AFL

BRANDING GUIDE

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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 40-year history of success, and the strength and support from our parent company, Fujikura.

WHO WE ARE
OUR ORGANIZATION

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Corporate Colors

Print and Web Color Specifications

Bright Blue

4-Color Process	**Pantone**	**Toyo**
C70 / M0 / Y0 / K0	PMS 298C	CF 10395
RGB	**Web**	
R0 / G192 / B243	00C0F3	

Deep Blue

4-Color Process	**Pantone**	**Toyo**
C100 / M70 / Y0 / K30	PMS 662C	CF 10933
RGB	**Web**	
R0 / G66 / B130	004282	

Black

4-Color Process	**Pantone**	**Toyo**
C0 / M0 / Y0 / K100	PMS Process Black	CF 10933
RGB	**Web**	
R0 / G0 / B0	231F20	

Green
(accent color)

4-Color Process	**Pantone**	**Toyo**
C29 / M0 / Y100 / K0	PMS 382C	CF 10224
RGB	**Web**	
R193 / G216 / B47	C1D82F	

Gradient
(accent color)

4-Color Process	**Pantone**
C70 / M0 / Y0 / K0 to C100 / M70 / Y0 / K30	PMS 298C to 662C
RGB	**Web**
R0 / G192 / B243 to R0 / G66 / B130	C1D82F to 004282

Alternate
to Gradient

4-Color Process
C86 / M54 / Y13 / K2
RGB
R40 / G109 / B63

Vinyl Color Specifications
(used for signage and vehicle graphics)

Bright Blue

ORACAL 751	**ORACAL 651**	**FDC 2100**
056 Ice Blue	056 Ice Blue	108 Peacock Blue
ORACAL 8800 (trans)	**ORACAL 8500 (trans)**	**FDC 2500 (trans)**
547 Fjord Blue	053 Light Blue	108 Light Baby Blue

Deep Blue

ORACAL 751	**ORACAL 651**	**FDC 2100**
057 Traffic Blue	057 Traffic Blue	005 Blue
ORACAL 8800 (trans)	**ORACAL 8500 (trans)**	**FDC 2500 (trans)**
536 Middle Blue	542 Caribic Blue	017 Cobalt Blue

Black

ORACAL 751	**ORACAL 651**	**FDC 2100**
070 Black	070 Black	003 Gloss Black
ORACAL 8800 (trans)	**ORACAL 8500 (trans)**	**FDC 2500 (trans)**
070 Black	070 Black	040 Black

Green
(accent color)

ORACAL 751	**ORACAL 651**	**FDC 2100**
063 Lime-tree Green	063 Lime-tree Green	257 Lime Green
ORACAL 8800 (trans)	**ORACAL 8500 (trans)**	**FDC 2500 (trans)**
063 Lime-tree Green	063 Lime-tree Green	N/A

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Corporate Logo

Components

Fujikura
Symbol

AFL
Wordmark

Bright Blue

Deep Blue

Black
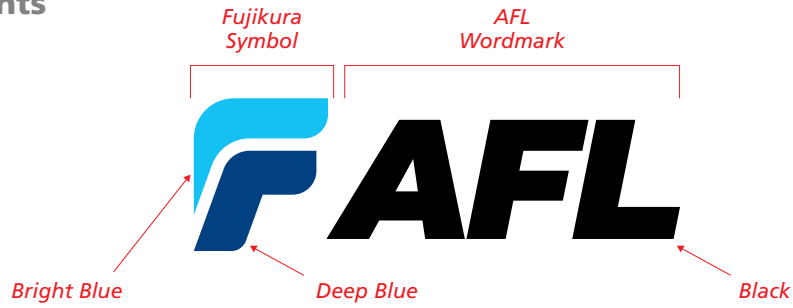
Protected Space

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").

Minimum Size

3l4"

3l4"

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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 here.
Non-AFL associates can contact the AFL Marketing Communications Group for AFL logo artwork.

✓ **FAFL** — Spot or process color on white background.

✓ **FAFL** — Spot or process color on light colored background. Background should not exceed 20% total coverage.

✓ **FAFL** — Reversed out of a black background.

✓ **FAFL** — Reversed out of a photo image.

✓ **FAFL** — Reversed out of a dark solid colored background.

✓ **FAFL** — Reversed out of AFL blue gradient (color specs on page 4).

✓ **FAFL** — Solid black on a white or light colored background. Background should not exceed 20% total coverage.

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

✖

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 black & white (B&W) environment, use only solid Black or solid White.

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

❌   **FAFL**   Never add an outline to the logo.

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

❌   **FAFL**   Never change the orientation of the logo.

❌   **AFL**   Never use the AFL wordmark without the Fujikura symbol.

❌   **F AFL**   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.

*There could be unique situations (small product labelling, for example) where space or size is not adequate for the complete AFL wordmark. In these situations, permission may be obtained from Fujikura to use the Fujikura symbol. **Do not use the Fujikura symbol in any situation without written permission from Fujikura first.** Please contact AFL Marketing Communications Group for instructions on obtaining permission from Fujikura.*

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.

Do not distort or alter a font in any way. Be sure to use the original typeface without stretching or compressing it horizontally. If you have any questions about how to properly use Frutiger, or have difficulty obtaining the font, please contact the AFL Marketing Communications Group at: Marketing@AFLglobal.com.

Within the Frutiger family, there are 14 fonts of varying weights that may be used.

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!@#$%^&*+

If you have any questions about how to properly use the AFL logo or are having difficulty finding the proper format,
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Typography

Typeface (continued)

Forza is the secondary typeface that can be used as an alternative to Frutiger. Forza is typically used in one-off projects when consistency isn't as critical. Forza would not be used in standardized documents (specification sheets, for example) that require consistency in all documents.

Do not distort or alter a font in any way. Be sure to use the original typeface without stretching or compressing it horizontally. If you have any questions about how to properly use Forza or have difficulty obtaining the font, please contact the AFL Marketing Communications Group at: Marketing@AFLglobal.com.

Within the Forza family, there are 12 fonts of varying weights that may be used.

Forza Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*+

Forza Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&+*

Forza Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*+

Forza Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&+*

Forza Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*+

Forza Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&+*

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Typography

Typeface (continued)

Forza Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*+

Forza Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&+*

Forza Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*+

Forza Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*+

Forza Black

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

Forza Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*+

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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."
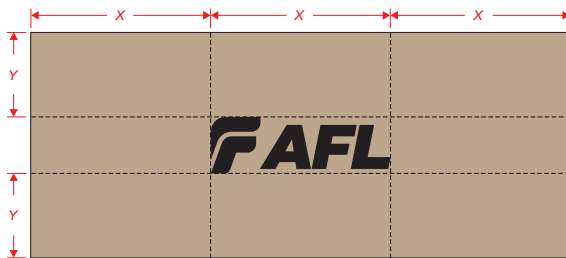
Wooden Cable Reels

Stencil should be cut to minimize gaps in the AFL wordmark. Stenciled image color is black OR blue Fujikura symbol with black AFL wordmark.

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.
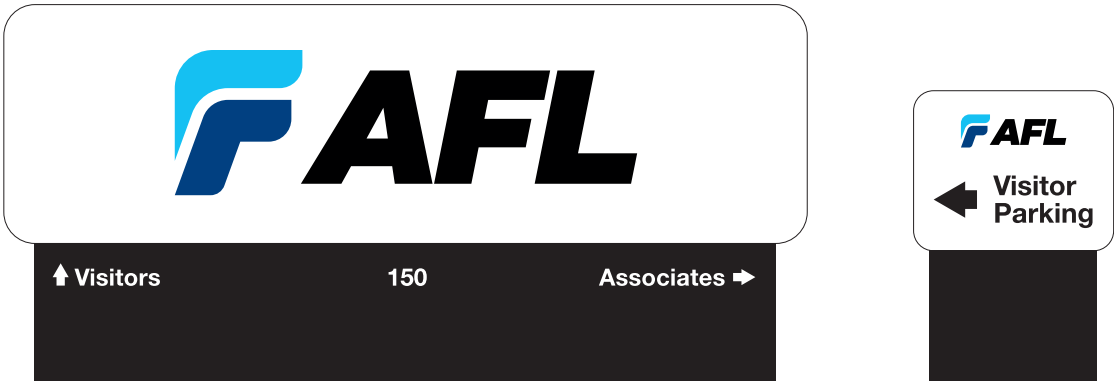

Mid-size SUV

Van

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Signage

Monument Signs

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

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

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Signage

Door/Window Glass

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

The examples below are provided as a visual guideline only.

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

Dark Tinted Glass
(or dark in appearance from street)

Clear Glass
(or light in appearance from street)

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