

# OUR BRAND



**AF** UNITED STATES  
AIR FORCE ACADEMY



# OUR STORY

## FORGING WARFIGHTERS TO WIN

Warfighting isn't a job—it's a mindset. The Academy generates leaders ready to lead on day one. Rigorous training, impactful education, and unwavering discipline are the bedrock of cadet success.

## INSPIRING LEADERS OF CHARACTER AND QUALITY

We develop leaders who champion teamwork, maximize potential, and establish a culture where every teammate is valued. We build teams that leverage breadth of experience and perspectives to solve today's complex challenges.

## MOTIVATING CRITICAL THINKERS TO ADAPT

A dynamic world demands critical thinkers who conquer wicked hard problems. We cultivate leaders who navigate complex challenges, innovate rapid solutions, and execute missions with precision. With a focus on military readiness, our cadets are ready to face a changing world.





# OUR BRAND

**Our brand is our character—our legacy.**

It's the reputation earned through action.

**Defined by our Mission:**

To forge leaders of character,  
motivated to a lifetime of service,  
and developed to lead  
our Air Force and Space Forces  
as we fight and win  
our nation's wars.



# OUR LOGO

Our mark embodies our core commitments: a warfighting mindset, unwavering teamwork, and incisive critical thinking. This unified logo—the combined logomark and wordmark—represents the Academy's integrated strength. It's the outward expression of our brand—our character, actions, decisions, and legacy.



# OUR VOICE

Our voice—the verbal embodiment of our brand—brings our character to life. Like our logo, it adapts to our audience while remaining true to our core. We speak actively and with clarity, focusing on the mission, cutting jargon, and using language with precision. We are brief and brilliant, crafting short, impactful sentences that resonate. We are positive, celebrating with humility, speaking optimistically and conversationally, and connecting directly with our audience.



# OUR RESOURCES

**Digital brand and style guide:**

[usafa.edu/brand](https://usafa.edu/brand)

**Approved photographs:**

[Flicker.com/photos/af\\_academy/albums](https://www.flickr.com/photos/af_academy/albums)

**Downloadable guidelines, logos, templates or have questions?**





UNITED STATES  
**AIR FORCE ACADEMY**

**IS OUR BRAND**  
**LIVE IT, SHARE IT, PROTECT IT**

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