925

Ad. No. 7—Furnished in Two Column Mats

Opposite page:

The AP Hall-Mark (Advertisement), 1925.



A Guide for Filing Editors, 1930

AP Wirephoto: Miracle of Modern News Gathering, 1939

The AP Copy Book, 1942

The stylish typography that appears on these pocket-size manuals is characteristic of the 1930s and early 1940s. As there was no uniform look to AP graphic design, every publication offered opportunity for invention. The launch of Wirephoto in 1935 may have inspired more inventive publicity, handbooks, and anniversary flyers than any other service of its time.

THE AP COPY BOOK





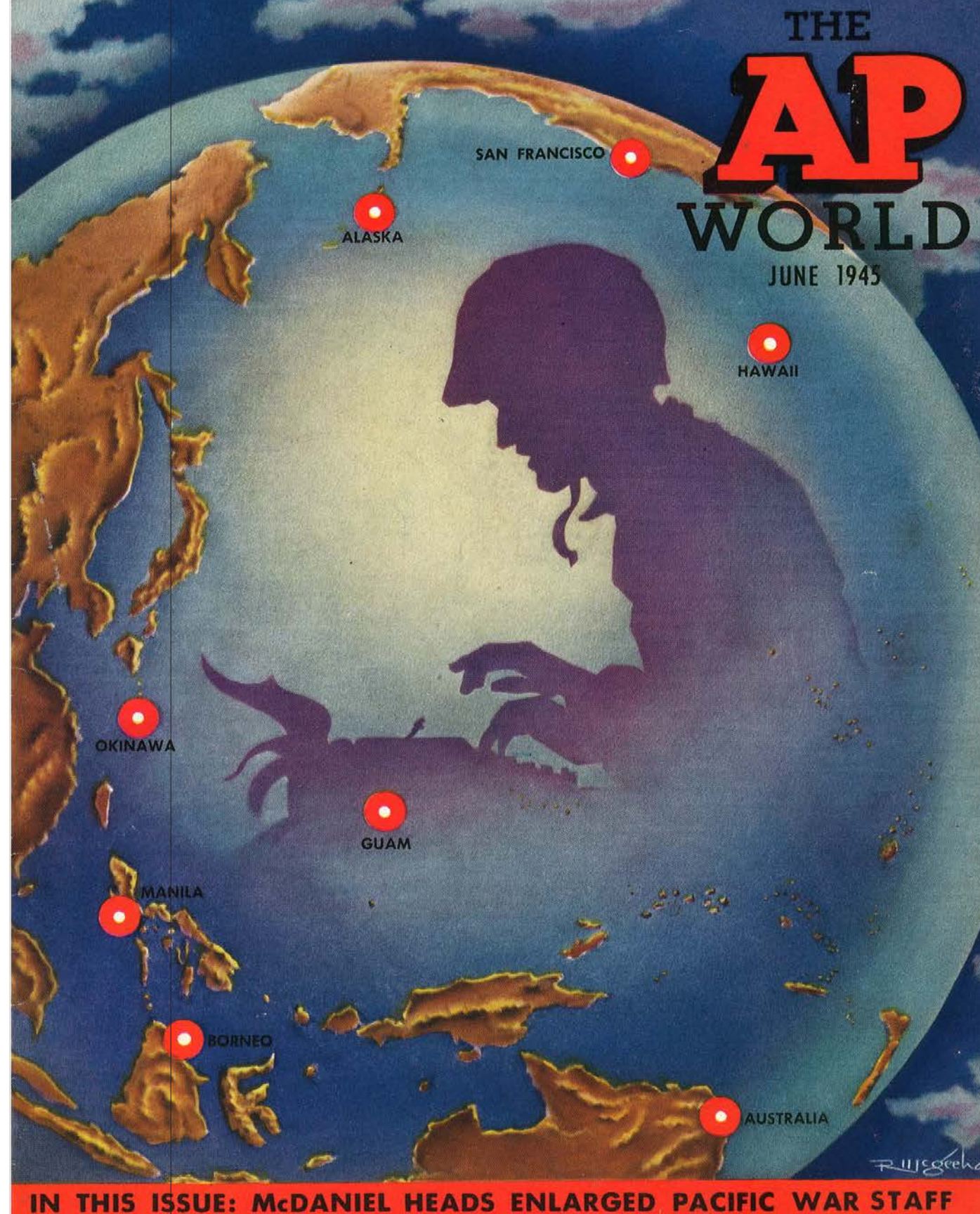
AP's Front Line Press, 1943

AP began hiring artists and news cartoonists in 1927 when it established a Features Service to provide members with longer-form stories to supplement the hard news report. Months later, the News Photo Service was inaugurated, and for a while, it was considered a part of the Feature Service. Artists and photographers collaborated in much of the early graphic work, particularly during the war. This is one of the finest examples of design from that period.

The AP World, June 1945

Designed by Howell Dodd and Robert McGeehan,
AP Newsfeatures

No sooner had the war in Europe ended than all eyes turned to the final drive against Japan. *AP World* (and its predecessor, *AP Inter-Office*) chronicled every aspect of AP's war coverage. The title change in January 1945 and the adoption of the slab serif letters shadowed in black heralded a resolve to remain dominant in the foreign field. This cover's ghostly silhouette of a helmeted war correspondent at his typewriter, suspended over the blue, gold and purple Pacific theater, was designed by Howell Dodd, who served as an artist and war correspondent for AP during the invasion of Normandy.



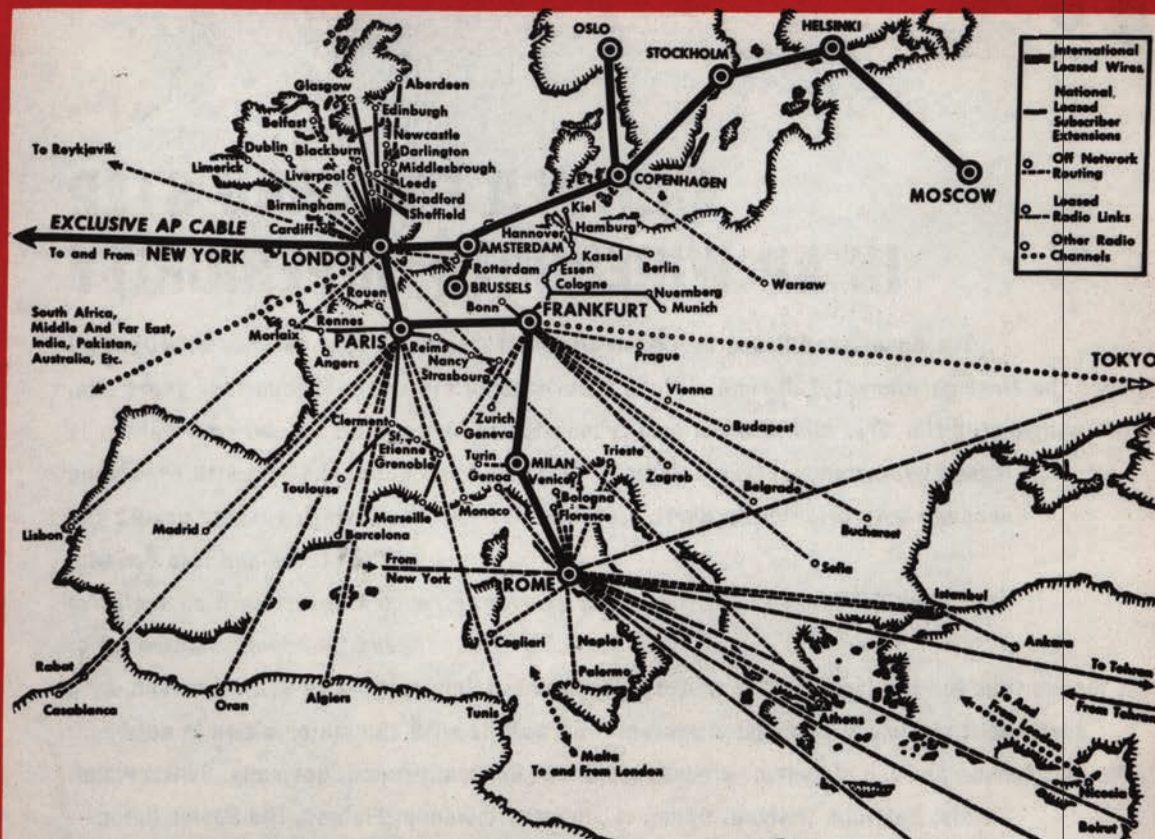
IN THIS ISSUE: McDANIEL HEADS ENLARGED PACIFIC WAR STAFF

AP

FIRST AGAIN! THIS TIME TO MOSCOW

AP First Again: This Time to Moscow, 1964

On April 25, 1964, AP announced that its European Wirephoto network had been extended from Helsinki to Moscow, making it the first news service to reach that city with an exclusive round-the-clock picture wire. The importance of the achievement, especially during the Cold War, is trumpeted by the strong oversize black initials over horizontal red lines.



THE ASSOCIATED PRESS

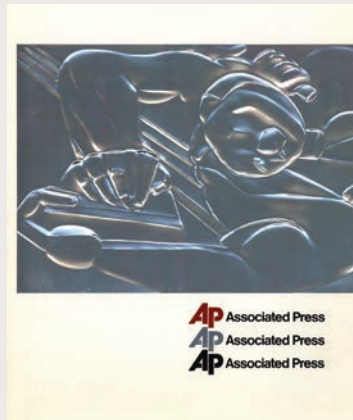
Associated Press Annual Report, 1975

There are five different fonts on this annual report cover, a jumbling typical of the graphic art at AP during the 1970s. This logotype debuted in 1960 on the cover of the AP Stylebook: a circle enclosing the serif letters A and P, with the loop of the P on a lower plane. It was a graceful font based on a Humanist italic, and it appeared in black/white, blue/white and orange/white combinations. Even after AP trademarked a new logo in 1983, this one continued in use.

AP Branding Guide, 1986

On July 20, 1981, AP filed its first design trademark application with the United States Patent and Trademark Office. "AP ASSOCIATED PRESS" was registered on April 5, 1983. The new logotype, a bold pair of brick-red capitals and a black legend, rolled out very gradually. In 1986, under CEO Louis D. Boccardi, the department of Corporate Communications put out this branding guide for the staff. Compliance with color, typeface, and other elements was critical to ensuring the AP trademark was legally protected. Even so, throughout the 1980s and 1990s, AP graphics frequently strayed beyond the trademark boundaries.

APTV Brochure, 1994 (Facing page)





Branding Kit Insert, 2012

AP's third official logotype made its debut on Feb. 23, 2012 when staff received gift bags containing this leaflet, a baseball cap, a flash drive and a lanyard for holding AP ID cards, all bearing the new logo. The Brooklyn design firm Objective Subject produced not only a suite of logotypes for use in print and online but also a system of carefully choreographed graphic elements. These include: a new color palette (neutrals, medium range, deep colors and brights), typefaces (Good and Freight Text), watermarks, image stream and layout concepts.

The new logo, with upright black letters on a white field and a nimble red "prompt" underline that can sit horizontally or vertically, lets AP be clearer than ever about its own identity. This is a logo that can go anywhere and never be missed, a visual counterpart to the institution's core values of accuracy, integrity and independence.

The Associated Press, a not-for-profit cooperative, has been reporting the news since 1846.

In the spring of that year, five New York City daily papers accepted the offer of Moses Yale Beach, second publisher of the *New York Sun*, to share the costs of transmitting news of the Mexican War. The war had created a public appetite for news, and the telegraph offered an efficient means to gather it. From the beginning, AP's task has been the same: Get it first, but first get it right. Today, AP distributes news to 1,400 American newspaper members, to broadcasters, international subscribers, social networks and websites in all formats: text, photos, video, graphics and interactives. On any given day, half of the world's population sees news from AP.

The Associated Press Corporate Archives, founded in 2003, documents the history and operation of the organization. To that end, the Archives acquires, preserves and makes available for research those records that are deemed of enduring value. Supporting these activities are programs in collection development, manuscripts processing, preservation, exhibition and outreach, oral history and reference services. Holdings include governance, executive and bureau records; artifacts, personal papers, photographs, film and video and historic newspapers; and general reference and rare book collections.



The Associated Press

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