



A I R F O R C E A T H L E T I C S

STYLE CHEAT SHEET



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STYLE SHEET USAGE

The Air Force brand is owned and managed by USAFA Strategic Communications (CM) and the following items are merely an excerpt of that governing brand guide. For the full brand guide, please contact USAFA CM at 719-333-7818. All new uses of brand elements need to be approved by the USAFA CM Brand Manager prior to purchase.

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INTRODUCTION

Why is branding at the U.S. Air Force Academy so important? It is an outcome of our mission. It represents our Core Values, our academic distinction and our unique approach to leadership development. Our brand is a reflection of our cutting-edge research and award-winning academic programs. It is the excitement in Falcon Stadium at graduation. And it resides in the camaraderie built among fourth-class cadets as they finish basic training.


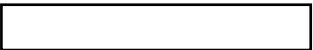






We must all be brand ambassadors, and a consistent voice and visual identity are key to unifying our many stories under one voice. This brand guide will enable you to tell these stories of the Academy's achievements and global impact.

Despite being the newest of the military service academies, our history is rich and our mission is constantly evolving to match the demands of a changing world—graduating leaders of the highest character ready to accept their roles as leaders around the globe. A cadet's experience at the Academy is unlike any other college experience. Academy cadets bond with their classmates during Beast. Academy cadets jump out of planes or SOAR. Academy cadets get hands-on experience in world-class research facilities, and after completing the rigors of a four-year academic and military training program, they are commissioned into the U.S. Air and Space Forces.

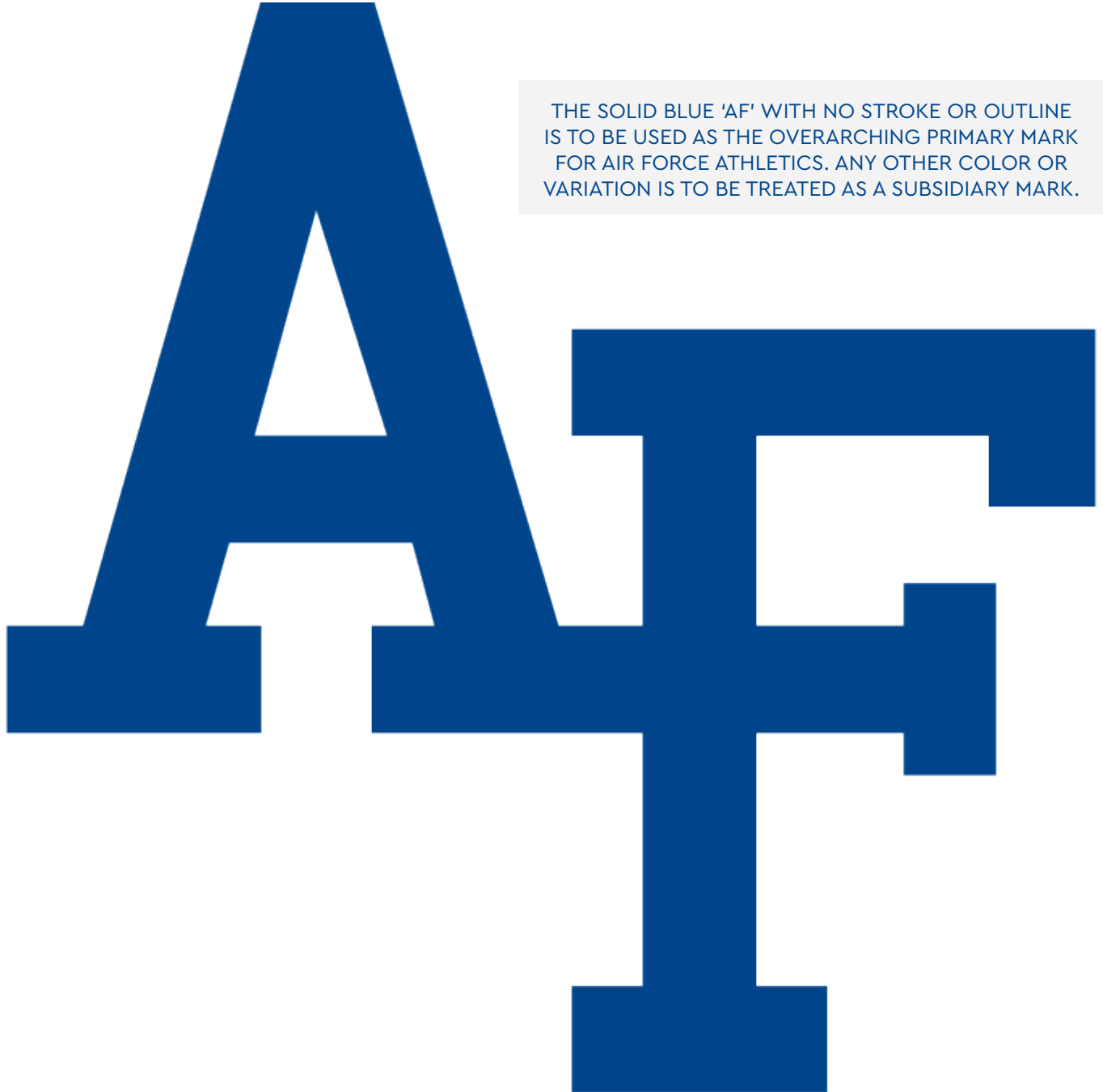
In order to accurately represent USAFA, it's essential that all people communicating on behalf of the Academy do so accurately and consistently. These efforts involve more than just using a new logo. Our brand is the images, messaging and methods for molding the way others think about our organization. From websites to newsletters to athletic apparel, consistency in voice and visual language will ensure the Academy's brand is strong and all elements are unified.

A strong brand is one that resonates in the audience's mind long after the event is over, after the email has been deleted and the flyer has been thrown away. A strong brand can be recalled and preferred for years to come.

COLOR PALETTE

PRIMARY	PRIMARY	SECONDARY	TERTIARY
			
ACADEMY BLUE	WHITE	ACADEMY GRAY	ACADEMY DARK BLUE
			
PMS 661 C	CMYK 0,0,0,0	PMS 421 C	PMS 655 C
CMYK 100,75,0,20	RGB 255, 255, 255	CMYK 15, 10, 11, 30	CMYK 100, 75, 10, 50
RGB 0, 69, 140	HEX FFFFFF	RGB 160, 163, 165	RGB 0, 43, 92
HEX 00458C		HEX A0A3A5	HEX 002B5C

PRIMARY LOGO - THE 'AF'



THE SOLID BLUE 'AF' WITH NO STROKE OR OUTLINE IS TO BE USED AS THE OVERARCHING PRIMARY MARK FOR AIR FORCE ATHLETICS. ANY OTHER COLOR OR VARIATION IS TO BE TREATED AS A SUBSIDIARY MARK.

PRIMARY LOGO AND VARIATIONS



DIFFERENT VARIATIONS OF THE 'AF' STILL HAVE THE ABILITY TO BE USED, AS APPLICABLE, ON PRINT AND DIGITAL ASSETS INCLUDING, BUT NOT LIMITED TO: SOCIAL MEDIA, EMAILS, ADVERTISEMENTS, MARKETING MATERIAL, AND AIR FORCE ATHLETICS WEBSITES (GOAIRFORCEFALCONS.COM, AFTICKETS.COM, AND FALCONATHLETICFUND.COM).

* DENOTES OVERARCHING PRIMARY MARK

PRIMARY LOGO WITH SPORT ANCHORS

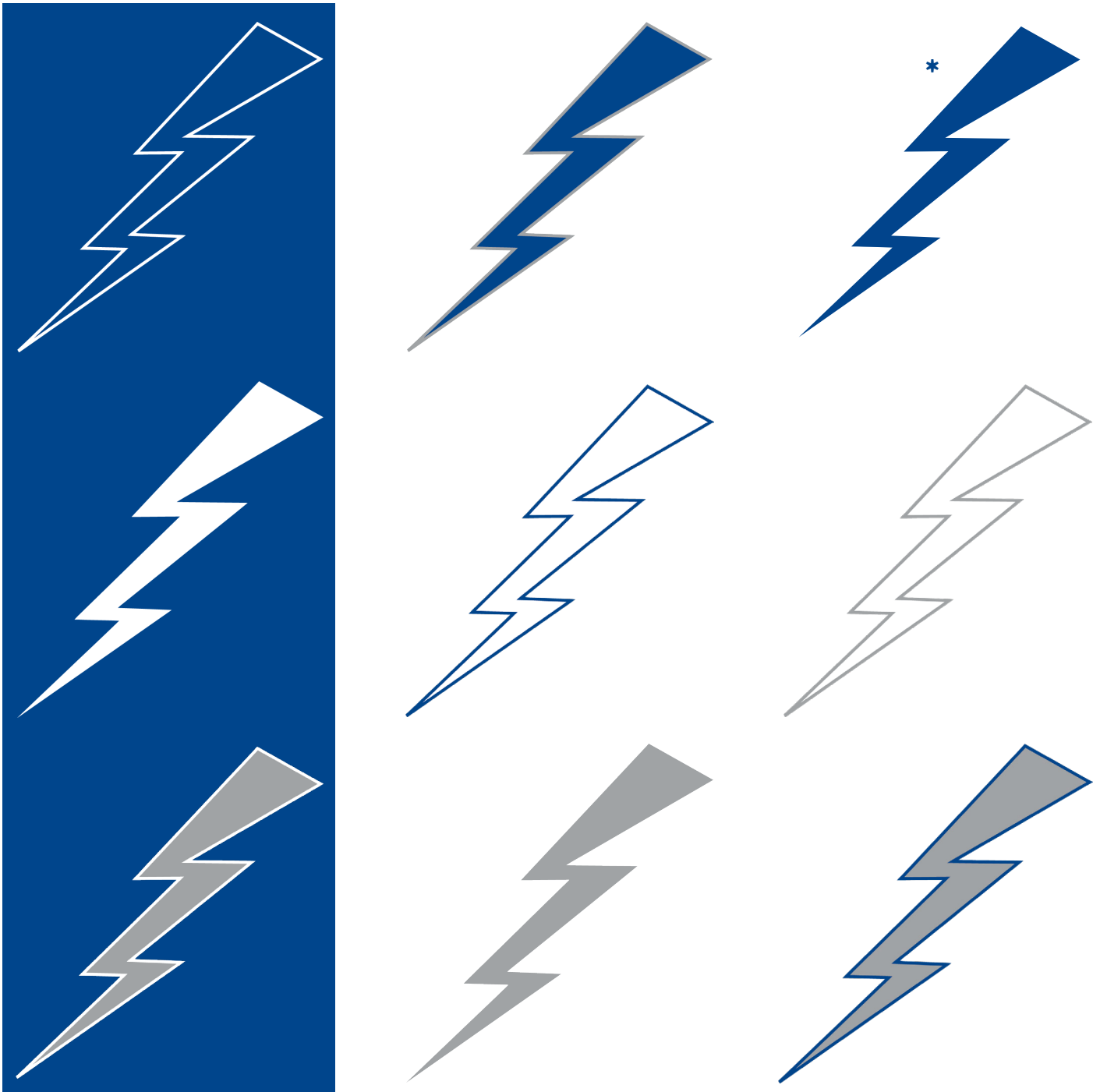


SECONDARY LOGO - THE 'BOLT'

THE SOLID BLUE 'BOLT' WITH NO STROKE OR OUTLINE IS TO BE USED AS THE OVERARCHING SECONDARY MARK FOR AIR FORCE ATHLETICS. ANY OTHER COLOR OR VARIATION IS TO BE TREATED AS A SUBSIDIARY MARK.



SECONDARY LOGO AND VARIATIONS



DIFFERENT VARIATIONS OF THE 'BOLT' STILL HAVE THE ABILITY TO BE USED, AS APPLICABLE, ON PRINT AND DIGITAL ASSETS INCLUDING, BUT NOT LIMITED TO: SOCIAL MEDIA, EMAILS, ADVERTISEMENTS, MARKETING MATERIAL, AND AIR FORCE ATHLETICS WEBSITES (GOAIRFORCEFALCONS.COM, AFTICKETS.COM, AND FALCONATHLETICFUND.COM).

* DENOTES OVERARCHING SECONDARY MARK

WORDMARK AND VARIATIONS

* **AIR FORCE**
AIR FORCE

AIR FORCE

AIR FORCE

AIR FORCE

AIR FORCE

* DENOTES OVERARCHING WORDMARK

WORDMARK WITH SPORT ANCHORS

AIR FORCE ATHLETICS

AIR FORCE
BASEBALL

AIR FORCE
BASKETBALL

AIR FORCE
BOXING

AIR FORCE
CROSS
COUNTRY

AIR FORCE
FENCING

AIR FORCE
FOOTBALL

AIR FORCE
GOLF

AIR FORCE
GYMNASTICS

AIR FORCE
ICE HOCKEY

AIR FORCE
LACROSSE

AIR FORCE
RIFLE

AIR FORCE
SOCCER

AIR FORCE
SPIRIT

AIR FORCE
SWIMMING
& DIVING

AIR FORCE
TENNIS

AIR FORCE
TRACK &
FIELD

AIR FORCE
VOLLEYBALL

AIR FORCE
WATER POLO

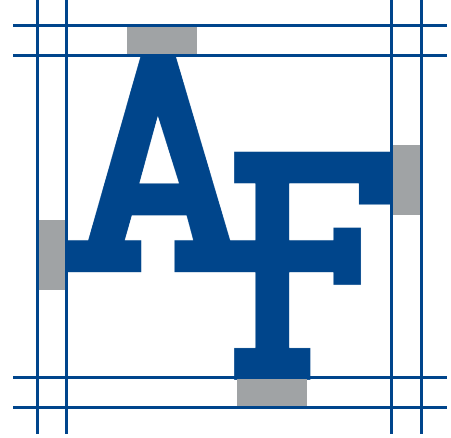
AIR FORCE
WRESTLING

INCORRECT USAGES OF LOGOS

To preserve the logo's significance, the use of adequate clear space is crucial. Text, photos and other graphic elements should never encroach on the required clear space.

The clear space surrounding our Primary Mark and Bolt help ensure consistent and clear visibility of both elements in any given use. This area must be a clear margin around the official Air Force logos. No other visual elements should ever violate the clear space around the logo.

At a minimum, a space equal to the height of the innermost bottom serif of the "F" should surround the top, bottom, left and right side of the primary and secondary marks and remain clear of other visual elements. This ensures nothing detracts from the logo's importance.



Do not use Photoshop® or special effects.



Do not anchor unapproved words.



Do not squeeze or stretch.



Do not make new logos with the secondary wordmark.



Do not recreate the secondary wordmark or change the border width.



Do not add additional borders to the secondary wordmark.



RETIRED LOGOS



THESE LOGOS ARE NOT TO BE USED UNDER ANY CIRCUMSTANCE.

TYPOGRAPHY

AIR CORPS JNL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:;"'!\$%&()*+[]{}

AIR CORPS JNL IS THE AIR FORCE ACADEMY ATHLETIC CORPORATION'S CUSTOM PRIMARY FONT, APPLYING TO UNIFORMS AND FACILITIES, AS WELL AS DIGITAL AND PRINT ASSETS INCLUDING, BUT NOT LIMITED TO: SOCIAL MEDIA, EMAILS, ADVERTISEMENTS, MARKETING MATERIAL, AND AIR FORCE ATHLETICS WEBSITES (GOAIRFORCEFALCONS.COM, AFTICKETS.COM, AND FALCONATHLETICFUND.COM).

TUNGSTEN

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 .,:;"'!@#\$%^&*()_+[]{}

TUNGSTEN IS USED PRIMARILY AS A HEADER FONT WHILE APPLYING TO DIGITAL AND PRINT ASSETS INCLUDING, BUT NOT LIMITED TO: SOCIAL MEDIA, EMAILS, ADVERTISEMENTS, MARKETING MATERIAL, AND AIR FORCE ATHLETICS WEBSITES (GOAIRFORCEFALCONS.COM, AFTICKETS.COM, AND FALCONATHLETICFUND.COM).

CERA

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 .,:;"'!@#\$%^&*()_+[]{}

CERA IS USED PRIMARILY AS HEADER AND BODY FONT WHILE APPLYING TO DIGITAL AND PRINT ASSETS INCLUDING, BUT NOT LIMITED TO: SOCIAL MEDIA, EMAILS, ADVERTISEMENTS, MARKETING MATERIAL, AND AIR FORCE ATHLETICS WEBSITES (GOAIRFORCEFALCONS.COM, AFTICKETS.COM, AND FALCONATHLETICFUND.COM).