AIR FORCE
CIVILIAN
SERVICE

LOGO

TAGLINE

TYPOGRAPHY

COLOR PALETTE

IMAGERY

PRINT

WEB

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AIR FORCE CIVILIAN SERVICE BRAND GUIDE 2020

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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 8.

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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



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.

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.





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 to proportional 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 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 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…

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 also 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.





TAGLINE

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	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

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.



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.

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.





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 layed 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.



Engineering Magazine Ad

PRINT

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.



PRINT

Brochures

Brochures should follow all brand guidelines.



Cyber Civilian Brochure



Exterior panels



Interior panels

PRINT



NOW HIRING LICENSED CLINICAL SOCIAL WORKERS

The U.S. Air Force is committed to helping Airmen and their families thrive in every way, both personally and professionally. To accomplish this, we provide many important services, including mental health care support through True North, part of our Resiliency initiative.

General Stephen Wilson, USAF Vice Chief of Staff, said, "True North seeks to provide a framework to ensure our Air Force is the healthiest, most resilient, and fit force, regardless of the dynamic challenges our Airmen face."

We are currently seeking qualified Licensed Clinical Social Workers (LCSW) to fill new civilian positions being opened at locations around the country. These LCSW professionals will provide support for both civilian and uniformed personnel who experience increased operations tempo, potential social and physical isolation, frequent transitions, and other life events that may be a catalyst for negative psychological, professional, and domestic outcomes.

MAKE A BOLD CAREER MOVE

At 170,000 strong, we are a dominant force that fills roles from routine to rocket science. Together, we work shoulder to shoulder with the men and women in uniform to keep the Air Force ready for action, ready for anything.

You'll find a supportive and inclusive workplace at AFCS, 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. Find your place with us and watch your career soar.

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

For more information or to apply, please visit:

AFCIVILIANCAREERS.COM/SOCIALWORKER

POSITIONS ARE AVAILABLE IN THE FOLLOWING LOCATIONS:

BEALE AFB, California

JOINT BASE ELMENDORF-RICHARDSON, Alaska

MINOT AFB, North Dakota

WHITEMAN AFB, Missouri

KEY REQUIREMENTS

- U.S. Citizenship
- LCSW possessing a current, unrestricted license to practice clinical social work independently in any one of the 50 states, the District of Columbia, Puerto Rico, or the U.S. Virgin Islands
- Practiced as an independent licensed clinical social worker within the past two years
- Master's degree with practicum. Must complete all of the requirements for a master's degree in social work that included a practicum.

QUALIFICATIONS

- Professional knowledge of social work practices, principles, theories, and administrative requirements to be able to apply them in a clinical or occupational setting.
- Knowledge of the Diagnostic and Statistical Manual of Mental Disorders (DSM) of the American Psychiatric Association to evaluate psychiatric disorders, leverage evidence-based treatments for a full range of psychiatric disorders and apply professional diagnostic skills.
- Knowledge of administration, scoring, and interpretation of select psychological and psycho-social measures to properly assess patient's and family's needs. Sophisticated understanding of behavioral risk management and ability to engage appropriate protections as needed when risk of harm to self or others is present.
- Ability to provide guidance and consultation services to medical professionals and military leaders and facilitate referrals to military or community-based human service agencies and resources; e.g., Protective Services or financial aid organizations.

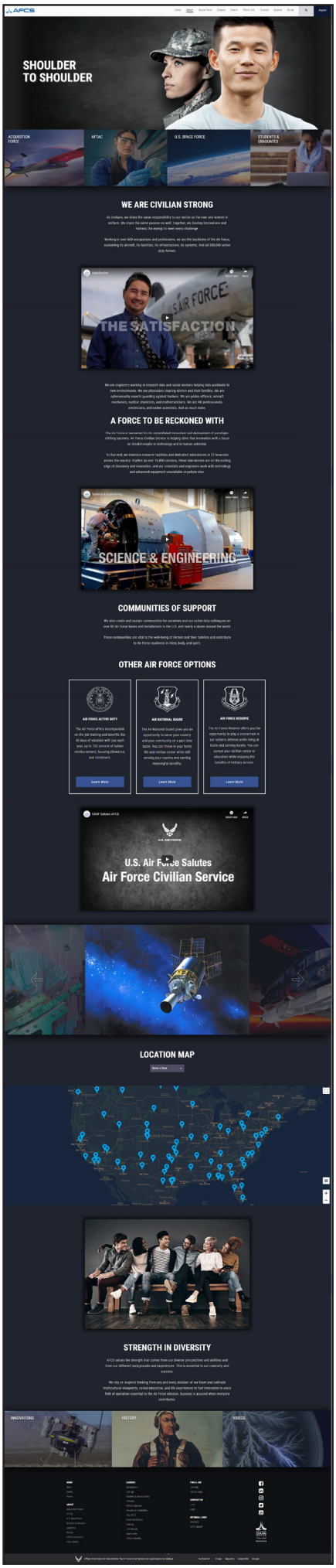
Equal Opportunity Employer. U.S. citizenship required. Must be of legal working age.

#ItsACivilianThing

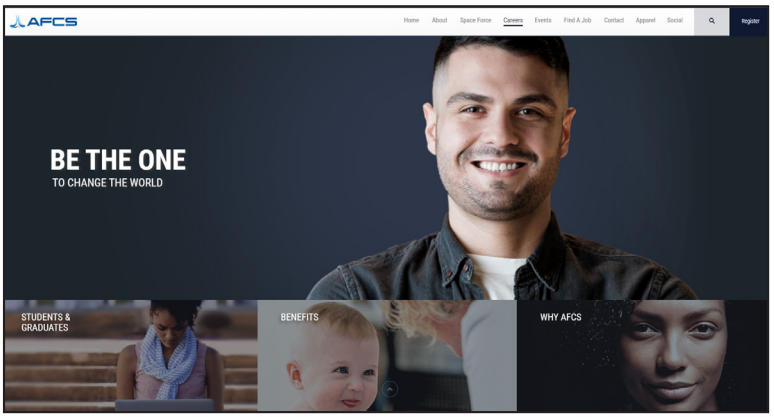
PRINT

Event Flyer

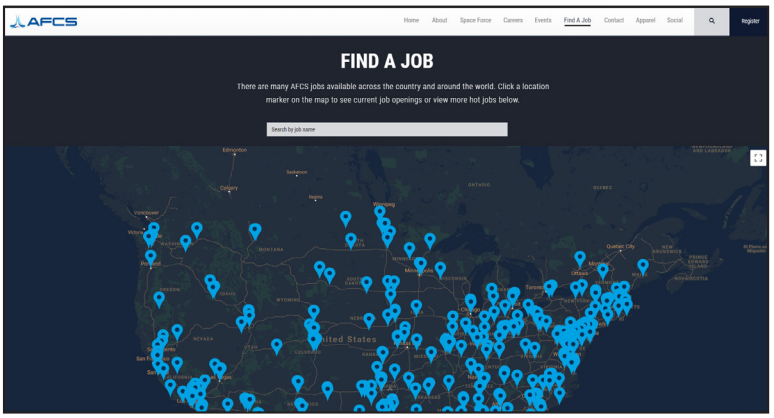
WEB



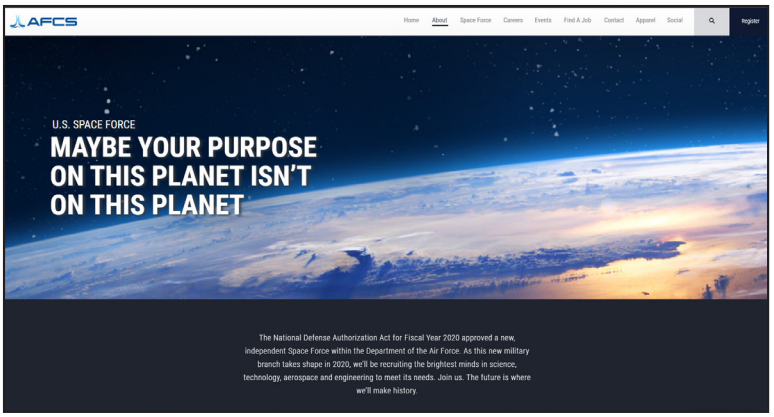
About Us Page



Careers Page



Search For Jobs Page



Space Force Page

WEB

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.



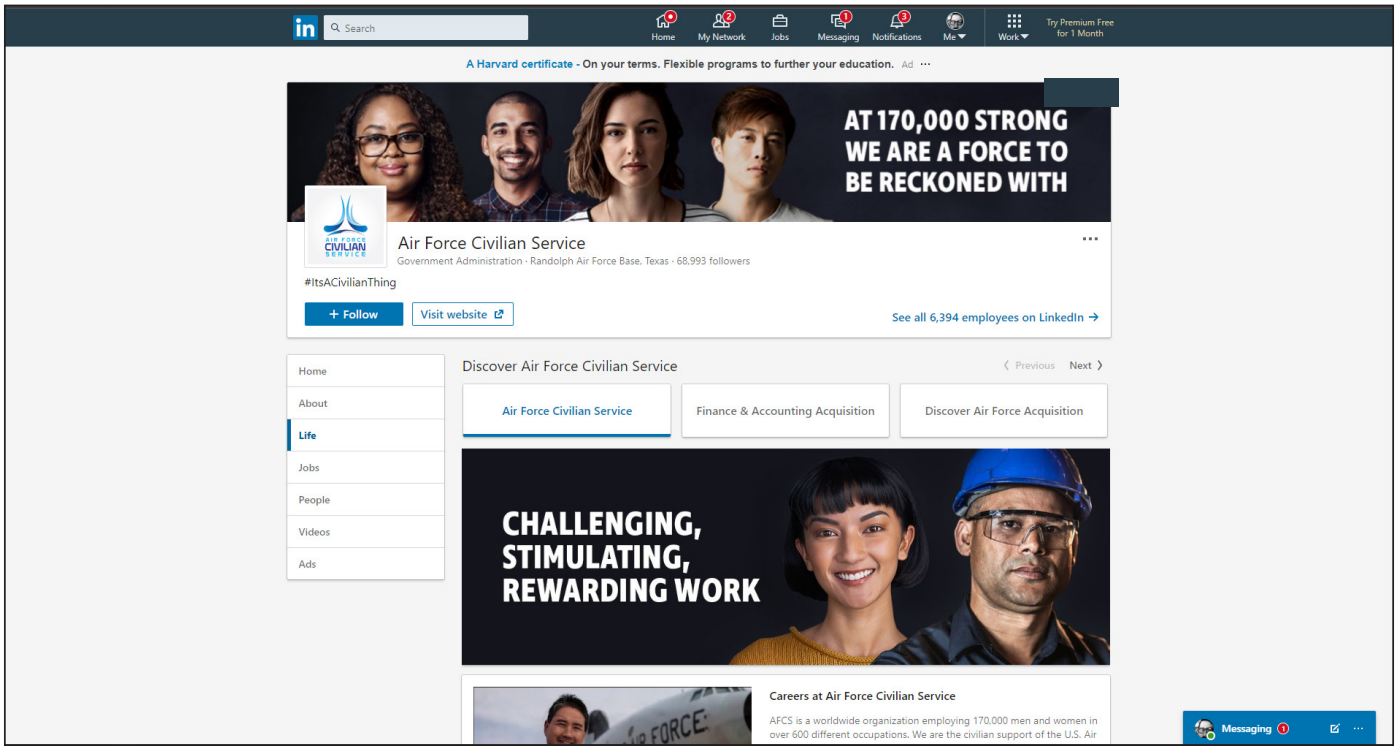
Event Microsites

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

Event microsites provide details about the event and a link to register.

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

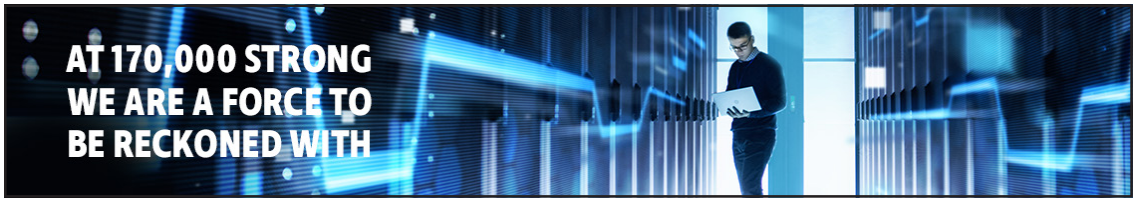
WEB



AFCS LinkedIn Page







AFCS LinkedIn Header Banners

WEB


AIR FORCE
CIVILIAN
SERVICE