



Brand Guidelines

November 2024



TABLE OF CONTENTS

Introduction	03
Logo	04
Tagline	09
Messaging	11
Colors	16
Typography	19
Imagery	21
Design Samples	25

Welcome to the Air Force Civilian Service Talent Acquisition (AFCS TA) Brand Guidelines.

This guide is your go-to resource for creating consistent and cohesive AFCS TA materials that truly represent the spirit and values of your office's mission for the broader Air Force Civilian Service. Think of this guide as a helpful companion that provides you with all the tools and tips you need to ensure that every piece of AFCS TA content you create looks, sounds, and feels just right. Inside, you'll find easy-to-follow guidelines on using our logos, choosing the right colors, selecting fonts, and crafting messages that hit the mark.

Using this brand guide will help you create professional and polished materials that align perfectly with our AFCS TA brand. By following these standards, you'll ensure that everything we produce looks like it comes from one unified team, making our communications clear and effective.

Logo

The AFCS TA logo leverages the AFCS logo with the addition of the team's name underneath.

There are multiple color formats and file types to suit production needs.



DARK BACKGROUND



WHITE/KO



BLACK/K



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

Depending on the layout and application, use either version of the logo.



DARK BACKGROUND



WHITE/KO



BLACK/K



Examples of how **NOT** to use the AFCS TA logo (examples right):

1. Stretched out of proportion in any direction.
2. Flipped or reflected layout in any direction.
3. Used with incorrect color palette.
4. Placed on a photo or design that obscures the words.
5. Rotated or tilted, except by special approval on promotional and specialty.
6. Used in outline form or otherwise modified versions.
7. A partial version of the logo.
8. Overlapping shapes and graphics.
9. Cropped awkwardly, logo must be entirely legible.
10. Used within a sentence, phrase, or headline.
11. Shaded, screened, or otherwise modified and unapproved versions.
12. Filled with a texture photo or illustration.
13. Faded out with feathering effects or otherwise modified versions.
14. 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.
15. Crowded, overlapped, or merged with other words.





The AFCS TA logo can be used as a **template** to produce other department logos by special approval only.

EXAMPLES
FOR ILLUSTRATION ONLY



Tagline

The AFCS TA tagline is:

Civilian recruiting, simplified.



TALENT ACQUISITION

Civilian recruiting, simplified.

A tagline distills the brand's essence into a few words, making it memorable and impactful. The AFCS TA tagline captures our unique focus on civilian recruitment and our commitment to simplifying the hiring process for managers. It's a concise, powerful tool that communicates our values with or without our visual mark.

Messaging

AFCS Talent Acquisition's brand promise is the essence of what you stand for.

It establishes an emotional connection between you and your stakeholders that defines the unique way you'll meet their needs and desires. It's about making them feel like they're part of something special. It's not just words—it's action. Your audience should feel that every interaction reaffirms your dedication to their needs and your respect for their trust.

We'll work tirelessly to connect you with the best civilian talent available.

Your needs drive our mission, and we'll craft a recruiting strategy that's as unique as the positions you're trying to fill.

With expert advice and a personalized recruiting plan, we'll be there to guide you and make sure you're supported at every turn to help you find the most qualified candidates for the job.

AFCS Talent Acquisition's brand personality is a reflection of the values that guide our interactions with stakeholders. It shapes the way we communicate, ensuring every interaction is rooted in trust, understanding, and a sense of purpose.

Knowledgeable

We're recruitment experts with specialized knowledge of the talent industry, hiring trends, market challenges, and the mission-critical hiring needs of the U.S. Air Force, able to deliver the right people for the mission.

Caring

We invest in your success by first understanding what you need. Then we collaborate to design a recruiting plan that makes hiring easier—and brings in the talent you're looking for.

Consultative

We believe in listening first. By engaging with hiring managers and truly understanding what they need, we can provide expert guidance that helps you make smart, informed decisions throughout the hiring process.

Resourceful

We're resourceful by design. With a creative, integrated recruiting approach, we'll help you reach a broader audience and bring in top-quality talent—quickly and efficiently.

Voice

Describes your organization's personality. It's consistent and unchanging.

AFCS Talent Acquisition speaks with the kind of knowledge that builds trust, never condescending.

Our professionalism is real, but never stiff. We're confident without being overbearing, and our sincerity comes from the heart. We care deeply, but don't need to shout about it. And we're fun, just enough to keep things human and engaging.

Tone

The emotional inflection applied to your voice. It adapts to every situation, taking its cues from the messaging, occasion, and medium.

Our tone, adjusted for each situation or application, is typically:

Friendly

Empathetic

Helpful

Trustworthy

Informative

Real

To Employees

"The heart of AFCS is its people. Your Talent Acquisition team is here to make sure we continue bringing in the right talent—people like you, who are dedicated to the mission and to one another. Every new hire is a step toward a stronger, more capable Air Force. Work with us to help build a future we can all be proud of."

To Air Force Leadership

"At AFCS, Talent Acquisition isn't just about filling positions—it's about strategically aligning talent with the Air Force's mission. We identify and recruit top civilian talent who bring expertise, innovation, and a shared commitment to national security. With your continued support, we can ensure that our workforce remains at the forefront of advancing the Air Force's objectives."



To AFCS Department Managers

"At AFCS, Talent Acquisition is your partner in building teams that deliver results. We work to find civilian talent that matches your department's needs—people who are driven, skilled, and aligned with our mission. With your insights and leadership, we can ensure every hire is a perfect fit, contributing to the Air Force's success."

To Employees of the AFCS Talent Acquisition Team

At AFCS, our Talent Acquisition team plays a crucial role in the success of the Air Force. Your work ensures we attract the best civilian talent to meet any challenge. Every position you fill strengthens our mission, and your dedication keeps us moving forward. Together, we're ensuring the Air Force's edge remains as sharp as it can be."

Colors

BRAND COLORS

The AFCS TA color palette leverages the AFCS palette, but in different proportions.

To keep the brand appearing simple and light, maximize white space and use an equal or lesser proportion of Deep Blue. The other primary colors may be used as accent colors.

Secondary colors can be used where legibility and contrast is a concern or where additional tones are needed (for example, charts).

PRIMARY COLORS

WHITE

HEX FFFFFFFF
 RGB 255 255 255
 CMYK 00 00 00 00
 PANTONE PAPER

DEEP BLUE

HEX 005295
 RGB 000 082 149
 CMYK 100 62 00 20
 PANTONE 653C

CYAN

HEX 13B5EA
 RGB 019 181 234
 CMYK 69 07 00 00
 PANTONE 298C

LIGHT GRAY

HEX E6E7E8
 RGB 230 231 232
 CMYK 00 00 00 10
 PANTONE COOL GRAY 2

DARK GRAY

HEX 7E8083
 RGB 126 128 131
 CMYK 00 00 00 61
 PANTONE 424C

BLACK

HEX 000000
 RGB 000 000 000
 CMYK 00 00 00 100
 PANTONE
 PROCESS BLACK C

SECONDARY COLORS

LIGHT CYAN

HEX ADD2ED
 RGB 173 210 237

DARK BLUE

HEX 011B3E
 RGB 001 027 062

MAGENTA

HEX C9006F
 RGB 201 000 111

Color contrast is not the only aspect of 508 Compliance to be considered in order to create accessible assets, but it is essential.

508 Compliance specifically refers to the accessibility of web, software, and other electronic assets such as web banners and PDFs. Using live text, large type, alt text, and paragraph styles are other ways to create more accessible assets.

HIGHEST LEVEL OF CONTRAST	<p>DEEP BLUE ON WHITE</p> <p>WCAG AAA PASS</p>	<p>WHITE ON DEEP BLUE</p> <p>WCAG AAA PASS</p>	<p>DARK BLUE ON CYAN</p> <p>WCAG AAA PASS</p>	<p>CYAN ON DARK BLUE</p> <p>WCAG AAA PASS</p>
HIGH LEVEL OF CONTRAST	<p>LIGHT GRAY ON DEEP BLUE</p> <p>WCAG AA PASS</p>	<p>DEEP BLUE ON LIGHT GRAY</p> <p>WCAG AA PASS</p>	<p>DEEP BLUE ON LIGHT CYAN</p> <p>WCAG AA PASS</p>	<p>LIGHT CYAN ON DEEP BLUE</p> <p>WCAG AA PASS</p>
LOW LEVEL OF CONTRAST	<p>CYAN ON WHITE</p> <p>WCAG AA FAIL</p>	<p>WHITE ON CYAN</p> <p>WCAG AA FAIL</p>	<p>DEEP BLUE ON CYAN</p> <p>WCAG AA FAIL</p>	<p>CYAN ON DEEP BLUE</p> <p>WCAG AA FAIL</p>

Typography

The foundation of our typographic language is clear, traditional typesetting that plays with with font weight and graphic line elements as needed to facilitate readability.

PRIMARY TYPEFACE

Roboto [\[Google Fonts\]](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz

MICROSOFT ALT

Aptos [\[Microsoft\]](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz



HEADER

Roboto, Bold | 34/34

MICROSOFT ALT

Aptos, Bold | 34/34

SUBHEADER

Roboto, Bold OR Light | 18/22

MICROSOFT ALT

Aptos, Bold or Light | 18/22

BODY

Roboto, any weight | 12/16

MICROSOFT ALT

Aptos, any weight | 12/16

SMALL LABEL

Roboto, Bold or Light

10/10 | all caps | 5% tracking

MICROSOFT ALT

Aptos, Bold or Light

10/10 | all caps | 5% tracking

GRAPHIC LABEL

Roboto, Bold, Outlined

34/34 | all caps | 5% tracking

MICROSOFT ALT

Aptos, Bold, Outlined

34/34 | all caps | 5% tracking

Simple Headline

Subhead Line 1

Subhead Line 2

Ero es auditatia nisquae labor aut modiore ptaquiam faccupatae nihillenit, omnimi, offic tet ut audam cumenis sam nam aperum nossimusa int eossit ute conse volorem quo tenditatur quaeseque volores volles enistrum vellorp oritibeaque reptionsequo officim periam hil magnat.

SMALL LABEL 1
SMALL LABEL 2

SMALL LABEL 1
SMALL LABEL 2

GRAPHIC LABELS
1 2 3 4 5 6 7 8 9

Imagery

Simple Headline



AFCS-TA photography should feature open skies, open spaces and have a calming, limited palette.

Humans should be depicted in action, interacting positively with a diverse range of faces and bodies.

Background images on which text is to be laid should either be duotoned or use a deep blue overlay (example: far left image). This keeps text and image interaction simple and legible.

DO NOT apply the deep blue overlay or duotone to images with human faces. Limit background images to atmospheric, simple environmental photos.

LINE GRAPHICS

The AFCS TA graphic language plays with various lines and line weights.

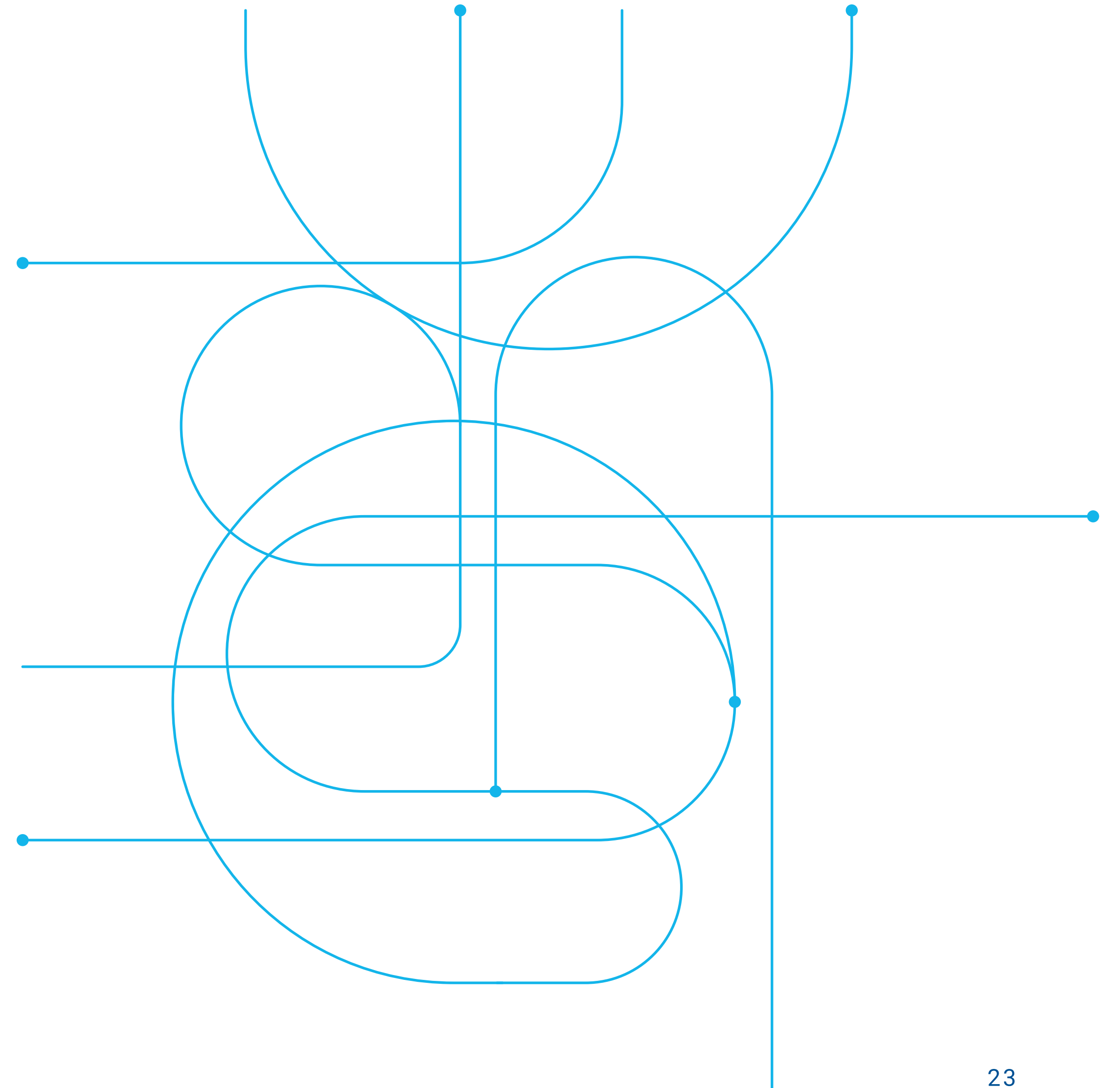
Use the “pathways” graphic alone or layered onto photography. It may be modified to make it simpler, recolored, or reoriented to suit its placement.

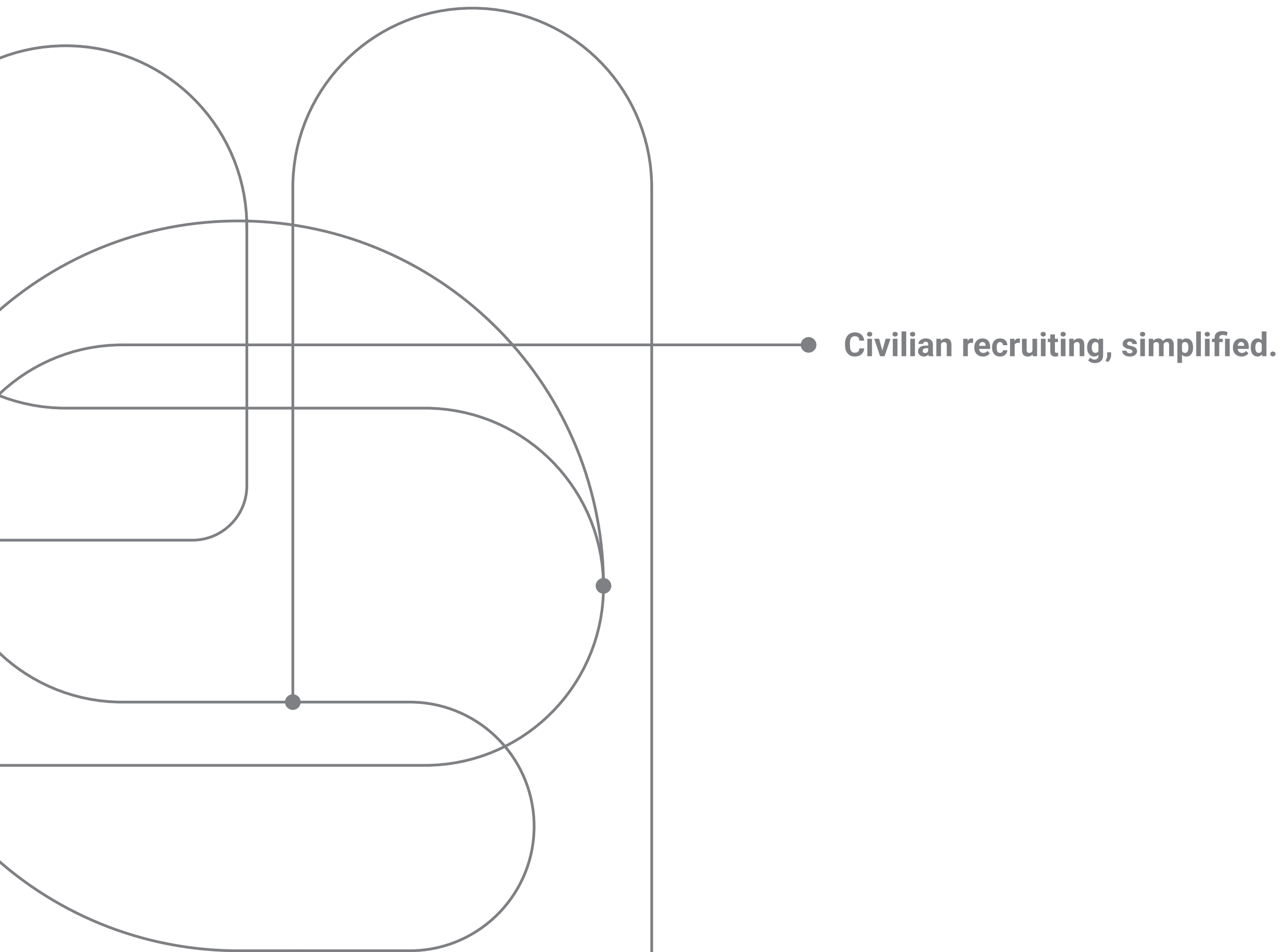
AFCS TA should always use line icons, examples of which can be seen below.

LINE ICONS



PATHWAYS GRAPHIC





This graphic, composed of multi-directional lines, serves as a visual metaphor for the intricate journey of civilian recruiting.

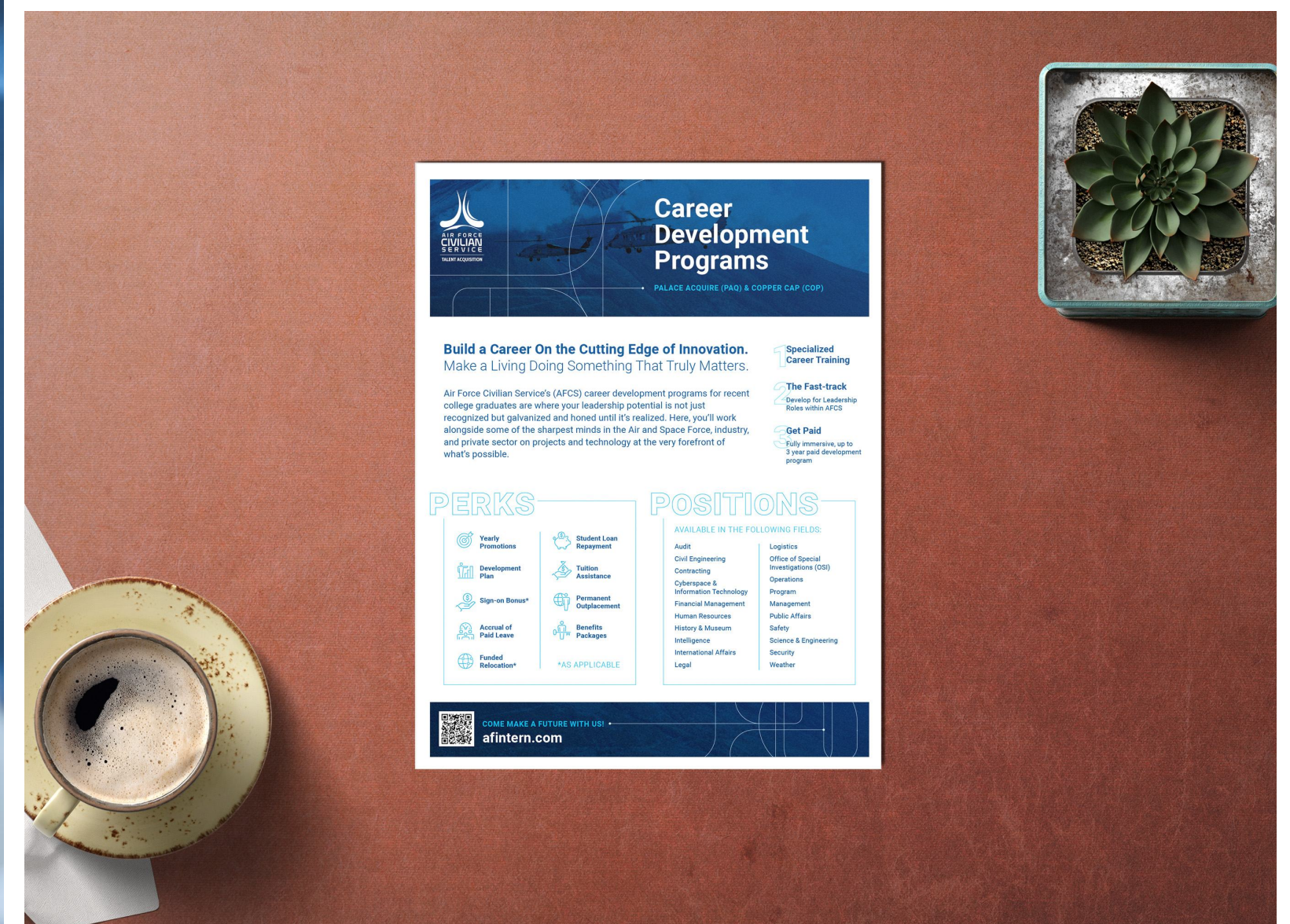
The dual symbolism of the lines tells a story:

- **Evocative of Jet Paths**
The lines mirror the trails left by jets in the sky, paying tribute to the Air Force's wide-ranging mission.
- **The Path to Streamlined Recruiting**
The deeper meaning reflects the complex nature of civilian recruiting; currently a fragmented and varied landscape with multiple people and processes going in different directions. These intersecting lines signify the diverse approaches to recruitment, but as they converge and progress, they transform into a single, straight line that ends in a dot. This journey from chaos to clarity symbolizes AFCS Talent Acquisition's commitment to transforming civilian recruiting into a simplified, unified process.

Together, these elements reinforce the brand's promise: with AFCS TA, civilian recruiting becomes a streamlined pathway, guiding each candidate toward a rewarding career.

Design Samples

ASSETS [IN PROGRESS]





Thank you.
