



POWERED BY **API GROUP**

BRAND GUIDELINES

Requirements + Standards

BRAND LOGOS

Primary Logos

Primary Logos

Our primary logos are the most recognizable representation of our brand and should be used whenever possible to maintain consistency.

The brand includes two primary logo configurations:

- Vertical Logo: The preferred logo for most applications, such as social media profiles, signage, and other vertically oriented layouts.
- Horizontal Logo: An alternative configuration designed for applications with horizontal space, such as website headers, promotional products, where horizontal space is available.

Do not alter, distort, recreate, or modify the logos.



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BRAND LOGOS

Secondary Logos

Secondary Logos

Our secondary logos are designed for situations where the primary logo's smaller text may become difficult to read or reproduce clearly. Featuring a simplified design with larger, more prominent typography, these logos help maintain brand recognition and legibility across a wide range of applications.

Available in both horizontal and vertical configurations, the secondary logos provide flexibility while ensuring the brand remains clear and recognizable. When space and size allow, the primary logos should remain the preferred choice. Use secondary logos when improved visibility and readability are needed.

Do not alter, distort, recreate, or modify the logos.



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LOGO USAGE

When To Use

Primary Logos

Primary logos should be used whenever space allows and the full logo can be displayed clearly and legibly. EX: PowerPoints, Proposal Covers, Sales Collateral, Building Signage, etc.

Secondary Logos

Secondary logos should be used when the primary logo's smaller text becomes difficult to read due to size constraints, viewing distance, or production limitations. EX: Embroidery, Hats, Stickers, Tools, Giveaways, Trucks, etc.



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Primary Logo



Secondary Logo

LOGO COLORS

Mandatory Colors To Use

Logo Mandatory Colors

To maintain a consistent and recognizable brand identity, all logos must be reproduced using only the approved brand color palette. The five colors on the right are the only approved colors for logo usage.

Only the five approved brand colors may be used for logos. Any color variation outside of these approved options must be reviewed and approved by Marketing before use.



BRAND COLORS

Color Palette

Brand Colors

Our brand colors reflect the values that define our company and help create a consistent, recognizable identity.

- Dark Blue: Represents trust, reliability, and professionalism.
- Dark Red: Symbolizes strength, dedication, and our commitment to safety.
- Dark Gray: Reflects stability, expertise, and confidence

Together, these colors communicate a strong, dependable brand and should be used consistently across all branded materials.

HEX: 162a48
PMS: 289 C

HEX: a10314
PMS: 7427 C

HEX: c8c8c8
PMS: Cool Grey 3 C

TYPEFACE

Approved Brand Fonts

Typeface

- Arial Black: Our primary brand typeface, used for headlines, titles, and subtitles. Its clean, modern appearance reflects our professional and forward-thinking brand.
- Calibri: Used for body copy and supporting text. Calibri provides excellent readability across both digital and print materials.

To maintain a consistent brand presence, Arial Black should be used for all major headings, while Calibri should be used for paragraphs, descriptions, and general content.

ARIAL BLACK

Title + Subtitles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*?

CALIBRI (MS)

Paragraph Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*?

EMAIL SIGNATURE

Approved Brand Fonts

Email Signature

Available signature options include:

- AFPG signature with logo and contact information
- Text-only signature with contact information
- Co-branded signature featuring both companies

Teammates should use only approved signature templates and should not modify logos, colors, fonts, or layouts. If you need a new signature or updates to an existing one, please contact the Marketing team.



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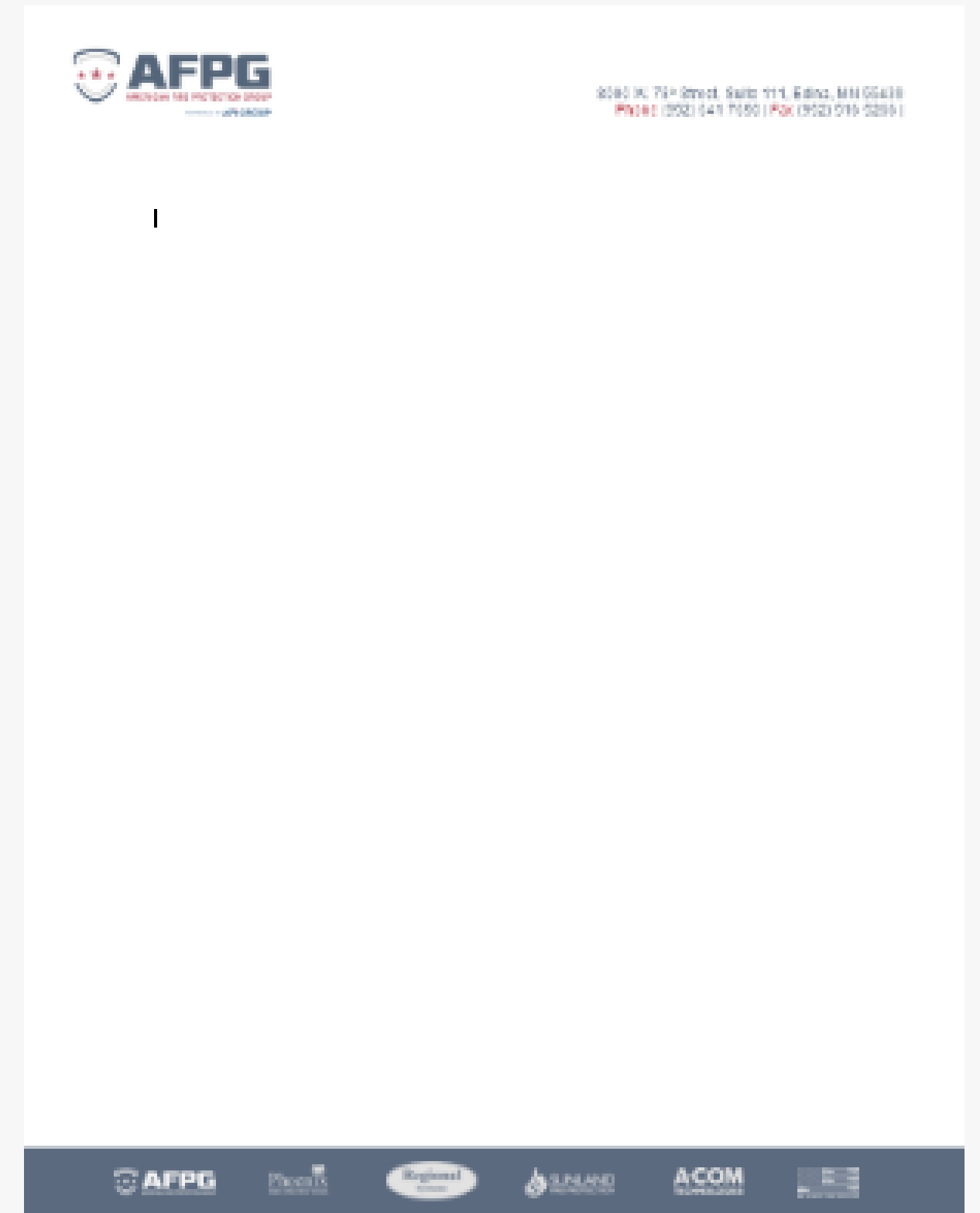
MARKETING MATERIALS

Collateral, Letterheads, etc.

Marketing Materials

All marketing collateral, letterheads, presentations, and customer-facing materials should be updated to reflect current brand standards, including approved logos, colors, and typography.

If existing materials need to be rebranded or you require new marketing assets, please contact the Marketing team for assistance. Marketing will ensure all materials are created and maintained in alignment with brand guidelines.



BUSINESS CARD

Mandatory Design

Business Card

Business cards should not be modified or recreated outside of the approved templates.

Ordering Business Cards: The new business card design is available for all team members through the AFPG Online Store.

The following options are available to order:

- Co-Branded Business Cards – Featuring both the operating company logo and the American Fire Protection Group branding.
- AFPG Business Cards – Featuring the American Fire Protection Group branding only.



FRONT



BACK

LINKEDIN BANNERS

Social Media

LinkedIn Banners

Approved LinkedIn banners are available within the Marketing SharePoint site for all employees to use. These banners help maintain a consistent and professional brand presence across personal LinkedIn profiles.

Employees are encouraged to use the approved banner designs and should not create custom versions without Marketing approval.



POWERPOINT

Template

PowerPoint Template

To ensure consistency across all presentations, use the official AFPG PowerPoint template for all internal and external communications.

The latest version of the PowerPoint template is available on the Marketing SharePoint site. Team members creating or updating presentations should download the template directly from SharePoint to ensure they are using the most current version.

For questions regarding presentation branding or template usage, contact the Marketing team.



FAQ

Common Questions

Frequently Asked Questions

As we continue rolling out our new brand, we know you may have questions about how it impacts marketing materials, vehicles, apparel, signage, digital assets, and more. This FAQ is designed to provide clear guidance, answer common questions, and connect you with the right resources and contacts to ensure a consistent and successful transition.



FAQ

Common Questions

When should I stop using old logos and branded materials?

We encourage everyone to begin using the new logo and brand assets immediately on items that are easy to update, such as presentations, email signatures, digital documents, marketing materials, and new orders. For larger or higher-cost items, such as vehicles, signage, uniforms, and other branded assets, replacement should occur as needed through normal update and replacement cycles.

Who to contact for new door signs?

Please contact Joey Carrasco at Fast Signs (FASTSIGNS.10@fastsigns.com). Joey has the approved logos and can coordinate scheduling for installation.

If you prefer to work with a local vendor, please contact the marketing team first. We will work with the vendor to ensure the branding templates are approved and assist with coordinating the installation.

Who to contact for new fleet branding?

Please contact Joey Carrasco at Fast Signs (FASTSIGNS.10@fastsigns.com). Joey has the approved vehicle templates and can coordinate scheduling for installation.

If you prefer to work with a local vendor, please contact the marketing team first. We will work with the vendor to ensure the branding templates are approved and assist with coordinating the installation.

Who to contact for apparel + business cards + SWAG?

Online store is being updated, while it is under construction please reach out to Megan Miller, mmiller@regencyop.com to place orders.

Brand guidelines? How to know which logo to use?

Review the brand guidelines to know when to use the correct logo.

Need an updated email signature?

Instructions and templates are located on the Marketing SharePoint site.

Need an item rebranded? Collateral + More

Reach out to isabelle.zaske@afpgusa.com.

If you have more questions - reach out to isabelle.zaske@afpgusa.us or rick.westbrook@afpgusa.us