



LOGO

TAGLINE

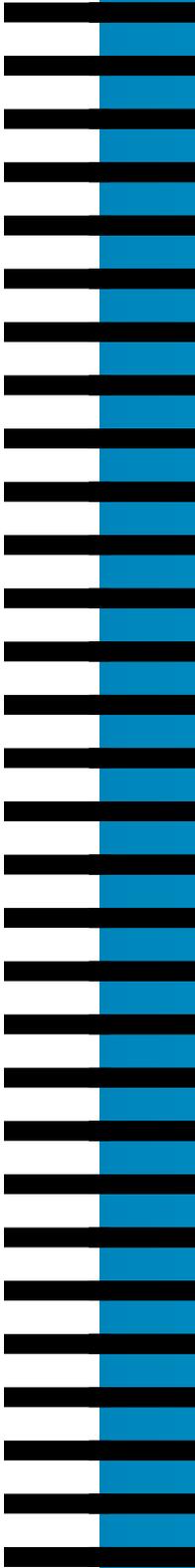
TYPOGRAPHY

COLOR PALETTE

IMAGERY

PRINT

WEB



INTRODUCTION

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 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 May 2017

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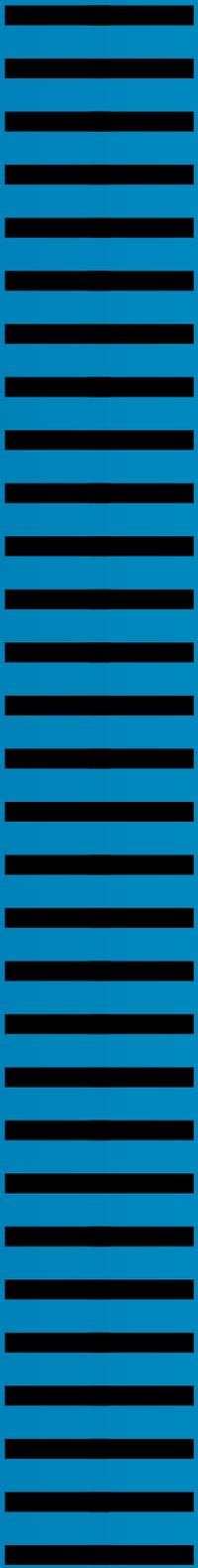
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LOGO





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 illustrates the dynamic nature of our work and mission. It is active. It's 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.



4 Color "Stacked" Logo

This logo includes gradients to create dimensional effects. This is the logo that should be used in most instances. There is also a horizontal version, which is discussed on page 8.

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 “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.

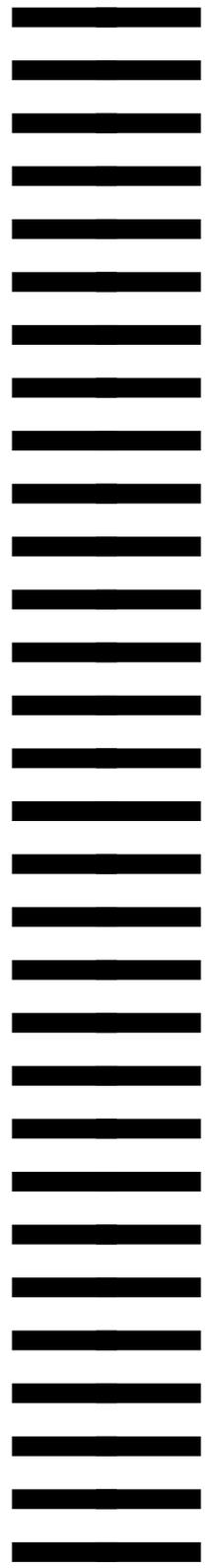


2 Color “Horizontal” Logo

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.

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.



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.

Unapproved Usage of Logos

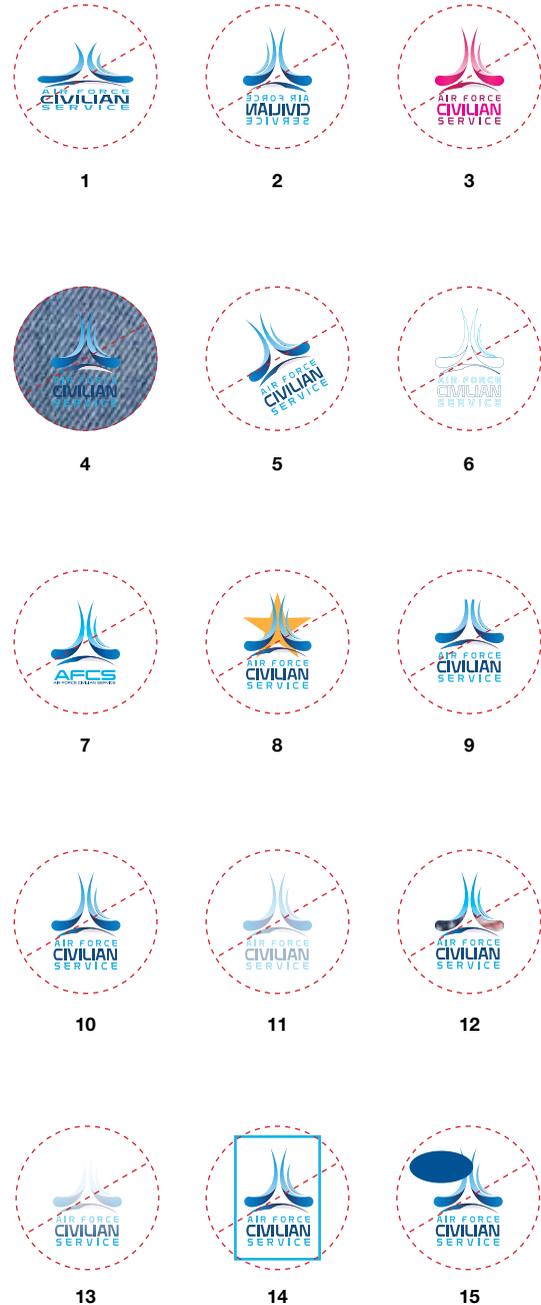
When use of the USAF logo is required on AFCS materials, size the logo at 40% or less of the AFCS mark. It should be placed in a corner or side position so as not to obscure or distract from message and content. (See pages 15 and 31 for reference).

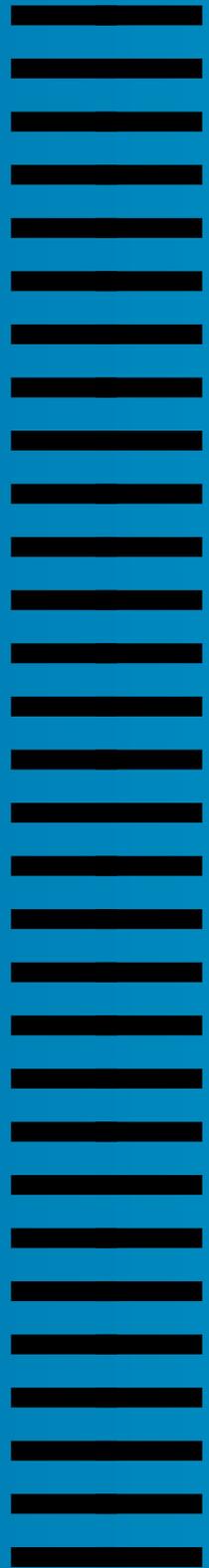
Please refer to page 11 for examples of how not to use the AFCS logo.

- 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 obscures the words. (4)
- Rotated or titled, 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 photo 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)

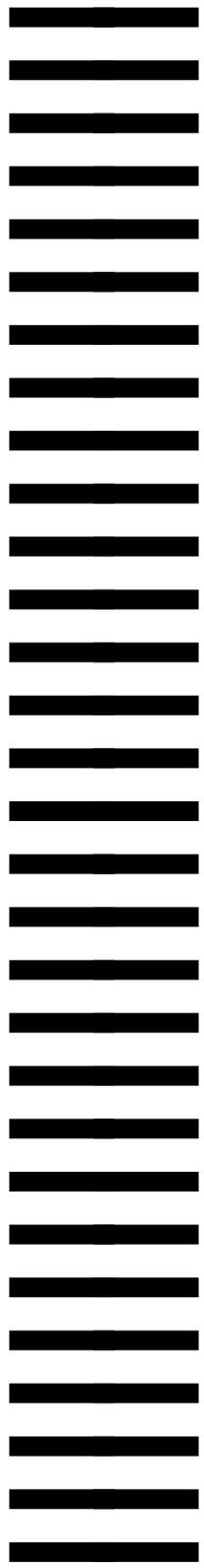
Use of USAF Logo

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



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.

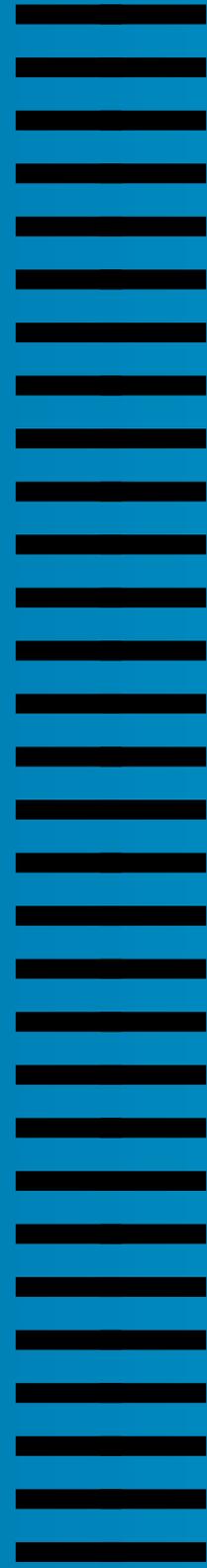
The tagline should be included on any document or application where the AFCS logo is used. It can be directly associated with the logo or elsewhere when appropriate.

Forces. Joined.



Forces. Joined.





TYPOGRAPHY



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 (called the x height) 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

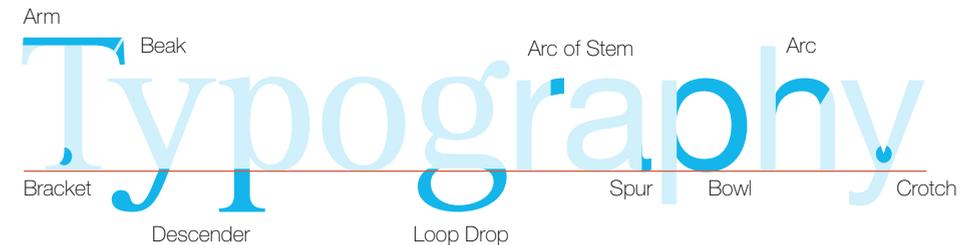
the line upon which most letters “sit” and below which descenders extend.

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.



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)

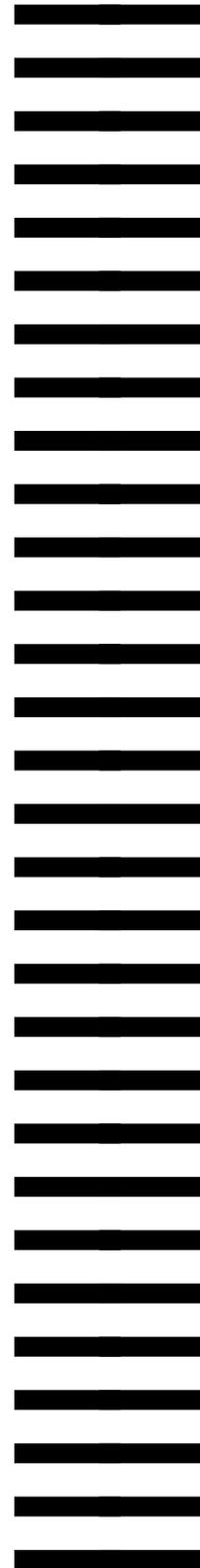
Helvetica Neue LT Std 75 (Bold Italic)

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)



Ingra Cd (Bold)

Ingra Cd (Bold) is used for headlines and titles. It complements the Helvetica font family, and produces a strong and legible form for headlines.

Ingra Cd (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Ingra Cd (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue LT Std

Helvetica Neue LT Std is used for text 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.

Helvetica Neue LT Std 55 (Roman)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue LT Std 57 (Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue LT Std 75 (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue LT Std 77 (Bold Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue LTD Std 95 (Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue LTD Std 97 (Black Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

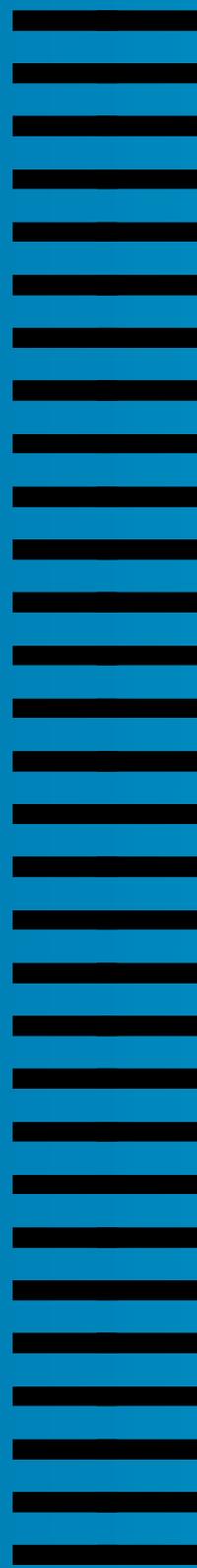
alternate typefaces

Arial (Regular)

Arial (Italic)

Arial (Bold)

Arial (Bold Italic)



Arial

Arial is used for text for all print deliverables.

Arial (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial (Italic)

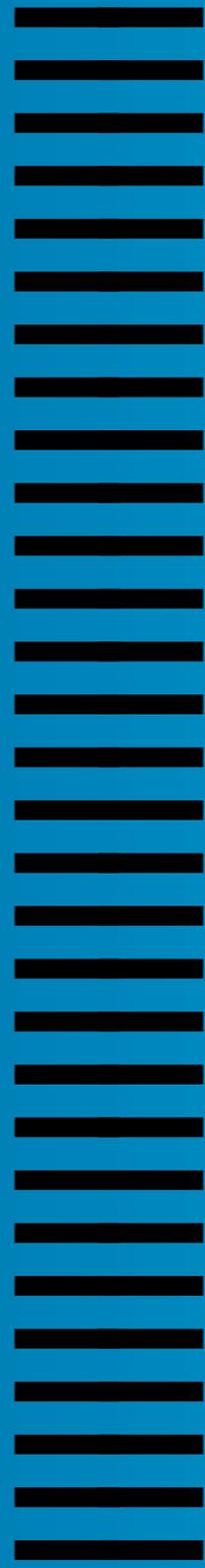
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial (Bold Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



COLOR PALETTE



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.



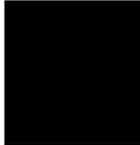
CYAN
PANTONE 298 C
CMYK 68/3/0/0
RGB 61/183/228
HTML 3DB734



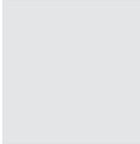
DEEP BLUE
PANTONE 653 C
CMYK 96/59/4/17
RGB 33/87/138
HTML 21578A



ORANGE
PANTONE 172 M
CMYK 0/73/87/0
RGB 250/70/22
HTML FA4616



BLACK
PANTONE PROCESS BLACK C
CMYK 0/0/0/100
RGB 30/30/30
HTML 1E1E1E



LIGHT GRAY
PANTONE COOL GRAY 2
CMYK 0/0/0/11
RGB 228/229/230
HTML E4E5E6



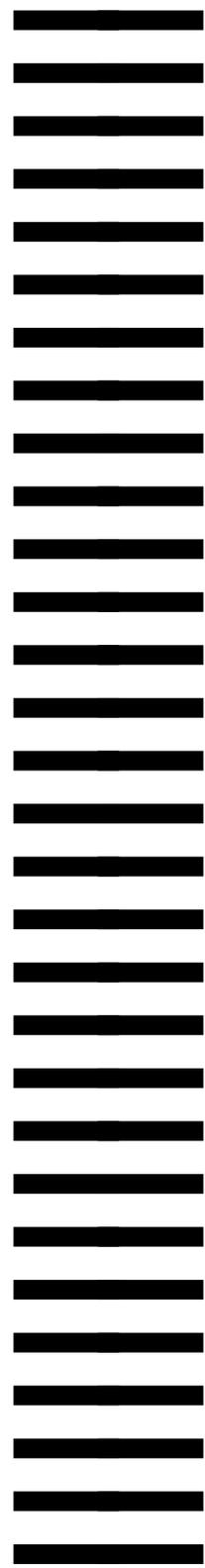
DARK GRAY
PANTONE 424 C
CMYK 30/22/19/53
RGB 108/111/112
HTML 6C6F70

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.

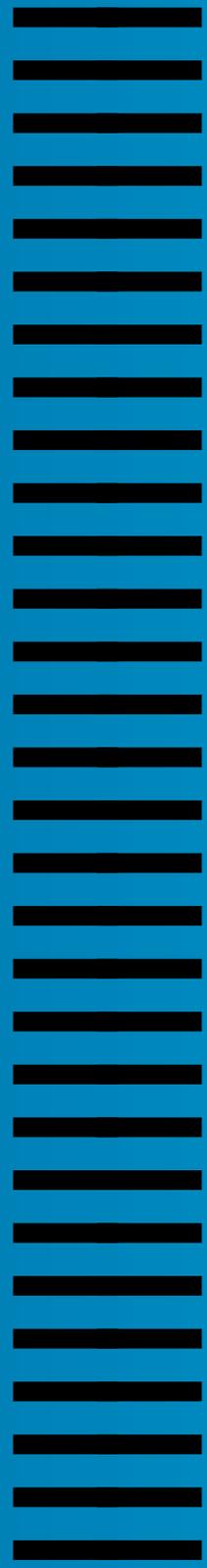




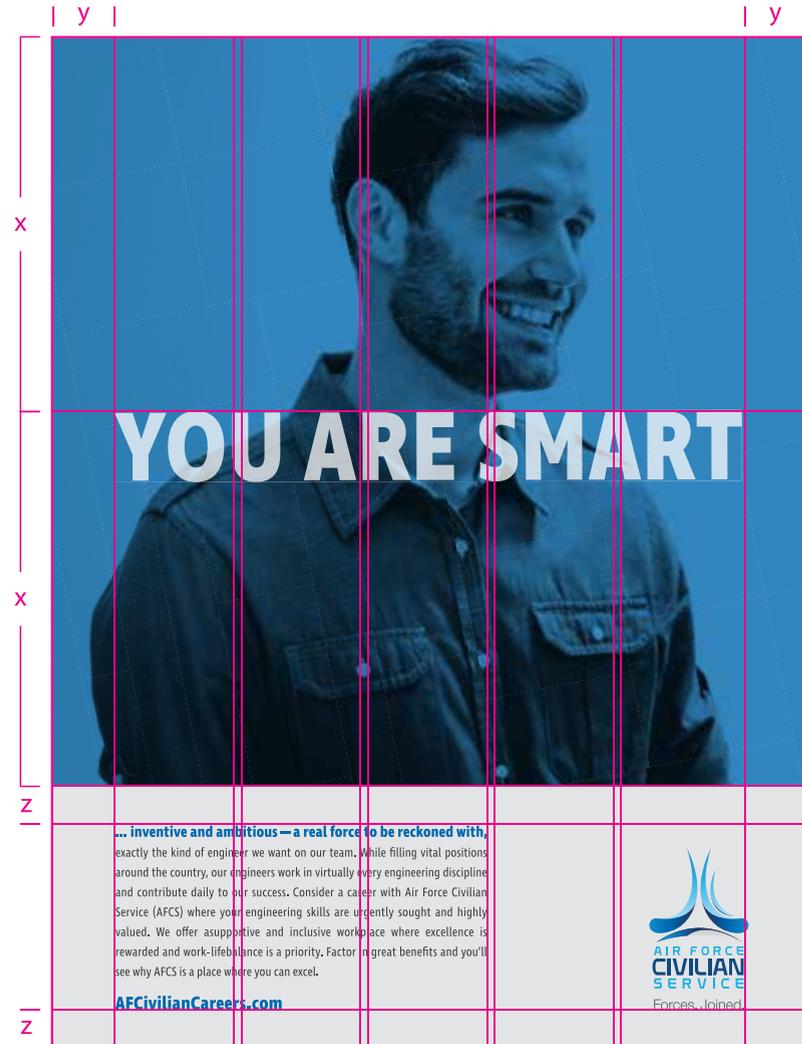
Diversity

When selecting photos, consider the importance and influence of a diverse workforce in AFCS. Our goal is to reflect AFCS values and diversity goals.

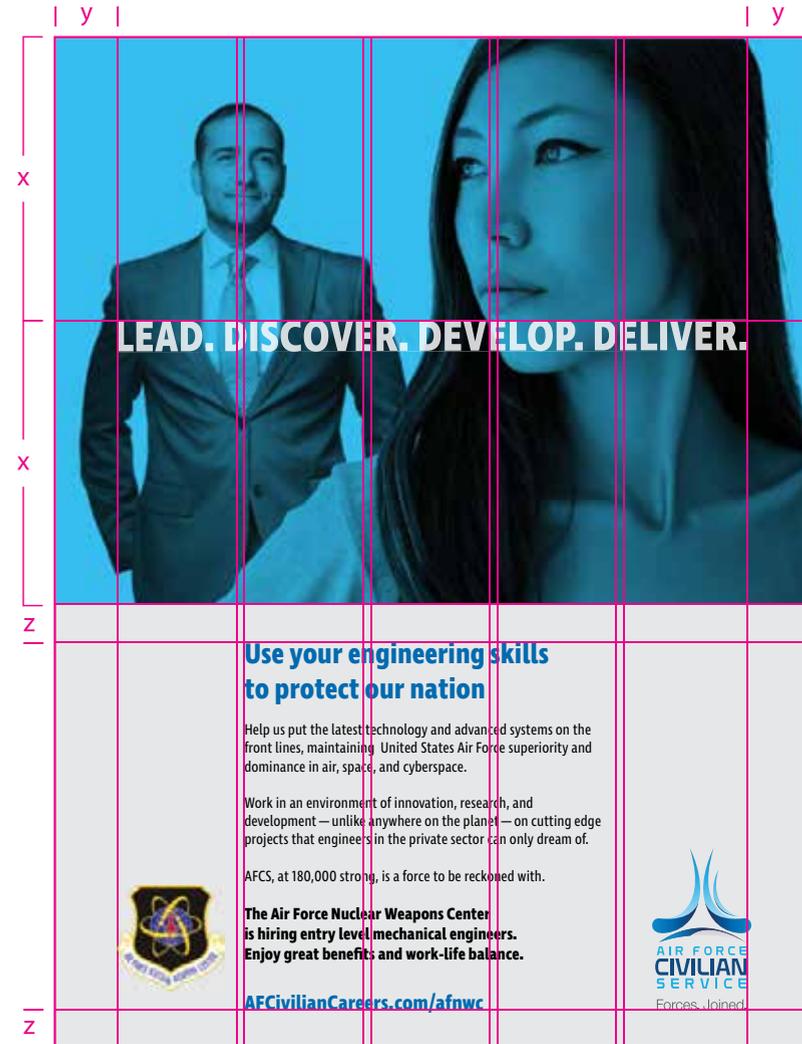




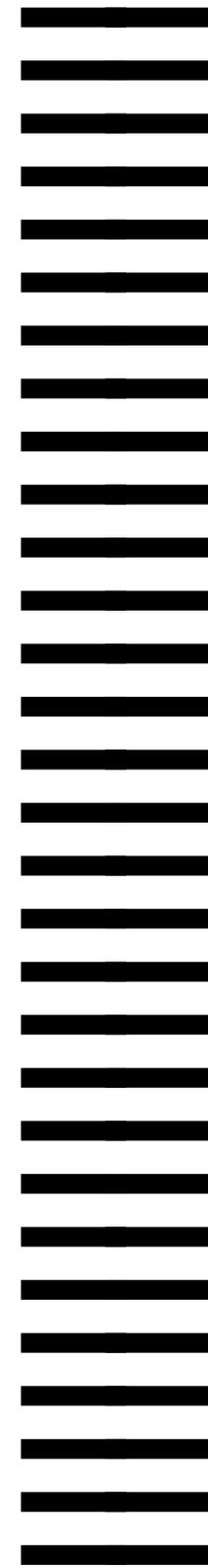
PRINT



Template Poster or Ad



Template Poster or Ad with AF Center Shield



Layout and Grid

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.



Hispanic Network Magazine Ad

SMART, AMBITIOUS, READY TO CHANGE THE WORLD...

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



Template Spread Ad
Body Copy Option 1



SMART, AMBITIOUS, READY TO CHANGE THE WORLD...

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.

AFCivilianCareers.com/eoj

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.

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



Template Spread Ad
Body Copy Option 2



Acquisitions Brochure

B. Brochures

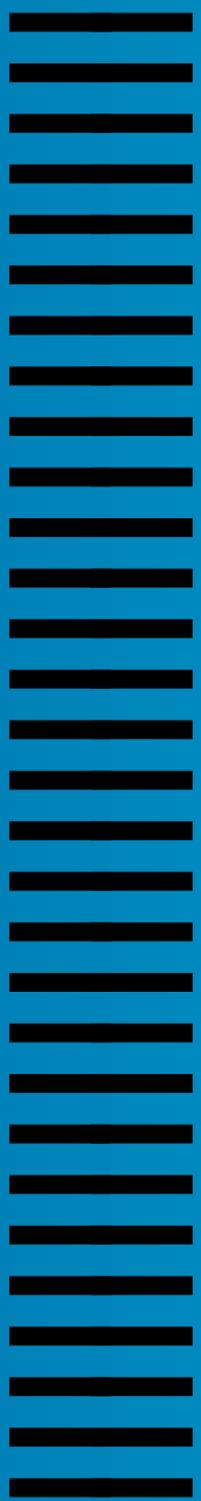
Brochures should follow all brand guidelines.

Finished size for all will be 8" X 8" either in accordion fold or saddle stitched.



College Brochure



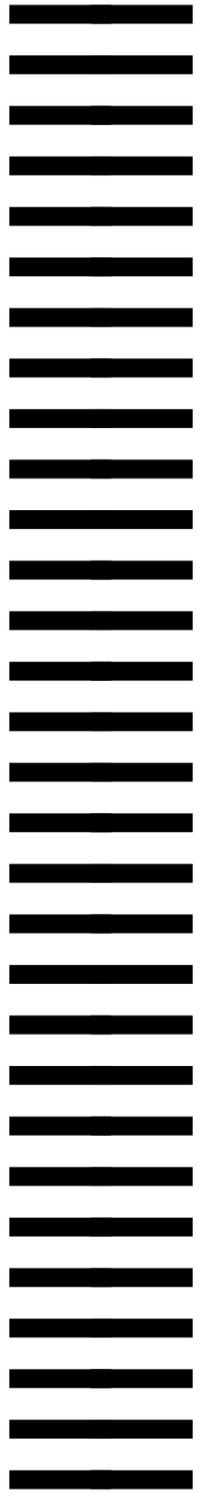




AFCS Home Page



ROA Page

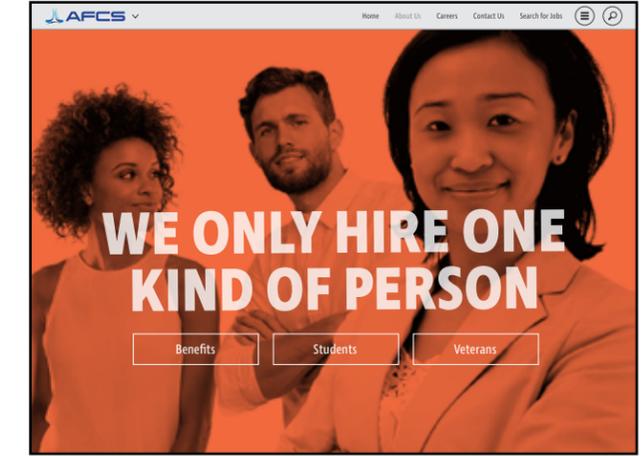


Web Standards

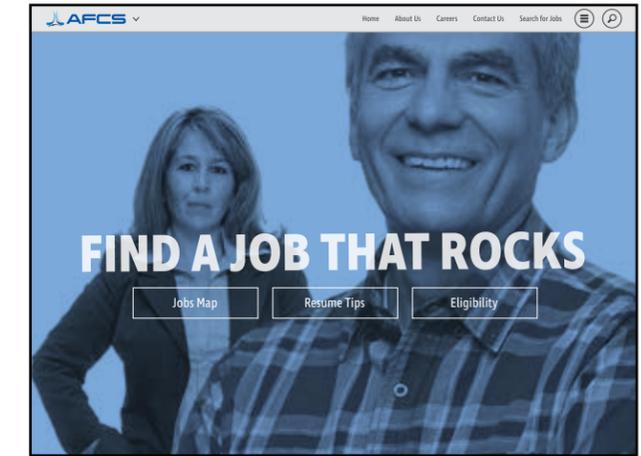
The AFCS website is both a recruitment tool and a vehicle for internal communication. It is built using many coding languages that allow for sophisticated animation and presentation of information. While a Content Management System allows authorized personnel to make some changes to the site, most changes and additions must be requested and facilitated through HQ AFPC/DPIFRA.



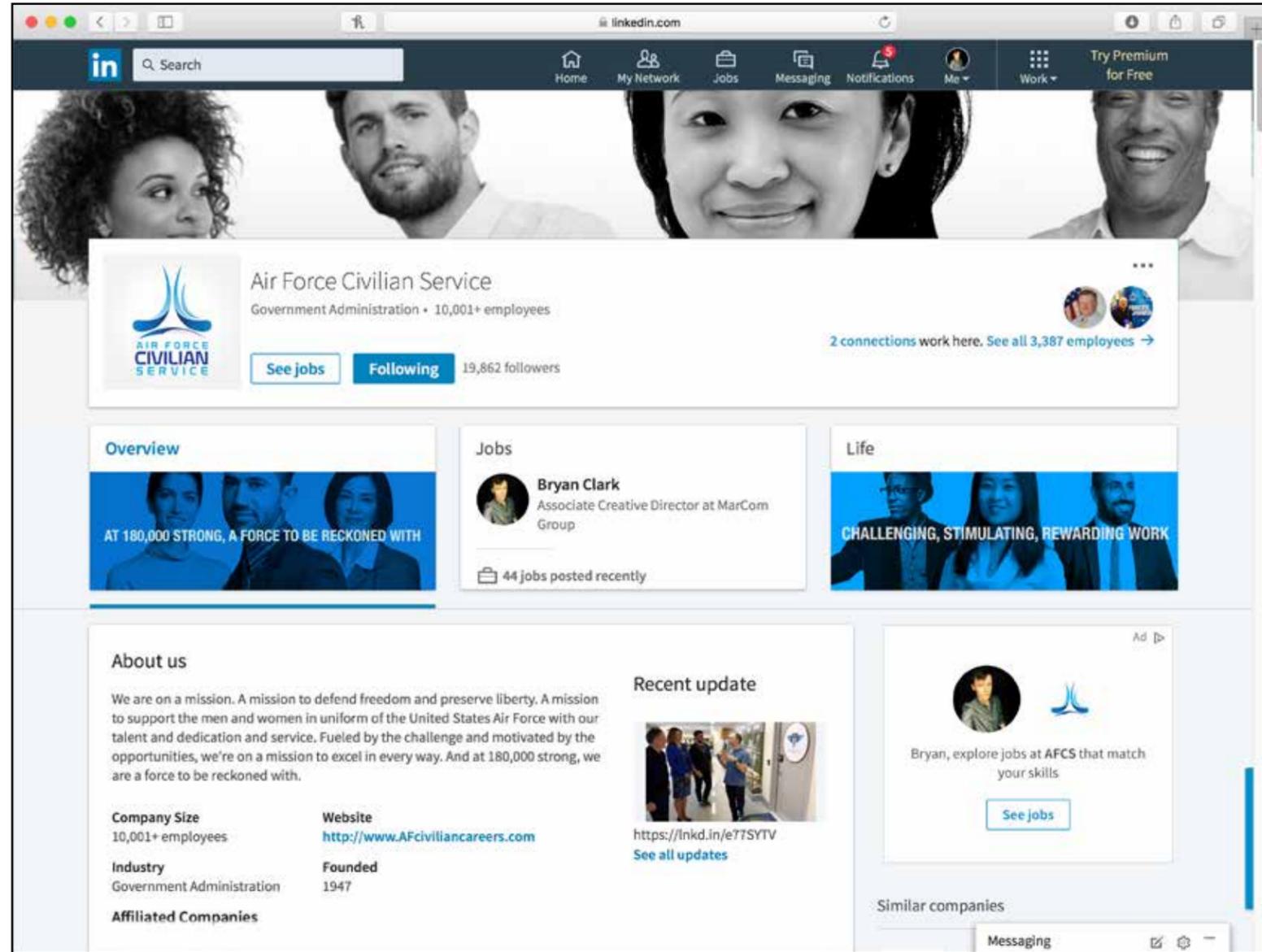
About Us Page



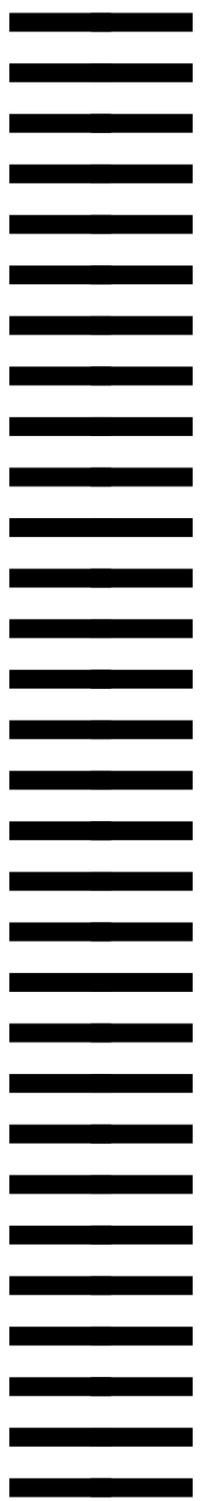
Careers Page



Search For Jobs Page



AFCS LinkedIn Page



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.



Banner Ad 300x100



Banner Ad 300x250



Banner Ad 300x600

