



BRAND **GUIDELINES**



Primary Logo



Logomark

Wordmark

LOGO COLOR USAGE





Do not alter the color of the logo



Do not rotate the logo



Do not distort the logo



Do not add outlines to the logo



Do not outline the logo



Do not change the placement of the logo

HEADER

Barlow Condensed Bold is the brand's primary font and as such, it should be used for headings and buttons.

MONUMENT EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!?() [] @ & \$ £ ¢ € © % #

Bold

Aa

BODY COPY

Inter is the brand's footer font and as such, it should be used for paragraphs, descriptions, form help, and supporting interface text.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!()?[]@&\$£¢€©%#

Light

Aa

Regular

Aa

Medium

Aa

SMALL HEADLINE

LARGE HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean feugiat lorem sed tellus placerat ultricies. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Donec eu ornare leo. Nullam eu enim tempor, tincidunt elit et, suscipit enim. Aliquam erat volutpat. Ut tincidunt diam vel lacus convallis, in dignissim magna facilisis. Duis sit amet volutpat erat. Proin non magna orci.

CALL TO ACTION

Inter

Barlow Condensed

Inter

Barlow Condensed

**NAVY
BLUE**

#222E61

**VIVID
RED**

#DD1E21

**BLUE
HAZE**

#85BAFF

**PURE
WHITE**

#FFFFFF

BRAND IMAGERY

American Fortress imagery uses a premium, tech-forward visual style inspired by cybersecurity, defense technology, and financial infrastructure. Visuals should feel sleek, secure, and engineered, with dark metallic surfaces, sharp edges, subtle glow effects, and a refined 3D finish. Use a focused palette of navy, black, gunmetal, electric blue, and red to create a strong, consistent, high-trust brand presence.



SEND-TO-NAME™

The Send-to-Name™ phrase is a core part of our brand identity, signifying our unique privacy-by-design solution. As a trademarked term, it must be used consistently and correctly across all communications and collateral.

- Always display as Send-to-Name™ (with hyphens and superscript “™”) when Send-to-Name appears in marketing materials, website headers, and official documents.
- Use superscript styling for the ™ symbol: Send-to-Name™.
- Do not abbreviate, re-punctuate, or drop the ™.