

AIR FORCE SERVICES LOGO STYLE GUIDE



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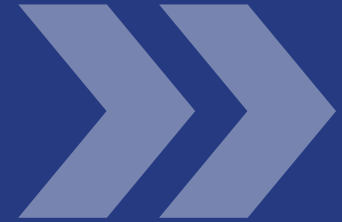
Branding is what people say about you
when you're not in the room.” **JEFF BEZOS**

00.0

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AIR FORCE SERVICES



Air Force Services' MWR programs are vital to the Air Force (AF) mission and contribute to readiness and retention of the world's greatest Air Force.

01.1

AIR FORCE SERVICES LOGO MEANING

THE NEW AIR FORCE SERVICES LOGO honors the heritage of our past and represents the promise of our future. It retains the core elements of our Air Force wings and circle with a star to reflect Air Force Services of today and tomorrow.

THE SYMBOL HAS TWO MAIN PARTS

1. THE WINGS are divided into three sections which represent our Air Force core values - integrity first, service before self and excellence in all we do.

2. THE SPHERE AND STAR are placed in the center of the wings. Together they give a respectful nod to the "Air Force Roundel", also referred to as the National Star insignia. *The Sphere* represents the globe. *The five pointed star* represent the components of our Total Force and family - our active duty, civilians, Guard, Reserve and retirees.

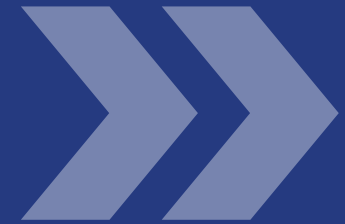


The elements come together to form one symbol that represents our Air Force Services Vision of

"Airmen taking care of Airmen - Anytime, Anywhere"

AIR FORCE SERVICES

PRIMARY LOGO DESIGN



This logo style guide provides specifications on the treatment of logos, typography, and color palettes associated with Services' brand ID to ensure a consistent look and feel is maintained in marketing and advertising materials.

02.1

LOGO AND USAGE



These elements are in a fixed relationship with one another and may not be repositioned or altered.

This graphic, in its entirety, is referred to as the Air Force Services “signature” and consists of three parts:

1. TRI-WINGS
2. ICON/CIRCLE
3. LOGOTYPE

Air Force Services “Family of Logos” will adhere to the same signature and structure.

02.2

STANDARD LOGO DESIGN ELEMENTS

EXCLUSION ZONE

The exclusion zone for the logo is calculated by taking the 'S' out of Services and using the height of the character to form a protective zone.

This is the minimum clearance for our logo and icon. Where possible, leave as much space as possible. There should always be an exclusion zone free of any graphics or text surrounding the Air Force Services logo.



MINIMUM LOGO SIZE

To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum for print is shown here. For digital executions, ensure that the type is easily legible and the logo elements are distinguishable.



02.3

AIR FORCE SERVICES LOGO



PALETTE

PANTONE 287 C
CMYK : C100 M87 Y20 K11
RGB : R0 G247 B135
HEX : #002f87

WHITE
CMYK: C0 M20 Y100 K0
RGB: R255 G214 B0
HEX: #fd600

BLACK
CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
HEX: #000000

1-COLOR



1-COLOR



VERTICAL



The signature font is Nuesa Next. It is a geometric sans-serif typeface; it combines a contemporary look and a strong sense of tradition—values integral to AFSVC.

Neusa Next

REGULAR AND BOLD VERSION

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

If you do not have access to Neusa Next, go to page 24 to see examples of acceptable alternative fonts or select a similar Sans Serif font.

02.5

INCORRECT USAGE



Do not use unapproved color.
Use only the prescribed color options.

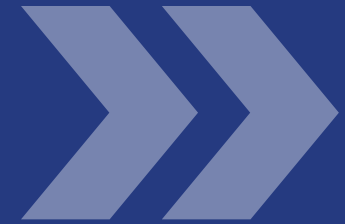


Do not rotate, skew or
embellish the logo.



Never distort the logo in
any way.

AIR FORCE SERVICES/FSS “FAMILY OF LOGOS”

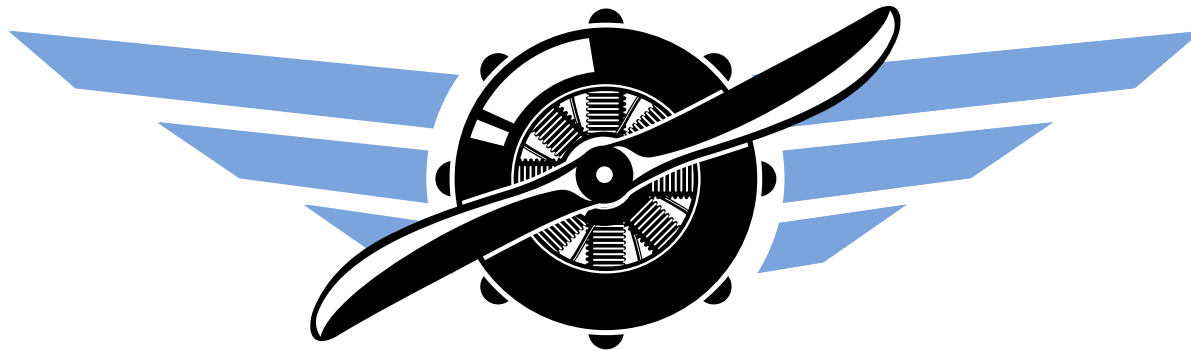


AFSVC develops and produces a portfolio of customer-driven programs, products, events or services designed to build and sustain resilient Airmen and their families.

03.1

AERO CLUBS

AIR FORCE



AERO CLUBS

PALETTE

PANTONE 7463 C

CMYK: C0 M20 Y100 K0

RGB: R255 G214 B0

HEX: #ffd600

PANTONE 287 C

CMYK: C0 M20 Y100 K0

RGB: R255 G214 B0

HEX: #ffd600

WHITE

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

HEX: #FFFFFF

BLACK

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

HEX: #000000

1-COLOR



REVERSE



VERTICAL



AIR FORCE



ARTS & CRAFTS

PALETTE

PANTONE MEDIUM BLUE

CMYK: C100 M35 Y7 K0

RGB: R0 G130 B203

HEX: #0082CB

PANTONE VIOLET

CMYK: C90 M100 Y1 K2

RGB: R65 G0 B153

HEX: #410099

PANTONE 368 C

CMYK: C59 M2 Y100 K0

RGB: R118 G188 B33

HEX: #76BC21

BLACK

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

HEX: #000000

RHODAMINE RED C

CMYK: C59 M197 Y0 K0

RGB: R229 G6 B149

HEX: #E50695

1-COLOR



1-COLOR



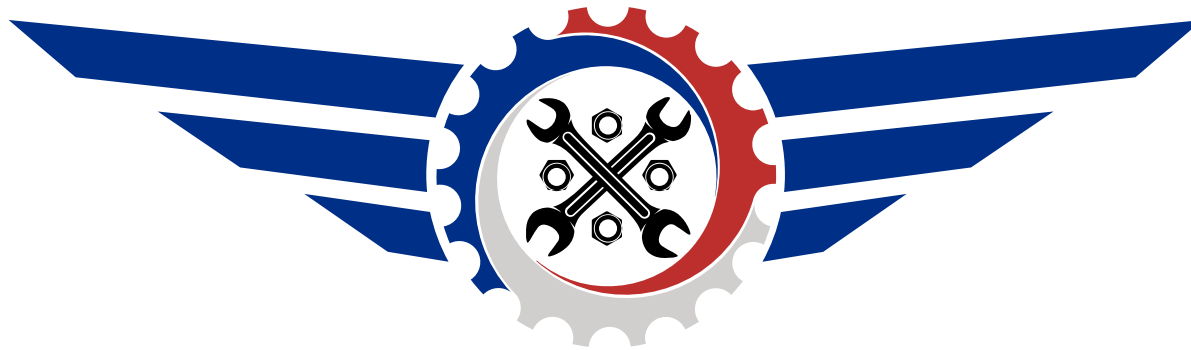
VERTICAL



03.3

AUTO HOBBY

AIR FORCE



AUTO HOBBY

PALETTE

PANTONE 287 C

CMYK: C100 M87 Y20 K11

RGB: R0 G247 B135

HEX: #002f87

COOL GRAY 2 C

CMYK: C018 M14 Y15 K0

RGB: R208 G207 B205

HEX: #D0CFCD

BLACK

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

HEX: #000000

1-COLOR



1-COLOR



VERTICAL



03.4

BOWLING

AIR FORCE



BOWLING

PALETTE

PANTONE 287 C

CMYK: C100 M87 Y20 K11

RGB: R0 G247 B135

HEX: #002f87

COOL GRAY 2 C

CMYK: C018 M14 Y15 K0

RGB: R208 G207 B205

HEX: #D0CFCD

BLACK

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

HEX: #000000

1-COLOR



1-COLOR



VERTICAL



03.5

CATERING

AIR FORCE



CATERING

PALETTE

PANTONE 287 C

CMYK: C100 M87 Y20 K11

RGB: R0 G247 B135

HEX: #002f87

COOL GRAY 7 C

CMYK: K43 M35 Y35 K1

RGB: R152 G152 B154

HEX: #99999A

BLACK

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

HEX: #000000

1-COLOR



1-COLOR



VERTICAL



03.6

CYP | CHILD AND YOUTH PROGRAMS

DEPARTMENT OF AIR FORCE



CHILD AND YOUTH
PROGRAMS

PALETTE

PANTONE 287 C
CMYK: C100 M87 Y20 K11
RGB: R0 G247 B135
HEX: #002f87

COOL GRAY 6
CMYK: C36 M29 Y28 K0
RGB: R167 G168 B169
HEX: #000000

WHITE
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

GRADIENTS
Download at <https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownLogoStandards.aspx>

FULL COLOR



1-COLOR



VERTICAL



03.7

CYP | CHILD DEVELOPMENT CENTER (CDC)

DEPARTMENT OF AIR FORCE



**CHILD DEVELOPMENT
CENTER**

PALETTE

PANTONE 287 C
CMYK: C100 M87 Y20 K11
RGB: R0 G247 B135
HEX: #002f87

COOL GRAY 6
CMYK: C36 M29 Y28 K0
RGB: R167 G168 B169
HEX: #000000

WHITE
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

GRADIENTS
Download at <https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownLogoStandards.aspx>

FULL COLOR



1-COLOR



VERTICAL



03.8

CYP | CHILD & YOUTH EDUCATION SERVICES (CYES)

DEPARTMENT OF AIR FORCE



CHILD & YOUTH EDUCATION SERVICES

PALETTE

PANTONE 287 C
CMYK: C100 M87 Y20 K11
RGB: R0 G247 B135
HEX: #002f87

COOL GRAY 6
CMYK: C36 M29 Y28 K0
RGB: R167 G168 B169
HEX: #000000

WHITE
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

GRADIENTS
Download at <https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownLogoStandards.aspx>

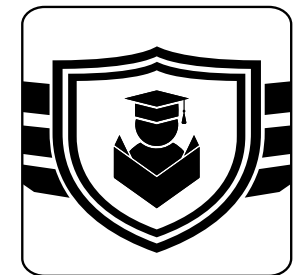
FULL COLOR



1-COLOR



VERTICAL



03.9

CYP | FAMILY CHILD CARE (FCC)

DEPARTMENT OF AIR FORCE



FAMILY CHILD CARE

PALETTE

PANTONE 287 C
CMYK: C100 M87 Y20 K11
RGB: R0 G247 B135
HEX: #002f87

COOL GRAY 6
CMYK: C36 M29 Y28 K0
RGB: R167 G168 B169
HEX: #000000

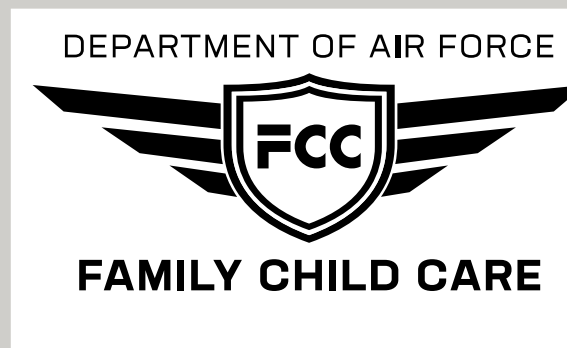
WHITE
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

GRADIENTS
Download at <https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownLogoStandards.aspx>

FULL COLOR



1-COLOR



VERTICAL



03.10

CYP | SCHOOL-AGE CARE (SAC)

DEPARTMENT OF AIR FORCE



SCHOOL-AGE CARE

PALETTE

PANTONE 287 C
CMYK: C100 M87 Y20 K11
RGB: R0 G247 B135
HEX: #002f87

COOL GRAY 6
CMYK: C36 M29 Y28 K0
RGB: R167 G168 B169
HEX: #000000

WHITE
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

GRADIENTS
Download at <https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownLogoStandards.aspx>

FULL COLOR



1-COLOR



VERTICAL



03.11

CYP | YOUTH PROGRAMS (YP)

DEPARTMENT OF AIR FORCE



YOUTH PROGRAMS

PALETTE

PANTONE 287 C

CMYK: C100 M87 Y20 K11
RGB: R0 G247 B135
HEX: #002f87

COOL GRAY 6

CMYK: C36 M29 Y28 K0
RGB: R167 G168 B169
HEX: #000000

WHITE

CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

GRADIENTS

Download at <https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownLogoStandards.aspx>

FULL COLOR



1-COLOR



VERTICAL



03.12

COMMUNITY CENTERS

AIR FORCE



COMMUNITY CENTER

PALETTE

PANTONE 287 C
CMYK: C100 M87 Y20 K11
RGB: R0 G247 B135
HEX: #002f87

PANTONE MEDIUM BLUE
CMYK: C100 M35 Y7 K0
RGB: R0 G130 B203
HEX: #0082CB

WHITE
CMYK: C0 M20 Y100 K0
RGB: R255 G214 B0
HEX: #fd600

BLACK
CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
HEX: #000000

1-COLOR



1-COLOR



VERTICAL



03.13

FOOD & BEVERAGE

AIR FORCE



FOOD & BEVERAGE

PALETTE

PANTONE 287 C
CMYK: C100 M87 Y20 K11
RGB: R0 G247 B135
HEX: #002f87

WHITE
CMYK: C0 M20 Y100 K0
RGB: R255 G214 B0
HEX: #fd600

BLACK
CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
HEX: #000000

1-COLOR



1-COLOR



VERTICAL



03.14

GOLF

AIR FORCE



GOLF

PALETTE

PANTONE 534 C

CMYK: C99 M85 Y36 K27

RGB: R28 G53 B94

HEX: 1C355E

PANTONE MEDIUM BLUE

CMYK: C100 M35 Y7 K0

RGB: R0 G130 B203

HEX: #0082CB

WHITE

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

HEX: #FFFFFF

PANTONE 362 C

CMYK: C74 M15 Y100 K2

RGB: R76 G156 B46

HEX: #4C9C2E

COOL GRAY 2 C

CMYK: C018 M14 Y15 K0

RGB: R208 G207 B205

HEX: #D0CFCD

1-COLOR



1-COLOR



VERTICAL



03.15

INFORMATION TICKETS & TRAVEL

AIR FORCE



INFORMATION TICKETS & TRAVEL

PALETTE

PANTONE 2728 C
CMYK: C96 M78 Y10 K0
RGB: R0 G71 B186
HEX: #0047BA

PANTONE MEDIUM BLUE
CMYK: C100 M35 Y7 K0
RGB: R0 G130 B203
HEX: #0082CB

PANTONE 1375 C
CMYK: C0 M45 Y96 K0
RGB: R255 G158 B24
HEX: #ff9e18

GRADIENTS
Download at <https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownLogoStandards.aspx>

1-COLOR



1-COLOR



VERTICAL



03.16

LIBRARIES

AIR FORCE



LIBRARIES

PALETTE

PANTONE 287 C
CMYK: C100 M87 Y20 K11
RGB: R0 G247 B135
HEX: #002f87

WHITE
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

BLACK
CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
HEX: #000000

1-COLOR



1-COLOR



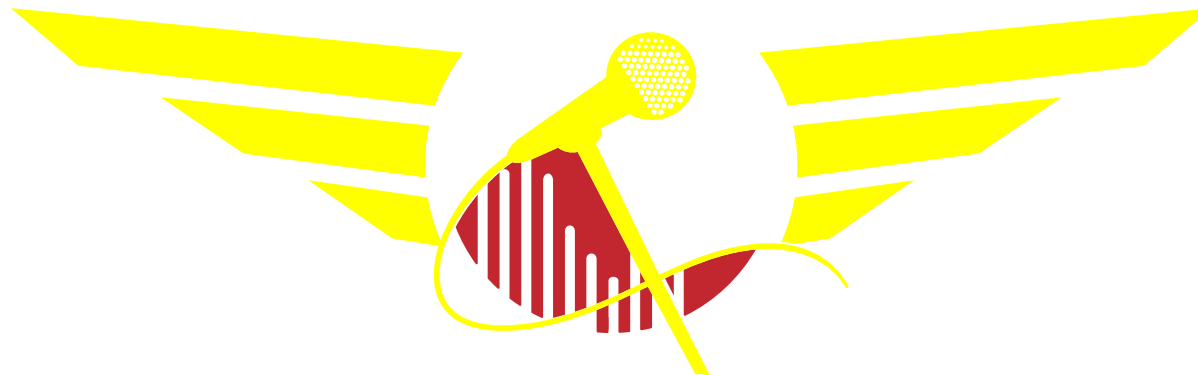
VERTICAL



03.17

LIVE STAGE

AIR FORCE



LIVE STAGE

PALETTE

PANTONE 2748

CMYK: C100 M93 Y24 K23

RGB: R0 G130 B203

HEX: #0082CB

WHITE

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

HEX: #FFFFFF

BLACK

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

HEX: #000000

1-COLOR



1-COLOR



VERTICAL



03.18

OUTDOOR RECREATION (ODR)

AIR FORCE



OUTDOOR RECREATION

PALETTE

PANTONE 2758 C

CMYK: C100 M95 Y34 K27
RGB: R34 G40 B92
HEX: #22285C

PANTONE 283 C

CMYK: C40 M14 Y0 K0
RGB: R148 G191 B230
HEX: #BC2F2C

PANTONE 375 C

CMYK: C50 M0 Y99 K0
RGB: R142 G198 B64
HEX: #83C640

PANTONE 143 C

CMYK: C0 M35 Y87 K0
RGB: R251 G176 B58
HEX: #FB803A

WHITE

CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

1-COLOR



1-COLOR



VERTICAL



03.19

RECHARGE FOR RESILIENCY

AIR FORCE



RECHARGE FOR RESILIENCY

PALETTE

PANTONE 287 C

CMYK: C100 M87 Y20 K11

RGB: R0 G247 B135

HEX: #002f87

PANTONE 2727 C

CMYK: C19 M95 Y95 K8

RGB: R188 G47 B44

HEX: #BC2F2C

WHITE

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

HEX: #FFFFFF

PANTONE 649

CMYK: C13 M7 Y4 K0

RGB: R218 G225 B233

HEX: #DAE1E9

1-COLOR



1-COLOR



VERTICAL



03.20

UNITE PROGRAM

AIR FORCE



UNITE PROGRAM

PALETTE

PANTONE 287 C

CMYK: C100 M87 Y20 K11

RGB: R0 G247 B135

HEX: #002F87

PANTONE 2727 C

CMYK: C19 M95 Y95 K8

RGB: R188 G47 B44

HEX: #BC2F2C

WHITE

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

HEX: #FFFFFF

PANTONE 649

CMYK: C13 M7 Y4 K0

RGB: R218 G225 B233

HEX: #DAE1E9

1-COLOR



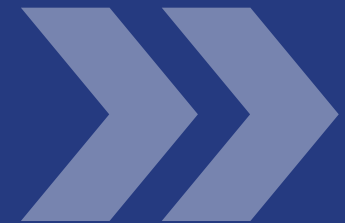
1-COLOR



VERTICAL



LOCAL CUSTOMIZATION



To build brand equity, it is vital that graphic consistency be maintained from project to expect, as well as from site to site. The following section covers acceptable local customization of the logo and examples of approved fonts.

04.1

ACTIVITY LOGO | LOCAL CUSTOMIZATION

AUTHORIZED CUSTOMIZATION

Installations can customize Air Force Services Activity logos by placing the name of their base or squadron designation below the activity name. This example uses the Air Force Food & Beverage logo.



RULES OF ENGAGEMENT

Custom Air Force Services Activity logos must adhere to the same signature structure, size, and exclusions zones provided in this guide.

- The base name or squadron designation is centered below the activity logo type ("Food & Beverage") and should not exceed the length of the wings.
- Adding a graphic element representing installation or squadron, is not authorized.



04.2

ACTIVITY LOGO | LOCAL CUSTOMIZATION | TEMPLATE

ACTIVITY LOGO TEMPLATE

If the base name or unit designation consists of fewer than 26 characters, the text and graphic elements are properly applied here.

This example uses the Air Force Food & Beverage logo and JB Elmendorf-Richardson FSS Squadron

- 88th Force Support Squadron = 26 total characters and spaces ("TH" apply Superscript function counts as 1 space).
- Neusa Next, Wide Regular 18 pt + 50 Tracking.
- If the base name or unit designation consists of more than 25 characters, the text should be proportionally set within the length of the Air Force Wings.



The signature font is Nuesa Next. It is a geometric sans-serif typeface. If the font is not available go to page 24 to see examples of acceptable alternative fonts or select an similar Sans Serif font.

04.3

ACTIVITY LOGO | ALTERNATIVE FONTS

Square 721 BT Roman | tracking 50

AIR FORCE



FOOD & BEVERAGE

88th Force Support Squadron

Helvetica Neue Extended | tracking 50. Vertical Scale 110

AIR FORCE



FOOD & BEVERAGE

88TH Force Support Squadron

Public Sans | 18 pt, tracking 50

AIR FORCE



FOOD & BEVERAGE

88TH Force Support Squadron

Archivo | 20 pt, tracking 50

AIR FORCE



FOOD & BEVERAGE

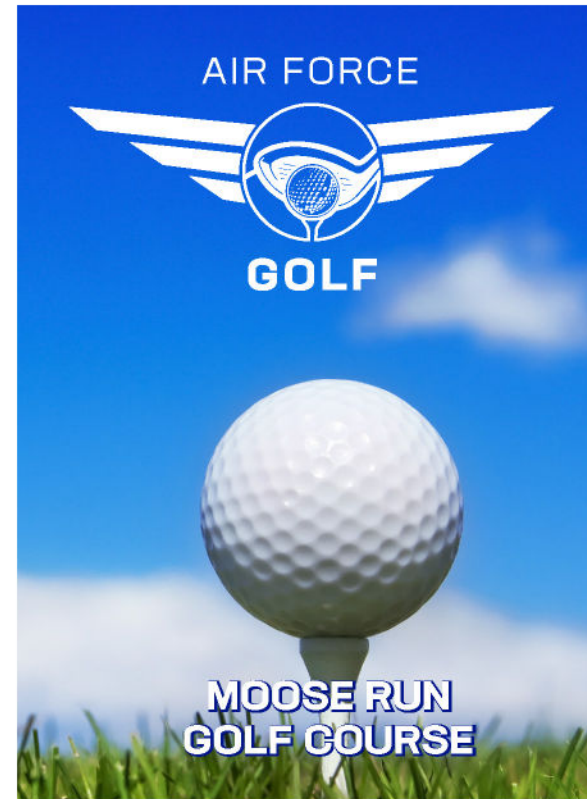
88TH Force Support Squadron

04.4

LOCAL CUSTOMIZATION | LOGO PLACEMENT

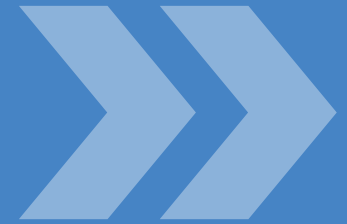
AIR FORCE

GOLF
MOOSE RUN GOLF COURSE



05

RESOURCES





File types for digital purposes



File types for print purposes

VECTOR FILES



AI

ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.



EPS

ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.



JPEG

JOINT PHOTOGRAPHIC EXPERTS GROUP

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.



PDF

PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.



SVG

SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.



PNG

PORTABLE GRAPHICS NETWORK

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.



COLOR SPACES



RGB

DIGITAL (RED, GREEN, BLUE)

The colour space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colours. Use CMYK or Pantone files for printing purposes



CMYK

PRINT (CYAN, MAGENTA, YELLOW, BLACK)

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.



PANTONE/SPOT

OFFSET PRINT

Pantone is a standardize system for colour. Unlike CMYK, A Pantone or spot colour is a single colour created from a precise mixture of inks. Their colour accuracy is superior to CMYK, but can become costly using more than three colours.

AIR FORCE SERVICES LOGO DESIGN

AIR FORCE SERVICES MARKETING

3515 S. GEN MCMULLEN

SAN ANTONIO TX 78226

