**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.
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.
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.

States with Official AFP Logos

- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Pennsylvania
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Virginia
- West Virginia
- Wisconsin
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 #344444**
  - 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 #BBDBB4**
  - 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*

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate</td>
<td>#F6F3B8</td>
<td>4 1 35 0</td>
</tr>
<tr>
<td>Complimentary</td>
<td>#066394</td>
<td>93 60 20 4</td>
</tr>
<tr>
<td></td>
<td>#77ADDC</td>
<td>52 21 1 0</td>
</tr>
<tr>
<td></td>
<td>#A2D1E6</td>
<td>35 5 5 0</td>
</tr>
</tbody>
</table>

Complimentary*

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate</td>
<td>#6C1613</td>
<td>32 96 95 47</td>
</tr>
<tr>
<td>Complimentary</td>
<td>#B42425</td>
<td>20 99 100 12</td>
</tr>
<tr>
<td></td>
<td>#F6B51A</td>
<td>2 31 99 0</td>
</tr>
</tbody>
</table>

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

**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.

- book
- book italic
- medium
- medium italic
- bold
- bold italic
- black
- black italic

**EB Garamond**

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

- regular
- regular italic
- medium
- medium italic
- semi-bold
- semi-bold italic
- bold
- bold italic

**Secondary**

**Gotham Condensed**

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

- extra light
- extra light italic
- book
- book italic
- medium
- medium italic
- black
- black italic

Download EB Garamond here.

Download below.

Use System Alternate if necessary.
**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.
AFP: Brand Guide

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

Thursday, April 2  
12 PM–3:30 PM

DIGITAL DAY  
OF ACTION

SUPPORT  
POLICE REFORM

DO NOT CROSS

TELL CONGRESS:  
Say No  
to state bailouts and  
more reckless spending.

Over 244 years of  
freedom and opportunity.

Celebrate America.

PausePolitics.com
With COVID-19 still affecting America, we must do everything we can to reimagine health care.

Congressman Dave Brat has been a principled champion for Virginians.

Telehealth is a rare area with strong bipartisan support and it’s here to stay.

- Senator Brian Schatz

Happy Veterans Day!

Congressman Dave Brat has been a principled champion for Virginians.

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 suble 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.