



American  
Petroleum  
Institute

## NEW LOOK, SAME TRUSTED RESOURCE.

The American Petroleum Institute (API) is pleased to announce a new visual identity and logo. API celebrated its 100th anniversary last year and this new logo takes the association into its next decade of operation.

API represents all segments of the natural gas and oil industry. It was formed in 1919 as a standards-setting organization and is recognized globally for its more than 700 standards and programs that enhance industry safety, environmental protection, operational integrity, and sustainability in the U.S. and around the globe.

Looking ahead, API will continue to lead at a critical moment in the U.S. energy revolution – one where energy demands have never been higher and the focus on a cleaner planet has never been greater. Our commitment is clear: meet the world's ever-increasing need for low-cost, reliable, and cleaner energy that will further advance global standards of living now and into the future.

The revised visual and digital brand reflects the industry's growth and showcases the modern, future-focused, collaborative, and problem solving nature of our work.



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## WHAT THIS MEANS FOR YOU

To our customers and partners, you may periodically encounter the previous API logo while the new logo is being updated and registered. Any license or certificate bearing the previous logo remains valid, and the API Monogram™ and APIQR™ marks and all associated requirements have

not changed. API standards and specifications bearing the previous API logo will still be in compliance with Advisory 9 until such time that the standard or specification is revised or reaffirmed.

**At API, we are prouder than ever to lead industry efforts to deliver energy, improve lives, and protect the environment for generations to come. This new logo is a visual indication of this honor and commitment.**

Learn more.

<https://www.api.org/products-and-services/api-monogram-and-apiqr>