



PUBLIC MEDIA KIT · 2026

PRECISION. PERFORMANCE. INNOVATION.™

Official marks, naming, color, and type for press, dealers, reviewers, and approved partners. These assets identify APF Armory®. They do not confer sponsorship, employment, or the right to manufacture.

WHO WE ARE

APF Armory® designs, machines, finishes, and assembles precision AR-platform rifles in-house in Alexandria, Minnesota. We do not badge imported parts. Every APF Armory® firearm sold by APF Armory® or an authorized dealer is backed by a lifetime warranty against defects in material and workmanship.

This sheet is the public media kit. Use it to identify the company correctly in editorial, dealer, and partner materials. It is not the internal production guide and it does not grant a partnership.

BOILERPLATE

APF Armory® is an American manufacturer of precision AR-15, AR-10, and magnum-platform rifles. Rifles and components are designed, machined, coated, and assembled in Alexandria, Minnesota.

HOW TO NAME US

First reference: APF Armory®. Later references: APF Armory or APF. Do not use “Alex ProFirearms,” “APF Inc.,” or “APF Guns” in public copy.

TAGLINE

Precision. Performance. Innovation.™ Use the mark and the periods as written. Do not rewrite, abbreviate, or lock the line into the logo artwork.

WHAT THIS KIT IS NOT

Not a sponsorship. Not a license to make parts. Not permission to speak for law enforcement or military customers.

Plant address for shipping and media: 8290 State Hwy 29 N, Alexandria, MN 56308. The plant is not a public retail store.

LOGO LOCKUPS

The current public lockup is APF over ARMORY® with the Brand Bar through the A. Use supplied files. Do not rebuild the word ARMORY in another typeface.



PRIMARY • RETAIL

Black lettering, Brand Red bar. Default on white or light fields.



LAW ENFORCEMENT

Black lettering, Brand Blue bar. Use only when the piece is exclusively LE.



REVERSED • RETAIL

White lettering, Brand Red bar. Dark fields only. The bar stays red.



REVERSED • LE

White lettering, Brand Blue bar. Dark fields, LE-only pieces.

COLOR AND TYPE

BRAND COLORS

Use brand colors at 100% opacity. CMYK for print. RGB / HEX for screens. Do not tint, outline, or substitute a nearby red or blue.



BRAND RED

#C61B36
Pantone 186
CMYK 10 / 100 / 80 / 10
RGB 198 / 27 / 54
Retail bar. Primary accent.



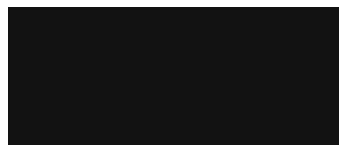
BRAND BLUE

#0C4F9C
Pantone 7687
CMYK 99 / 79 / 5 / 0
RGB 12 / 79 / 156
Law-enforcement bar only.



BRAND GREEN

#6F8455
Pantone 363
CMYK 59 / 33 / 77 / 12
RGB 111 / 132 / 85
Military-segment bar only.



BLACK / INK

#121212
Process Black
CMYK 0 / 0 / 0 / 100
RGB 18 / 18 / 18
Lettering on light fields.

TYPOGRAPHY

Specified in the brand system. If a licensed cut is not available, do not fake AE Armada with a random stencil. Ask APF Armory® for an approved substitute.

HEADLINE

AE Armada

Display / all caps. This cut has no lowercase. Titles, lockups, short statements.

SUBHEAD

Acumin Variable Condensed Bold

Section titles, labels, navigation.

BODY

Acumin Variable Condensed

Paragraphs, captions, legal lines.

HOW TO USE THE MARKS

DO

- Use the artwork as supplied. Scale it proportionally.
- Keep clear space equal to the height of the Brand Bar on all four sides.
- Use the black + red lockup on light fields; reversed lockup on dark fields.
- Write APF Armory® on first reference. Keep the registered mark.
- Use Precision. Performance. Innovation.™ exactly as written.
- Ask before locking the mark up with another OEM or an athlete.

DON'T

- Recolor, outline, add drop shadows, glows, or bevels.
- Stretch, rotate, skew, or rebuild ARMORY in another font.
- Swap the Brand Bar to a color that is not Red, Blue, or Green.
- Put the mark on a product APF Armory® did not build.
- Imply sponsorship, employment, or agency endorsement.
- Pull a logo off social media or a marketplace listing.

CLEAR SPACE AND MINIMUM SIZE

Hold a quiet field around the lockup equal to the square height of the Brand Bar. Do not crowd it with type, photos, or page edges. Do not use the lockup smaller than 1 inch wide in print or 120 pixels wide on screen. The A-bar icon is decorative only and must never stand in for the company name.

PRESS AND PARTNERS

Questions about marks, naming, review rifles, or partnership go to APF Armory® — not to a third-party designer. Permission can be withdrawn if use is inconsistent with these rules.

MEDIA AND PARTNERSHIPS

sales@apfarmory.com
(320) 852-3040
apfarmory.com

PLANT

APF Armory®
8290 State Hwy 29 N
Alexandria, MN 56308

HOURS

Monday–Thursday 7:30 a.m.–5:00 p.m.
Friday 7:30 a.m.–11:30 a.m.
Central Time

LEGAL LINE

APF Armory® and the APF Armory lockup are trademarks of APF Armory. Precision. Performance. Innovation.™ is a trademark of APF Armory. Artwork remains the property of APF Armory®. Authorized use is limited to identifying the company and its products. APF Armory® may revoke permission at any time.