

# Americans for Prosperity **Brand Guide**

***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.

## 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 two configurations of the logo. The horizontal configuration is the preferred version. Use the vertical configuration when there is insufficient space to use the horizontal configuration.

Preferred



# 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.*

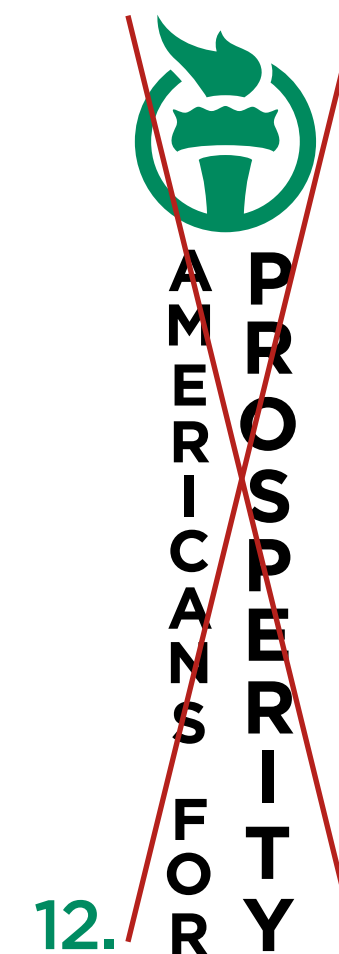
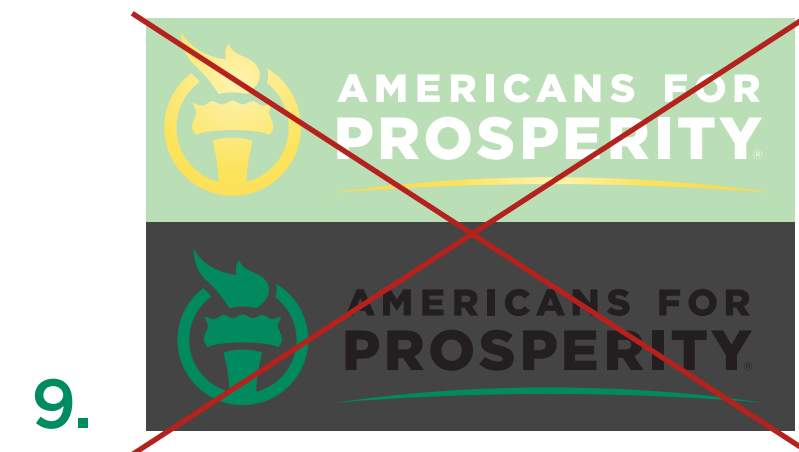
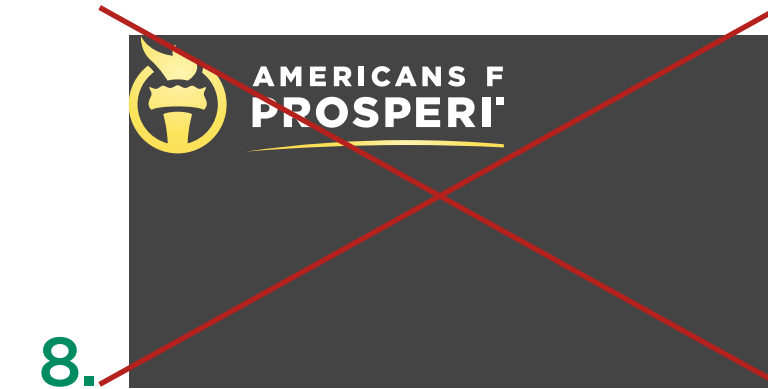
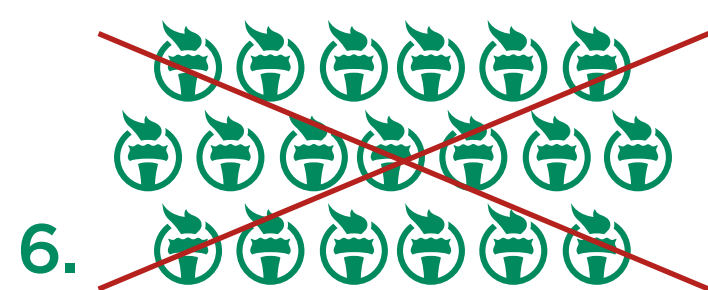
The logo with the chapter name in the horizontal configuration is the preferred version.

Preferred



## States with Official AFP Logos

- |             |                |
|-------------|----------------|
| Alaska      | Nevada         |
| Arizona     | New Hampshire  |
| Arkansas    | New Jersey     |
| California  | New Mexico     |
| Colorado    | North Carolina |
| Florida     | North Dakota   |
| Georgia     | Ohio           |
| Illinois    | Oklahoma       |
| Indiana     | Pennsylvania   |
| Iowa        | South Carolina |
| Kansas      | South Dakota   |
| Kentucky    | Tennessee      |
| Louisiana   | Texas          |
| Maine       | Utah           |
| Michigan    | Virginia       |
| Minnesota   | West Virginia  |
| Mississippi | Wisconsin      |
| Missouri    |                |
| Montana     |                |
| Nebraska    |                |



## Incorrect Logo Usage

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

# Primary Color Palettes

The Primary and Secondary colors should dominate the composition of most AFP collateral with few exceptions.

## Primary



Pantone 7724 C  
HEX #008B61  
CMYK 86 21 76 6



Pantone 113 C  
HEX #F7E256  
CMYK 6 4 80 0



HEX #434444  
CMYK 67 60 59 44

## Secondary



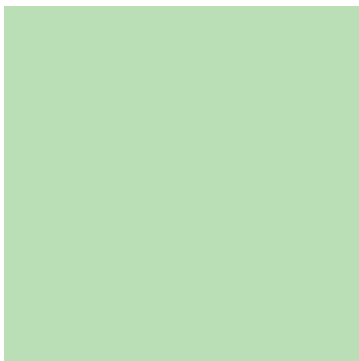
HEX #053724  
CMYK 87 48 82 62



HEX #0A5E47  
CMYK 89 39 76 32



HEX #95CA9B  
CMYK 44 2 50 0



HEX #BBDDBB  
CMYK 28 1 36 0

## ***Optional Color Palettes***

Alternate colors should be used occasionally to add emphasis and variety to collateral. Complimentary colors should be used very sparingly as accents or for emphasis as they exist only to provide options if an alternate isn't possible.

### **Alternate\***

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HEX #F6F3B8  
CMYK 4 1 35 0



HEX #066394  
CMYK 93 60 20 4



HEX #77ADDC  
CMYK 52 21 1 0



HEX #A2D1E6  
CMYK 35 5 5 0

### **Complimentary\***

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HEX #6C1613  
CMYK 32 96 95 47



HEX #B42425  
CMYK 20 99 100 12



HEX #F6B51A  
CMYK 2 31 99 0

\*Reds and blues should **NEVER** be used to indicate or imply political party association. These colors are to be used to indicate **TONE** only, i.e. negative, urgent, positive, celebratory, etc. And are therefore very different from traditional political party reds and blues and are neutral in character. ***Any use of the reds or blues to indicate or imply political party association is an improper use of the brand.***

**Typefaces** Our typefaces are an essential styling element to our brand.  
They are visually associated with all elements of our brand, including the logo.

## Primary

### Gotham

Paid license through Hoefler&Co.  
Use System Alternate if necessary.

SYSTEM ALTERNATE: ARIAL

STANDARD TRACKING

-40	book <i>book italic</i>
-30	medium <i>medium italic</i>
-20	bold <i>bold italic</i>
-10	black <i>black italic</i>

### EB Garamond

Open Source (free) license through Google fonts. Download below.

DOWNLOAD EB GARAMOND HERE

STANDARD TRACKING

0	regular <i>regular italic</i>
-10	medium <i>medium italic</i>
	semi-bold <i>semi-bold italic</i>
	bold <i>bold italic</i>

## Secondary

### Gotham Condensed

Paid license through Hoefler&Co.  
Use System Alternate if necessary.

SYSTEM ALTERNATE: ARIAL NARROW

STANDARD TRACKING

0	extra light <i>extra light italic</i>
	book <i>book italic</i>
10	medium <i>medium italic</i>
	black <i>black italic</i>

**AFP is:**

**Confident**

**Authoritative**

**Patriotic**

**Enthusiastic**

**Grassroots**

## ***Using the Brand***

The Americans For Prosperity (AFP) brand consists of three tonal voices based on the types of content AFP commonly creates. This makes it easy to determine how to style any content based on tone regardless of topic, as well as ensure the AFP brand is consistent, recognizable, and maintains a high industry standard. The three tonal voices will be broken down further in the following pages, they are: **Informative, Activating, and Sentimental.**

### **Informative**

The Informative tone applies to any content having to do with statistics or facts and it's intention is to educate or inform the viewer. The aesthetic utilizes AFP's most primary colors; green and yellow (predominantly green, yellow is a point of emphasis), and should focus clearly and concisely on the number, graph, or chart being displayed. On occasion, they will focus on a takeaway but, either way, they should utilize color and type over photography, have a dynamic, layered composition, and emulate a screen-printed-like quality.

### **Activating**

The Activating tone applies to any content with a Call-to-Action (literal or implied), sense of urgency (positive or negative), or events and it's intention is to make the viewer react in some way whether it's attending a townhall or contacting a legislator. The aesthetic utilizes the primary green and yellow (in equal quantities), as well as the deep shades of green in the secondary palette, and all colors in the complimentary palette if need be. Activating collateral relies more heavily on photography than the other tones and each piece should be treated differently depending on the messaging (see following pages for details). These pieces should be pointed and assertive.

### **Sentimental**

The Sentimental tone applies to any content that's celebratory, grateful, or inspirational. The aesthetic utilizes the secondary and alternate color palettes and should be monochromatic piece-to-piece. The only type of photography utilized should be of specific people (a quote or thank you call out) and should be full color. These should be more minimalistic than the other tones.



***Informative***    Educational, Statistics, Facts

**Tone**

Confident, Empowered, Graphic

**Color**

Overall Scheme: Primary Green

Coordinate Colors: Secondary greens, primary yellow, alternate yellow, white



**Typography**

Focal Point Text: Gotham & Gotham Condensed (*in heavier weights*)

Secondary Text: Gotham book/medium

Highlighted Text: Gotham medium/bold (*plus italics*)

**Imagery**

Minimal photography usage

**Focal Point**

Stats/numbers (*occasionally the takeaway message*)

**Aesthetic**

Flat colors for backgrounds and all graphic elements

Mostly monochromatic

Screen printed-like layering style (*i.e. Layering of outlined text, layering thin and thick text, bold underlines and highlights behind text, etc.*)



## **Activating** *Events, Call-to-Actions, Urgent*

### **Tone**

Assertive, Dynamic, Enthusiastic

### **Color**

Overall Scheme: Primary green & yellow

Coordinate Colors: Secondary deep greens & complimentary colors



### **Typography**

Focal Point Text: Gotham (*focus on italics*)

Secondary Text: Gotham medium/book

### **Imagery**

Serious/Negative: Black & white photography with dark green, soft light effect

Powerful/Positive: Full color photography

### **Focal Point**

CTA or provoking copy

### **Aesthetic**

Flat colors for graphic elements

Even balance of greens and yellow

Implies lots of movement, momentum, and activism



***Sentimental*** *Inspirational, Quotes, Victories, Milestones, Thank You's, Holidays*

### Tone

Minimalistic, Approachable, Thoughtful

### Color

**Overall Scheme:** Primary green, secondary greens, & complimentary blues



### Typography

**Focal Point Text:** Adobe Garamond Pro semibold

**Secondary Text:** Gotham book/med/bold

### Imagery

**Quotes:** When photography is used, it should be full color of a specific person

**Thank you's/endorsements/any rep:** Cut out-style, feather to soften, full color

**Holidays:** No photography

### Focal Point

Copy

### Aesthetic

Text-focused

Flat colors, Monochromatic piece-to-piece, layer tints and shades

More subtle and humanistic than other brand collateral



## ***Digital Application*** *Facebook/Instagram*

### **Social Media Sizing**

1:1/square sizing (at 1200px x 1200px) is now standard for all social media collateral. It can be used organically on Facebook and Instagram and as ads on both platforms as well. Viewers are more likely to see and react to square collateral and it is considered industry standard.

For additional branding support, contact the Stand Together Communications design team at [design@StandTogether.org](mailto:design@StandTogether.org)