



AFC & Co. Brand Assets & Guidelines

About AFC & Co

AFC & CO.

A Feast for the Mind & Senses

WHO WE ARE

AFC & Co is a multi-platform brand celebrating craft cocktails, neurodiversity, and quality content creation.

Founded in 2019 by neurodivergent chef turned bartender Alexander F. Cramm, we create books, barware, and content that prove what makes people different makes them excellent.

WHAT WE DO

- The Neurodivergent Bartender Series – First cocktail books centering neurodivergent experiences
- Mo Plant – Curated rare and unique houseplants
- The Nightcap – Monthly publication with exclusive recipes and content (launching December 2025)
- ARKIPELAGO – Tiki 2.0 Bar and Lounge
- Educational Content – Cocktail photography, videos, and techniques across platforms

WHY WE'RE DIFFERENT

- Authenticity over influencer culture
- Quality over quantity in every aspect
- Professional expertise with accessible education
- Genuine neurodiversity representation
- Meaningful partnerships aligned with values

2026 FOCUS

Expanding book series | Launching barware collections | Growing brand partnerships | Increasing content production | Building community around quality, craft, and authentic representation

CONTACT

Website: afcandco.com

Email: info@afcandco.com

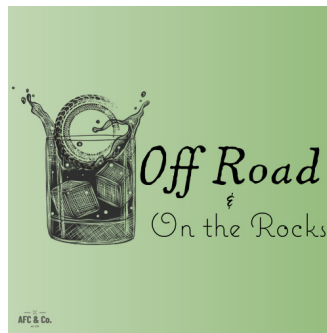
Phone: (978) 710-9346

Instagram: [@afcandco](https://www.instagram.com/afcandco) | [@neurodivergentbartender](https://www.instagram.com/neurodivergentbartender)

Newsletter: Subscribe to The Nightcap

All Inquiries: info@afcandco.com

AFC & Co Family of Brands

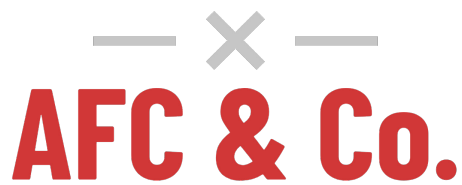


When presenting all AFC & Co brands together, they should appear in the following order to maintain consistency and visual hierarchy:

The Nightcap, Off Road & On the Rocks, Mo Plant

Please ensure each logo is given adequate clear space to maintain visual clarity and legibility. The amount of clear space required may vary depending on the logo's size. As outlined in our guidelines, no text or additional graphic elements should infringe on this space

Approved Logos



est. 2019

AFC Stacked (Transparent /White)



AFC Stacked (Black)



est. 2019

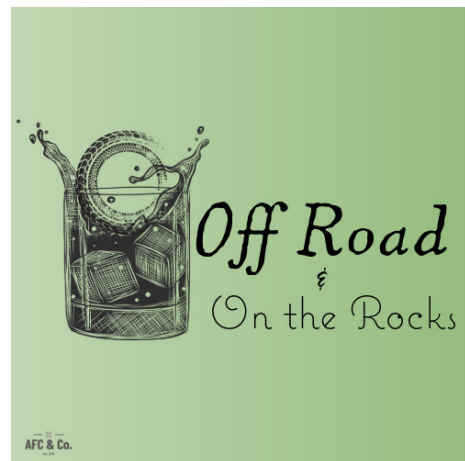
AFC Stacked (Greyscale)



AFC Border (Transparent /White)



AFC Linear (Transparent /White)



Podcast (Green)



Nightcap (Transparent)

Available File Formats:

PNG (transparent background - web use)

JPG (with background - general use)

SVG (vector, scalable - any size)

EPS (for professional print)



est. 2019

Unapproved Logos (EXAMPLES)



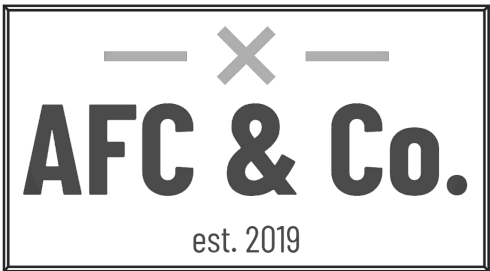
Change of tint of logo(s)



Greyscale on Black Background



Change in background coloring



Greyscale w/ Border



Linear with company name on top



Re-Colorization of Logo(s)



Any modifications to the logo(s) requiring copy/paste of design assets

Color Palette & Fonts

Primary Red

Primary Black

Primary White

Ancient Grey

Primary Color Palette:

Primary Red

Hex: #D03737

RGB: 208, 55, 55

Primary Use: Brand color, headlines, accent elements, logo, CTAs

Primary Black

Hex: #000000

RGB: 0, 0, 0

Primary Use: Body text, professional applications, logo elements

Primary White

Hex: #FFFFFF

RGB: 255, 255, 255

Primary Use: Backgrounds, reversed text, clean spaces

Accent Gray

Hex: #C6C6C6

RGB: 198, 198, 198

Primary Use: Subtle elements, borders, secondary text

Color Application Guidelines

Primary Applications:

Red for headlines, calls-to-action, and brand emphasis

Black for body text and professional contexts

White for backgrounds and breathing room

Gray for subtle accents and supporting elements

Contrast Requirements:

Always ensure sufficient contrast for accessibility

Red on white or white on red for maximum visibility

Black on white for primary readability

Avoid gray text on white backgrounds smaller than 14pt

Do's:

Use colors consistently across all materials

Maintain hex codes exactly—no approximations

Test color combinations for accessibility

Consider color blindness when designing

Don'ts:

Don't introduce additional brand colors without approval

Don't use tints or shades outside the specified palette

Don't compromise readability for aesthetic

Don't use gradient overlays on logo

Color Palate & Fonts (cont)

Pastel Green

Greengage

Sea Spray

Primary Black

Podcast Color Palate

Pastel Green
Hex: #BAD4B0

Primary Black
Hex: #000000

Greengage
Hex: #94BE87

Sea Spray
Hex: #72826C



Color Palette & Fonts (cont)

Botanical Garden

Forest Biome

Greener Pastures

Olivine

Toasted Coconut

Fennel Seed

Deep Teal

Arkipelago Color Palette

Botanical Garden

Hex: #002D2D

Forest Biome

Hex: #1F4F40

Greener Pastures

Hex: #33563C

Olivine

Hex: #6A6B4F

Toasted Coconut

Hex: #8B6954

Fennel Seed

Hex: #977F5B

Deep Teal

Hex: #1A4E4D



Fonts

Galahad Std

P22 Operina Pro

Color Palette & Fonts (cont)

Habanero Gold

Smoke Pine

Transparent Yellow

Green Glow

Mo Plant Color Palette

Habanero Gold

Hex: #ffd150

Smoke Pine

Hex: #376855

Transparent Yellow

Hex: #ffffb8

Green Glow

Hex: #acc360



Color Palate & Fonts (cont)

Typography

Primary Font Family:

Barlow Condensed (Logo and headlines)
Bold, strong, condensed aesthetic
Available in multiple weights

AaBbCcDd

Secondary Fonts:

Helvetica
Georgia
Playfair Display
Linotype Didot

&AaBbCcDd
&AaBbCcDd
&AaBbCcDd
&AaBbCcDd

Usage Guidelines:

Print/General Use:

Headlines: **Barlow Condensed Bold**
Subheads: Playfair Display
Body Copy: Georgia
Captions: Linotype Didot

Web Typography:

Headlines: Playfair Display
Subheads: Barlow Condensed
Body Copy: Georgia
Captions: Linotype Didot

Imagery

Cocktail Photography:

- High-quality professional lighting
- Clean, minimalist styling and backgrounds
- Focus on ingredients, process, and finished cocktails
- Natural colors with slight warmth
- Sharp focus on primary subject
- Professional composition and framing

Behind-the-Scenes Content:

- Authentic, unpolished moments
- Process-focused imagery
- Workspace and setup shots
- Candid action shots during content creation

Product Photography:

- Clean, professional lighting
- Neutral or contextual backgrounds
- Multiple angles showcasing details
- Lifestyle shots showing products in use

Brand Imagery:

- Professional headshots and portraits
- Workspace environment shots
- Event and speaking engagement photography
- Community and collaboration imagery

Photography Standards:

- Minimum resolution: 300 DPI for print, 72 DPI for web
- Professional camera equipment or high-end smartphone
- Proper lighting—natural or professional setup
- Color correction and professional editing
- Consistent style across all imagery



Tone & Voice

Brand Voice Characteristics

Authentic

- Honest and genuine communication
- No corporate speak or marketing jargon
- Real stories and experiences
- Transparent about both successes and challenges
- Human, relatable language

Knowledgeable

- Expert perspective without pretension
- Teaching and informing rather than talking down
- Confidence backed by experience
- Sharing expertise generously
- Admitting when we don't know something

Inclusive

- Welcoming to all experience levels
- Accessible language without dumbing down
- Recognition of diverse perspectives
- Creating space for different approaches
- Celebrating what makes people different

Quality-Focused

- Emphasis on craft and excellence
- Standards over shortcuts
- Thoughtful over fast
- Substance over hype
- Meaningful over trendy

Personal

- Human stories behind the craft
- First-person perspectives when appropriate
- Emotional honesty
- Personal connection with audience
- Individual voice, not corporate committee

