112TH ANNUAL MEETING
STYLE GUIDE

Let's create something amazing for the 2026 American Academy of Periodontology (AAP) Annual Meeting in Seattle!

The purpose of this guide is to help create a consistent visual platform for all Annual Meeting communications. In doing so we will reinforce the value of AAP Membership by creating a meeting experience that champions member success, fosters professional partnerships and provides access to education and shared knowledge ensuring optimal patient outcomes.

I hope you and the vendors you work with find this tool helpful to promote excellence in the practice of periodontics across AAP
Annual Meeting communications.

For any external website mentions or postings, please link to our webpage:
perio.org/ce-meetings

If you have questions, please contact:

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112th Annual Meeting

SEATTLE

Oct. 29 - Nov. 1, 2026

Annual Meeting Logo

Advance use version

The logo for the 2026 Annual Meeting is colored to reflect the colors of the Pacific Northwest flag, and rich colors of fall in Canada. The Advance Logo includes date and location and should be used for all w-meeting artwork.

Full Color

For use on white/light background

Reverse

For use on dark/saturated background

Onsite use version

The 2026 Annual Meeting logo used for onsite materials removes the date and location and should be used for on-site materials.

Full Color

For use on white/light background

Reverse

For use on dark/saturated background

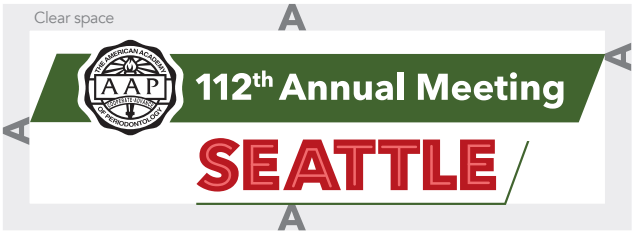
Annual Meeting Logo Application

Appearance on backgrounds

The only background that the Annual Meeting logo can appear on is the clean section of an image, white/clear, or a solid color from the color palette. Please refrain from using any other color or distracting imagery.

Clearance space

The clear space for the logo is determined by the height of the cap 'A' in 'Annual' in the logo. Keep all text and distracting graphic elements outside of this clear space.



Clearance space

The meeting will be cosponsored this year and materials should reflect that by including the sponsor logos shown below and with supporting language.

Held in Collaboration with the Japanese Academy of Clinical Periodontology and the Japanese Society of Periodontology

Annual Meeting Colors and Typography

2026 Annual Meeting Color Palette

The pallet suggested here is driven by the nature of the Pacific Northwest. Bold earthy colors and calm neutrals to provide contrast when creating digital and print assets.

Color	Hex	RGB	CMYK
Reverse			
Green	#40642c	64-100-44	83-40-100-39
Reverse			
Purple	#bca8bb	189-168-187	26-33-14-0
Reverse			
Orange	#f17a21	241-122-33	1-64-100-0

Color	Hex	RGB	CMYK
Reverse			
Burgundy	#811518	129-21-25	29-100-98-36
Reverse			
Coral	#f16a6c	242-107-108	0-73-49-0
Reverse			
Neutral	#cbd6e2	203-214-227	19-10-5-0

Typography

The fonts chosen for the 2026 Annual Meeting are clean, contemporary, and easy to read. This should ensure that all materials are created with a clear visual hierarchy and are reader friendly.

Fritz Quadrata Medium should be used for headline copy and can also be used as specialty body copy.

Avenir font family should be used for body copy.

Avenir Condensed family can be used as an alternate body copy when space is limited, or to create differentiation in places where multiple hierarchal levels are needed, such as schedules.

Sample

Header and Headline

Sub Headline

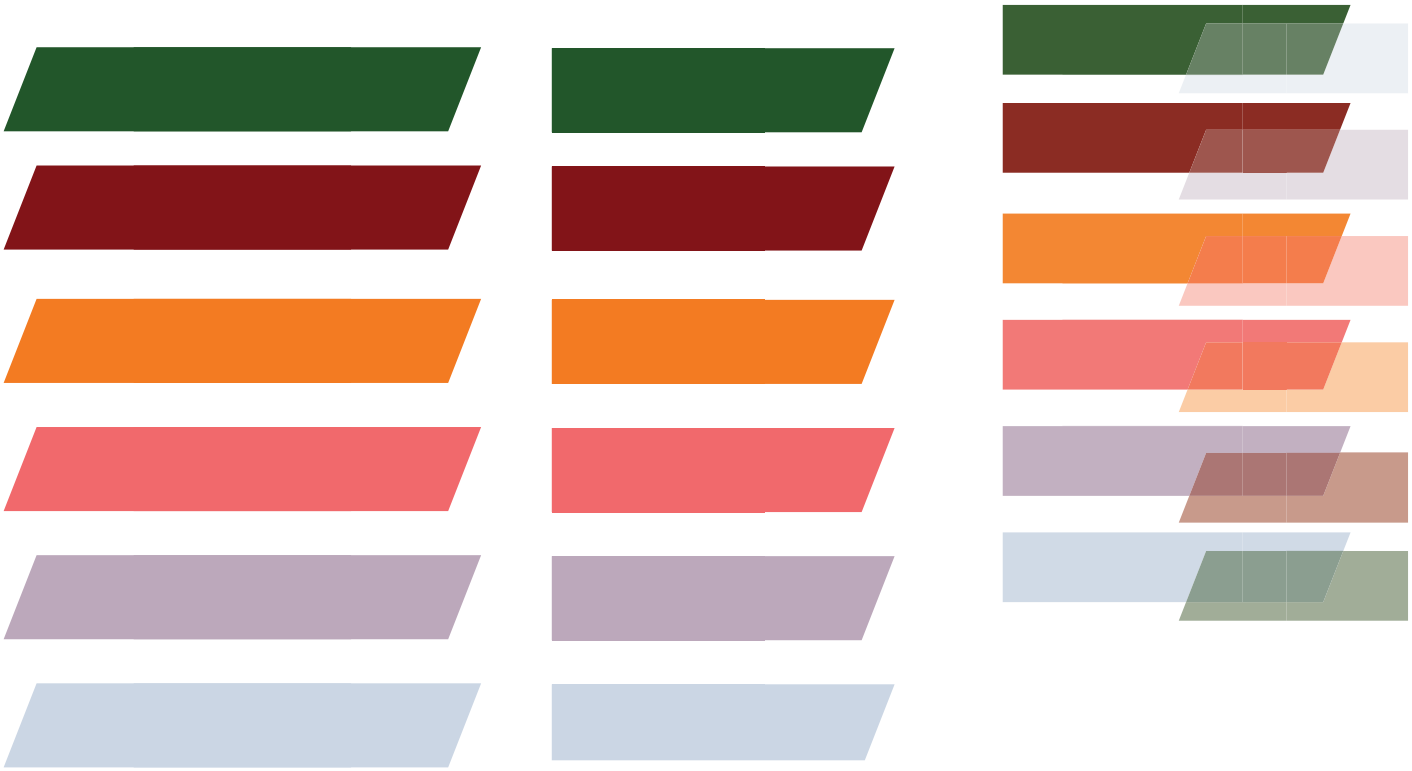
Body Copy Pudi torupis accus, vel iuntia dolluptatis quis ipsam impe sed expla sequam id quates mil magnihi caepre cus. torupis accus.

ace where Itatibustrume eliberibus. Dandigenis venda nonem. Oloressequam quam sam et volore

Design Elements

Angled shapes

The angled shape in the logo and the color palette are the main design cues for the 2026 Annual Meeting. The shapes make for good page headers and footers, and can be incorporated within a page layout for added design interest. If creating a quadrilateral, the angle should be as close to 21.5 degrees as possible. The meeting colors and opacities can be varied for interest.



Design Elements

Badges

Badges reflecting the pacific northwest can be used individually or in combination.

Design Elements

Wall Paper

Badges can be used in a step and repeat pattern to cover large areas.

Design Elements

Containers

The containers for the badges can be used for callout copy or photos.

About the AAP

Vision

To be the voice for periodontists as the collaborative partner to achieve optimal oral health.

Mission

To champion member success and professional partnerships for optimal patient health and quality of life.

Annual Meeting

The American Academy of Periodontology hosts an Annual Meeting to provide opportunities for continuing education, professional development, and networking in periodontics.

Annual Meeting participants acquire new skills and techniques through continuing education opportunities, updates on current scientific research, and insight into the future of the profession.

For more information on the AAP, visit perio.org.