



AMERICANS FOR
PROSPERITY

Brand Book



AMERICANS FOR
PROSPERITY®



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Our Brand

Why a brand?

Our brand is the sum total of everything that makes Americans for Prosperity such an incredible organization. Hundreds of people have worked for many years to make our brand what it is today. We love that, and we want to protect it! Our logo, color palette, typography, and photography style all help reinforce the image that has been lovingly grown and shaped.

Consider the Americans for Prosperity brand a living, breathing human being. Brand attributes create the personality, design elements act as a wardrobe, and messaging exemplifies how this person carries themselves and treats others throughout the day.

This brand book provides some essential guidelines that will help ensure our brand remains consistent and strong in every visual medium. Of course this guide doesn't cover every situation, so please be sure to reach out to your contact in Marketing with any questions!

Contact Information

For logo files and other resources, please visit
AmericansForProsperity.org/mediakit.

For all other questions, please contact Meghan Ryan, MRyan@afphq.org.

Mission & Vision

Mission

Americans for Prosperity exists to recruit, educate, and mobilize citizens in support of the policies and goals of a free society at the local, state and federal levels, helping every American live their dream – especially the least fortunate.

Vision

Our vision is to transform America by inspiring people to embrace and promote principles and policies of economic freedom and liberty.

Logos

Logo Usage

The Americans for Prosperity logo is the heart of our identity. This is the first way we connect with our audiences and it's imperative that we use it correctly and consistently everywhere it appears.

The logo has three components: the torch, the AFP logotype in *Gotham Black* typeface, and the arc. These components are carefully drawn pieces of artwork that should **never be redrawn, separated, or altered**.

There are three configurations of the logo. The horizontal configuration is the preferred version. Use the vertical configuration or shortened configuration when there is insufficient space to use the horizontal configuration. When using the abbreviated *AFP* logo, also use our full name, Americans for Prosperity, in a clearly prominent place.



For use on light backgrounds



For use on dark backgrounds

State Logo Usage

The logo with the chapter name has three components: the torch symbol, the AFP logotype, and the state chapter name, all in *Gotham Black* typeface.

These logo components are carefully drawn pieces of artwork that should **never be redrawn, separated, or altered**.

The logo with the chapter name in the horizontal configuration is the preferred version.



For use on light backgrounds



For use on dark backgrounds

Parent Branding

When using logos created for projects of Americans for Prosperity, the Americans for Prosperity logo must be used as the parent brand. This means that the AFP logo must be used in conjunction with the project logo.



Incorrect Logo Usage

1. 
2. 
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4. 
5. 
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8. 
9. 
10. 
11. 
12. 
13. 

1. Don't separate elements of the logo. 2. Don't recolor the logo. 3. Don't skew the logo. 4. Don't rotate the logo. 5. Don't change fonts or styling of the logo. 6. Don't alter the size of any logo elements. 7. Don't make patterns with elements of the logo. 8. Don't distort the logo. 9. Don't alter the orientation of the logo. 10. Don't place the logo on the edge of a piece - allow space on all sides of the logo. 11. Don't use the dark logo on dark backgrounds. 12. Don't alter the position of logo elements. 13. Avoid using the torch as a stand-alone element to reinforce brand strength.

Incorrect Logo Usage

Do not alter the Americans for Prosperity logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Going forward, please avoid using the torch as a stand-alone element on any item. Our branding is much stronger when the torch is accompanied by our name and the other logo elements. The torch element is not a registered trademark and therefore could be used by anybody.

Swag Items

Brand guidelines should also be followed when used on swag items. Below are examples of properly and improperly branded items.

Properly Branded



Improperly Branded



Style Guide

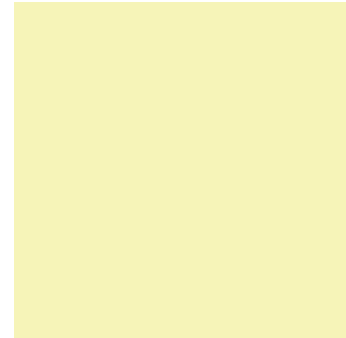
Colors



Pantone 7724 C
HEX #008B61



Pantone 113 C
HEX #F7E256



Pantone 0131 C
HEX #F7F5B7

Typography

Our typefaces are an essential styling element to our brand. They are visually associated with all elements of our brand, including the logo. These fonts have been carefully selected and should be used wherever possible and in the correct order to maintain brand strength.

Font Package 1

Header

Gotham Black

Sub-Header

Gotham Medium

Body

Garamound Regular

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quate qui volorem ex eaqui optatiis.

Font Package 2

Header

Gotham Condensed Bold

Sub-Header

Gotham Medium

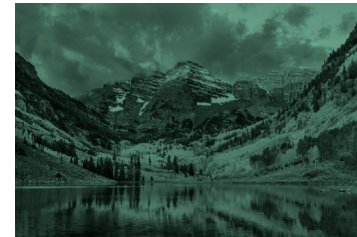
Body

Gotham Light

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Photography

Lifestyle photography should be used as the primary imagery with the individual or group as hero rather than the environment, speaking to the personal, compassionate, and uplifting aspects of our organization (i.e. genuine moments of engagement and collaboration, candid moments of action, and positive expressions). Lifestyle photography should be diverse in gender, age, and race. Contrast lifestyle photography with recognizable scenic imagery. Use a combination of color, black and white, and color overlay.



Editorial Voice

Writing Guidelines

- Keep your language simple and to the point. Don't overwhelm the reader with unnecessary details or technical language.
- Focus on the people we impact and how the change we offer delivers positive results.
- Use words that emphasize action. Communicate our position with confidence, boldness, and without threat.
- Sound insightful and ahead of the curve, but not condescending.



The background of the entire page is a dark blue, semi-transparent image showing several hands of different skin tones stacked on top of each other in a circular formation, symbolizing unity and teamwork.

**AMERICANS FOR
PROSPERITY[®]**
— FOUNDATION —

Brand Book

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Our Brand

Why a brand?

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Consider the Americans for Prosperity Foundation brand a living, breathing human being. Brand attributes create the personality, design elements act as a wardrobe, and messaging exemplifies how this person carries themselves and treats others throughout the day.

This brand book provides some essential guidelines that will help ensure our brand remains consistent and strong in every visual medium. Of course this guide doesn't cover every situation, so please be sure to reach out to your contact in Marketing with any questions!

Contact Information

For logo files and other resources, please visit
AmericansForProsperity.org/mediakit.

For all other questions, please contact Meghan Ryan, MRyan@afphq.org.

Mission & Vision

Mission

Americans for Prosperity Foundation is dedicated to educating and training citizens to be courageous advocates for the ideas, principles, and policies of a free society, knowing that leads to the greatest prosperity and wellbeing for all — especially the least fortunate.

Vision

We strive to win the hearts and minds of all Americans by demonstrating how free-market policies and limited government create the best quality of life, most opportunity and best chance for all to pursue and achieve their American dream.

Logos

Logo Usage

The Americans for Prosperity Foundation logo may only be used in accordance with the corporate identity system. Because it is the first way we connect to our employees, donors, customers, communities, and partners, we must use it correctly everywhere it appears.

The logo has two components: the AFP Foundation logotype in *Gotham Black* typeface and the arc. This artwork has been carefully drawn and should **never be redrawn or altered**.



For use on light backgrounds



For use on dark backgrounds

Logo Usage - Bridge to Wellbeing

The Americans for Prosperity Foundation Bridge to Wellbeing logo has three components: the AFP Foundation logotype in *Gotham Black* typeface, the arc, and the Bridge to Wellbeing logotype in *Tryst* typeface. This artwork has been carefully drawn and should **never be redrawn or altered**.



For use on light backgrounds



For use on dark backgrounds

Logo Usage - Grassroots Leadership Academy

The Grassroots Leadership Academy logo has one component: the Grassroots Leadership Academy logotype in *Gotham Black* typeface. This artwork has been carefully drawn and should **never be redrawn or altered**.



GRASSROOTS
LEADERSHIP
ACADEMY®

For use on light backgrounds



GRASSROOTS
LEADERSHIP
ACADEMY®

For use on dark backgrounds

Style Guide

Colors



Pantone 7463 C
HEX #102A4C



Pantone 2995 C
HEX #3AA6DD



Pantone 142 C
HEX #F5BF49



Pantone 669 C
HEX #40305B

Typography

Our typefaces are an essential styling element to our brand. They are visually associated with all elements of our brand, including the logo. These fonts have been carefully selected and should be used wherever possible and in the correct order to maintain brand strength.

Font Package 1

Header

Gotham Black

Sub-Header

Gotham Medium

Body

Garamound Regular

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quate qui volorem ex eaqui optatiis.

Font Package 2

Header

Gotham Condensed Bold

Sub-Header

Gotham Medium

Body

Gotham Light

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Photography

Lifestyle photography should be used as the primary imagery with the individual or group as hero rather than the environment, speaking to the personal, compassionate and uplifting aspects of our organization (i.e. genuine moments of engagement and collaboration, candid moments of action and positive expressions). Lifestyle photography should be diverse in gender, age, and race. Contrast lifestyle photography with recognizable scenic imagery. Use a combination of color, black and white, and color overlay.



Graphic Elements

The graphic elements for Bridge to Wellbeing include waving arches in complimentary brand colors. These waving arches help portray the soft, friendly feel of the Bridge to Wellbeing brand while helping create space for text and logos.



Graphic Elements

The graphic elements for Grassroots Leadership Academy include sharp, crossing polygonal shapes in complimentary brand colors. These polygonal shapes help portray the sophisticated, impactful feel of the Grassroots Leadership Academy brand while helping create space for text and logos.



Editorial Voice

Writing Guidelines

- Keep your language simple and to the point. Don't overwhelm the reader with unnecessary details or technical language.
- Focus on the people we impact and how the change we offer delivers positive results.
- Use words that emphasize action. Communicate our position with confidence, boldness, and without threat.
- Sound insightful and ahead of the curve, but not condescending.

