

## AFSA Trademark, Logo and Branding Guidelines

### Mission

To maintain the integrity of all of our Air Force Sergeants Association (AFSA) unique trademarks, service marks and word marks through diligent monitoring and consistent branding.

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### Our AFSA Trademark Design

The names, initials, seals, and logos associated with the Air Force Sergeants Association (AFSA) are registered trademarks owned by AFSA. Any alteration of these marks (artwork or graphics) design is expressly prohibited. Use of these items must be approved by the CEO. Requests shall be in writing to CEO for approval. (AFSA Manual 100-4, Section 3. a)

### What is a Trademark?

A trademark includes a word, name, symbol, device or any combination, used or intended to be used to identify and distinguish the goods/services of one seller or provider from those of others, and to indicate the source of the goods/services. ([www.uspto.gov](http://www.uspto.gov))

### Protect and Strengthen Our Identity

Our association's identity is more than just a logo – it's a symbol of our success. It's not just wings, wording, stars and a specific shade of blue. Our AFSA crest symbolizes our unyielding commitment to serve all Air Force enlisted personnel – past, present and future. Help protect our image, the integrity of our Association, and the members we serve. Make the commitment to use these resources correctly.

*These branding guidelines will help you determine the best way to use the AFSA logo in all printed, online and promotional materials.*

### AFSA Trademarked Symbol Images

AFSA Crest



AFSA Wings (line art)



AFSA Wings (enhanced)



AFSA Slogan

Serving the TOTAL FORCE and Their Families – Past, Present, and Future

## Color Palette/Logo Colors

AFSA BLUE: Pantone 2757 BLUE  
 CMYK: Cyan 100 | Magenta 85 | Yellow 22 | Black 59  
 Hex # 0B1E62

AFSA SILVER: Pantone 428  
 CMYK: Cyan 24 | Magenta 15 | Yellow 19 | Black 0  
 Hex # C5CAC6

White: No PMS color for white is needed  
 When printing: Opaque White  
 #FFFFFF

## Typography/Fonts

Arial and Arial Black (True Type Version) is the primary font used within the logo images.

## Trademark Symbol Guidelines

Spacing: keep a clean area around the AFSA symbols. It's best to leave at least 30% white space between the logo and adjacent elements. Reduce the Image by 10% when placing inside of a circle.

The gray area (as illustrated below) indicates the minimum amount of clear space that must surround the Logo in all applications. No other elements should infringe in the clear space. Exceptions require prior HQ approval.



Blue Crest



Blue Outlined Wings



**Protect the Integrity of the AFSA Symbol**

Stretching/distorting the trademarked symbol, changing the texture, using unapproved colors, shadows, special effects or paring with other symbols is prohibited.

DO NOT CHANGE THE LOGO COLORS

- Do not tilt, skew, stretch or condense any AFSA logo
- Do not change the colors of the logo or image file.
- Do not use the seal without type.
- Do not substitute type.



DO NOT MODIFY THE LOGO TO ADD YOUR REGIONAL IMAFES/MESSAGES

- Do not place other design elements on top of, under or in close proximity to the logo to make it appear to be one unit.
- Do not use the AFSA logo to advertise or recommend commercial products or services, to promote the activities of outside organizations, or to further social or political causes.



DO NOT OVERLAP THE AFSA LOGO WITH ANY OTHER LOGO OR IMAGE



**Trademark Text**

- We are the AIR FORCE SERGEANTS ASSOCIATION
- We are AFSA

**Copyright Notice**

The notice should always contain:

- The symbol © (the letter C in a circle), or the word “Copyright”
- The year of first publication of the work; and the name of the owner of copyright in the work.

EXAMPLE: © 2015 Air Force Sergeants Association Corporation D.C.

## AFSA History

The Air Force Sergeants Association was founded in 1961 by four Air Force NCOs who recognized the need for an organization to represent the voice of all enlisted personnel to America's elected and military leaders. AFSA founders Benny McGehee, Lee Thompson, Virgil Perry and Don Ward established the association, and McGehee later became the first president, becoming the first representative of an all-enlisted organization to give testimony before the House Armed Services Committee.

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The AFSA "wings" positively reflect the original Army - Air Force Chief Enlisted Wings. The seven stars within the crest represent our seven divisions across the United States and overseas, the bottom left star represents our congressional advocacy, and the bottom right star represents the heart of our organization – our membership.

## Yesterday to Today

Since 1961, the logo has been modified many times. In June of 2008 the current image was updated and the trademark renewed with the United States Patent and Trademark Office. The mark has been sensitively adapted for the digital age, so that it reproduces equally effectively in print and electronically, at all permitted sizes.



Outdated Crest



Current/Correct

## You Can Find Us Everywhere

Please use the following links when mentioning our Association in specific applications.

Website:	<a href="http://www.hqafsa.org">www.hqafsa.org</a>
JOIN AFSA page:	<a href="https://www.joinafsa.org">https://www.joinafsa.org</a>
AFSA FAMILY PAGE:	<a href="https://afsafamily.org">https://afsafamily.org</a>
Facebook:	<a href="https://www.facebook.com/AFSAHQ">https://www.facebook.com/AFSAHQ</a>
Twitter:	@afsahq
Instagram:	air_force_sgts_assn
Vimeo:	vimeo.com/afsgtsassn
Legislative Action Center:	votervoice.net/AFSA

## Legal

The Air Force Sergeants Association and the AFSA logo are proprietary and protected under intellectual property laws. The AFSA logo may not be used without permission. Do not use our name, logos or brand materials in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, or affiliation. Do not modify or edit our image. Do not incorporate our logo into yours or use the graphics as part of your own products, or service's name.

## Advertising, promotional, marketing materials, merchandise

Please contact AFSA Headquarters before using our logo on websites, products, packaging, manuals, or for commercial or product use. While we love to see our logo on hats, shirts, awards and other items, we'd love for you to share your thoughts and ideas with us first to ensure overall Association brand consistency and credibility.

**Web Identity Guidelines**

See AFSA MANUAL 100-4, SECTION 2 and 3

**More questions?**

For more information on AFSA standards or questions on our overall branding and style considerations for a particular application, contact:

AFSA Communications

Andrea Sanford, Marketing Manger

Email: [comm@hqafsa.org](mailto:comm@hqafsa.org)

It helps if you send a mockup of your intended use so we can be specific in our response. We'll do our best to get back to you ASAP but please give us a few days to review. And, please note no response does not mean approval.

*By using AIR FORCE SERGEANTS ASSOCIATION and the AFSA logos, you agree to the AFSA Terms of Service, these AFSA branding guidelines, and all AFSA rules and policies, as may be updated from time to time. You also acknowledge that the Air Force Sergeants Association Corporation D.C. is the sole owner of AFSA trademarks, promise not to interfere with AFSA's rights in them, and acknowledge that goodwill derived from their use accrues only to AFSA. AFSA may review use of branding materials at any time and reserves the right to terminate or modify any use.*

## AFSA LOGO – DID YOU KNOW – POINTS TO PONDER PAPER

**Did you know:**

- **Our association's icon is much more than just a logo.** It's a symbol of our success. It's not just wings, wording, stars and a specific shade of blue. The AFSA crest symbolizes our unyielding commitment to serve all Air Force enlisted personnel – past, present and future.
- **By working together,** we can protect our image, our history, the integrity of our Association, and the members we serve.
- The names, initials, seals, and logos associated with the Air Force Sergeants Association (AFSA) are formally registered with the United States Patent and Trademark office.
- In 1961, only a handful of Military Support Organizations existed, now they number in the hundreds. Help potential members, new and current members find us everywhere. Our icon, with its selected colors and fonts are unique to AFSA and should provide a consistent image across all channels.
- Consistent and proper use of our icon increases customer recognition of the icon as a whole or as a part of the whole. When we successfully brand our association consistently, members are able to recognize our brand even when it's broken apart: a logo without the name of a business on it, or even just a portion of the overall images (Crest vs Wings) *Think of Apple's half-eaten apple emblem, or the MacDonald's tagline 'I'm loving it,' or the Intel sound bite—you don't need to see the full image to associate these pieces with their respective brands. This same effort is indispensable for all companies and associations.*
- Reinforce our identity. When a potential or current member sees and hears a consistent message everywhere, it reinforces our unique mission in their minds and they begin to assign a higher value and trust in our association—and it shows that we take our Association seriously.
- How can you ensure consistency and credibility of our brand? Use our AFSA Trademark, Logo and Branding Guidelines to help ensure your Division and Chapters are projecting a united front Consistency in design, look and tone is vital in building credibility.

