

The logo features a stylized white 'F' with a blue shadow effect, followed by the letters 'AFL' in a bold, white, sans-serif font. The entire logo is centered horizontally.

FAFL

BRANDING GUIDE

Table of Contents

The AFL Name 2

Corporate Colors 4

Corporate Logo 5

Typography 10

Packaging 12

Vehicles 13

Signage 14

The AFL Name

Throughout AFL’s history, our name has evolved due to acquisitions and growth. There are many factors that have contributed to the variations over time, but the main thing to take away from this is, **OUR NAME IS AFL.**

Our legal name is AFL Telecommunications, so if you are filling out legal documents, that is acceptable, but if someone asks where you work, your reply should be, **“I work at AFL.”**

Our website is AFLglobal.com. It’s named that because someone else secured the AFL.com domain a long time ago and will not release it. This shouldn’t be too confusing though. Several companies have web addresses that differ from the company name.

Please visit www.JustAFL.com for more information on our name and guidance with e-mail signatures and voice mail greetings.



If you have any questions about how to properly use the AFL logo or are having difficulty finding the proper format, please contact the AFL Marketing Communications Group at: Marketing@AFLglobal.com.

AFL Branding

What is a brand?

The American Marketing Association defines a brand as “a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.” In other words, a brand is a combination of items that make up a company, product or service’s personality. The company’s brand sets it apart.

A brand is more than a logo

It’s easy to think that a brand is just a logo, but a brand includes so much more. A brand often includes a logo, fonts, color schemes, symbols, sound, ideas and even personality. A strong brand evokes in consumers an emotion and a promise of what it will deliver without the consumer having to do much research (if any).

Brands have value

A brand affects the bottom line. If you don’t believe it, just ask someone why they prefer purchasing a pair of athletic shorts from Nike instead of a generic brand. Brand adds value.

What our brand means

At AFL, our success is directly tied to our relationship with each of our customers. Nothing is more important than responding to our customers and exceeding their expectations. AFL’s people make the real difference. Our people go to extraordinary lengths to deliver what the customer needs and desires.

This focus on relationships extends to our internal relationships. We connect with our customers and each other, providing the best level of service and open lines of communication. We ensure that customer satisfaction is our highest priority.

To support the relationship with each customer, AFL provides proven, reliable products, engineering excellence and end-to-end solutions that make working with us easier. Further contributing to AFL’s strong position is our track record, over a 30-year history of success, and the strength and support from our parent company, Fujikura. Combined, AFL is positioned for solid, controlled growth.



WHO WE ARE
OUR ORGANIZATION





We connect.[®]

OUR PURPOSE
WHAT IT MEANS TO WORK HERE
OR WITH US

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Corporate Colors

Print and Web Color Specifications

Bright Blue		4-Color Process C70 / M0 / Y0 / K0 RGB R0 / G192 / B243	Pantone PMS 298C Web 00C0F3	Toyo CF 10395
Deep Blue		4-Color Process C100 / M70 / Y0 / K30 RGB R0 / G66 / B130	Pantone PMS 662C Web 004282	Toyo CF 10933
Black		4-Color Process C0 / M0 / Y0 / K100 RGB R0 / G0 / B0	Pantone PMS Process Black Web 231F20	Toyo CF 10933
Green (accent color)		4-Color Process C29 / M0 / Y100 / K0 RGB R193 / G216 / B47	Pantone PMS 382C Web C1D82F	Toyo CF 10224

Vinyl Color Specifications

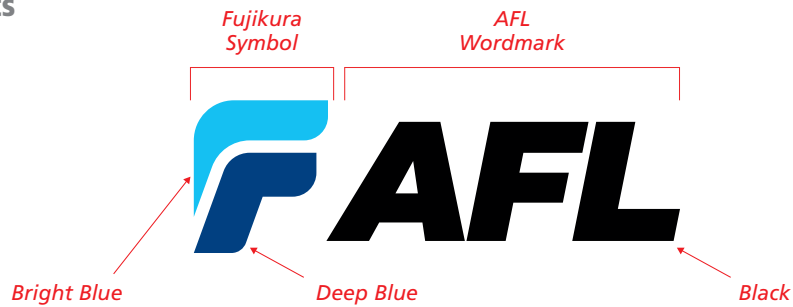
(used for signage and vehicle graphics)

Bright Blue		ORACAL 751 056 Ice Blue ORACAL 8800 (trans) 547 Fjord Blue	ORACAL 651 056 Ice Blue ORACAL 8500 (trans) 053 Light Blue	FDC 2100 108 Peacock Blue FDC 2500 (trans) 108 Light Baby Blue
Deep Blue		ORACAL 751 057 Traffic Blue ORACAL 8800 (trans) 536 Middle Blue	ORACAL 651 057 Traffic Blue ORACAL 8500 (trans) 542 Caribic Blue	FDC 2100 005 Blue FDC 2500 (trans) 017 Cobalt Blue
Black		ORACAL 751 070 Black ORACAL 8800 (trans) 070 Black	ORACAL 651 070 Black ORACAL 8500 (trans) 070 Black	FDC 2100 003 Gloss Black FDC 2500 (trans) 040 Black
Green (accent color)		ORACAL 751 063 Lime-tree Green ORACAL 8800 (trans) 063 Lime-tree Green	ORACAL 651 063 Lime-tree Green ORACAL 8500 (trans) 063 Lime-tree Green	FDC 2100 257 Lime Green FDC 2500 (trans) N/A

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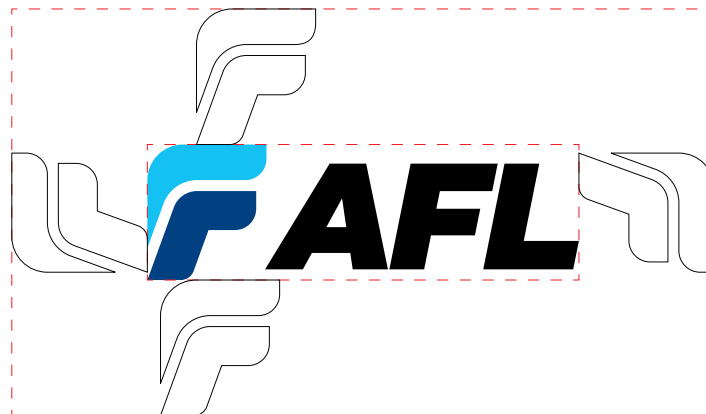
Corporate Logo

Components



Protected Space

Protected space allows the corporate logo to be seen clearly and prevents interference from headlines, text, imagery or the edge of the document or project. Whenever possible use more than the minimum amount of protected space. The minimum protected space dimension is defined by the height of the Fujikura symbol (stylized "F").



Logo Combination

The only time the AFL logo should be used with another logo is when it is combined with the We Connect logo. The We Connect logo is artwork and should NOT be typed when being used as a logo.



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Corporate Logo

Approved Logo Usage

Below are examples of how to correctly use the AFL logo. You will notice that on this and the next few pages, there are far more ways to incorrectly use the AFL logo than there are to correctly use it.

Logos can be downloaded from the AFL intranet at <http://aflconnects.com/Support/Marketing/Documents/Logos>. Non-AFL associates can contact the AFL Marketing Communications Group for AFL logo artwork.

		Spot or process color on white background.
		Spot or process color on light colored background. Background should not exceed 20% total coverage.
		Reversed out of a black background or photo image.
		Reversed out of a dark solid colored background.
		Solid black on a white or light colored background. Background should not exceed 20% total coverage.

Minimum Size



If you have any questions about how to properly use the AFL logo or are having difficulty finding the proper format, please contact the AFL Marketing Communications Group at: Marketing@AFLglobal.com.

Corporate Logo

Incorrect Logo Usage



Never place a tagline, phrase or subsidiary name within the protected space.



Do not compress the logo horizontally. Always scale proportionately.



Do not stretch the corporate logo horizontally. Always scale proportionately.



Never change the font used to create the AFL wordmark or redraw the letters.



Never produce the spot or process color logo in grayscale. If using the logo in a B&W environment, use only solid Black or solid White.

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Corporate Logo

Incorrect Logo Usage



Never add an outline to the logo.



Never produce the logo in a color that is not specified in the Branding Guide.



Never change the orientation of the logo.



Never use the AFL wordmark without the Fujikura symbol.



Never alter the position of the elements within the logo.

If you have any questions about how to properly use the AFL logo or are having difficulty finding the proper format, please contact the AFL Marketing Communications Group at: Marketing@AFLglobal.com.

Corporate Logo

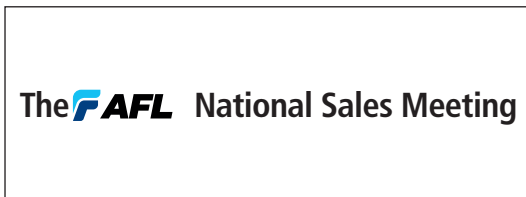
Incorrect Logo Usage



Never alter the proportions of the elements within the logo.



Never crop the logo in any way.



Never create a "read-through" header with the logo or place in a text field that violates the protected space.



Never alter or redraw the Fujikura symbol.



Never use the Fujikura symbol by itself. It must be accompanied by either the Fujikura wordmark or the AFL wordmark.

If you have any questions about how to properly use the AFL logo or are having difficulty finding the proper format, please contact the AFL Marketing Communications Group at: Marketing@AFLglobal.com.

Typography

Typeface

Frutiger is the primary typeface to be used for all external marketing and communications materials. Within the Frutiger family, there are 14 fonts of varying weights that may be used.

Do not distort or alter a font in any way. Be sure to use the original typeface without stretching or compressing it horizontally.

Vendors may purchase Frutiger at www.Adobe.com.

Frutiger 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&* +

Frutiger 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&* +

Frutiger 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&* +

Frutiger 77 Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&* +

Frutiger 87 Extra Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&* +

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&* +

Frutiger 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&* +

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Typography

Typeface (continued)

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*+

Frutiger 56 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&+*

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*+

Frutiger 66 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*+

Frutiger 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*+

Frutiger 76 Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*+

Frutiger 95 Ultra Black

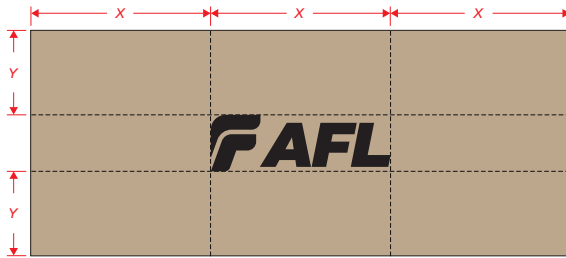
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*+

Packaging

Corrugated Boxes

The examples below are provided as a visual guideline only. Product packaging is highly individualized and must be tailored to each application.

As a general rule, the AFL logo should be 1/3 the width of the box (dimension "X"). The AFL logo should be centered vertically (see dimension "Y"). The height of the Fujikura Symbol must not exceed dimension "Y."



Wooden Cable Reels

Stencil should be cut to minimize gaps in AFL wordmark. Stenciled image color is black.

Whenever possible, reels should be loaded on transport vehicle so that the AFL logo is in the upright position.

All packaging artwork must be approved by the AFL Marketing Communications Group prior to contracting and/or construction.



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Vehicles

Vehicle artwork may be adjusted in instances where vehicle size/shape dictate.

The examples below are provided as a visual guideline only.

All vehicle artwork must be approved by the AFL Marketing Communications Group prior to contracting and/or installation.



Mid-size SUV



Van



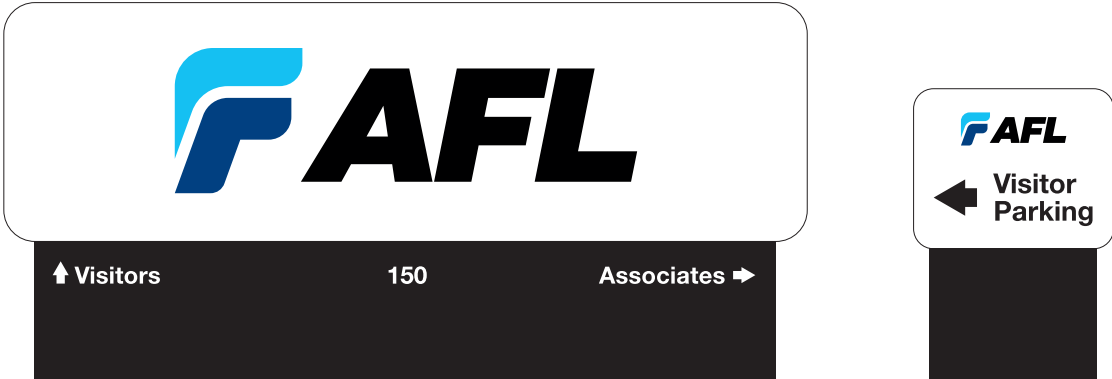
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Signage

Monument Signs

Sign proportions may be adjusted in instances where existing signage or local covenants dictate.

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Signage

Door/Window Glass

Sign proportions for door/window glass may be adjusted in instances where local covenants dictate.

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