BRAND
STYLE GUIDE

AIR FORCE
CIVILIAN
SERVICE

Forces. Joined.

AIR FORCE
CIVILIAN
SERVICE

Forces. Joined.

AIR FORCE CIVILIAN SERVICE BRAND GUIDE 2022

CONTENTS

INTRODUCTION

In 2010, Air Force Civilian Service (AFCS) was launched, providing a name and face for the 170,000 Civilian employees of the 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

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 Arlington, VA.

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 4.

---

4 Color "Stacked" Logo With Tagline

This logo includes the tagline "Forces. Joined."

There is also a horizontal version, which is shown on page 9.

---

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.

PANTONE 298 C

PANTONE 653 C

LOGO

4 Color "Horizontal" Logo

Depending on the layout and application, use either the horizontal logo or stacked 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.

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.

4 Color "Stacked" and "Horizontal" Logos for dark backgrounds

Use this version of the stacked logo when the background behind the logo is dark.

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"), 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.

0.36"

1.25"
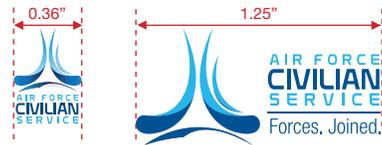
Minimum Width

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 1.25 inches wide. Additionally, the logos should be kept to proportional width and height. For example, if the width is reduced by 50%, the height should be reduced by 50% as well.

Small Format

Only to be used when Air Force Civilian Service is too small to read or print when reduced in size. Must be accompanied by the official logo elsewhere on the piece.
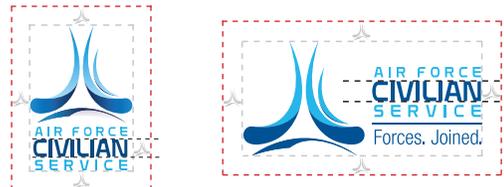
Clear Zone

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.

LOGO

Unapproved Usage of Logos

When the 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.

Examples of how not to use the AFCS logo (examples right):

• 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 the 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.

MESSAGING

Brand Messaging

Typography is central to creating a brand. Since 2012, all AFCS external communications have been built around the campaign tagline **Forces. Joined.**

The tagline embodies several important concepts that are central to understanding AFCS:

- By its sheer size—170,000 Civilians—AFCS is formidable.
- Professionals working together with one common purpose can accomplish great things.
- AFCS supports and sustains the mission of the most powerful air force in the world.
- The value of both Civilians and active-duty troops is recognized.
- Partnership and cooperation between both are keys to success.
- This message theme has served as the springboard from which advertisements, support material, videos, other collateral, and the AFCS website have been developed. The richness of meaning allows for flexible and effective copy development and will continue to serve AFCS in the future.

Forces. Joined. continues to serve AFCS well as a campaign theme along with other consistent campaign messaging like:

- We are a Force to be Reckoned With.
- Shoulder to Shoulder we are…
- Behind every mission, there's someone like you.
- Giving flight to your ambitions.

Together, this messaging strategy advances important ideals in AFCS campaigns:

- It is distinctive, unique, and memorable.
- It positions AFCS as a serious, sophisticated employer that offers employees the chance to make a difference and contribute to the vital mission of the US Air Force.
- It emphasizes individual contribution and group effort: working side by side with talented and highly trained professionals in and out of uniform.

The message simplicity makes adaptations for special opportunities and unanticipated circumstances easy to accomplish.

To further its communications goals, AFCS has established a **One Face, One Voice** strategy that will unify many disparate efforts into one coordinated initiative maximizing efficiencies and leveraging unity of effort.

Moving forward, we will continue to develop full and integrated marketing and communications campaigns that are compelling, convincing, unique, and memorable to target audiences and set AFCS on a clear path to establishing brand distinction and increasing brand awareness.

Key Messaging Themes

Topline themes and messages are below.

Themes	Messages
The Air Force employs Civilians	- More than 170,000 Civilians are working at the Air Force, serving side by side with those in uniform. - They make up about one-third of the total Air Force workforce. - The Air Force is committed to hiring and retaining exceptional talent and developing a workforce that is strengthened by the diversity of its people. - Air Force Civilians work in more than 600 professional fields and more than 80 locations throughout the United States and around the world. - A Civilian career in the Air Force means competitive compensation and benefits, innovative and agile work environment, and balance and quality of life—all without any Military service commitment.
Air Force Civilians are an integral part of the team	- Air Force Civilians are an integral part of the Air Force team. - They are instrumental to ensuring the Air Force can fly, fight, and win in air, space, and cyberspace. - Every Airman—Military and Civilian—shares the same core values: Integrity First, Service Before Self, and Excellence in All We Do.
Air Force Civilians shape the future of USAF and our country	- The Air Force requires innovative, agile, and dedicated men and women in order to deter threats and successfully safeguard America's national security. - Air Force Civilians work as nuclear and civil engineers, rocket scientists, and cyber security specialists. They are health professionals and law enforcement officers. They are also pilots, flight instructors, and aircraft maintainers, as well as contract specialists and financial auditors. - They are award-winning, nationally recognized leaders and experts.

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 in any document or application where the AFCS logo is used. It can be directly associated with the logo or elsewhere when appropriate.

Forces.
Joined.

AIR FORCE
CIVILIAN
SERVICE

Forces. Joined.

AIR FORCE
CIVILIAN
SERVICE

Forces. Joined.
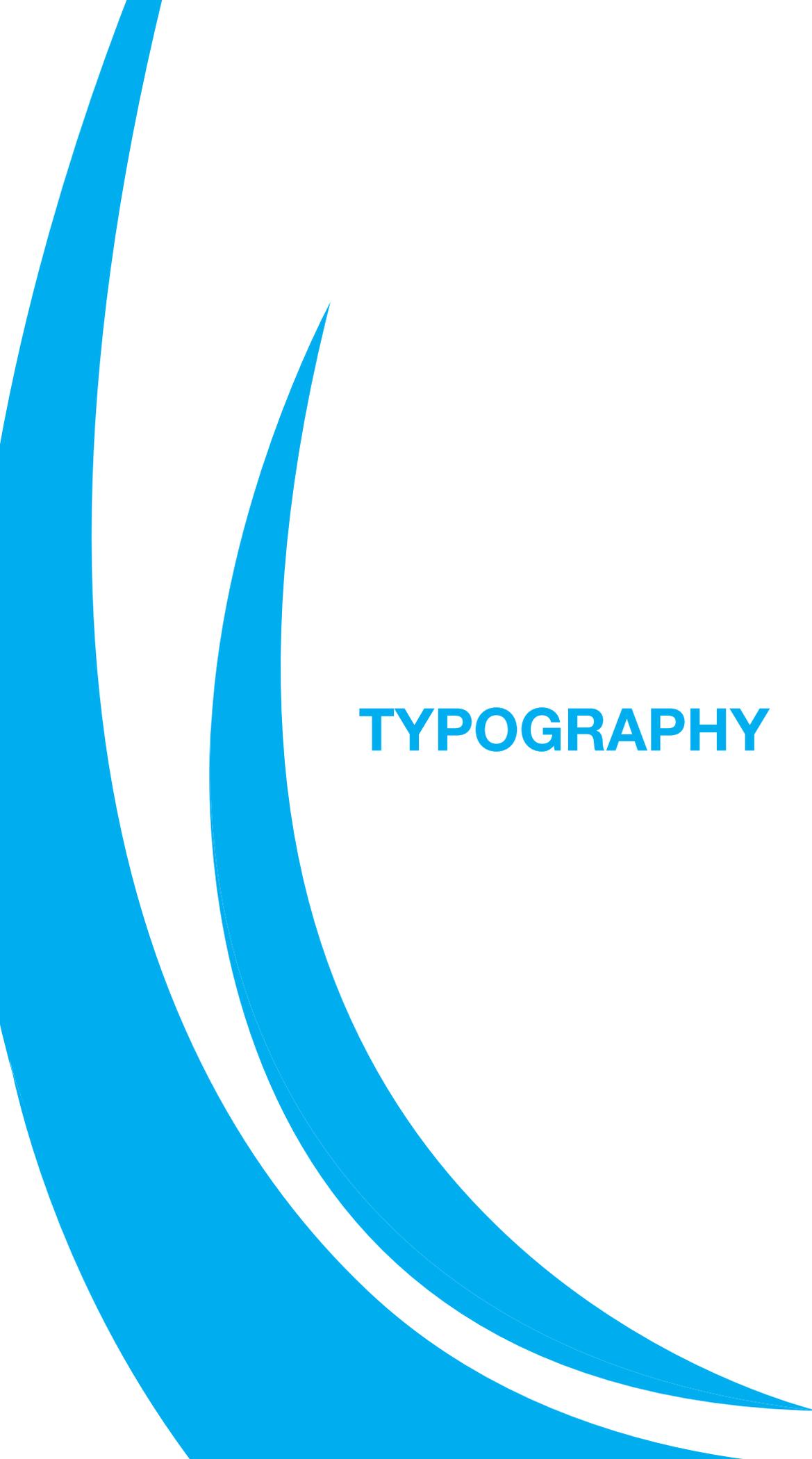
TYPOGRAPHY

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 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

TYPOGRAPHY

---

alternate typefaces

Arial (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial (Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial (Bold Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
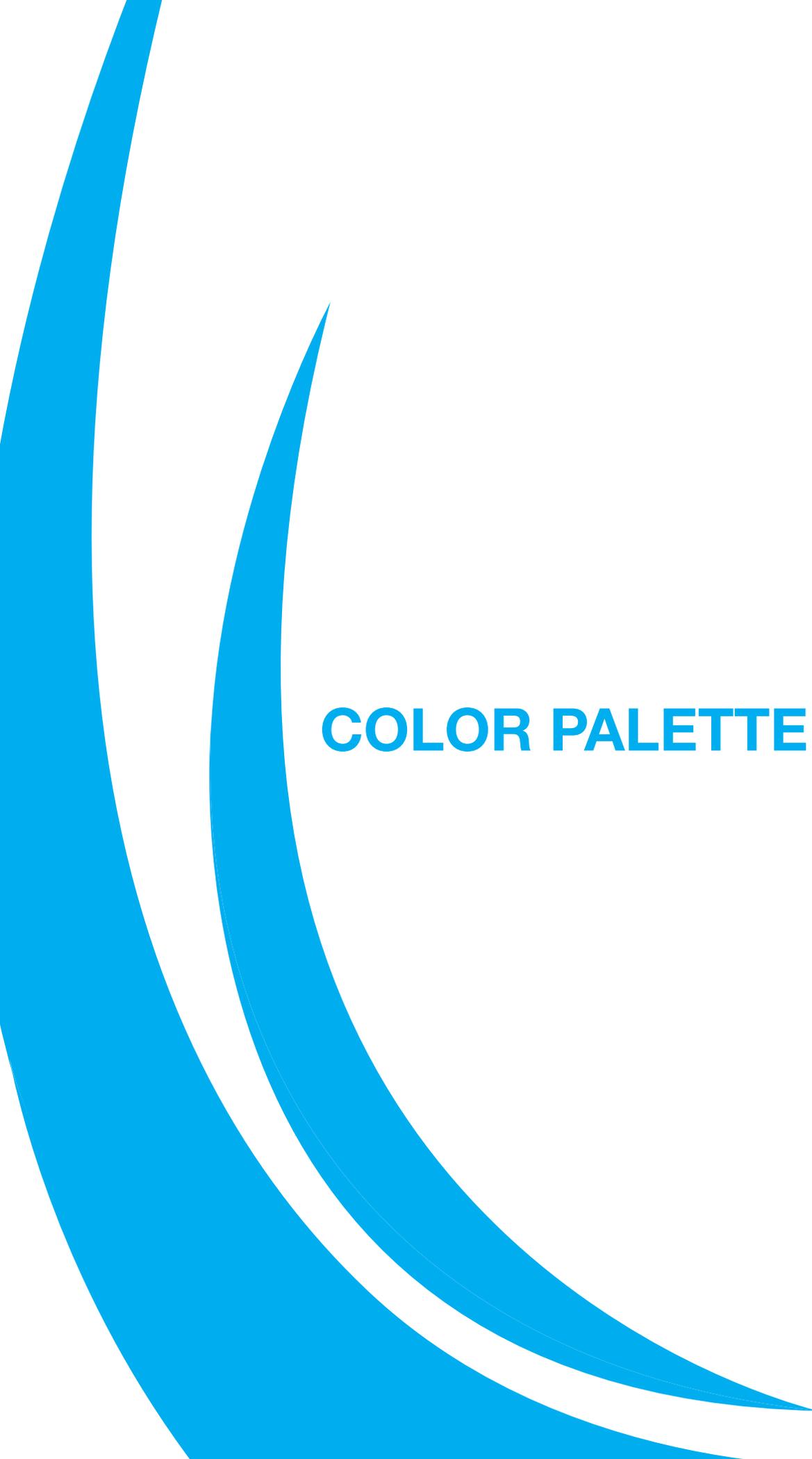
COLOR PALETTE

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	69/7/0/0
RGB	19/181/234
HTML	13B5EA

DEEP BLUE

PANTONE	653 C
CMYK	100/62/0/20
RGB	0/82/149
HTML	005295
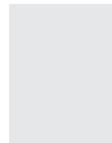
LIGHT GRAY

PANTONE	COOL GRAY 2
CMYK	0/0/0/10
RGB	230/231/232
HTML	E6E7E8

DARK GRAY

PANTONE	424 C
CMYK	0/0/0/61
RGB	126/128/131
HTML	7E8083

BLACK

PANTONE	PROCESS BLACK C
CMYK	0/0/0/100
RGB	0/0/0
HTML	000000

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.

COLOR PALETTE

IMAGERY

Photography

Consistent use of photography contributes to brand recognition and shapes brand values. In most AFCS applications, clean photography on a **single-colored 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. Do not use any copyrighted photography without permission.

Photo-composites or montages should account for realistic depth of composition and consistent directional lighting.

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.

Lighting

Images with strong highlights and shadows give our photography more depth and character. Photographs, such as the ones below, should be used whenever possible.
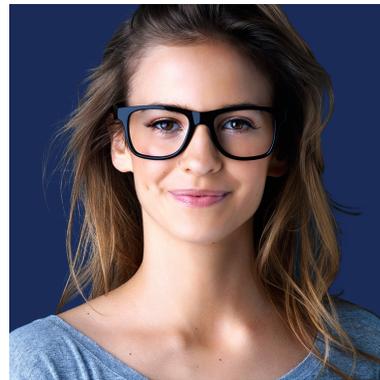
Diversity

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

IMAGERY
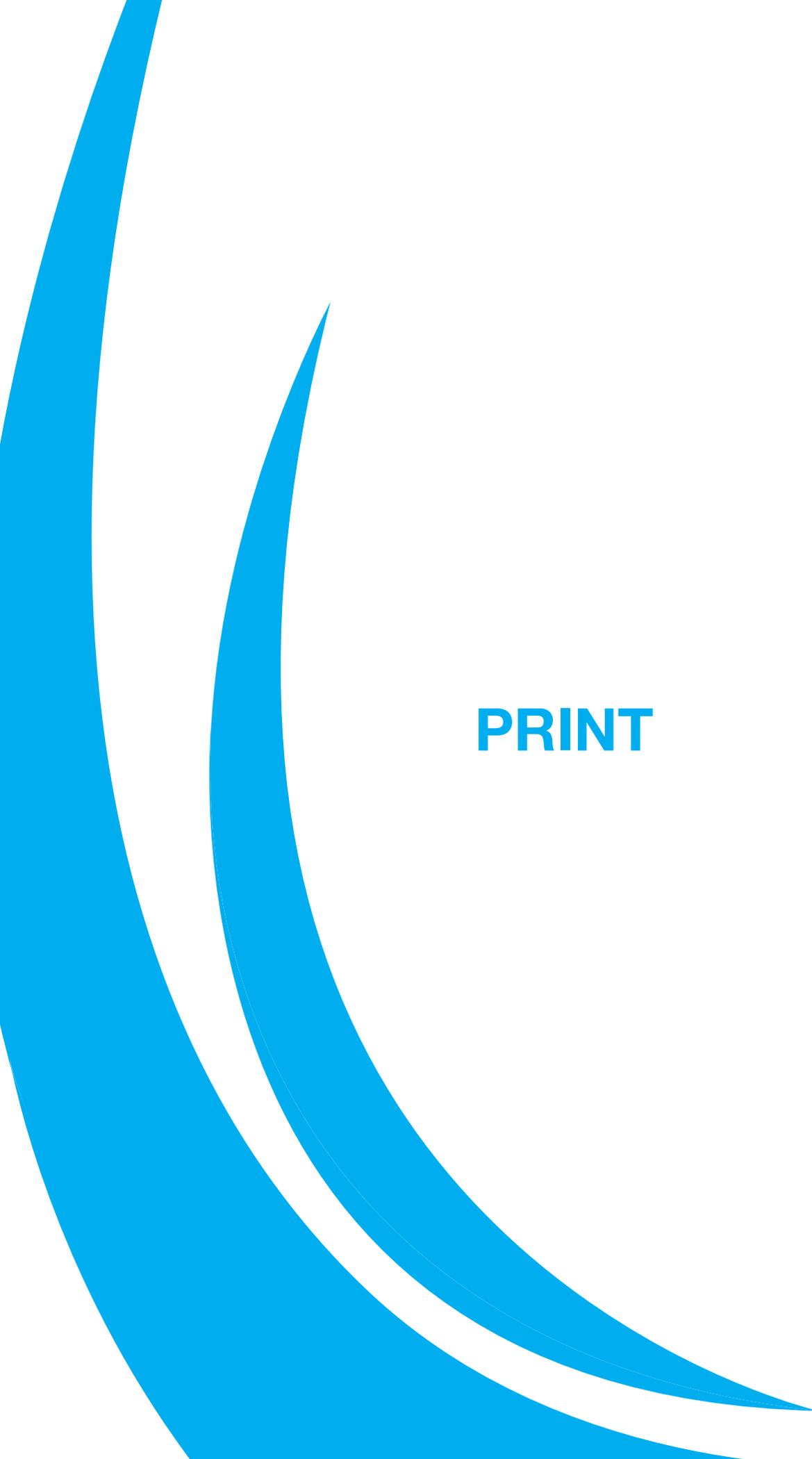
PRINT

Layout and Grid

Here are examples of the grid in action. For recruitment advertising, The headlines are aligned left in ALL CAPS using Ingra Cd (Bold). Generally, the ads are laid out in a simple rule-of-thirds. This allows for flexibility in ads in both horizontal and vertical layouts. The body text is left justified using Helvetica Neue (Condensed). The logo is placed on the bottom right corner.

MOST THINGS GROUNDED IN STEM DON'T STAY GROUNDED FOR LONG

As a STEM professional, pushing your creativity and imagination to new limits and taking technology as far as it can go will be an integral part of your job description. It'll be your job to create solutions that propel science and engineering and maybe even humanity forward.

You'll find no better vehicle to do that than a career with the U.S. Air Force. Whether a student, Civilian employee, or in uniform, the Air Force has hundreds of rewarding opportunities where your expertise, creativity, and cultural perspective will have an immediate impact.

To see where a career in the Air Force can take you, visit:
https://AFCivilianCareers.com/AISES

AIR FORCE CIVILIAN SERVICE
Forces. Joined.

PRINT

AISES Print Ad

WE EMPLOY HUNDREDS OF CYBER PROFESSIONALS

Air Force Civilian Service (AFCS) has cyber security and IT professionals working in some of the most elite settings in the country to safeguard Air Force facilities, information, and digital assets. We're always looking for talented and ambitious thinkers to join us at installations around the country to fill challenging and rewarding positions.

Consider AFCS. You'll find 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 engineers can excel.

At 170,000 strong, we are a force to be reckoned with. Find your place with us and watch your career soar.

AFCivilianCareers.com | #ItsACivilianThing

Equal Opportunity Employer. U.S. Citizenship required. Must be of legal working age.

AIR FORCE
CIVILIAN
SERVICE
Forces. Joined.

PRINT

Brochures

Brochures should follow all brand guidelines.

AFCS STEM
PUSHING SCIENCE AND ENGINEERING TO THE EXTREMES SO AIRMEN CAN OPERATE THERE WITH EASE

TRACK NEW POSITIONS
afcivilliancareers.com/find-a-job/

SUBSCRIBE FOR UPDATES
afcivilliancareers.com/register

STAY IN THE KNOW

Equal Opportunity Employer. U.S. Citizenship required. Must be of legal working age. Positions may require a Security Clearance. Must be able to relocate and must pass a background check.

NO ONE DRIVES

MORE THAN AN EYE ON THE FUTURE — OUR MINDS ARE THERE TOO

Much of the U.S. Air Force's success comes from keeping an eye on the present while preparing for tomorrow's challenges. That includes maximizing the potential of future employees and equipping them with the know-how, tools, and resources to excel as an integral part of our Science and Engineering team.

It's with this in mind, AFCS has created a number of appealing advanced training programs that might be right for you. They'll equip you with the specialized skills and experience that can send your career into the stratosphere.

PREMIER COLLEGE INTERNSHIP PROGRAM (PCIP)

AFCS's full-time PCIP for college sophomores and juniors is a paid 10 to 12-week comprehensive training program that provides you with invaluable, hands-on, real-world Science and Engineering experience, working side-by-side current AFCS and military professionals, making tangible contributions in support of the U.S. Air Force and its essential mission.

PROGRAM HIGHLIGHTS
- Full-time, paid internship
- Potential full-time employment
- Opportunity in the elite Palace Acquire (PAQ) Program upon graduation
- Networking opportunities at a weeklong conference with 500 other PCIP interns
- Over 80 locations around the United States

SCIENCE & ENGINEERING PALACE ACQUIRE PROGRAM

This is a development program that leads to a permanent engineering or scientist position after successful completion. Bachelor of Science graduates begin a well-planned, three-year development and training program, which includes one year of graduate studies relating to selected STEM disciplines.

The first and third years of this program involve work experience, while the second year is dedicated to full-time paid graduate studies — including a full salary.

We also offer eligible candidates sign-on bonuses and repayment of qualifying federally insured student loans. Qualified applicants with relevant Master of Science or Bachelor of Science degrees supplemented by one year of professional engineering or science experience may be placed in a two-year, on-the-job training program that leads to a promotion to journeyman-level engineer or scientist.

PROGRAM HIGHLIGHTS
- Permanent full-time positions following completion
- Promotions and yearly salary increases granted based on performance
- Sign-on bonus & tuition assistance for master's and advanced academic degrees for qualifying applicants
- Over 40 locations around the United States
- Up to 11 paid holidays, two weeks of vacation, plus sick leave in Year 1
- Air Force-funded relocation to permanent position as needed
- Student Loan Payment Program
- Potential tuition assistance for master's or advanced academic degrees
- Formal training plan designed for your personal and professional growth, including leadership and on-the-job training

To learn more about our programs for students and recent grads, visit afintern.com.

PRINT

Science and Engineering Brochure

WHERE ARTIFICIAL INTELLIGENCE MEETS THE REAL THING

AIR FORCE CIVILIAN SERVICE
Forces. Joined.

NATURALLY, SOFTWARE'S CUTTING EDGE IS WHERE YOU'LL FIND ITS SHARPEST MINDS

The U.S. Air Force is accustomed to being on the leading edge. And they know what it takes to remain there. It requires someone just like you. Someone gifted with the kind of brainpower you can't pack onto a microchip.

If you're an engineer, software or IT professional, program manager, or security specialist with the kind of forward-leaning vision it takes to pioneer the next chapter of artificial intelligence and machine learning-based open architecture systems — you could provide just the edge the Air Force Life Cycle Management Center (AFLCMC) to extend the Air Force's decisive edge across the digital landscape.

You'll work shoulder to shoulder with other Civilians, titans of industry, and men and women in the military at some of the most sophisticated computer labs anywhere: Innovation incubators with names like Rogue Blue in Nebraska, LevelUP and Platform One in Texas, Kessel Run and Cloud One in Massachusetts, and BESPIN in Alabama, to name a few. The work you'll perform is important, substantial, and critical to the nation's security.

We could use someone like you whose creativity, intuition, and collaborative style will help the Air Force keep the tip of the spear as sharp as it can be.

THE DEADLINE TO SUBMIT APPLICATIONS IS SUNDAY, JANUARY 9, 2022, AT 11:59 P.M. CT

Learn more about this incredible opportunity.
AFCivilianCareers.com/SoftwareEnterprise

Follow us for the latest news & updates

NOW HIRING MISSION-CRITICAL POSITIONS FOR THE LOCATIONS LISTED BELOW

Hanscom AFB/Boston Metropolitan Area, MA

- Computer Engineer
- Computer Scientist
- General Engineer
- Information Technology
- Program Management
- Security Specialist

Joint Base Langley-Eustis, VA

- General Engineer
- Information Technology

Joint Base San Antonio, TX

- Computer Scientist
- Contract Specialist
- Electronics Engineer
- Information Technology
- Program Management

Maxwell-Gunter AFB, AL

- Computer Engineer
- Computer Scientist

WE ARE AFCS

It takes thousands of dedicated Civilians to keep the United States Air Force powerful and effective. At 170,000 strong, AFCS is a force to be reckoned with, filling roles from the routine to rocket science and everything in between. Working shoulder to shoulder with the men and women in uniform, we help keep the Air Force ready for action, ready for anything.

We're from all backgrounds and all walks of life, investing our energy and skills with passion and dedication. Our contributions as Civilians are vital, supporting and sustaining the United States Air Force and their mission in air, space, and cyberspace.

NEED HELP WRITING A FEDERAL RESUME? WE GOT YOU COVERED.

#ItsACivilianThing

PRINT

WEB
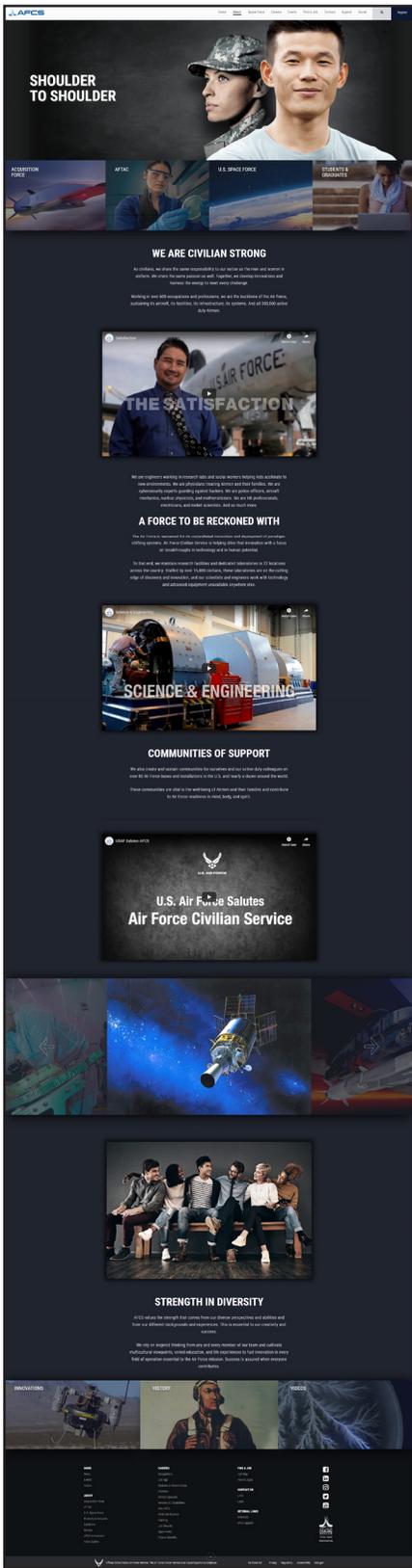
About Us Page
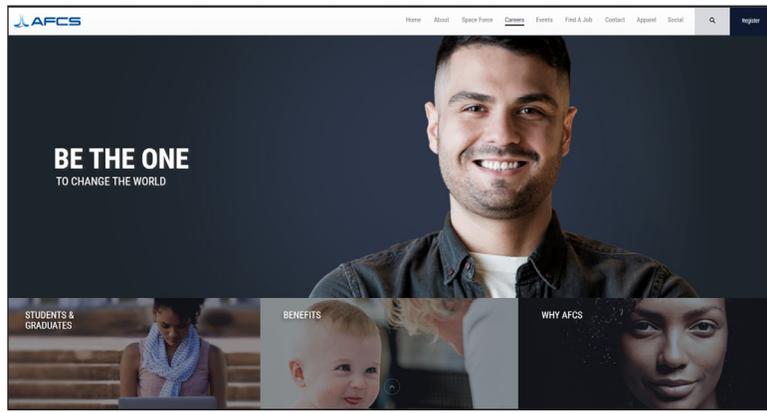
Careers Page
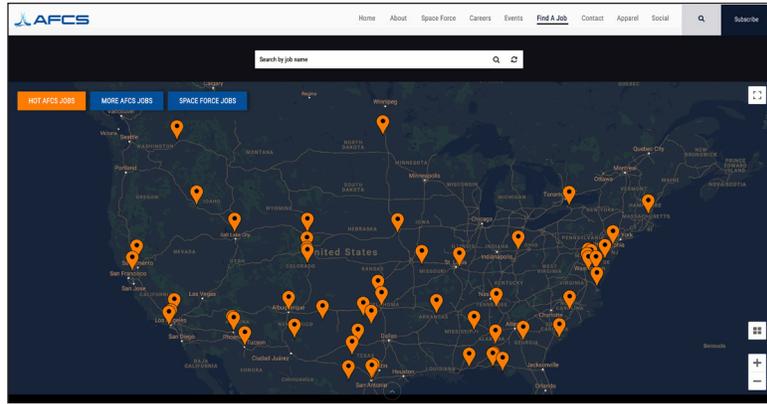
Find a Job Page - Hot Jobs Map
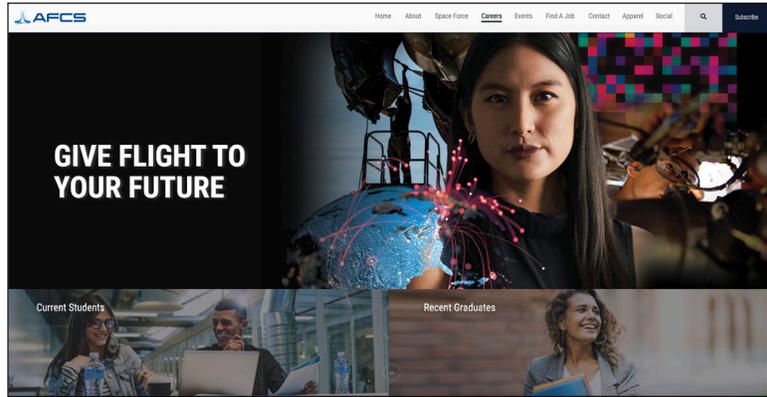
Student Page

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/DP2TS.

WEB

Recruitment Campaign Microsites

Custom-built web pages can be created to support hiring events or other recruitment initiatives.

Recruitment campaign microsites provide details about specific job openings and a link to apply.

Candidates can also access a recruitment campaign microsite from the Find a Job page when looking for open positions.



Find A Job Promo Carousel Tile

WEB
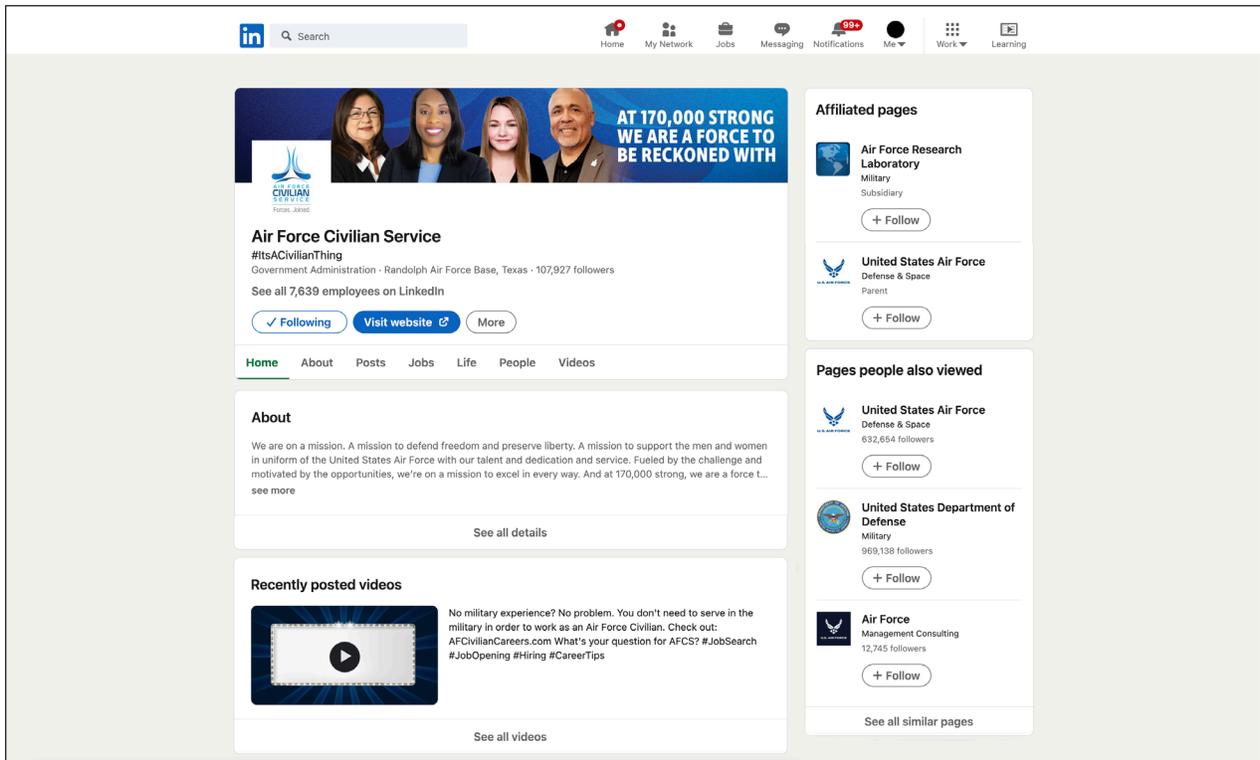
AFCS LinkedIn Page

AFCS LinkedIn Header Banners

WEB

Social Templates

SOCIAL

Instagram Post

AIR FORCE
CIVILIAN
SERVICE

Forces. Joined.