

A&B PRODUCTS & SERVICES

Brand Guidelines

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Logo System

The logo system is designed to be flexible, consistent, and scalable across all applications. It ensures the brand is presented clearly and professionally, whether used on large-format signage, digital platforms, or small printed materials.

The system includes multiple logo variations to accommodate different use cases while maintaining a cohesive visual identity.

Primary Logo

The primary logo is the main and preferred version. It should be used whenever possible, especially in brand-forward applications such as websites, signage, and marketing materials.



**PRODUCTS
& SERVICES**

Secondary Logo -- 1

The secondary logo provides flexibility when space or layout constraints prevent the use of the primary logo. It maintains the same visual elements and brand integrity.



Secondary Logo -- 2

The secondary logo provides flexibility when space or layout constraints prevent the use of the primary logo. It maintains the same visual elements and brand integrity.



Logo with Tagline

The logo with tagline is used when additional brand messaging is needed. The tagline reinforces the brand's purpose while maintaining a clean and professional appearance.

This version should be used in marketing materials, presentations, and signage where there is sufficient space for clear legibility. The logo and tagline must remain as a locked unit and should not be altered or separated. When space is limited, the primary logo without the tagline should be used instead.

One line



**PRODUCTS
& SERVICES**

We're proudly American made.

Two line



**PRODUCTS
& SERVICES**

We're proudly
American made.

Trademark

The icon or mark can be used independently in small spaces, such as social media avatars, favicons, product markings, or supporting graphics.



Clear Space & Legibility

To maintain clarity and impact, the logo should always be surrounded by sufficient clear space. This prevents visual clutter and ensures the logo remains legible at all sizes. The logo should never be distorted, stretched, or altered.



Incorrect Logo Use

To protect the integrity of the brand, the logo should never be altered or misused.

The following examples illustrate incorrect logo usage and should be avoided at all times:



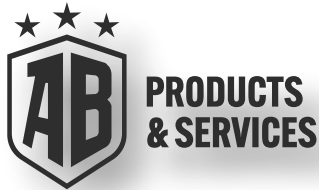
DO NOT stretch, squash, or distort the logo.



DO NOT rotate, tilt, or flip the logo.



DO NOT rearrange, separate, or remove elements of the logo.



DO NOT apply gradients, shadows, outlines or special effects.



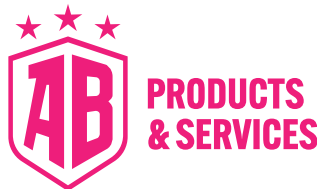
DO NOT alter the typography or replace the approved typefaces.



DO NOT use the logo at sizes that compromise readability.



DO NOT place the logo inside shapes or containers not approved in the logo system.



DO NOT change the logo colors outside of the approved color palette.



DO NOT place the logo on backgrounds that reduce legibility.



Brand Colors

The brand color palette is designed to support a strong, professional, and cohesive visual identity. The colors work together to ensure clarity, legibility, and consistency across all applications.

Color Palette

Color Palette is designed to feel strong, modern, and professional while remaining versatile across digital and print applications. The palette balances bold primary colors with supportive neutrals to ensure clarity, legibility, and long-term flexibility as the brand grows.

Brick Red

HAX: c2121f

RGB: 195 33 38

CMYK: 16 100 100 7

Molten Lava

HAX: 780001

RGB: 118 17 19

CMYK: 30 100 100 42

Steel Blue

HAX: 669bbd

RGB: 103 155 189

CMYK: 61 29 14 0

Deep Space Blue

HAX: 01304a

RGB: 0 49 74

CMYK: 100 77 45 43

Ivory Mist

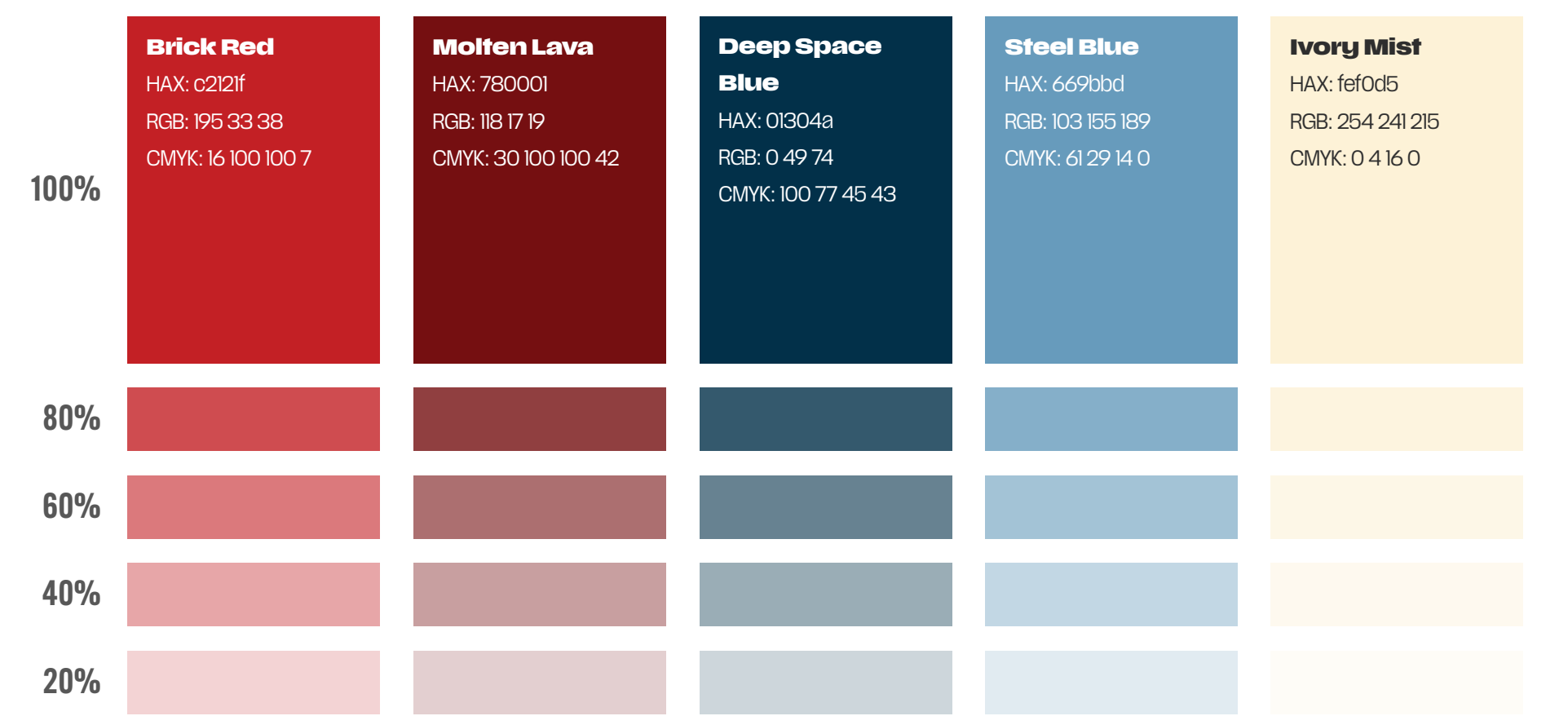
HAX: fef0d5

RGB: 254 241 215

CMYK: 0 4 16 0

Color Palette with Opacity

For flexibility in design, approved opacity levels can be applied to create depth, hierarchy, and emphasis while maintaining brand consistency.



Color Usage Guidelines

- Always use approved color combinations.
- Ensure sufficient contrast for readability and accessibility.
- Use grayscale or one-color versions when full color is not appropriate.



Logo Colors Description

The logo features a light blue shield, a red star, and dark blue typography. The light blue shield represents stability and trust, providing a strong, recognizable backdrop for the logo. The red star adds a bold accent, conveying energy and emphasis, while the dark blue typography communicates professionalism, strength, and clarity.

This combination ensures the logo is visually balanced, legible, and impactful across all applications, from print to digital, maintaining a consistent and cohesive brand identity.



Example Color Usage





Typo graphy

Typography defines the brand's visual voice, ensuring clarity, professionalism, and consistency across all materials.

Consistent use of fonts, sizes, and hierarchy reinforces the brand's identity and readability.

Logo Typography

The logo uses a clean, bold typeface to convey professionalism, strength, and clarity. The typography works in harmony with the logo's symbols, ensuring legibility and a cohesive, recognizable brand identity across all applications.

Alternate Gothic ATF - Demi

AaBbCc

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

1234567890

()&?!.,:;'"'/

Tagline Typography

The tagline uses a complementary typeface to the logo, designed to be legible and supportive.

**We're proudly
American made.**

Scale VF - Condensed Medium

AaBbCc

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890
()&?!.,:;"/**

Typography Hierarchy

Typography hierarchy establishes the visual order of text elements to guide the reader's attention and improve readability. By using different font sizes, weights, and styles for headings, subheadings, body text, and captions, the brand ensures a clear and consistent structure across all materials.

Consistent application of hierarchy reinforces professionalism, enhances legibility, and creates a cohesive visual identity.

Type: Scale VF
Size: 60px
Weight: Bold

Headline 1

Type: Scale VF
Size: 50px
Weight: Bold

Headline 2

Type: Scale VF
Size: 40px
Weight: Regular

Headline 3

Type: Alternate Gothic ATF
Size: 30px
Weight: Demi

Headline 4

Type: Alternate Gothic ATF
Size: 20px
Weight: Demi

Headline 5

Paragraph Hierarchy

Paragraph hierarchy defines the structure and visual flow of text within a body of content. By using consistent spacing, font sizes, line heights, and styles for headings, subheadings, body text, and captions, the reader can easily scan and understand the information.

Proper paragraph hierarchy improves readability, reinforces the brand's professionalism, and ensures a cohesive and organized appearance across all communications, whether in print, digital, or presentations.

Body Large

Header: Scale VF - Bold

Body: Alternate Gothic ATF - Demi

Paragraph Header

Body Large. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Body Small

Header: Scale VF - Bold

Body: Alternate Gothic ATF - Demi

Paragraph Header

Body Small. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Thank you