



Excellence in High-Quality

SIA “AP-HELP Group” is a professional fire safety service provider delivering comprehensive solutions for the prevention, protection, and management of fire-related risks. With decades of experience and a strong focus on quality, compliance, and reliability, we support businesses and institutions in creating safer environments through expert guidance and certified solutions.



Mission

Our mission is to ensure the highest standards of fire safety by providing reliable, compliant, and effective solutions tailored to each client’s needs. We are committed to protecting people, property, and businesses through expertise, responsibility, and continuous improvement.

Vision

Our vision is to become a leading and trusted fire safety partner in the region, recognized for professionalism, innovation, and long-term value. We strive to set industry benchmarks by combining experience, modern technologies, and a proactive approach to safety.



Brand Guidelines Introduction

Our **visual identity**, defined by thoughtfully selected colors and design principles, embodies our commitment to quality, expertise, and customer satisfaction. It ensures we maintain a consistent and professional image in everything we do.

As we progress from being a trusted company to becoming an industry leader, this brand book will serve as our guide. More than a collection of rules, it reflects our mission and values, showcasing our dedication to delivering exceptional services and meeting the diverse needs of our clients.

Inside, you'll discover the core elements of our brand identity – from the colors that capture our essence to the typography that conveys our story.

Every detail is thoughtfully designed to equip you with the knowledge and tools needed to represent our brand with consistency and impact.

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Brand Logo

01



The **AP Help logo** combines **strong, precise typography** with a **refined flame symbol** to represent control, expertise, and reliability in fire safety services. The structured letterforms communicate professionalism and technical accuracy, while the flame reflects prevention, vigilance, and mastery over risk. Together, they express AP Help's commitment to delivering a complete and dependable range of fire safety solutions.

The **deep red**  and **black color**  palette reflects fire, control, and authority — symbolizing alertness, protection, and technical expertise. Red conveys urgency and prevention, while black adds strength, reliability, and professionalism. Together, these colors communicate confidence and precision, reinforcing AP Help's role as a trusted provider of comprehensive fire safety services.

Logo Clearspace

02



The clear space is determined by the letter “H”

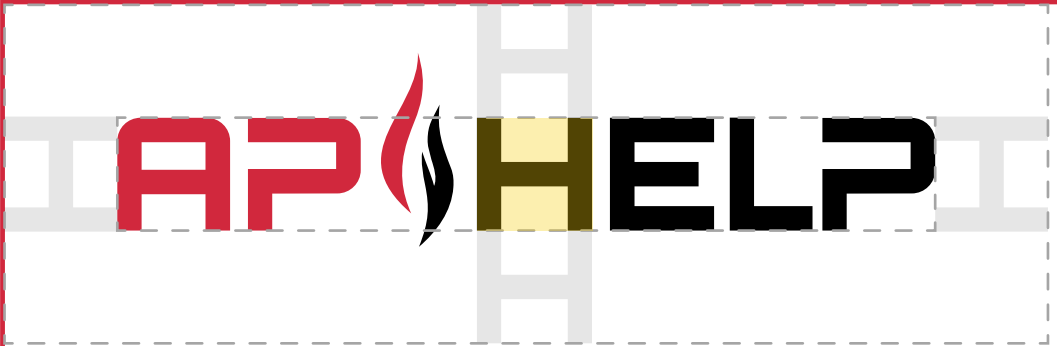
Clear space around the AP Help logo is essential to preserve its clarity and impact. Acting as a protective zone, it ensures the logo remains visually distinct and unobstructed by surrounding elements. Consistent use of clear space reinforces legibility across all applications and maintains the brand’s professional and authoritative presence.

Logo Placement

03

By using this template as a guide, the logo can be positioned accurately and consistently across different layouts. This ensures that surrounding elements such as imagery and text align harmoniously with the logo, creating a balanced and structured composition.

Always maintain adequate white space around the edges of the layout to preserve clarity, readability, and overall visual quality.



Page margin

Primary, Secondary & Symbol

04

Primary logo mark



Secondary logo mark



Logomark without company symbol

Logo symbol



The symbol may only be used independently from the logo.
It must never be placed over or combined directly with the logo mark.

The primary logo should be used in most applications. The secondary logo may be applied in situations where space is limited, where it offers a clearer visual solution, or when surrounding design elements already communicate the context of fire safety, making additional description unnecessary. Always apply professional judgement to ensure the logo is used appropriately and consistently across all materials.

What not to do

05



Bad contrast

When applying the logo to any design or branded material, sufficient contrast between the logo and its background must be maintained. Poor contrast reduces legibility and weakens visual impact, compromising the clarity and effectiveness of the logo.



Altered logo

The logo is a core element of the brand and must always be used as provided. Only official logo files supplied by the AP Help team may be used. Logos must not be copied from online sources, redrawn, modified, or altered in any way, as this compromises brand consistency and visual integrity.



Wrong color use

Using the correct brand colors as defined in this brand book is essential to maintaining visual consistency and brand recognition. The logo must only be applied in approved color variations. Whenever possible, always use the official logo files provided by the AP Help team to ensure accurate color reproduction.

Minimum Sizing

06

3-4 cm minimum width in print



150px minimum width in digital

To maintain legibility and ensure brand recognition, the logo must not be used at sizes smaller than 150 px in width for digital applications and 3–4 cm in width for print materials.

Brand colors



Each color in the AP Help palette is carefully selected for its psychological and functional impact, ensuring high visibility and strong brand recognition across all environments. Designed to perform in both digital and physical contexts, the colors support clarity, distinction, and immediate recognition—key requirements for fire safety and workwear-related communication.

By consistently applying the specified color values (HEX, RGB, and CMYK), the brand maintains a unified and professional appearance across digital and print materials, ensuring reliability, usability, and effectiveness in every application.

Color Palette

08

Core Colors: These colors form the foundation of the AP Help visual identity and represent the brand’s essence. Used consistently across all platforms—from the logo to promotional and operational materials—they ensure immediate recognition and a cohesive, professional presence in every application.

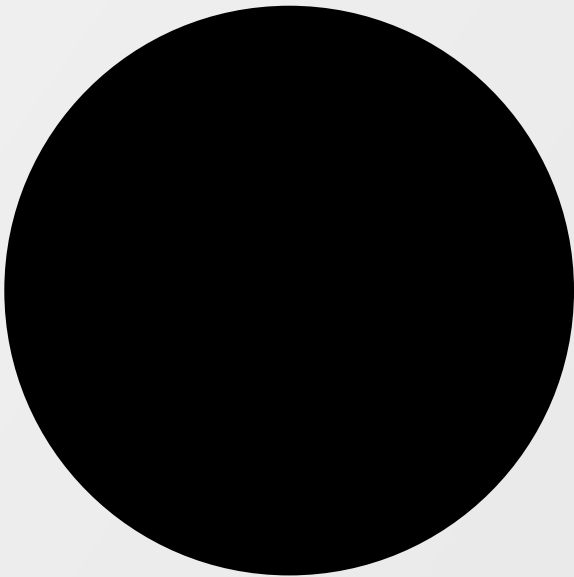
Secondary colors: Supporting the core palette, secondary colors add flexibility and depth to the AP Help visual system. They are used to complement primary brand colors, differentiate content, and enhance visual hierarchy, while maintaining a cohesive and consistent brand appearance across all applications.

Core colors



Signal red

HEX: #D1283D
RGB: 209, 40, 61
CMYK: 12, 98, 79, 2



Black

HEX: #000000
RGB: 0, 0, 0
CMYK: 20, 20, 20, 100

Secondary colors



Gray

HEX: #606161
RGB: 96, 97, 97
CMYK: 62,53, 52, 23



Light gray

HEX: #F2F2F2
RGB: 242, 242, 242
CMYK: 4, 2, 2, 0



Dark gray

HEX: #49494A
RGB: 73, 73, 74
CMYK: 66, 59, 57, 39

Primary & Monotone Logo

09



Primary color on light background

On light-colored backgrounds, the logo should be used in its primary color version to ensure strong contrast and clear visibility. This application preserves legibility and reinforces brand recognition while maintaining a clean and professional appearance.



Primary color on dark background

When placing the logo on dark backgrounds, sufficient contrast must always be maintained. The approved logo versions are designed to remain clear, legible, and visually impactful across dark surfaces, ensuring consistency and brand integrity in all applications.



Monotone – 100% white & 100% black

The monochrome versions of the logo in 100% white or 100% black should be used only in exceptional cases, such as single-color printing, technical documents, or situations with color limitations. These versions ensure the logo remains recognizable and clear when full-color usage is not possible.

Logo on Brand Colors

10

Maintaining the integrity of the logo is essential at all times. These guidelines ensure the logo is used with appropriate care, clarity, and consistency, preserving its visibility and impact across all backgrounds and applications.



Logo on red background

When the logo is placed on a red background, use the white and black logo version to ensure strong contrast and clear visibility. This application maintains legibility and preserves the logo's visual impact.



Logo on light background

On light or neutral backgrounds, the primary logo version should be used. This ensures optimal readability while maintaining a clean and professional appearance.



Logo on black background

On black or very dark backgrounds, use the red and white logo version to create sufficient contrast and ensure the logo stands out clearly and remains easily recognizable.

Brand Typography

Typography plays a key role in shaping the AP Help brand, ensuring a clear and consistent voice across all communication channels. This section defines the approved typefaces and their usage, supporting clarity, professionalism, and a modern, reliable visual identity.

Heading Typeface

Orbitron is our primary typeface for all headings and subheadings and is used across most AP Help branded materials.

Its geometric, modern character conveys precision and technical confidence while drawing attention to key sections. Orbitron supports clear content structure and is well suited for titles, labels, and impactful statements that require a strong, authoritative presence.

Main Text Typeface

Montserrat is the primary typeface for all body text within the AP Help visual system.

Its clean, modern sans-serif design ensures excellent readability across digital and print formats. Montserrat’s balanced proportions and neutral character support long-form content and informational materials, maintaining clarity and consistency across platforms and devices.

ORBITRON - BLACK

ALPHABET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMBERS

0123456789

SPECIAL CHARACTERS

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Montserrat

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Brand Assets

The brand assets presented in this section serve as visual references and guidance for applying the AP Help identity. They illustrate the brand's aesthetic direction while allowing flexibility in execution. Use them as a strong foundation, adapting and evolving the assets as needed to suit the specific context and requirements of each project.

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Date: 15.01.2026.

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Business card concept

15



Office Stationery Concept

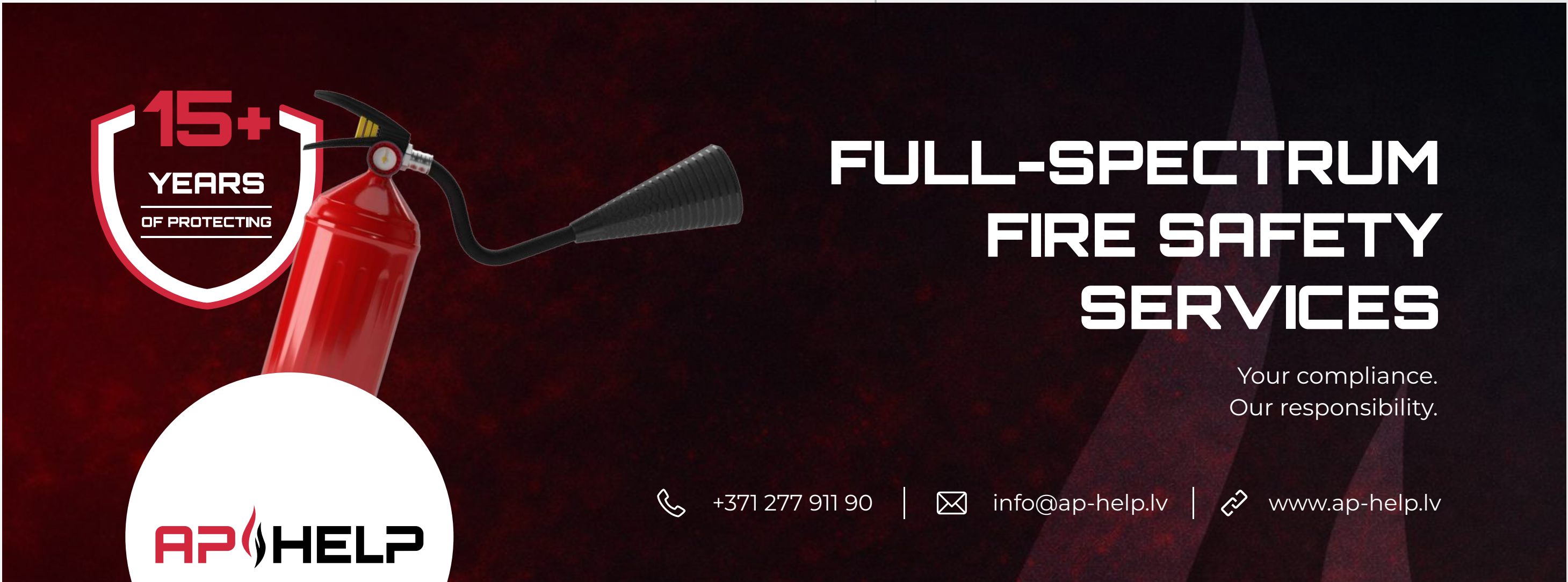
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Social Platforms

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Cover photo



Profile picture

Formal Stamp Concept

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Rectangle shape stamp



Circle shape stamp

Quality Tag

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Document Folder Concept

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Clothing Concept

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Car Print Concept

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Exterior Logo Concept

23



Contact Us



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To access brand photographs, brand guidelines, and other resources in this document:

www.ap-help.lv/brand-guidelines