



apg[®]

trust at every point

brand
book



At apg® when we say “trust” we mean trust at every point. For more than 40 years, the quality of our work, products, and achievements have allowed us to deliver the very best-in-class cash management solutions at the point of sale all around the world. Today, we believe that brick-and-mortar retail connects people to their community, to each other, and drives business success. Through growth and innovation, it is apg’s goal to strengthen the vitality of every retail and hospitality provider worldwide.

Simply put, we’re easy to do business with. It’s the foundation for all we do. We’ve earned our reputation as a global market leader in product excellence by developing new and exciting solutions to meet the needs of an ever-changing world of retail. We harness our unique expertise to strengthen retailers’ success and earn the loyalty of value channel partners through reliable, secure, and innovative POS solutions.

Contents

- Locations
- Our Story
- Logo
- Family Brands
- Vision
- Mission
- Values
- Colors
- Feel
- Fonts
- Examples
- Messaging
- Additional Resources





Touch Points
Throughout
The World



Headquarters Minneapolis, United States
Offices United States, United Kingdom, France, Spain, Germany, China
Warehouses Seattle, United States | Hilden, Germany

> Our Story

Formerly known as APG Cash Drawer, we built our business by being the go-to cash drawer supplier for retail, grocery, convenience, hospitality, and quick-serve environments. We look back with reverence on the foundation that was created and nurtured for over 40 years as we embrace the new apg brand.

With touch points throughout the world and innovations inspired by a wide range of verticals, we've always been at the point of something good. This brand serves as a challenge, a reminder, and an inspiration to be at a point of something even better.

Sold In

90⁺

Countries

Sold

6M⁺

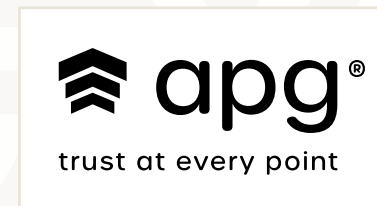
Cash Drawers

> Logo

Typeface | Urbane Rounded

Logos can be used without tagline with Marketing approval.

Our tagline should not be used with a period.



Do not

- place full color logo over similar colors already contained within the logo
- place logo over any saturated or dark colors, used white logo instead
- rotate logo to be facing down at any degree or alter the dimensions
- print an oversized logo on wearable material, keep logo small and compact
- use tagline version of the logo at small sizes
- alter the language of the logo or tagline (the text seen in the logo must stay in English throughout global usage)
- reproduce the logo in a tint, screen or place a drop shadow behind
- alter or swap colors

› Family Brands

Light-Duty

- A cost-effective, highly functional economical cash drawer that offers excellent value
- Perfect for low transaction volumes such as kiosks, food trucks, and pop-up retail
- Consistently tested to over 500,000 - 750,000 transactions

Standard-Duty

- Competitively priced drawers; offering a compromise between performance and entry options
- Perfect for medium-transaction cash environments like hospitality, retail, and convenience
- Consistently tested to over 1,000,000 transactions

Heavy-Duty

- Performance cash drawers that can meet the demands of rigorous environments
- Perfect for high-transaction cash environments like grocery, restaurants, and convenience stores
- Consistently tested to over 4,000,000 transactions

smarttill®

Innovative SMARTtill Cash Management Solution

- Eliminates manual till counts and reduces the expense of cash handling
- Reduces time spent on identifying cash losses
- Redeploys saved labor to increase profit generating activities

currentsee®

smarttillconnect®

logo variations

smarttill®

smarttill®

smarttill®

smarttill®

smarttill®

» Vision

We believe that brick & mortar retail connects people to their community, to each other, and drives business success. apg strengthens the vitality of every retail and hospitality provider worldwide.



Mission

We harness our unique expertise to strengthen retailers' success and earn the loyalty of valued channel partners through our reliable, secure and world leading innovative POS solutions.



» Values

At apg®, we are united and guided by our 8 values; guiding us like the points of the compass with our North Star being Customer Centricity. They are the heart of our culture and help us shine authentically from the inside, out. It's the way we do things around here.

We want to work with people who embody these core values.



Customer-Centric

The customer is the center of our world

Collaborative

Work together to create winning teams

Empowered

Inspire, mentor, enable, and rise together

Proud

Care about our work, our people, and our customers

Principled

Do the right thing

Accountable

Stay true to our word

Innovative

Explore the art of the possible

Bold

Harness our expertise to dream and think big

Colors



PANTONE 2768 C

HEX 001740
RGB 0, 23, 64
HSB 218, 100, 25
CMYK 100, 64, 0, 74



PANTONE 1375 C

HEX FF930D
RGB 255, 147, 13
HSB 33, 95, 100
CMYK 0, 42, 94, 0



PANTONE 7698 C

HEX 396B84
RGB 57, 107, 132
HSB 200, 57, 52
CMYK 56, 18, 0, 48



HEX 030F27
RGB 3, 15, 39

HSB 220, 92, 15
CMYK 92, 61, 0, 84



HEX 00557A
RGB 0, 85, 122

HSB 198, 100, 48
CMYK 100, 30, 0, 52



HEX E17F00
RGB 225, 127, 0

HSB 34, 100, 88
CMYK 0, 43, 100, 11



HEX E9E4D8
RGB 233, 228, 216

HSB 42, 7, 91
CMYK 0, 2, 7, 8



HEX FOEDE6
RGB 240, 237, 230

HSB 42, 4, 94
CMYK 5, 4, 8, 0



HEX CCC0A4
RGB 204, 192, 164

HSB 42, 20, 80
CMYK 0, 6, 20, 20



HEX F2542D
RGB 242, 84, 45

HSB 12, 81, 95
CMYK 0, 65, 81, 5

➤ Feel



» Fonts

Alternative fonts:
Lato



Heading One

Creato Display Bold | +8pts



Heading Two

Creato Display Bold | +4pts



Heading Three

Creato Display Bold | +0pts



Paragraph

Satoshi Regular | +0pts



Link

Satoshi Regular | +0pts



Button

Satoshi | +0pts

Heading One

Ipsum dolor sit amet, consectetur adipiscing

Suspendisse a velit ac est semper pulvinar et vel erat. Suspendisse feugiat, tortor at rhoncus tincidunt, dui ligula sagittis eros, a feugiat turpis nulla at turpis.

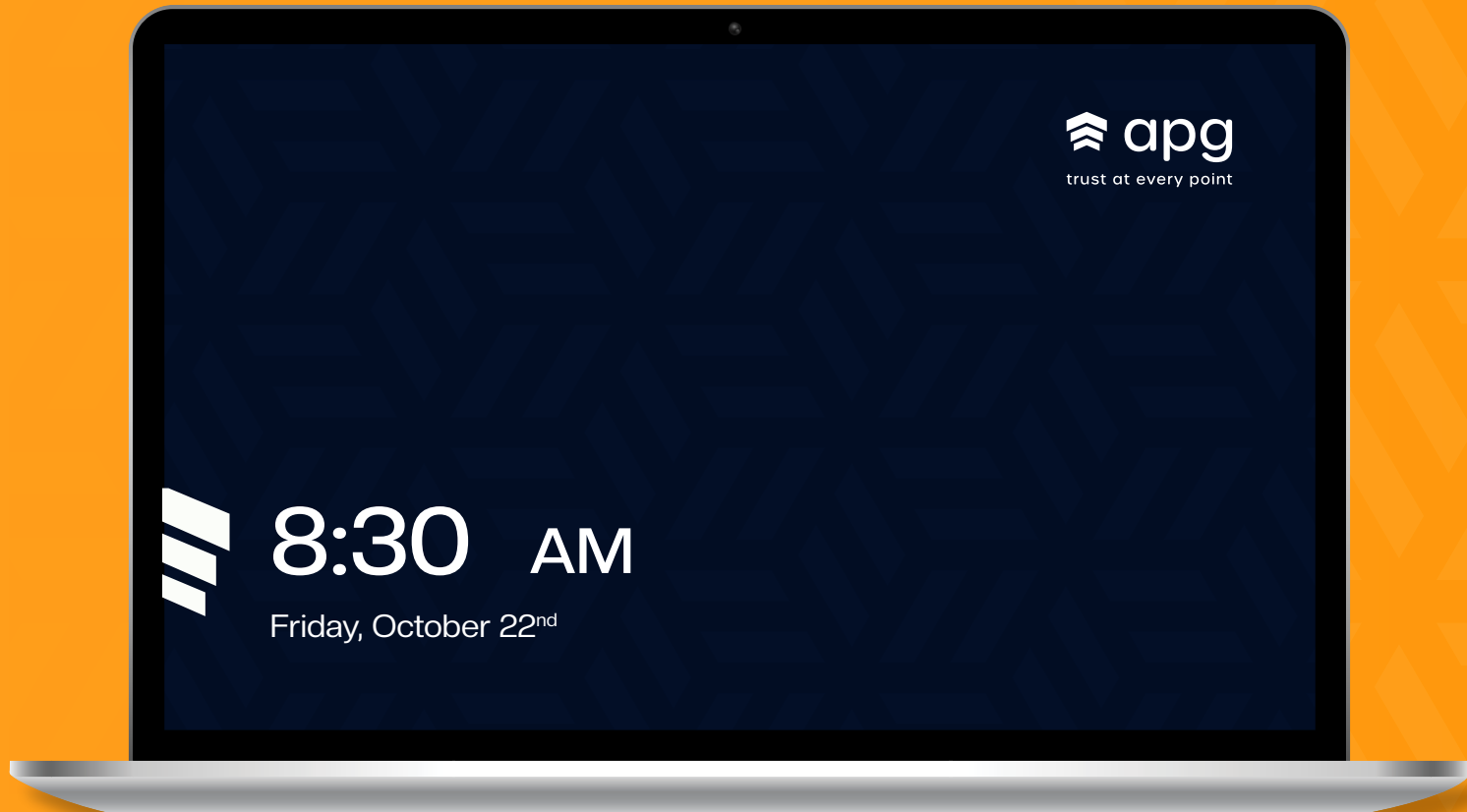
Maecenas at fringilla ligula, non maximus massa

Praesent tincidunt tincidunt congue. Quisque eget libero purus. Integer non neque a massa efficitur efficitur a sed metus. Sed sed congue es.

Vivamus tortor dolor, maximus eget tortor vel, varius venenatis est. Vivamus a mattis ipsum, at lobortis erat. Quisque ullamcorper, nibh eget sodales commodo, erat odio suscipit lacus, at ultrices lacus mi quis libero. Sed et scelerisqu. [\[LINK EXAMPLE\]](#)

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Button Example



» Messaging

- Trust at Every Point™
- Trust us. We're at the point of something good.™
- In writing, apg® should be typed without capital letters
- In writing, use the registration mark when referencing the brand (example: apg®)

Additional Resources

- To view the full list of apg® trademarks please refer to [our website](#)

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