

Brand Guidelines



AFFORDABLE FILLING GROUP

Logo Variations



Primary Logo



Logo with Name

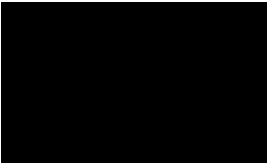
Color Palette



Primary Color
#00605C



White
#FFFFFF



Typography

Primary Typeface: Rockstone (see logo text)



Secondary Typeface: Helvetica or Arial for body text

Logo Usage Guidelines

- Maintain a clear space around the logo equal to the height of the checkmark tip.
- Do not stretch, skew, or distort the logo.
- Do not change the logo colors or add effects.
- Always use the logo on solid or neutral backgrounds.
- Minimum logo width: 1.5 inches (print) / 150px (web).