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## AFC CABLE SYSTEMS GRAPHIC GUIDELINES

# **AFC Cable Systems Graphics Guidelines**

AFC maintains strict guidelines for using its product nomenclature and corporate logo. Deviations from the guidelines contained herein must be approved by AFC's marketing department.



## **1.0 Correct Use of AFC Product Nomenclature**

Many of AFC's products carry a trademark or a registered trademark symbol. What follows is a list of how the product names should appear with the proper symbol position.

AC-90<sup>®</sup> Armored Cable

AC-Lite<sup>®</sup> Armored Cable

Green HCF-90<sup>®</sup> Health Care Facilities Cable

Green HCF-Lite<sup>®</sup> Health Care Facilities Cable

MC-Lite<sup>®</sup> Metal-Clad Cable

MC TUFF<sup>®</sup>

Red Fire Alarm/Control Cable<sup>™</sup>

Super Neutral Cable<sup>®</sup>

Jacketed Metal-Clad Cable

Parking Deck/Lot Cable<sup>™</sup>

Home Run Cable<sup>®</sup>

MC TUFF-IG<sup>®</sup> Isolated Ground Cable

MC/OF<sup>®</sup> Composite Copper and Optical Fiber Cable

MOF<sup>®</sup> Custom Designed Optical Fiber Cable

Amer-Tite<sup>®</sup> Liquidtight Conduit

Reduced Wall Flexible Steel Conduit

Full Wall Flexible Steel Conduit

Reduced Wall Flexible Aluminum Conduit

Full Wall Flexible Aluminum Conduit

Typeset product name art is included for use in marketing materials. This artwork can be scanned into a desktop publishing program or reduced and enlarged on a copy machine.



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## AFC CABLE SYSTEMS GRAPHIC GUIDELINES

### 2.0 Correct Use of AFC Corporate Logo

The AFC corporate logo can be used in a variety of approved ways. Our logo sheet contains 1 and 3 color logos in a variety of sizes. The logo can be sized as needed.

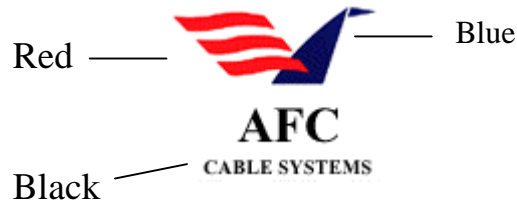
The 1 color logo must appear in one of the following colors:

Black

White

Blue: PMS 2738

The 3 color logo is blue and red with the lettering “AFC Cable Systems” done in black.



The approved use of the logo is in the stacked format as shown above, with the words AFC Cable Systems stacked underneath the bird. The font used in the logo is Trajan Bold. To use the logo in any other way, approval must be obtained from AFC’s marketing department.

### Other Printing Specifications:

#### **Process Color Match**

See below for the two different specifications for printing the AFC logo with process colors.

#### **Printing AFC logo on white (with process colors):**

AFC Red: 100% Magenta (M) + 100% Yellow (Y) + 10% Black (K)

AFC Blue: 100% Cyan (C) + 70% Magenta (M)

Print type in solid black.

#### **Reversing AFC logo out of black (with process colors):**

AFC Red: 100% Magenta (M) + 100% Yellow (Y)

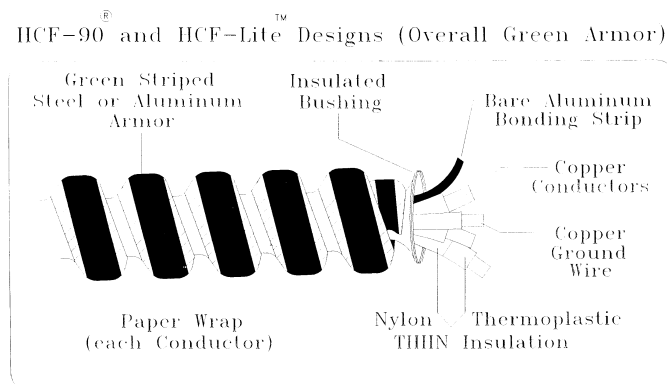
AFC Blue: 100% Cyan (C) + 70% Magenta (M) + 3% Black (K)

Type knocks out to white.

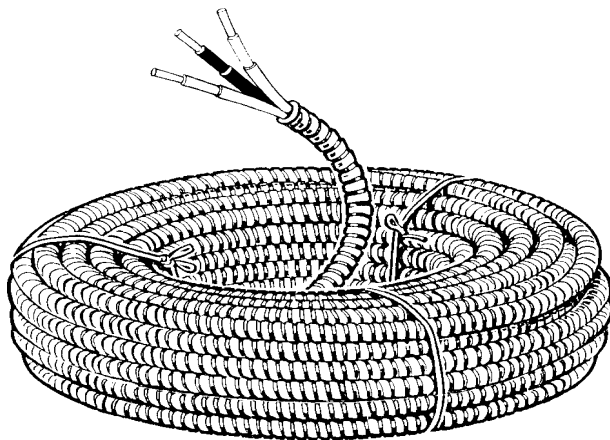
### 3.0 Line Art and Photographs

Camera-ready line art is available for all our cable products. AFC provides two types of line art. One is a close-up of each cable with callouts identifying the sections in the interior of the cable (FIGURE 1). The other is a drawing of a coil of cable (FIGURE 2).

**FIGURE 1**



**FIGURE 2**



Line art is available in camera ready or digital format upon request. You can download digital versions of the line art from the AFC website ([www.afcweb.com/coopreg.html](http://www.afcweb.com/coopreg.html)). In addition, 5 x 7 photos of all AFC's cable products are available upon request in black and white and color.



#### **4.0 Correct Product Titles**

**AC-90<sup>®</sup> Armored Cable**

**AC-Lite<sup>®</sup> Armored Cable**

**Green HCF-90<sup>®</sup> Health Care Facilities Cable**

**Green HCF-Lite<sup>®</sup> Health Care Facilities Cable**

**MC-Lite<sup>®</sup> Metal-Clad Cable**

**MC TUFF<sup>®</sup>**

**Red Fire Alarm/Control Cable<sup>™</sup>**

**Super Neutral Cable<sup>®</sup>**

**Jacketed Metal-Clad Cable**

**Parking Deck/Lot Cable<sup>™</sup>**

**Home Run Cable<sup>®</sup>**

**MC TUFF-IG<sup>®</sup> Isolated Ground Cable**

**Amer-Tite<sup>®</sup> Liquidtight Conduit**

**Reduced Wall Flexible Steel Conduit**

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**MOF<sup>®</sup>**

**MC/OF<sup>®</sup>**