



AMERICAN
FIRE PROTECTION
GROUP, INC.

2013 BRAND MANUAL

FIRE PRO | MUTUAL SPRINKLERS | PERKINS FIRE PRO

SUPERIOR FIRE PROTECTION | STANDARD AUTOMATIC FIRE ENTERPRISES



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BRAND IDENTITY OVERVIEW



AMERICAN
FIRE PROTECTION
GROUP, INC.



BRAND IDENTITY OVERVIEW

Establishing Brand Identity

The way we communicate conveys important messages about American Fire Protection Group (AFPG) and its divisions. Image and identity are expressed not only in what we say and how we say it, but also in the “look and feel” of our communications — the colors we use, the use of our logo, typeface (fonts) and etc. By simple definition, a brand identity is the sum of all perceived information about an organization, product or service communicated through its name and related identifiers. When all of our communications share a distinct and consistent look and feel, we communicate our core values before a single word is read.

The purpose of a Brand Manual is to assist our organization in the use and language that accurately and consistently conveys AFPG’s messages and identity. This document highlights common uses and misuses of AFPG’s logo and the divisions’ logos. Through consistent application of these guidelines and repetition of these messages, our company’s image will be reinforced throughout the lifetime of the brand.

Please note: These guidelines are not all-inclusive and this document is meant to serve as a guide that will be built upon as AFPG continues to develop its brand.



BRAND IDENTITY OVERVIEW

Communicating the Brand

MISSION

To be the leading solutions provider within the fire protection industry always bringing our finest effort, exceptional ideas and incomparable character to every project.

VISION

To annually achieve 10 percent EBITA and service/inspection growth of 20 percent until it is 50 percent of revenue.

CORE VALUES

- Caring & enduring relationships with others
- Honesty and integrity
- Excellence on all levels
- Fulfilling work
- Safety first

VALUE PROPOSITION

American Fire Protection Group goes above and beyond for its customers and employees with honesty, wisdom and appreciation.

KEY MESSAGING

- Our business is not about pipe and fittings – it’s about people. Our people and yours. Our people are passionate, experienced professionals who are accountable for their work. We know the work we perform as a team will save a life one day— the life of a child, mother or first responder; or the life of a building. That’s why we are American Fire Protection Group.
- As a preferred advisor to engineers, builders, GC’s, developers and fire officials, AFPG has earned customer confidence, loyalty and trust. We do the job right the first time, every time.
- From protecting the treasures of historical sites to ensuring a hospital has a fire suppression system that works as intended, AFPG finds solutions not problems.
- We install, service and inspect all types of fire suppression systems. Our professionals are honest, up front and ensure the craft and codes are held to the highest standard.



BRAND IDENTITY OVERVIEW

Communicating the Brand (cont'd)

BRAND PERSONALITY

- Trust worthy
- Hardworking
- Detailed
- Professional
- Sincere
- Passionate
- Solutions provider
- “A company that does things right.”

WORD

- Integrity

SERVICE & PRODUCT

- Quality craftsmanship
- Long-lasting
- Dependable
- Durable
- Made ready

BRAND ARCHITECTURE

American Fire Protection Group (AFPG) is the parent brand and will be represented with close affiliation to its five divisions.

The division brand must remain consistent among the five divisions, each with close affiliation to its parent company. The divisions will stand alone from sister company representation.

AFPG will use its affiliation with its parent company, APi Group Inc., when the affiliation increases business value and/or opportunity.



BRAND IDENTITY OVERVIEW

Communicating the Brand (cont'd)

AMERICAN FIRE PROTECTION GROUP - OFFICIAL DESCRIPTION

A national leader in the fire protection industry, American Fire Protection Group (AFPG) provides fire protection products to projects and facilities across the U.S. With strategically located divisional offices, our team works with local, regional and national companies.

Since its inception, AFPG has been completing high-performing, quality and safety-driven projects for a variety of markets, from warehouses, industrial power plants and military hangars to hospitals, hotels and residential apartment buildings. Our vast industry experience gives us the knowledge to design, install and service fire protection systems that work time and time again. Our expansive coverage area allows us to tap into resources from more than one office to ensure jobs get done on time, on budget and, more importantly, that they're done right.

Whether you're looking for a complex sprinkler system or you simply need inspection or service of an existing system, our team is here to safeguard your business's products, buildings, investments and lives from fire.

IDENTITY ELEMENTS AND USAGE



IDENTITY ELEMENTS AND USAGE

Logo

The American Fire Protection Group (AFPG) and divisions' logos are the foundation of our brand identity. Colors, position and proportion are pieces that help to distinguish our brand. AFPG logos are not to be altered from the approved formats.

PRIMARY LOGO



2-COLOR PRIMARY LOGO



1-COLOR PRIMARY LOGO

SECONDARY LOGO



GRAY SECONDARY LOGO



WHITE SECONDARY LOGO



IDENTITY ELEMENTS AND USAGE

Logo Backgrounds

All company logos should appear on a solid background of white, blue, red, black or gray when possible. If a non-solid background is used, ensure the logo has good contrast and the background color compliments the logo. Use the white logo on dark backgrounds. Multi-color and busy backgrounds should be avoided if possible.

CORRECT USAGE



INCORRECT USAGE





IDENTITY ELEMENTS AND USAGE

Logo Size and Proportion

When the AFPG logo is placed on a proposal, advertisement, presentation, letterhead or similar documents it should never be less than 1” wide.



To maintain consistency, the logo proportions should never be altered by stretching or squeezing.



MINIMUM CLEAR SPACE

Surround the AFPG logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications may require more, always maintain a minimum clear space at equal to half the height of the “shield” symbol around all sides of the logo.





IDENTITY ELEMENTS AND USAGE

Division Logos

Fire Pro, Mutual Sprinklers, Perkins Fire Protection, Superior Fire Protection and Standard Automatic Fire Enterprises (SAFE) have individual brand logos and should be used independently whenever possible. The rules regarding use of alternate color backgrounds, size and proportion and clear space outlined with the AFIG logo guidelines, apply to each division logo and brand as well.

FIRE PRO



MUTUAL SPRINKLERS



PERKINS FIRE PROTECTION



SUPERIOR FIRE PROTECTION



STANDARD AUTOMATIC FIRE ENTERPRISES





IDENTITY ELEMENTS AND USAGE

Taglines

Below are suggestions for brand taglines for the parent brand and the five divisions. The taglines were created to compliment the logos and support the services and overall brand.



(or)





IDENTITY ELEMENTS AND USAGE

Electronic Signatures

Business communications frequently utilizes technological innovations such as email and smartphones for daily operations. In a business world that embraces electronic forms of communication, it is essential to present yourself with proper online etiquette and convey the impression that you and your company are professionals. A basic email signature is also more likely to be readable on all devices with access to email.

All AFPG employees will use one of the following standardized email signatures:

Employee Name | American Fire Protection Group | Employee Title | **D: xxx.xxx.xxxx** | C: xxx.xxx.xxxx | 8000 W. 78th Street, Suite 111 | Edina, MN 55439 | M: xxx.xxx.xxxx | F: xxx.xxx.xxxx | **afpgusa.com**

Fire Pro | **Mutual Sprinklers** | **Perkins Fire Pro** | **Standard Automatic Fire Enterprises** | **Superior Fire Protection**

DIVISION BRAND EMAIL EXAMPLE:

Employee Name | Perkins Fire Pro | Employee Title | **D: xxx.xxx.xxxx** | C: xxx.xxx.xxxx | 11121 Richardson Drive | North Little Rock, AR 72113 | M: xxx.xxx.xxxx | F: xxx.xxx.xxxx | **perkinsfirepro.com**

A division of American Fire Protection Group

ADDITIONAL SIGNATURE STANDARDS

- Arial will be the font used based on availability and readability.
- Font should be displayed in a 9pt size
- Employee name, direct dial and website should display in bold typeface style and the blue brand color.
- Display all remaining signature text in dark gray or black.
- All divisions must have “A division of American Fire Protection Group” below the email signature in Arial bold italic, dark gray and 7pt size font.
- No logos, pictures or additional wording are allowed unless advanced approval is obtained.




IDENTITY ELEMENTS AND USAGE


Brand Colors

It is important that the brand colors for all divisions of AFPG be used consistently in all communication materials. The chart below lists the formulas for 4-color process, web-safe, PMS and RGB conversions of the brand colors.

American Fire Protection Group


	4-color	0/100/79/20
	Web-safe	C41230
	PMS	187 U
	RGB	196/18/48

These two brand colors also apply to Fire Pro, SAFE, Superior Fire Protection and Perkins Fire Pro.

	4-color	100/45/0/14
	Web-safe	0069AA
	PMS	2945 U
	RGB	0/105/170

Mutual Sprinklers

	4-color	100/78/0/44
	Web-safe	002D6A
	PMS	2768 C
	RGB	0/45/106

	4-color	0/25/100/37
	Web-safe	AD8505
	PMS	126C
	RGB	173/133/5

	4-color	0/100/99/4
	Web-safe	E31823
	PMS	1797 C
	RGB	227/27/35

	4-color	11/1/0/64
	Web-safe	6A737B
	PMS	431 C
	RGB	106/115/123



CONTACT

YOUR AFPG CONNECTION

Kris Kerber

Administrative Assistant
kris.kerber@afpgusa.us

YOUR APi GROUP CONNECTION

Audrea Bellard

Creative Director
audrea.bellard@apigroupinc.us