



UNITED STATES  
**AIR FORCE**  
**ACADEMY**

# USAFA Brand

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# USING THE BRAND







# WHAT IS THE BRAND?

Logos

Wordmarks

Name

Colors

Fonts

Phrases

Trademarks

Photos

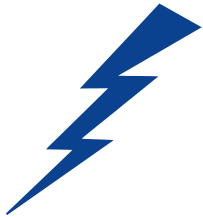
Videos

News Stories

Website

How we present ourselves to  
the world

# ACADEMY BRAND



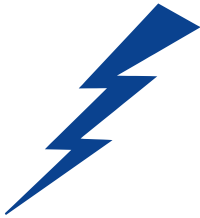
# GRAY AREA



# NOT BRAND



BRAND  
OFFICE



LICENSING



SPECIAL USE



NEVER







## 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

PROS  
Design

CONS  
Cost  
Time

### CLUB PROCESS

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

PROS  
Cost  
Time

CONS  
Design  
Time



# UNITED STATES AIR FORCE ACADEMY

## BRAND GUIDELINES



## WHERE TO START

### FOLLOW BRAND GUIDELINES!

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

Living document and can be updated or changed at any time

Get manufacturer proof

Send to [usafa.branding@afacademy.af.edu](mailto:usafa.branding@afacademy.af.edu)

Please send high resolution proofs as individual image files.

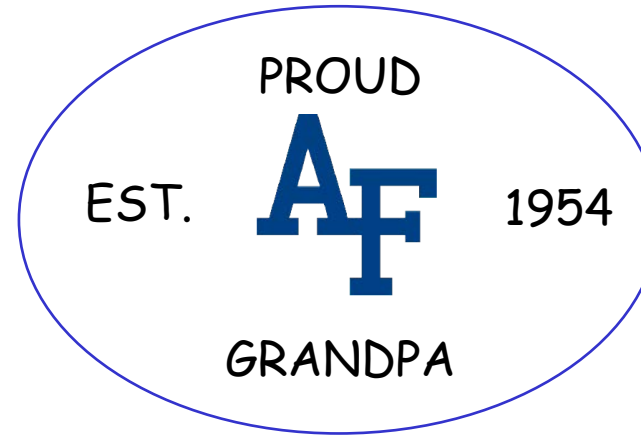
All items **MUST** be approved by Branding Office or Air and Space Forces Intellectual Property Management Office

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.

# WHY WAS MY DESIGN DENIED?

## ■ INSTEAD OF THIS



## ■ TRY THIS





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+

# Questions?