



# BRAND STANDARDS



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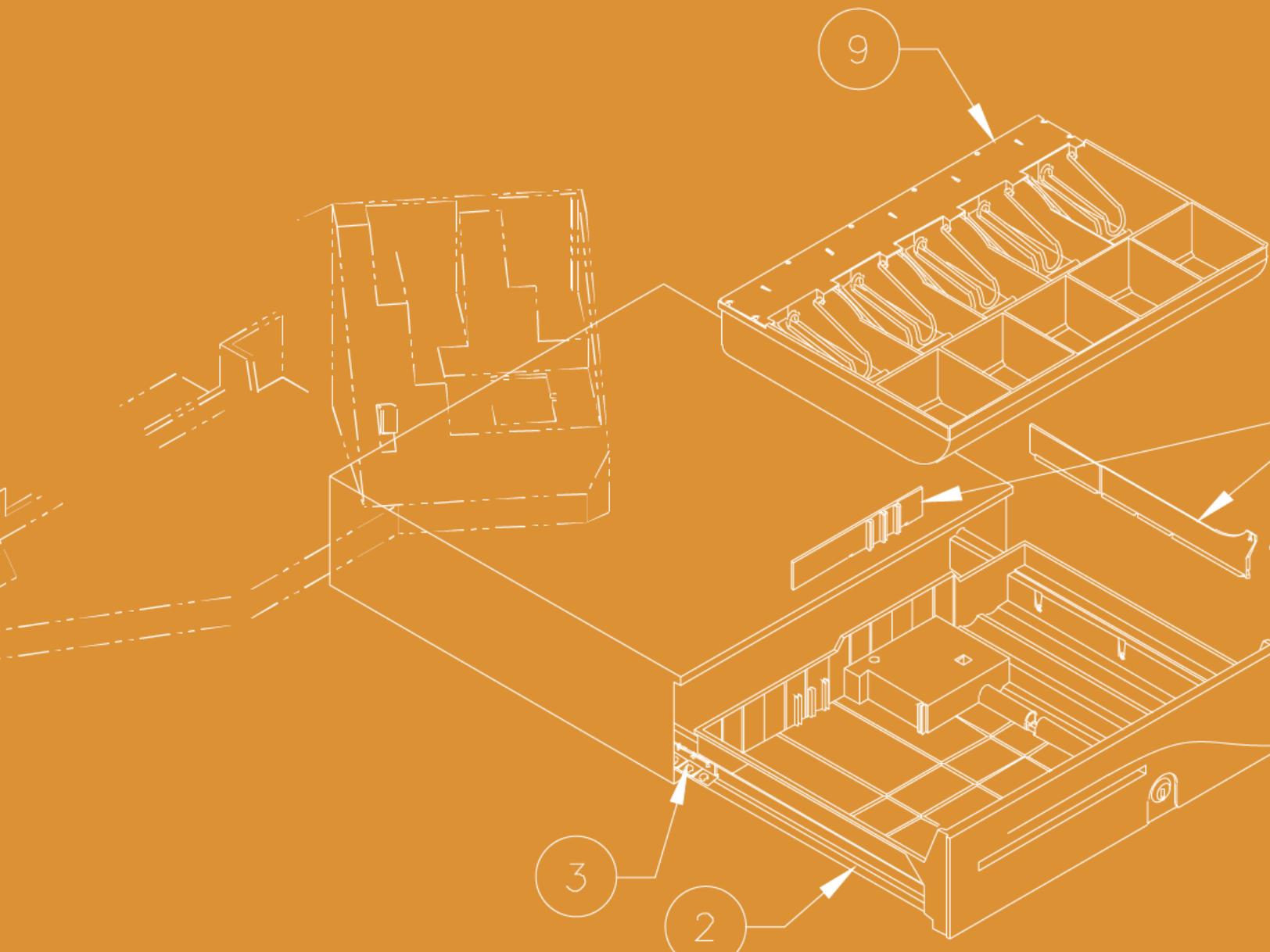
Trademarks  
Trademark Variation  
Branded Materials



NOTES:

- \*DENOTES COMPONENT NOT SHOWN.
- \*\*TO ORDER ACCESSORIES INDIVIDUALLY BOXED, CHANGE THE M TO PK & ADD BX AT THE END OF THE PART NUMBER.

10	PK-17-5
11	PKS100DM
11A	PKS100DM
*	PK-SLO4-
*	{Part # v with mod
*	PK-M19U
*	-



# BRAND STORY

Since 1978, APG Cash Drawer has been designing and delivering cash drawers with a variety of size, color, interface, and integration options. An APG cash drawer provides years of smooth, trouble free service with virtually no downtime, no service required, and no headaches. APG products and brand are known for our ability to deliver innovative technologies that globally enhance efficiency and security at the point of sale. Our cash drawers are well constructed and reliable so that our customers can install them and forget them – even in the most demanding environments.

## WHO WE ARE

Customer's gain complete peace of mind with their APG products. APG Cash Drawer is the company that makes high performance cash drawers and provides uncompromising, world-class service.

APG Cash Drawer aims to be our customers best as well as preferred choice for cash management solutions at the point of sale. Through an atmosphere of teamwork and open communication, we encourage creative new ideas and provide a challenging environment to produce innovative, error-free, and competitive products. We strive to provide superior value to our customers by continually improving and meeting or exceeding their requirements.



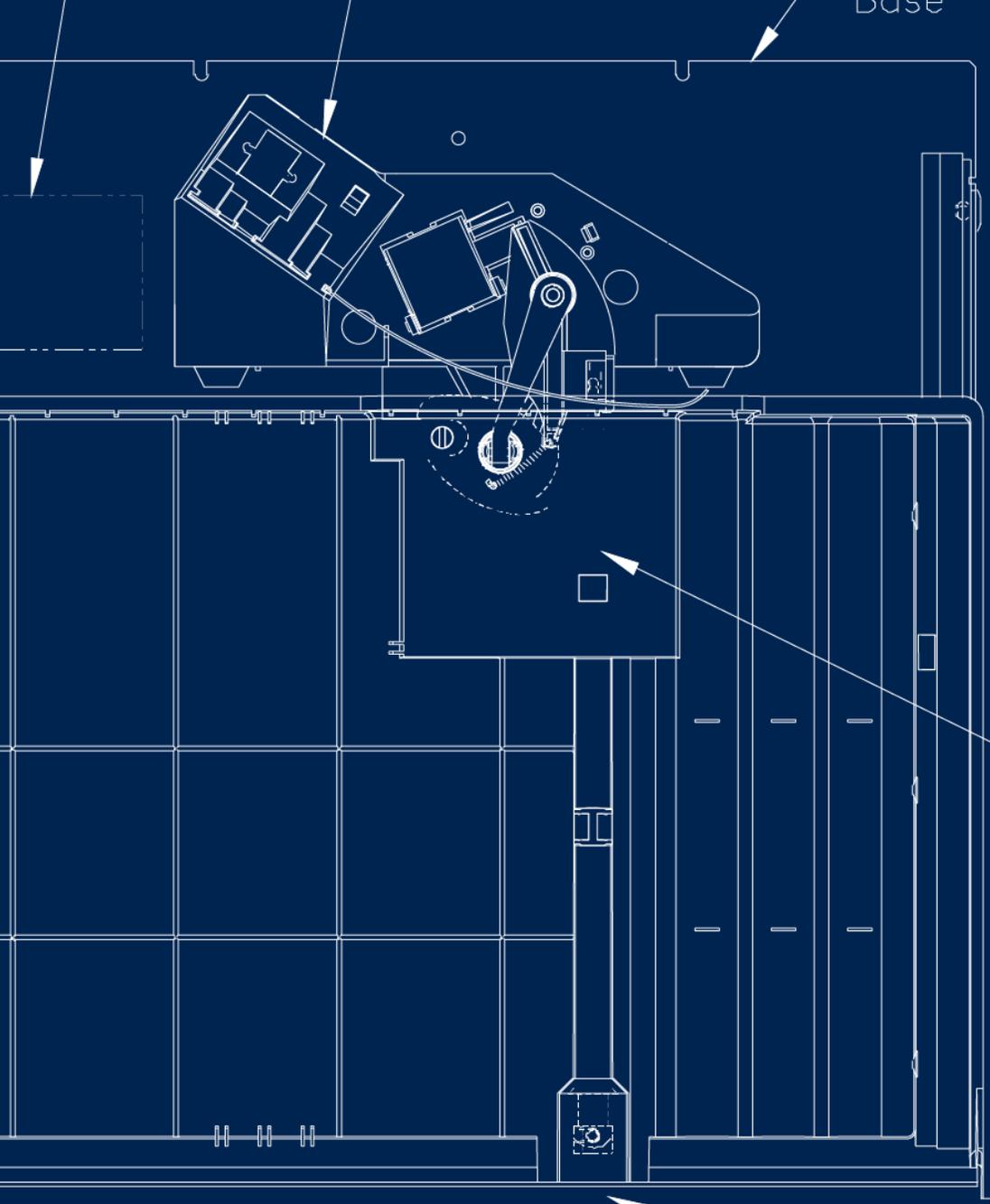
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## THE APG WAY

At APG, we are united by our passion for our work and our commitment to helping our customers thrive. At the center of it all is our extraordinary culture. That culture can best be defined by the 33 'Fundamentals' that we follow. They describe how we work with our customers, each other, as well as our supplier partners.

We call it: the APG way.

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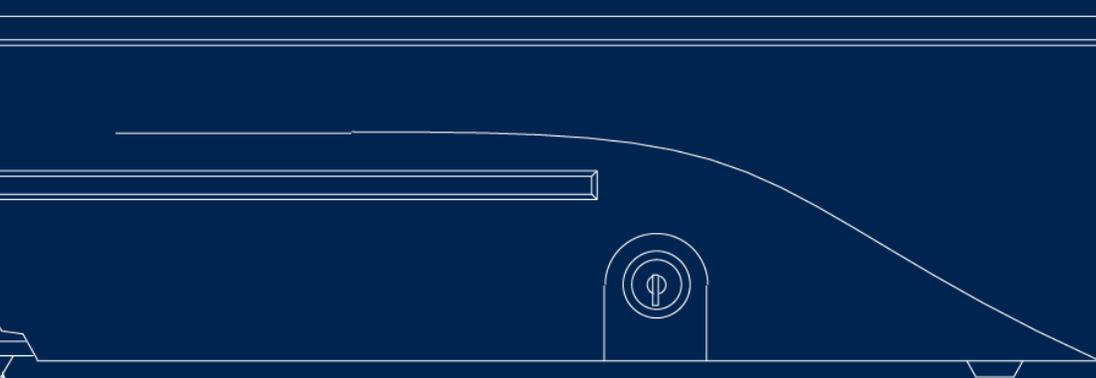


Lock Rod

NOTES:

- \*DENOTES COMPONENT
- \*\*TO ORDER ACCESSORY BOXED, CHANGE THE BX AT THE END OF

*Top View of Cash Drawer  
without Case & Till*



*Front View*

10



# OUR MARK

The logo itself, a unique graphic of a cash drawer, uses a modern 'silhouette' approach. The typeface of the 'APG Cash Drawer®' in the logo is Futura, a strong, readily-available type perfect for an industrial company involved in the production of metal and steel products. The logo is an identifiable symbol of APG's entire brand. Our mark appears on all APG Cash Drawer materials.

## APG LOGO

Placed with precision on millions of products worldwide, the APG logo represents our brand and the uncompromising service provided to our customers. APG Cash Drawer has built a reputation as the supplier of choice for buyers in the industry, with the most durable and dependable cash drawers.

Due to the superior service we provide, APG has won a significant number of industry awards and has been recognized as a leader in the point of sale community in a variety of ways. APG is a trusted partner to the largest system integrators and solution providers, and has more products installed in the convenience, hospitality, and quick serve industries than any other cash drawer manufacturer.





## LOGO RATIONALE

The APG logo combines elements required for a dynamic, contemporary look, as well as the conservative styling needed for longevity of the logo and type treatment.

This logo style offers many advantages including: it is easy to reproduce and print, it can be raised for plaques, awards and other advertising products, and it is capable of being generated with a desktop publishing program or CAD.



*\*enlarged for clarity*

The logo is the official registered trademark of APG Cash Drawer. Do not be shy, use APG's logo whenever possible in any print or digital materials concerning APG Cash Drawer. Black or white silhouette versions are acceptable.

To request authorized artwork files, please go to [www.cashdrawer.com](http://www.cashdrawer.com) and click on APG Image Library. For questions about images and image rights, please email [marketing@us.cashdrawer.com](mailto:marketing@us.cashdrawer.com).

## CORRECT LOGO USAGE

Black or white silhouette versions are acceptable.



All parts of the logo must be used at all times.



The white silhouette logo is acceptable when you need to place the logo over a dark background.

## INCORRECT LOGO USAGE



Do not use color to fill the frame of the logo.



No manipulation of the logo. Proportional manipulation, of the logo, is acceptable.



Picking-and-choosing what parts of the logo best fit your needs is not allowed.



The text seen in the logo must always remain in English, despite global usage. Logo for China, see below, is the only exception.



Please do not reproduce the logo in a tint, screen or place a drop shadow behind.



Do not convert the logo to a color outside of black or white.

## CORRECT LOGO USAGE - CHINA ONLY

Logo specific to APG offices and materials in China. All APG Cash Drawer logo usage rules apply.



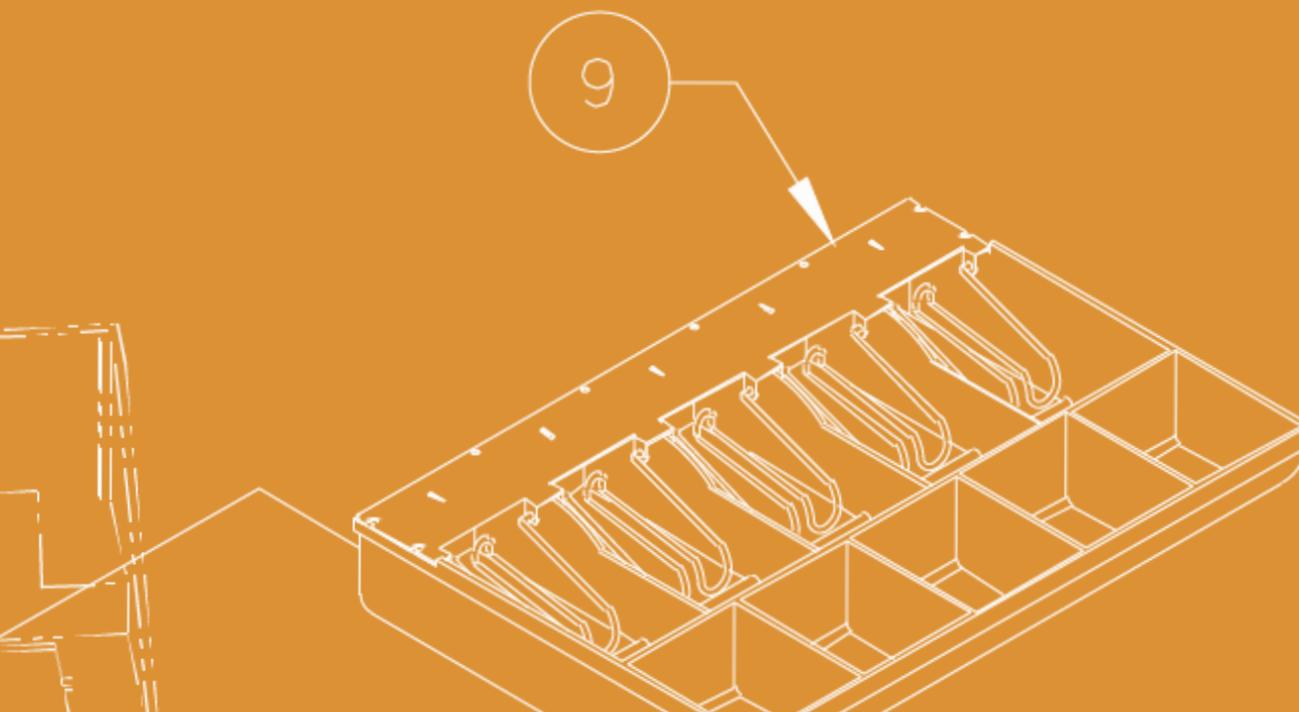
Black silhouette APG Cash Drawer logo.



White silhouette APG Cash Drawer logo.

NOT SHOWN,  
 VARIES INDIVIDUALLY  
 FROM M TO PK & ADD  
 THE PART NUMBER.

9	**M-15VTA
9A*	**M-15U-xxx
10	PK-17-5023
11	PKS100DIV
11A	PKS100DIVBL
*	PK-SL04-1
*	{Part # varies with model #}
*	PK-M19ULR
*	—



# VISUAL LANGUAGE

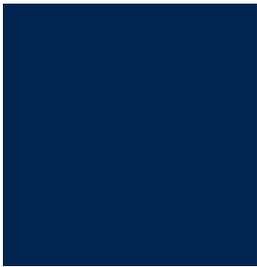
The look of APG's brand reveals the personal side to our innovative products. Our visual language consists of various typefaces and dynamic photography. We aim to communicate through the use of text and photos the importance of an APG cash drawer solution. As we have learned, our cash drawers are more than just a piece of metal. Through the slice-of-life moments we have captured in our photography, our audience will be able to relate with our brand. The pairing of the typefaces Nunito and Open Sans communicates a clean, innovative, and friendly look - mirroring our company and its' culture.

## COLOR PALETTE

The following color palette has been selected for use in all APG Cash Drawer communications to reflect a consistent visual language across platforms and locations.

CMYK values should be used for print and RGB or HEX values should be used for digital applications.

### PRIMARY

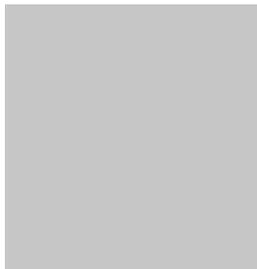


CMYK 100, 54, 0, 71  
RGB 0, 34, 74  
#00224a



CMYK 0, 41, 86, 13  
RGB 221, 130, 30  
#dd821e

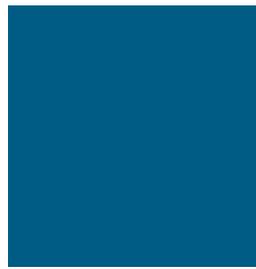
### SECONDARY



CMYK 0, 1, 1, 25  
RGB 191, 191, 191  
#bfbfbf



CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
#000000



CMYK 95, 16, 0, 50  
RGB 6, 107, 127  
#066b7f

## COLOR USAGE

The chosen color palette best represents the modern and innovative appearance of the brand and should be used across all print and digital applications.

Below are color usage examples for you to reference.

### CORRECT COLOR USAGE



Example:



#### CASH IS KING

Always, Always, Always Pay By Cash



### INCORRECT COLOR USAGE



Example:



#### CASH IS KING

Always, Always, Always Pay By Cash



## PRIMARY TYPEFACE

Open Sans is APG Cash Drawer's primary typeface. It is a modern and relatable sans-serif typeface that works well for various platforms. This text font should be used in all APG Cash Drawer communications to reflect a consistent visual identity. This includes advertising, digital assets, promotional and printed materials. When a typeface is needed for headlines, Nunito is preferred.

This font is available in 10 weights and each weight can be used in branded materials.

## OPEN SANS

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# SECONDARY TYPEFACE

Nunito is APG Cash Drawer’s secondary typeface. It is a playful and friendly appearing sans-serif typeface that works well with the primary typeface, Open Sans.

This font is available in 14 weights and each weight can be used in branded materials.

## NUNITO

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Aa

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

## TYPOGRAPHY USAGE

The chosen typefaces best represent the modern and friendly feel of APG's brand and should be used across all print and digital applications.

Typographic hierarchy organizes type and establishes an order of importance within the content, this helps our readers to easily find what they are looking for and navigate the content.

When setting type, we recommend one of the combinations below for headers and body copy.

## RECOMMENDED FORMATS

NUNITO + OPEN SANS

### CASH IS KING

We think you should always pay by cash.

NUNITO + OPEN SANS

### CASH IS KING

We think you should always pay by cash.

REGULAR + LIGHT

### Cash Is King

We think you should always pay by cash.

BOLD + REGULAR

### Cash Is King

We think you should always pay by cash.

## TONE OF VOICE

It is all about our customers. It is not about us, or all the durable products we make. It is about supporting our customers and providing solutions to make them successful.

Keep in mind, when writing copy for branded materials, assess whether the created content is on-brand by asking, "Does this invoke confidence, value, and/or security?"

**WRITE IN AN ACTIVE VOICE.** Make it about what the user is trying to accomplish. Write clearly and simply, both to allow understanding and to make our content scannable.

**WRITE IN A CLEAR AND APPROACHABLE VOICE.** Our relationship with our customers is a collaboration; a partnership. We are about getting the job done, and providing a clear and positive experience.

**TELL OUR CUSTOMERS WHAT THEY CAN DO.** Do not tell them what they should or must do. Empower, do not force.

**WRITE MINIMALLY.** Our customers time is precious, let us not make it harder on ourselves or our customers to read lines of text before getting to the point.

## PRODUCT PHOTOGRAPHY

To request authorized artwork files, please go to [www.cashdrawer.com](http://www.cashdrawer.com) and click on APG Image Library.

For questions about product images and image rights, please email [marketing@us.cashdrawer.com](mailto:marketing@us.cashdrawer.com).



### RECOMMENDED VIEWS

Different formats and views of APG products exist. If shooting new photos, take front, side, back, and angled views of the cash drawer, till or accessory. When possible, use appropriate in-country currency.

Do not transform the product images to create a different angle. Make sure the photo quality is high, as we do not want a blurry image.

## STOCK PHOTOGRAPHY

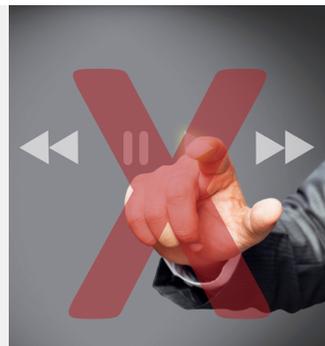
Feature photos in our materials that are bright, people oriented, and authentic moments. We want to show relatable photos that are easily understandable. Avoid using animated photos with overlays of graphics as those tend to be forced.

For questions about images and image rights, please email [marketing@us.cashdrawer.com](mailto:marketing@us.cashdrawer.com).



Pay attention to where these photos are being utilized. For example, when placing photos in European documents, use photos that show the appropriate currency.

Try to use photos from each vertical market APG Cash Drawer serves. Relevant verticals are grocery, convenience, hospitality, retail, and quick serve restaurant.



Avoid over-use of enhanced photos, blurry, grainy, and boring photography in our materials. If the photo doesn't look intriguing to you, chances are it will not be to others.

## ICONOGRAPHY

Our icons and illustrations play an essential role in APG's visual language. They are simple, innovative, and fun.

For questions or requests concerning icons and illustrations, please email [marketing@us.cashdrawer.com](mailto:marketing@us.cashdrawer.com).



### ICON ELEMENTS

Our vector assets are designed with precision

Made from outlines + minimal color shading

Stroke size is consistently 2px

Always scaled proportionally

## ICON USAGE

Icons are a simple, effective way to draw the audience into your content. They serve the same purpose as a paragraph break: they visually break up the content, making it less intimidating.

Use icons as accents to help communicate your message. By writing minimally and using icons, your material will be visually interesting.

Example:

### ABOUT APG

APG Cash Drawer, established in 1978, manufactures a wide range of highly durable and reliable cash drawers that are delivered quickly to the marketplace. APG has built a reputation as the supplier of choice for cash management solutions for retail, grocery, hospitality, and quick serve for thousands of customers throughout the world.

Whether it's our general application cash drawer, custom designed solutions, or the **SMART**ill® Intelligent Cash Drawer, our products and brand are differentiated by our ability to deliver innovative technologies that globally enhance efficiency and security at the point of sale.



**11**

LOCATIONS WITH  
GLOBAL SUPPORT



**43**

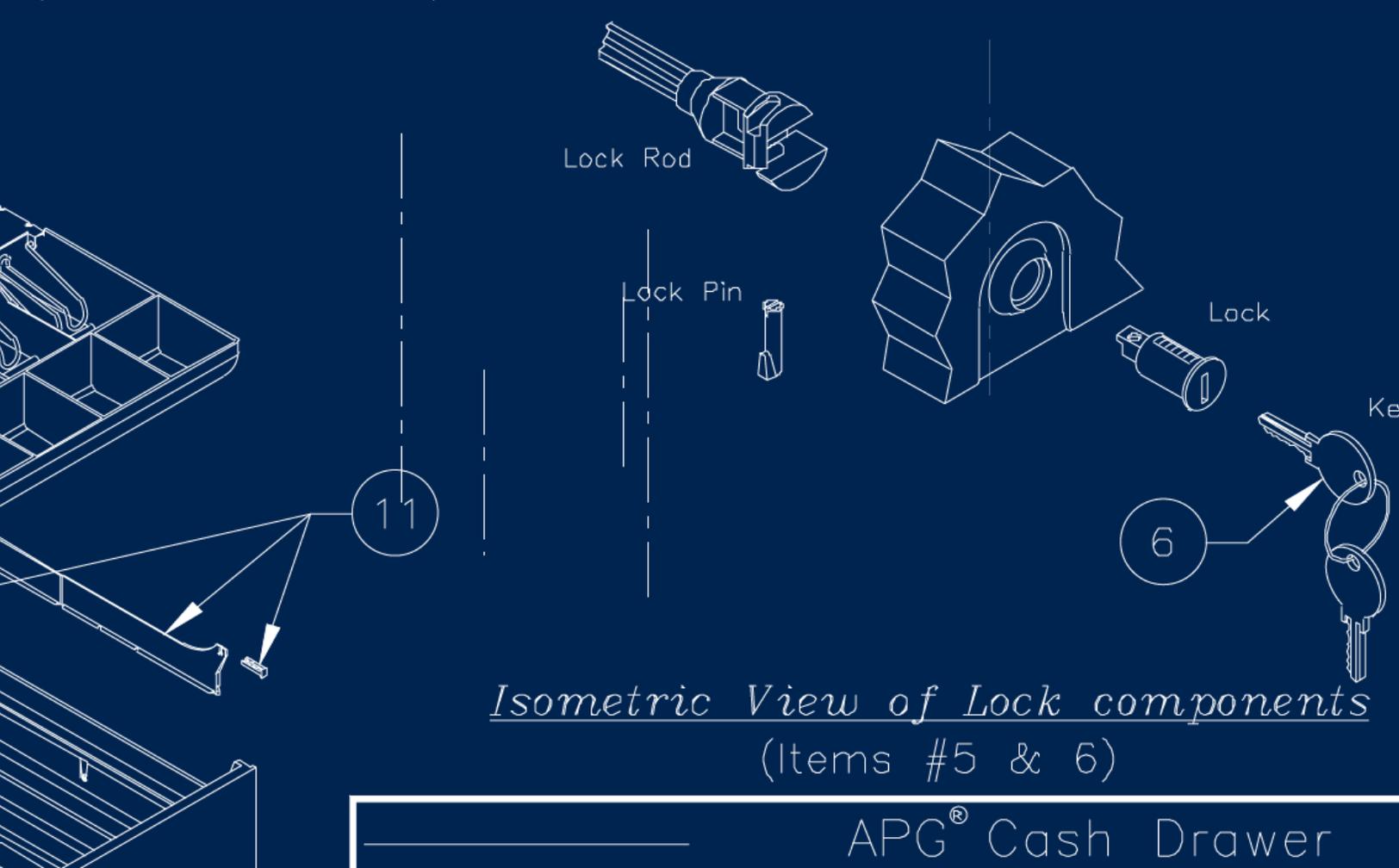
TEST BEDS  
FOR PROVEN  
PERFORMANCE



**70**

COUNTRIES  
SHIPPED TO  
WORLDWIDE

	PK-411-12-24SA	Solenoid Assembly; 12/24V solenoid, plunger, o-ring.
	PK-412	Drawer Sensing Switch
	**M-15VTA	Value Till Assembly (5x5) (bulk packed)
*	**M-15U-xxx	Adjustable Till (See accessories drawing for options). (bulk packed)
	PK-17-5023	Base Pad Kit; (4) 5/16" H.; adhesive rubber fo
	PKS100DIV	Divider Kit (white); includes (2) dividers & med slot clip.
A	PKS100DIVBL	Divider Kit (black); includes (2) dividers & med slot clip.
	PK-SLO4-1	Grease Tube
	{Part # varies with model #}	Cable Harness/interface contact APG for this information, Drawer model# required.
	PK-M19ULR	Power Supply for use with APG's serial & paral interfaces.
	-	Boxes & packaging foam (See parts price list).



*Isometric View of Lock components  
(Items #5 & 6)*

# BRAND EXTENSIONS

Branding is not limited to the APG Cash Drawer logo, it involves all parts of our company. To create an effective visual brand we must carry this across everything we produce, from email signatures to presentations given to customers; we expect you to use the established design elements across all materials associated with APG Cash Drawer.

## TRADEMARKS OF APG CASH DRAWER

To view the full list of APG Cash Drawer trademarks please refer to our website:  
[www.cashdrawer.com/trademarks](http://www.cashdrawer.com/trademarks).

APG Cash Drawer may replace, update or modify our trademarks or the Trademark Usage Policy at any time. Please refer to the above web page whenever you publish a new document using APG trademarks.

### TRADEMARK REGULATIONS

Any trademark, registered or not, must be used as an adjective to protect the trademark rights. The registered and not registered symbols are not interchangeable in the United States. The registered symbol is only for marks that have trademark protection from the United States Patent and Trademark Office. In Europe the ™ and ® are used interchangeably.

The proper attribution must show up at least once in each copy of the communication, document or other material referencing APG Cash Drawer.

### TRADEMARK WORD(S) USAGE GUIDELINES

For publications that will be distributed only in the United States, include the appropriate ® and ™ symbol on first use. In addition, use the appropriate trademark attribution notice. For example: [(Trademarked word or words) are trademarks of APG Cash Drawer, registered in the U.S. and other countries. For a full list of registered trademarks please view [www.cashdrawer.com/trademarks](http://www.cashdrawer.com/trademarks).]

For publications that will be distributed outside the United States, do not include trademark symbols. Instead use the appropriate trademark attribution notice. For example: [(Trademarked word or words) are trademarks of APG Cash Drawer, registered in the U.S. and other countries. For a full list of registered trademarks please view [www.cashdrawer.com/trademarks](http://www.cashdrawer.com/trademarks).]

## SMARTtill LOGO USAGE

The **SMARTtill** by APG Cash Drawer logo may be used when referring to any part of the **SMARTtill** Solution. Bold and italic text must be used when writing '**SMARTtill**'.

To request authorized artwork files, please go to [www.cashdrawer.com](http://www.cashdrawer.com) and click on APG Image Library.

For questions about images and image rights, please email [marketing@us.cashdrawer.com](mailto:marketing@us.cashdrawer.com).

### U.S. + OUTSIDE OF EUROPE

All the APG Cash Drawer logo guidelines, refer to page 13, apply to the **SMARTtill** by APG Cash Drawer logo. Use the below logo in collateral for the U.S. and outside of Europe.



### EUROPE

All the APG Cash Drawer logo guidelines, refer to page 13, apply to the **SMARTtill** by APG Cash Drawer logo. Use the below logo in collateral for Europe.



## SLOGANS

Slogans are used to convey a message about the product, service or cause that it is representing. Use one of the established slogans, see below, in reference to the **SMARTtill** Cash Management Solution.

- Cash Handling Simplified
- Cash Handling: Simplified
- Simplified Cash Handling
- Simplify Cash Handling In-store Activities
- Cash Handling Solution
- Cash Handling Excellence
- An Effective Cash Handling Tool
- Achieve Cash Handling Excellence
- Achieve Operational Excellence
- A Revolutionary Cash Management Tool
- Streamline Your Cash Handling Activities
- Streamline Your Cash Handling Operations
- Streamline Your Operational Efficiency
- Streamlined Operational Efficiency



## BUSINESS CARD

Business cards are part of an introduction; they are important for making a favorable first impression. For questions or requests, please email [marketing@us.cashdrawer.com](mailto:marketing@us.cashdrawer.com).



## LETTERHEAD

This letterhead is to be used in any formal correspondence with external contacts. Both Microsoft Word and PDF templates are available.

**HEADLINE OF SLIDE WITH PARAGRAPH**

If you have a longer thought or paragraph Use this layout to elaborate further. We recommend not using a photo or graphic on this slide as it will become very crowded.

Need a photo? Please refer to the picture layout slide.



## POWERPOINT TEMPLATE

Templates for PowerPoint presentations are available. If creating your own, please follow the brand standards.

**HEADLINE OF SLIDE**

If you need a slide with a white background please use this.

- All the same rules apply for additional layouts  
(Ex. Slide with photo, Slide with Paragraph, etc.)




**First Last**  
 Position Title  
 www.cashdrawer.com  
 T: +1 763-571-5000 ext. #  
 5250 Industrial Blvd NE | Minneapolis, MN | 55421

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#) | [Google+](#)

*Confidentiality: The information contained in this email message is legally privileged and confidential information intended only for the use of the addressee named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, or copy of this email is strictly prohibited. If you have received this email in error, please immediately notify us and return the original message to us at the email address above. Thank you.*

*Monitoring/Viruses: APG Cash Drawer may monitor all incoming and outgoing emails in line with current legislation. Although we have taken steps to ensure that this email and attachments are free from any virus, we advise that in keeping with good computing practice the recipient should ensure they are actually virus free.*

## EMAIL SIGNATURE

To stay cohesive, use the format above to represent APG’s brand in an email. Globally enhancing APG’s brand starts with something as simple as an email signature.

If you choose to promote a trade show or company related update please place under the social platforms but, before the confidentiality statement.

## **APG CASH DRAWER, LLC**

5250 Industrial Blvd NE  
Minneapolis, MN 55421  
USA  
+1 763 571 5000

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## **APG CASH DRAWER Ltd**

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## **APG CASH DRAWER SA**

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Madrid - Spain  
+34 (0) 91 8023594

## **APG CASH DRAWER SARL**

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