



UNITED STATES
AIR FORCE
ACADEMY



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AIR FORCE
ACADEMY

USAFA Brand

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USAFA/CM
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USING THE BRAND





WHAT IS THE BRAND?

Logos

Wordmarks

Name

Colors

Fonts

Voice

Trademarks

Photos

Videos

News Stories

Website

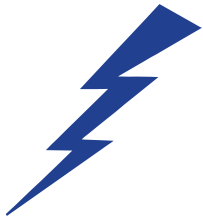
Business Cards

How we present
ourselves to the world

ACADEMY BRAND



UNITED STATES
AIR FORCE
ACADEMY



GRAY AREA



U.S. AIR FORCE



UNITED STATES
SPACE FORCE

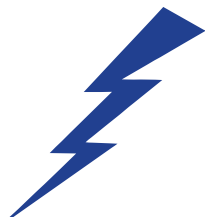
NOT BRAND



BRAND OFFICE



UNITED STATES
AIR FORCE
ACADEMY



LICENSING



U.S. AIR FORCE



UNITED STATES
SPACE FORCE



SPECIAL USE



NEVER



The original Falcon symbol has served as inspiration, reflecting our dedication to the Long Blue Line.



1954–1962



1963–1994



1995–2003



2003–2016



2022+

RETIRED MARKS, SPECIAL USE ONLY

**MORALE
ONLY**



SO YOU WANT TO USE THE ACADEMY BRAND

TYPICAL PROCESS

1. Idea
2. Find a licensed vendor or become licensed yourself
3. Proof product with vendor or trademark office for approval
4. Sell product

CLUB PROCESS

1. Idea
2. Proof product with branding office
3. Sell product

PROS
Design

CONS
Cost
Time

PROS
Cost
Time

CONS
Design
Time



UNITED STATES AIR FORCE ACADEMY

BRAND GUIDELINES



WHERE TO START

FOLLOW BRAND GUIDELINES!

Online at usafa.edu/brand

Living document and can be updated or changed at any time

Get manufacturer proof

Send to usafa.branding@afacademy.af.edu

Please send high resolution proofs as individual image files.

All items **MUST** be approved by Branding Office or Air Force and Space Force Intellectual Property Management Office

Do not assume that previously approved items will be approved in the future.

We will work with you to ensure items reflect brand standards but will not design items for you.

NUTS AND BOLTS

COLORS

	
ACADEMY BLUE	ACADEMY DARK BLUE
PMS PANTONE 661 C	PANTONE 655 C
CMYK 100, 81, 0, 13	100, 73, 0, 61
RGB 0, 53, 148	0, 37, 94
HEX #003594	#002554
	
ACADEMY WHITE	ACADEMY SILVER
PMS NO INK OR OPAQUE WHITE	PANTONE 421 C
CMYK 0, 0, 0, 0	28, 20, 20, 0
RGB 255, 255, 255	178, 180, 178
HEX #FFFFFF	#B2B4B2
	
ACADEMY RED	ACADEMY YELLOW
PMS PANTONE 187 C	PANTONE 123 C
CMYK 0, 100, 74, 26	0, 16, 99, 0
RGB 196, 25, 46	255, 199, 44
HEX #A6192E	#FFC72C

FONTS

Cera*

Ideal Sans*
Trebuchet

AIR CORPS JNL*

LOGO RULES

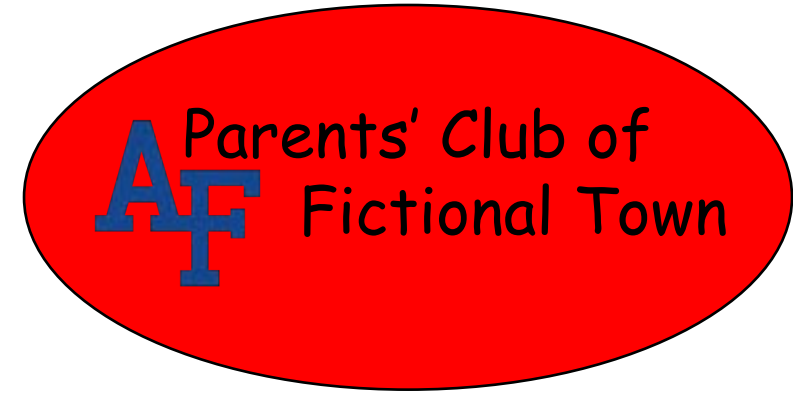
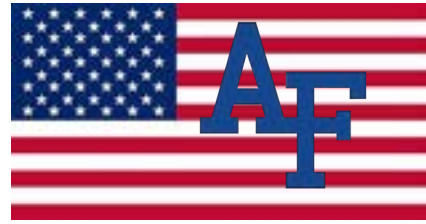
Cannot change aspect ratio, combine with other elements to create new logo, place over distracting backgrounds.

Cannot use unapproved colors (includes approved secondary colors)* or fills, outlines, visual effects such as drop shadow, rearrange, add or delete elements.

Cannot combine with any flag or state or national outlines.

Must maintain correct standoff space.

WHY WAS MY DESIGN DENIED?



WHAT CAN I DO INSTEAD?

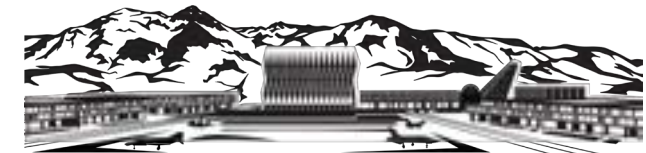


PARENTS' CLUB
OF FICTIONAL
TOWN



PARENTS' CLUB OF
FICTIONAL TOWN

SPECIAL DESIGNS





WHAT'S IN A NAME?

United States Air Force Academy

U.S. Air Force Academy

the Academy (second reference)

USAFA (limited use)

U.S. Air Force and U.S. Space Force

Air Force and Space Force

RESOURCES

WE CAN HELP!

If there are ever any questions, please direct people to the brand manager or org box:

usafa.branding@afacademy.af.edu

The Brand Guide is a living document and updated regularly. Google "USAFA Brand" or visit:

<https://www.usafa.edu/brand>



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Questions?