AFCS Brand Guide

LOGO

TAGLINE

TYPOGRAPHY

COLOR Palette

IMAGERY

PRINT

WEB
In 2010, Air Force Civilian Service (AFCS) was launched, providing a name and face for the 180,000 civilian employees of United States Air Force.

AFCS developed a set of branding elements—logo, color palette, supporting graphics, etc.—that animate all internal and external communications. This document presents these elements with instructions on how they must be used in order to reinforce brand integrity and brand recognition.

Any question regarding these guidelines should be addressed to:

HQ AFPC/DPIFRA
Randolph Air Force Base
San Antonio, Texas
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**AIR FORCE CIVILIAN SERVICE BRAND GUIDE**

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**AFCS Brand Guide**

May 2017
Description
The AFCS logo differentiates us in the marketplace, where competition for attention is fierce.

The logo is a graphic representation or symbol of AFCS. It visually communicates the dynamic nature of our work and mission. It is active. It is a symbolic reference to flight. It is modern and speaks to advanced technology. In addition, it pays homage to the Air Force Memorial in Washington, DC.

Stacked and Horizontal are the two orientations of the AFCS logo.

2 Color “Stacked” Logo
Use PANTONE 298 C for the light blue and PANTONE 653 C for the dark blue when implementing the logo using two colors without gradients.

4 Color “Stacked” Logo
This logo includes gradients to create dimensional effects. This is the logo that should be used in most instances. It is the logo to use in print and digital versions, which is discussed on page 8.
4 Color “Horizontal” Logo
Depending on the layout and application, use either the horizontal logo or stacked logo, which is discussed on page 7.
Like the Stacked logo, use PANTONE 298 C for the light blue and PANTONE 653 C for the dark blue when implementing the logo as two colors without gradient.

2 Color “Horizontal” Logo
Like the “Stacked” logo, use PANTONE 298 C for the light blue and PANTONE 653 C for the dark blue when implementing the logo as two colors without gradient.

1 Color Versions
Both logos can also be used as one color in Black, White (see “Reversed” on page 8), PANTONE 298 C, and PANTONE 653 C. In four color production situations where a black logo is required, use CMYK build of 0/0/0/100 for 100% black.

Minimum Width
When reduced, the Stacked logo should not be printed less than 0.36 inches wide and the Horizontal logo must not be printed less than 1.5 inches wide. Additionally, the logos should be kept proportional in width and height. For example, if the width is reduced by 50%, the height should be reduced by 50% as well.

Clear Zone
All text, graphics, and images used near the logos should be placed no closer than the distance equal to the height of the “Civilian” or “AFCS” text.

Reversed
When produced on a dark background, the logo should be “knocked out.” The acronym and text should be legible to ensure clarity and legibility.
Unapproved Usage of Logos
When use of the USAF logo is required on AFCS materials, size the logo at 40% or less of the AFCS mark. It should be placed in a corner or side position so as not to obscure or distract from message and content. (See pages 15 and 31 for reference).

Please refer to page 11 for examples of how not to use the AFCS logo.
• Stretched out of proportion in any direction. (1)
• Flipped or reflected layout in any direction. (2)
• Used with incorrect color palette. (3)
• Placed on a photo or design that obscure the words. (4)
• Rotated or tilted, except by special approval on promotional and specialty. (5)
• Used in outline form or otherwise modified versions. (6)
• Used independently or in conjunction with other designs. (7)
• Combined with other logos or designs. (8)
• Cropped, logo must be used entirely. (9)
• Used within a sentence, phrase or headline. (10)
• Shaded, screened, or otherwise modified versions. (11)
• Filled with a texture or illustration. (12)
• Faded out with feathering effects, or otherwise modified versions. (13)
• Combined with other elements, logo cannot be placed in a shape, such as a rectangle or circle, except by special approval on promotional and specialty. (14)
• Crowded, overlapped, or merged with other words. (15)
• Shaded, screened, or modified with other effects. (16)

Use of USAF Logo
When use of the USAF logo is required on AFCS materials, size the logo at 40% or less of the AFCS mark. It should be placed in a corner or side position so as not to obscure or distract from message and content. (See pages 15 and 31 for reference).
Tagline

Forces. Joined. speaks to the partnership and cooperation between civilian and military to accomplish the Air Force mission. It recognizes the value of both and declares that AFCS is itself a formidable force.

This tagline should be included on any document or application where the AFCS logo is used. It can be directly associated with the logo or elsewhere when appropriate.

Forces. Joined.
Typeface Anatomy

Typeface anatomy describes the graphic elements that make up printed letters in a typeface. The strokes of a letter are the lines that make it up. Strokes may be straight, as in k l v w x z, or rounded, as in c o s. If straight, they may be horizontal, vertical, or diagonal; if rounded, open or closed.

A main vertical stroke is called a stem. The letter m has three, the left, middle, and right stems.

The central stroke of an s is called the spine. A stroke, usually a stem, which rises above the height of an x is called an ascender; letters with ascenders are b d f h k l.

A stroke which drops below the baseline is a descender. Letters with descenders are g j p q y.

The Quick Brown Fox

Jumped Over The Lazy Dog

1. baseline
   the line upon which most letters “sit” and below which descenders extend.

2. x-height
   typically this is the height of the letter x in the font (the source of the term).

3. cap height
   the height of capital letters that are flat—such as h or i.

Arm
Beak
Bracket
Descender Loop Drop Spur Bow Ditch
Brand Guidelines

Typography is central to creating brand communications that are readily recognizable and easy to read. Therefore, use of these specified typefaces is essential to Air Force Civilian Service branding efforts. Through their form and balance, these typefaces help illustrate an openness, honesty, and optimism that are hallmarks of AFCS’s culture and interaction with the public. When used consistently, communications will resonate with the voice of the AFCS brand as reflected in its mission, vision, and values.

These fonts or the alternate selections (page 22, 23) must be used in ALL situations and applications. No alternate or additional fonts may be used without prior approval from HQ AFPC/DPIFRA.

**preferred typefaces**

**Ingra Cd (Regular)**

**Ingra Cd (Bold)**

Helvetica Neue LT Std 35 (Thin)

Helvetica Neue LT Std 35 (Thin Italic)

Helvetica Neue LT Std 45 (Light)

Helvetica Neue LT Std 45 (Light Italic)

Helvetica Neue LT Std 55 (Roman)

Helvetica Neue LT Std 56 (Italic)

Helvetica Neue LT Std 75 (Bold)

Helvetica Neue LT Std 75 (Bold Italic)

Helvetica Neue LT Std 85 (Heavy)

Helvetica Neue LT Std 85 (Heavy Italic)

Helvetica Neue LT Std 95 (Black)

Helvetica Neue LT Std 95 (Black Italic)

**Helvetica Neue LT Std**

Helvetica Neue LT Std 70 is used for headlines and titles. It complements the Helvetica font family, and produces a strong and legible form for headlines.

**Helvetica Neue LT Std TT** (Condensed)

Helvetica Neue LT Std TT is used for all print deliverables. A widely used sans-serif typeface,Helvetica is comparable to Arial in its clean, approachable look; and also similarly provides a wide range of font options. When designing for the web, use Arial to compensate for Helvetica.
Arial (Regular)

Arial (Italic)

Arial (Bold)

Arial (Bold Italic)
Description

This color system is a guide to create color consistency and reflect the mission of AFCS. These recommended colors should be used when appropriate on all visual communications.

These colors are equivalent to the PANTONE numbers.

Printed material: use the CMYK values
Video or broadcast: use the RGB values
Web: use the HTML values

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEEP BLUE</td>
<td>65 C</td>
<td>0/0/25/100</td>
<td>33/87/138</td>
<td>21578A</td>
</tr>
<tr>
<td>CYAN</td>
<td>298 C</td>
<td>68/3/0/0</td>
<td>61/183/228</td>
<td>3DB734</td>
</tr>
<tr>
<td>ORANGE</td>
<td>172 M</td>
<td>0/73/87/0</td>
<td>250/70/22</td>
<td>FA4E16</td>
</tr>
<tr>
<td>BLACK</td>
<td>PROCESS BLACK C</td>
<td>0/0/0/100</td>
<td>30/30/30</td>
<td>21E1E1</td>
</tr>
<tr>
<td>LIGHT GRAY</td>
<td>COOL GRAY 2</td>
<td>0/0/0/11</td>
<td>228/229/230</td>
<td>E4E5E6</td>
</tr>
<tr>
<td>DARK GRAY</td>
<td>324 C</td>
<td>0/0/0/0</td>
<td>108/111/113</td>
<td>6D9770</td>
</tr>
</tbody>
</table>

B. Gradients

The gradient element adds subtle impact and dimension to the AFCS brand. The gradient aspect enhances the color palette and enriches the overall design.
Photography
Consistent use of photography contributes to brand recognition and shapes brand values. In most AFCS applications, clean photography on a white or light background is recommended.

Ensure photos selected are an appropriate resolution for each application (300dpi for printed materials, 100dpi for online use) and that the subject matter contributes positively to the intended purpose. Take into account diversity when selecting subjects. Do not use any copyrighted photography without permission.

Photo-composites or montages should account for realistic depth of composition.

When including text in the composite, consider the white space needed and arrange the typographic elements to complement the overall design. Text should be arranged in a clear visual hierarchy.
Diversity

When selecting photos, consider the importance and influence of a diverse workforce in AFCS. Our goal is to reflect AFCS values and diversity goals.
Here are examples of the grid in action. For recruitment advertising, the headlines are centered in ALL CAPS using Ingra CN (Bold). The top of the headline starts at the vertical center of the image. The body text is left justified using Ingra CN (Regular). The logo is placed on the bottom right corner.

**Template Poster or Ad Template Poster or Ad with AF Center Shield**

Hispanic Network Magazine Ad

SMART, AMBITIOUS, READY TO CHANGE THE WORLD. We get it. We see your potential. That’s why we want you on our team doing vital and challenging work essential to the security of our nation. Consider Air Force Civilian Service (AFCS). Your talents and professional skills will find a home with us and your unique perspectives will be highly valued. We offer you a supportive and inclusive workplace where everyone is valued and work-life balance is a priority. If you’re ready to change the world and you’d like to work with the Air Force Civilian Service, find your place with us and watch your career soar.

Forces. Joined. AFCivilianCareers.com/hn

Equal opportunity employer. U.S. citizenship required. Must be of legal working age.

Use your engineering skills to protect our nation. Help us put the latest technology and advanced systems on the front lines, maintaining United States Air Force superiority and dominance in air, space, and cyberspace. Work in an environment of innovation, research, and development—unlike anywhere on the planet—on cutting edge projects that engineers in the private sector can only dream of. AFCS, at 180,000 strong, is a force to be reckoned with. The Air Force Nuclear Weapons Center is hiring entry level mechanical engineers. Enjoy great benefits and work-life balance. AFCivilianCareers.com/afnwc
We offer you a supportive and inclusive workplace where excellence is rewarded and work-life balance is a priority. Factor in great benefits and you’ll see why AFCS is a place where you can excel. At 180,000 strong we too are a force to be reckoned with. Find your place with us and watch your career soar.

AFCivilianCareers.com/eoej

Equal opportunity employer. U.S. citizenship required. Must be of legal working age.

You are a force to be reckoned with.

We get it. We see your potential. That’s why we want you on our team doing vital and challenging work essential to the security of our nation. Consider Air Force Civilian Service (AFCS). Your talents and professional skills will find a home with us and your unique perspectives will be highly valued. We offer you a supportive and inclusive workplace where excellence is rewarded and work-life balance is a priority. Factor in great benefits and you’ll see why AFCS is a place where you can excel. At 180,000 strong we too are a force to be reckoned with. Find your place with us and watch your career soar.

AFCivilianCareers.com/eoej

Equal opportunity employer. U.S. citizenship required. Must be of legal working age.

You are a force to be reckoned with.

We offer you a supportive and inclusive workplace where excellence is rewarded and work-life balance is a priority. Factor in great benefits and you’ll see why AFCS is a place where you can excel. At 180,000 strong we too are a force to be reckoned with. Find your place with us and watch your career soar.

AFCivilianCareers.com/eoej

Equal opportunity employer. U.S. citizenship required. Must be of legal working age.

You are a force to be reckoned with.
B. Brochures
Brochures should follow all brand guidelines.
Finished size for all will be 8" x 8" either in accordion fold or saddle stitched.
A Force to be Reckoned With
Yet all officers debilit aut rerum necessitates saepe.

Yet aut officiis debitis aut rerum necessitates saepe.

A Force to be Reckoned With
Yet all officers debilit aut rerum necessitates saepe.
LinkedIn
Brand and graphic elements featured on AFCS pages should follow all brand guidelines. Additional or supplementary graphics can be produced through AFPC at Randolph AFB.

Banner Ads
Online ads should follow all brand guidelines. These can be produced upon request of AFPC at Randolph AFB.