



Brand Guidelines 2026

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Introducing the AFG Law brand

AFG Law is a solicitors firm founded in 1897 with a mission to offer an effective, friendly and comprehensive legal service to all. We want to reflect this in the way we present the AFG Law brand to all its constituents: local families, businesses and people in need of legal advice. This document introduces the AFG Law brand and its visual and verbal expression. It summarises the brand's promise, values and voice, which form the platform for all its communications. It sets out the thinking behind our visual identity, and shows how its components are put together to create a distinctive, dynamic AFG Law look.



Our logotype

These are the only formats that our logo should ever be used in. Any alterations or edits need to be approved by AFG Law first.



Solicitors
EST 1897

Preferred logotype
Version: With Strapline



Solicitors
EST 1897

Alternative logotype
Version: With Strapline



Logotype version with strapline. Sometimes works best depending on design type.



Alternative logotype version with strapline.



Alternative logotype
Version: Without strapline, white on AFG Blue



Solicitors
EST 1897

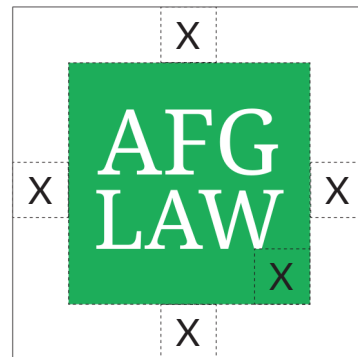
Alternative logotype
Version: With Strapline, White on AFG Blue



Solicitors
EST 1897

Preferred logotype
Version: With Strapline, Brand colours on AFG Blue

Clear space & minimum sizes



The clear space is defined by X, which is the gap between type and shape of the logotype.



Ideal minimum logo size



Simplified logo where space is limited



Slightly narrowed logo is fine for the space.

Misuse of the brand

This list is not exhaustive. Any format or sizing that resizes, edits or warps in any way will not be approved.



Colour altering is strictly prohibited. This is one example, however this is applicable to all colours.



This is applicable to all shapes that are not a square.



Solicitors
EST 1897



Solicitors
EST 1897

Brand colours

PRIMARY



CMYK C:79 M:3 Y:89 K:0
RGB R:29 G:164 B:76
PANTONE Pantone 361 C

Printed Pantones:
355c (coated paper)
354u (uncoated
paper)

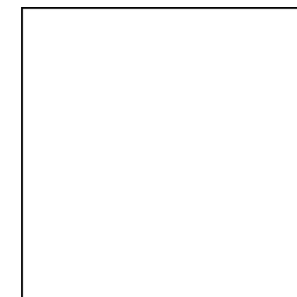


CMYK C:95 M:76 Y:46 K:44
RGB R:30 G:49 B:72
PANTONE Pantone 540 C

SECONDARY



CMYK C:0 M:0 Y:0 K:85
RGB R:74 G:74 B:73



White is heavily used
throughout if
needed.

Typesfaces for print & digital

Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£%^&*(){}
~`|_+={}\;

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£%^&*(){}

League Spartan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£%^&*(){}

Baloo Bhaijaan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

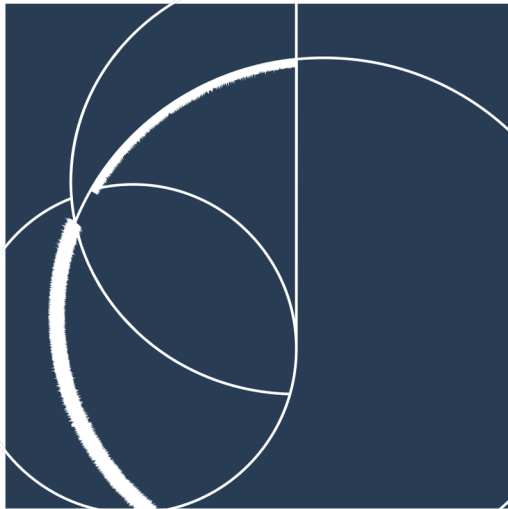
abcdefghijklmnopqrstuvwxyz

1234567890!@£%^&*(){}

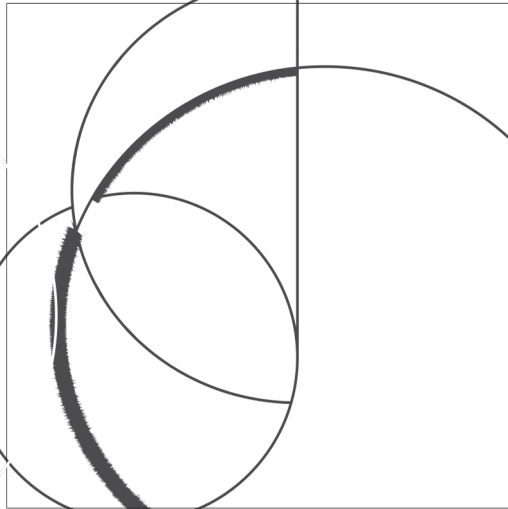
Brand elements

BRAND'S PATTERN EXAMPLES OF USAGE

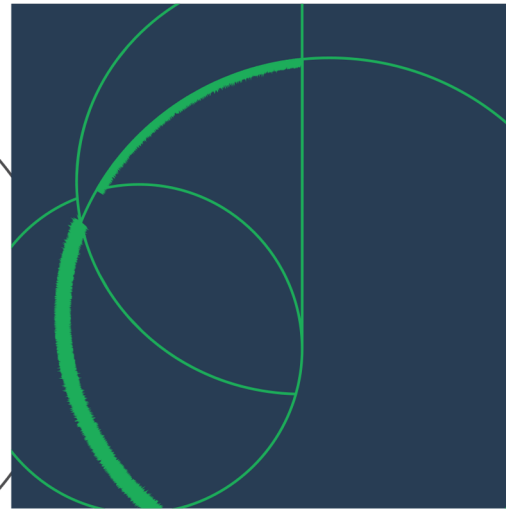
10% White on Dark Background



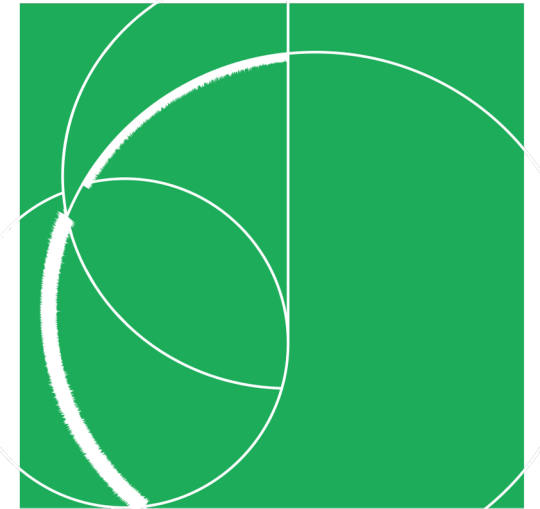
10% Black on White Background



100% Green on Blue Background



10% White on Green Background



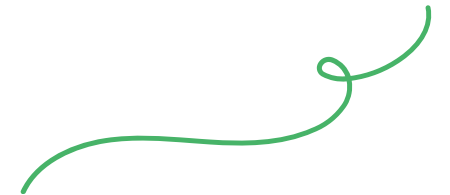
Wave on dark background



Low transparency wave on any background



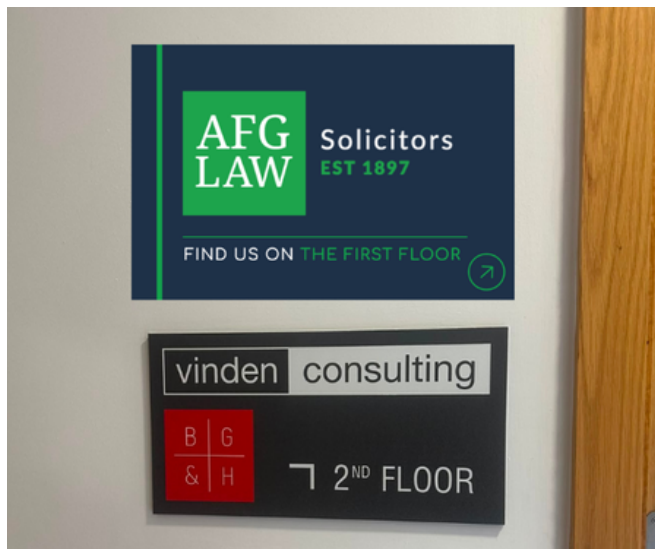
Blue wave on any background



Green wave on any background

Use of the brand

BRAND'S PATTERN EXAMPLES OF USAGE



Brand photography

Candid & natural team images, if we can include branding and green elements where we can, this is great. Completely avoid serious pictures of generic courtroom pictures. Try to always have a positive vibe to all photos used. If it's a serious topic. use stock photos with no faces.



Brand Values

These values are not only implemented across our daily operations, but also need to be representative in all of our marketing efforts also.

These values need to be applicable



Accountability

We take ownership. To ourselves, to our team and to our clients.



Flexibility

We focus on outcomes, not performatism with how, when and where we work.



Growth

We invest in progress, personally and professionally.



Care

We look after people properly and prioritise wellbeing and work-life balance.



Collaboration

We succeed together with open, honest communication with transparent leadership.



Progression and Recognition

We reward contribution and support ambition by recognising success.



Integrity and excellence

We do things the right way with high standards of work, client care and compliance.



Innovation

We look forwards, not back and embrace technology.



Community and Responsibility

We have a wider purpose and support local communities.

Brand application

How the brand can be used on stationery items such as business cards and letterheads and larger messaging for a website banner etc.



Business cards



Print leaflets





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LAW

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