

CADET CLUB UNIFORM CHEAT SHEET



BRAND COLORS (usafa.edu/brand/brand-colors)

Color is a crucial component of our brand identity because it helps the U.S. Air Force Academy become more recognizable and easily identified. Using color correctly ensures the Academy is represented consistently.

PRIMARY COLORS

The Academy's primary colors are Academy Blue, Class Royal, Academy Gray and White. These colors represent the Academy and should be present on all Academy communications.



	ACADEMY BLUE	CLASS ROYAL	WHITE	ACADEMY GREY	CLASS RED	CLASS YELLOW
PMS	PANTONE 661 C	PANTONE 655 C	NO INK OR OPAQUE WHITE	PANTONE 421 C	PANTONE 187 C	PANTONE 123 C
CMYK	100, 81, 0, 13	100, 73, 0, 61	0, 0, 0, 0	28, 20, 20, 0	0, 100, 74, 26	0, 16, 89, 0
RGB	0, 53, 148	0, 37, 84	255, 255, 255	178, 180, 178	166, 25, 46	255, 199, 44
HEX	#003594	#002554	#FFFFFF	#B2B4B2	#A6192E	#FFC72C

SECONDARY COLORS

The Academy's secondary colors are Class Red and Class Yellow. These colors compliment the primary brand colors and should be used as accent colors to highlight details or bring in more variety.



WHITE LOGO ON ACADEMY BLUE

	PMS	WHITE
	CMYK	0, 0, 0, 0
	RGB	255, 255, 255
	HEX	#FFFFFF

GRAYSCALE LOGO ON DARK

	PMS	COOL GRAY
	CMYK	0, 0, 0, 30
	RGB	179, 179, 179
	HEX	#B3B3B3

WHITE LOGO ON BLACK

	PMS	WHITE
	CMYK	0, 0, 0, 0
	RGB	255, 255, 255
	HEX	#FFFFFF

BLACK LOGO ON WHITE

	PMS	BLACK
	CMYK	0, 0, 0, 100
	RGB	0, 0, 0
	HEX	#000000

TEAM MARK

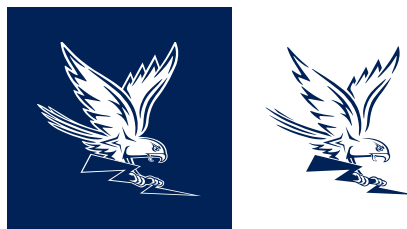
Cadet clubs and teams may personalize the official logo by listing the title of their team outside the clear space. The wordmark or logomark should always serve as the visual anchor with the title of the team displayed in all caps Cera typeface underneath or to the right. Use of other colors, logos, mottos or images is strictly prohibited in official team marks.



APPROVED MARK FOR CLUB USE

FALCON SYMBOL

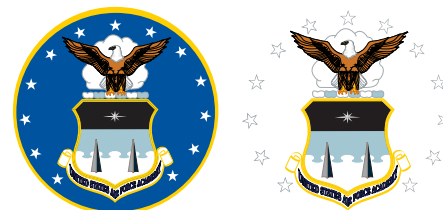
The Falcon symbol represents the U.S. Air Force Academy by expressing strength, determination and pride in our institution. It connects us to the great heritage of warriors and leaders that began with a Falcon mascot when the Academy first opened. As our official expression of spirit, this mark can only be used for esprit de corps purposes. Learn more about the [falcon symbol](#).



UNAPPROVED MARKS FOR CLUB USE

U.S. AIR FORCE ACADEMY COAT OF ARMS

The Coat of Arms, sometimes referred to as a seal, is composed of the emblem, crest and stars and is primarily used for official and ceremonial documentation, or on prestigious gift items. The Coat of Arms must always appear in grayscale or full color. Additionally, it must never be locked up with the Academy logo or wordmark. The Coat of Arms is generally inappropriate for use on promotional items such as apparel, drinkware or other small trinkets.



RETIRED MARKS

The following historical logos have been used unofficially in the past and are no longer permitted to represent the U.S. Air Force Academy. For a full list of retired marks see usafa.edu/brand/retired-marks.

