Air National Guard
Graphic Standards Manual

September 12, 2011

AIR NATIONAL GUARD

► Welcome to the Air National Guard Graphic Standards Manual. In our effort to reinforce the recognition of the Air National Guard brand, we must maintain a uniform look in our marketing materials on a national and local level. This manual of graphic standards creates a consistency in the application of the new visual identity program. It includes guidelines for use of the wordmark, typography and color, and should be applied to all the visual communications produced for the Air National Guard. This manual provides a set of rules for almost every application. It details specifications for all the existing applications, and it outlines guides which can be applied to new applications.

► TABLE OF CONTENTS

► THE AIR NATIONAL GUARD BRAND PROMISE

The Air National Guard should no longer be the best kept secret in the military.

Our main objective is to educate our target audience on the extensive, attractive and one-of-a-kind benefits that the Air National Guard provides. Such as the choice to serve near home. Help paying for college. A strong and steady paycheck. And an opportunity to receive all of this while working part-time if the job warrants. No other faction in the military can offer such a package and we must exploit that advantage to the fullest.

The Air National Guard is unique. It is exciting. And most of all, it is a way to achieve the highest personal goals and attain a whole new way of life.

This brand promise should be kept and conveyed visually and verbally throughout all messaging in every medium.

WORDMARK

This is the wordmark for the Air National Guard. It is available in EPS, JPG, TIF and PDF file formats (custom weight, altered letterforms), and should NEVER be typeset, except in the flow of body copy. ALWAYS use the approved graphics provided. Excluding proportional enlargement and reduction, this graphic may not be altered in any way. See notes on approved color, state usage, and alternate lockups in the following pages.

PREFERRED WORDMARK LOCK-UP
This lock-up should be used in almost all instances. This is the preferred wordmark lock-up.

HORIZONTAL WORDMARK LOCK-UP
The horizontal wordmark is only to be used in a situation where the space is an extreme horizontal (i.e. lanyards, pencils, pens, a book spine, etc.).

PREFERRED WORDMARK LOCK-UP

AIR NATIONAL GUARD

PREFERRED WORDMARK LOCK-UP WITH CALL TO ACTION

AIR NATIONAL GUARD
GoANG.com ► 1-800-TO-GO-ANG

HORIZONTAL WORDMARK LOCK-UP

AIR NATIONAL GUARD

STATE SPECIFIC WORDMARK

This is how you lock up a state's name with the wordmark when you have state specific messages. It is available for all states in EPS, JPG, TIF and PDF file formats (custom weight, altered letterforms), and should NEVER be typeset, except in the flow of body copy. ALWAYS use the approved graphics provided. Excluding proportional enlargement and reduction, this graphic may not be altered in any way.

PREFERRED WORDMARK LOCK-UP WITH STATE
This lock-up should be used in almost all instances. This is the preferred wordmark lock-up.

HORIZONTAL WORDMARK LOCK-UP WITH STATE
The horizontal wordmark is only to be used in a situation where the space is an extreme horizontal (i.e. lanyards, pencils, pens, a book spine, etc.).

PREFERRED WORDMARK LOCK-UP STATE

PREFERRED WORDMARK LOCK-UP STATE WITH CALL TO ACTION

HORIZONTAL WORDMARK LOCK-UP WITH STATE

VIDEO WORDMARK

The 3d rendered version of the wordmark is meant to only be used for video. This is available as a high-res TIF or VIDEO file.

This version of the wordmark should NEVER be locked up with a state.

The call to action for video should always be locked up underneath the wordmark.

VIDEO WORDMARK LOCK-UP

CLEAR SPACE

The "clear space" is a clear margin surrounding the Air National Guard wordmark. It provides a visual buffer to separate the wordmark from any other graphic elements. Keep this area free of trim edges, typography,
or any distracting imagery. The only exception is when the wordmark is locked up next to a rule. See pages 12-22 for an example of how this is used on advertisments.

The clear space is based on the "height of the N in national" (x) measurement found within each respective Air National Guard wordmark. A wider margin of separation is strongly encouraged, wherever possible.
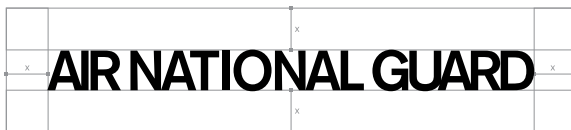

height of N = x

MINIMUM SIZE

The wordmark is always measured by the width of the wordmark.

PREFERRED WORDMARK LOCK-UP
The preferred wordmark lock-up should not be used any smaller than 0.5" wide.

PREFERRED WORDMARK LOCK-UP WITH STATE
For the state specific wordmark lock-up, the wordmark should not be used any smaller than 1" wide.

If you need to use the state specific wordmark between 0.5" and 1" wide, you can use the preffered wordmark
and the state name as separate units (not locked up). The state name should be the same height
as the wordmark.

HORIZONTAL WORDMARK LOCK-UP
The horizontal wordmark is only to be used in a situation where the space is an extreme horizontal (i.e.
lanyards, pencils, pens, a book spine, etc.). It's recommended that you should not use the horizontal
 wordmark lock-up smaller than 1" wide.

PREFERRED WORDMARK LOCK-UP

0.5"

1"

0.5"

HORIZONTAL WORDMARK LOCK-UP

1"

1"

IDENTITY AS TEXT

In cases when the minimum size of the wordmark is not small enough for a specific application, you may typeset 'Air National Guard' (see an example of this on a promo item on page 39).

Consistency in referring to the Air National Guard in body copy text is critical to maintaining a strong identity. Use of correct capitalization, style and naming will impact the identity for the Air National Guard.

NAMING

Air National Guard
AIR NATIONAL GUARD

TEXT USAGE

On promo items and other situations where 'Air National Guard' needs to be used smaller than the minimum size of the wordmark, and it is not in body copy, you may typset 'Air National Guard'. In these situations it should be set in all caps and typset in 'Berthold Akzidenz Grotesk Medium'. **NEVER** split up 'Air National Guard' into multiple lines.

In body copy, do not typeset 'Air National Guard' with all caps. This should appear in the same typeface as the body copy, Berthold Akzidenz Grotesk.

When preparing content (web or print) please type out in full:
Air National Guard for the following usage:

First mention (even when possessive: Air National Guards')
Air National Guard

Headline or heading of a document when a state name precedes the wordmark example:
Vermont Air National Guard

Second reference in the same document or situation, the shortened name may be used:
Air Guard

TYPOGRAPHY

Typography is a critical tool in creating materials that help reinforce the message and character of Air National Guard. All Air National Guard advertising materials should be typeset using the approved font BERTHOLD AKZIDENZ GROTESK — this font has several variations within the family and all are accepted for use. The consistent use of this typeface family establishes an image for the brand that is instantly recognizable and memorable.

Shown on pages 12-25 are examples of how the font family is used in a print advertisement.

AkzidenzGroteskBE-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-BoldCn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-BoldEx
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-BoldExIt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-BoldIt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-Cn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-Ex
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-It
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-LightCn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-LightEx
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-LightOsF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890l@#$%^&*()

AkzidenzGroteskBE-Md
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
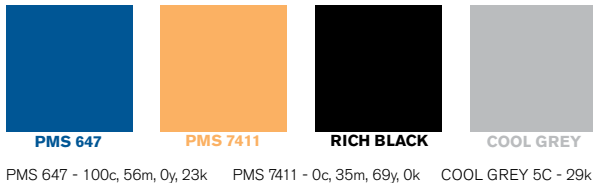1234567890!@#$%^&*()

AkzidenzGroteskBE-MdCn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-MdCnIt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-MdEx
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-MdIt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-Super
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-XBd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-XBdCn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AkzidenzGroteskBE-XBdCnIt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

COLOR

The color palette is a key element, providing a strong visual link to the brand identity across a wide range of applications. Consistent use of the color palette helps build strong brand recognition. All materials and messages must use colors from the approved color palette to insure the consistency and integrity of the brand experience.

| PMS 647 | PMS 7411 | RICH BLACK | COOL GREY |

PMS 647 - 100c, 56m, 0y, 23k   PMS 7411 - 0c, 35m, 69y, 0k   COOL GREY 5C - 29k

This is the color family:

Wordmark Blue: Pantone 647
Other colors: PMS 7411, Pantone Cool Gray 6, Rich Black

How to use colors:
On a white background: wordmark in PMS Blue 647, or in black ONLY if it's being reproduced with black and white printing.

On black or colored background: wordmark should knock out to white or surprint in black if the background is very light, and in PMS Blue 647 if the background is PMS 741.

On a dark background only, the wordmark can also be PMS 7411.

COLOR OF WORDMARK ON DIFFERENT BACKGROUND COLORS

AIR NATIONAL GUARD

VERMONT
AIR NATIONAL GUARD
GoANG.com ▶ 1-800-TO-GO-ANG

VERMONT
AIR NATIONAL GUARD

AIR NATIONAL GUARD

VERMONT
AIR NATIONAL GUARD
GoANG.com ▶ 1-800-TO-GO-ANG

VERMONT
AIR NATIONAL GUARD

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GoANG.com ▶ 1-800-TO-GO-ANG

VERMONT
AIR NATIONAL GUARD

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GoANG.com ▶ 1-800-TO-GO-ANG

VERMONT
AIR NATIONAL GUARD

AIR NATIONAL GUARD

VERMONT
AIR NATIONAL GUARD
GoANG.com ▶ 1-800-TO-GO-ANG

VERMONT
AIR NATIONAL GUARD

INCORRECT WORDMARK USAGE

Design and layout variations of the Air National Guard wordmark not detailed in this Identity Guideline are strongly discouraged and the examples and variations shown are not recommended.

The relationships between the various elements is fixed and must be reproduced from supplied electronic art files. They are to be used as a single and complete unit; the drawings of, the elements, or the relationships between elements may not be altered in any way.

Do not typeset the name or alter the wordmark. The only exception to this is when the name is used in a body of copy and should be typeset in the same style as the rest of the body copy.

Also, the Air National Guard should not be referred to as 'Air Guard' in the wordmark. This can only appear typeset in body copy.

These incorrect usage examples of the wordmarktype are applicable for the wordmark versions. Guidelines for using color with the Air National Guard wordmark have been established and are detailed in these brand guidelines. We strongly encourage that the reproduction of these design elements faithfully adhere

Do not typeset 'Air National Guard' in a different typeface, except for extremely small uses of the name. Please refer to page 7 for more information on this..

Do not alter the elements of the wordmark.

Do not remove 'National' from the wordmark to change it to say 'Air Guard'

Do not use any other colors with the wordmark.

Do not stretch the wordmark to fit the given space. Use the alternate wordmark suppled

Do not use the wordmark on any image or textured background with less than 50% contrast

Do not place the wordmark within a graphic shape of any kind

Example where the image does not compete with the wordmark

GRAPHIC ELEMENTS

These are examples of the graphic elements to be incorporated into printed and on-screen media. The feeling is bold, intrusive and consistent.

Double rules are used to graphically frame the messaging in advertments. See examples of this on pages 15-26.

The **Call to Action lockup** should be used on all advertments and can also be used in video, on apparel, and other print collateral. See examples of this on pages 18-45.

Brackets are used as an alternate way to call out the call to action and can only be used in collateral and direct mail. See how to use these on page 28-31.

Triangles are used as bullet points, or indicators of important messages. See an example of using bullet points on page 22.

The **dot pattern** can be used for texture and technical sophistication for the graphics. This should always be used subtley.

The **distressed texture** is used for aggressive materials such as NASCAR and UFC Magazine, and should only be used to distress the headline typography. See an example at page 18.

* Graphic elements are provided as graphic files (EPS, JPG, TIF, and PDF) and should not be recreated.

Double Rules

Orange
2 pt. thick
double rule

— LOREM IPSUM DOLOR SIT AMET. —

LOREM DOLORE
SIT AMET NEUEVELO

Dot Pattern

Call to Action

GoANG.com ▶ 1-800-TO-GO-ANG

Brackets

TO LEARN MORE, CALL
1·800·TO·GO·ANG
OR VISIT GoANG.COM

Triangles
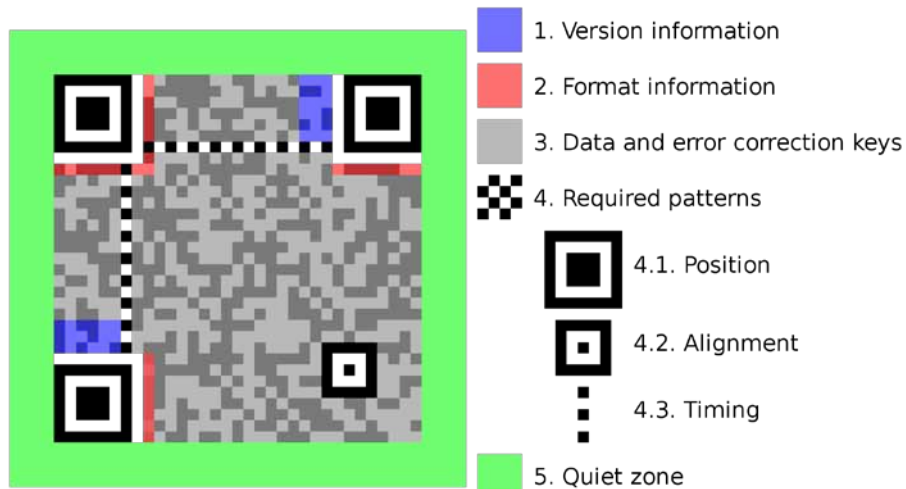
▶ ▶

Distressed Texture
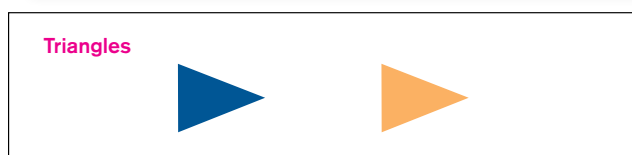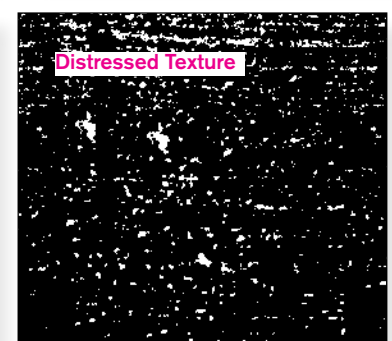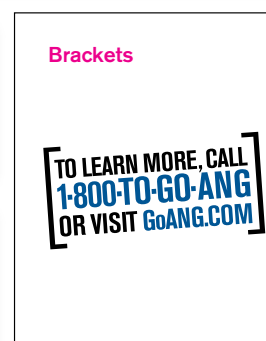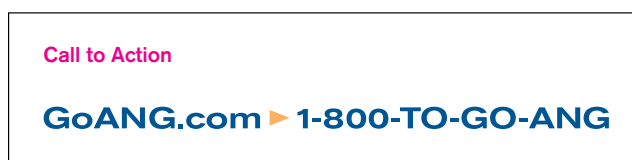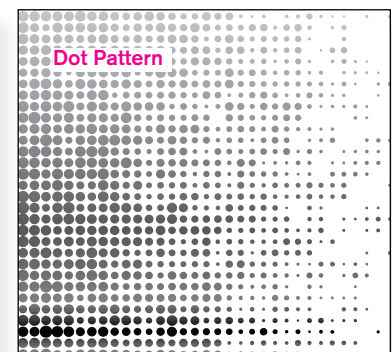
QR CODES

A QR code (abbreviated from Quick Response code) is a type of matrix barcode (or two-dimensional code) designed to be read by smartphones. The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, a URL, or other data.

CODE SIZES: CODES SIZES

Minimum display sizes for QR Codes to be read with the Kaywa Reader vary between 2.5 x 2.5 cm for Short Codes and 3.2 x 3.2 cm for Short Code URLs and URLs. 90% of the supported phones read smaller codes (1.9 cm instead of 2.5, 2.6 instead of 3.2), but if possible, keep the size as indicated.

1. Version information
2. Format information
3. Data and error correction keys
4. Required patterns
    4.1. Position
    4.2. Alignment
    4.3. Timing
5. Quiet zone

▶ PRINT ADS

The print should be simple, have immediate impact and most of all be consistent. All Air National Guard printed materials should have the same design format shown at all times. This is specifically done to brand the Air National Guard. The consumer must know it is an Air National Guard communication before they even read it. A simple visual surrounded by the official colors of the Air National Guard, orange (PMS 7411) and blue (PMS 647).

The headline should be smart. To the point. Sometimes witty. Sometimes written to stir the soul. And sometimes hard-hitting. This must be communicated in an inviting, human tone. The call to action is straightforward. The end result is an ad that will be talked about and puts their Air National Guard firmly in the minds of the target audience.

The margin onthe outside of the page and the space between the photo and the top headline rule is equal.

Spacing above and below body copy is half of the height of the outer margin of the ad. (In this case, the outer margin is 0.625" and the the space above and below the body copy is 0.3125"

THE VEHICLE IS ONE OF A KIND.

SO IS THE JOB.

In the Air National Guard you can drive vehicles that only exist in dreams. You can jump out of helicopters. You can even call in air strikes. It's all part of changing your life and making you into something better. To find out more about being an elite member of the Air National Guard visit GoANG.com/battlefield or call 1-800-TO-GO-ANG. Are you one of a kind?

GoANG.com ▶ 1-800-TO-GO-ANG

AIR NATIONAL GUARD

8.5" x 11" ad

THE VEHICLE IS ONE OF A KIND.

SO IS THE JOB.

In the Air National Guard you can drive vehicles that only exist in dreams. You can jump out of helicopters. You can even call in air strikes. It's all part of changing your life and making you into something better. To find out more about being an elite member of the Air National Guard visit GoANG.com/battlefield or call 1-800-TO-GO-ANG. Are you one of a kind?

GoANG.com ▶ 1-800-TO-GO-ANG

AIR NATIONAL GUARD

8.5" x 11" ad

The body copy should be set in 'Berthold Akzidenz Grotesk Regular' as 9pt text with 13pt leading for a letter size ad. As the ad gets smaller, you may lower the font size at your discretion, but it is not recommended to go below 7pt text.

The headline should be set in 'Berthold Akzidenz Grotesk Bold Condensed' in all caps. The text should be justified, with the first line being smaller than the rest and centered.

THE VEHICLE IS ONE OF A KIND.

SO IS THE JOB.

In the Air National Guard you can drive vehicles that only exist in dreams. You can jump out of helicopters. You can even call in air strikes. It's all part of changing your life and making you into something better. To find out more about being an elite member of the Air National Guard visit GoANG.com/battlefield or call 1-800-TO-GO-ANG. Are you one of a kind?

GoANG.com ▶ 1-800-TO-GO-ANG

AIR NATIONAL GUARD

8.5" x 11" ad

The call to action to the website and phone number should only be locked up in the bottom left hand corner of the ad, left-justified to the bottom rule and aligned with the same baseline as the Air National Guard wordmark. You must only use the provided graphics and not typeset the call to action. The reason for this placement is that the call to action can be much larger than it could be underneath the wordmark.

If needed, you may also mention the call to action in body copy, but it should be set in the same style and font size as the body copy. The URL and phone number SHOULD NOT be called out using color/bold/italics/etc. in the body copy.

8.5" x 11" ad

This is the Social Media lockup. It can be placed to the right of the website and phone number

A QR code may be placed below body copy (and above the word-mark/call to action lockup). The QR Code must be left aligned with the body copy and include a brief explanation of how to use the code.

Get info on the Air National Guard. Simply download a QR code reader application and snap this tag!

5" x 8" ad

THE VEHICLE IS ONE OF A KIND.

SO IS THE JOB.

In the Air National Guard you can drive vehicles that only exist in dreams. You can jump out of helicopters. You can even call in air strikes. It's all part of changing your life and making you into something better. To find out more about being an elite member of the Air National Guard visit GoANG.com. Are you one of a kind?

GoANG.com ▶ 1-800-TO-GO-ANG

AIR NATIONAL GUARD

7.5" x 10" ad

THE VEHICLE IS ONE OF A KIND.

SO IS THE JOB.

In the Air National Guard you can drive vehicles that only exist in dreams. You can jump out of helicopters. You can even call in air strikes. It's all part of changing your life and making you into something better. To find out more about being an elite member of the Air National Guard visit GoANG.com. Are you one of a kind?

GoANG.com ▶ 1-800-TO-GO-ANG

AIR NATIONAL GUARD

— THE VEHICLE IS ONE OF A KIND. —

SO IS THE JOB.

In the Air National Guard you can drive vehicles that only exist in dreams. You can jump out of helicopters. You can even call in air strikes. It's all part of changing your life and making you into something better. To find out more about being an elite member of the Air National Guard visit GoANG.com. Are you one of a kind?

GoANG.com ► 1-800-TO-GO-ANG

AIR NATIONAL GUARD

8.5" x 5.5" halfpage ad

— THE VEHICLE IS ONE OF A KIND. —

SO IS THE JOB.

In the Air National Guard you can drive vehicles that only exist in dreams. You can jump out of helicopters. You can even call in air strikes. It's all part of changing your life and making you into something better. All while receiving generous benefits, including:

► Tuition Assistance
► Steady Paycheck
► Affordable Health Insurance
► Military Retirement Plan

To find out more about being an elite member of the Air National Guard visit GoANG.com. Are you one of a kind?

GoANG.com ► 1-800-TO-GO-ANG

AIR NATIONAL GUARD

8.5" x 5.5" halfpage ad with example of how to use bullet points

NO ONE IS IN THE COCKPIT,

BUT YOU CAN BE IN THE DRIVER'S SEAT.

When it's time to transition from active duty, the Air National Guard can help. You can serve part-time and near your hometown. You can keep many of your benefits including working towards retirement. You can earn a healthy paycheck. Right now we have openings in Intelligence, Surveillance and Reconnaissance and could use a person like you. For more information visit our website today at GoANG.com/intel. Take control of your future.

GoANG.com/intel ▶ 1-800-568-9823

AIR NATIONAL GUARD

10.25" x 10.639" ad

► SMALL-SIZED PRINT ADS

In the case of small print, obviously long headlines do not work. The headlines are to be short concise and to the point without sacrificing the tone and power of a message well delivered (see examples on the following pages). The body copy itself should be limited to very few words. If possible, a few words on the job if applicable, a few benefits, and a website and phone number (see samples). If at all possible, do not create copy points in bullet point style for that will create a hollow retail look/feel rather than an organization that is proud, significant, and most importantly — serious.

These margins all should equal the same distance.

—— IT'S ——
A CALLING.
1-800-TO-GO-ANG

It's a career. It's a better life. It could be you.

AIR NATIONAL GUARD

GoANG.com ▶ 1-800-TO-GO-ANG

—— GO. GO. ——
GoANG.com

Want a whole new career. A great paycheck? Money for college? You better move fast.

AIR NATIONAL GUARD

GoANG.com ▶ 1-800-TO-GO-ANG

When an ad is 4" wide or less, the call to action lockup should be placed at the bottom of the ad and justified left to right.

It should be inside a solid colored box that goes to the edge of the ad. This should either be black with the k-o call to action lockup, or on a blue background with the dark background call to action lockup.

IT'S
A CALLING.
1-800-TO-GO-ANG

It's a career. It's a better life. It could be you.

AIR NATIONAL GUARD

GoANG.com ▶ 1-800-TO-GO-ANG

3" x 5" ad

THE VEHICLE IS ONE OF A KIND.
SO IS THE JOB.

In the Air National Guard you can drive vehicles that only exist in dreams. You can jump out of helicopters. You can even call in air strikes. It's all part of changing your life and making you into something better. To find out more about being an elite member of the Air National Guard visit GoANG.com. Are you one of a kind?

AIR NATIONAL GUARD

GoANG.com ▶ 1-800-TO-GO-ANG

4" x 5" ad

=== IT'S ===
A CALLING.
1-800-TO-GO-ANG

It's a career. It's a better life. It could be you.

AIRNATIONAL GUARD

GoANG.com ▶ 1-800-TO-GO-ANG

2" x 5.25" ad

=== GO. GO. ===
GoANG.com

Want a whole new career. A great paycheck? Money for college? You better move fast.

VERMONT
AIRNATIONAL GUARD

GoANG.com ▶ 1-800-TO-GO-ANG

2" x 5.25" ad

=== YOUR FUTURE IS WRITTEN: ===
GoANG.com

AIRNATIONAL GUARD

GoANG.com ▶ 1-800-TO-GO-ANG

3.5" x 2" business card size classifieds ad

► COLLATERAL & DIRECT MAIL

The look, feel, and tone of the design and art direction for other collateral and direct mail pieces should mirror the print ads and posters. The copy should be direct, inviting and a little more aggressive than other media. However, it should also incorporate the fundamentals of the brand promise and keep the inventive and contemporary attitude of the rest of the campaign.

THE ULTIMATE WORKOUT FOR
MIND, BODY AND SPIRIT.

AIR NATIONAL GUARD

2011 LIMITED EDITION
ALMANAC

GoANG.com ▶ 1-800-TO-GO-ANG

AIR NATIONAL GUARD
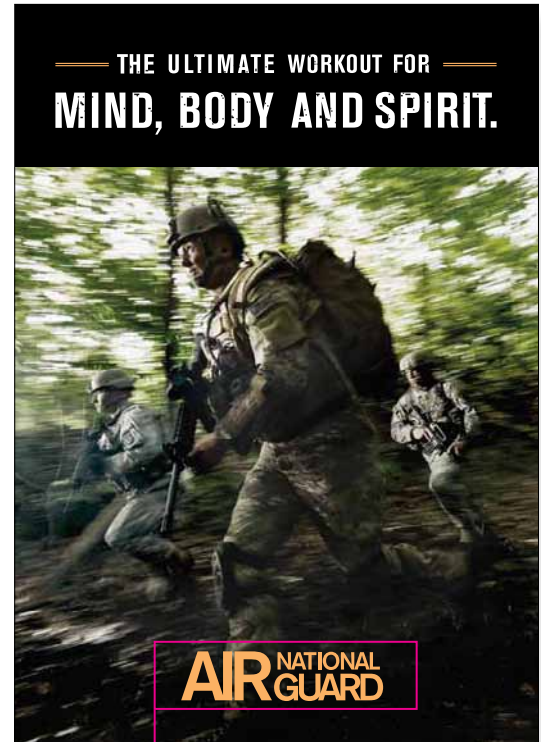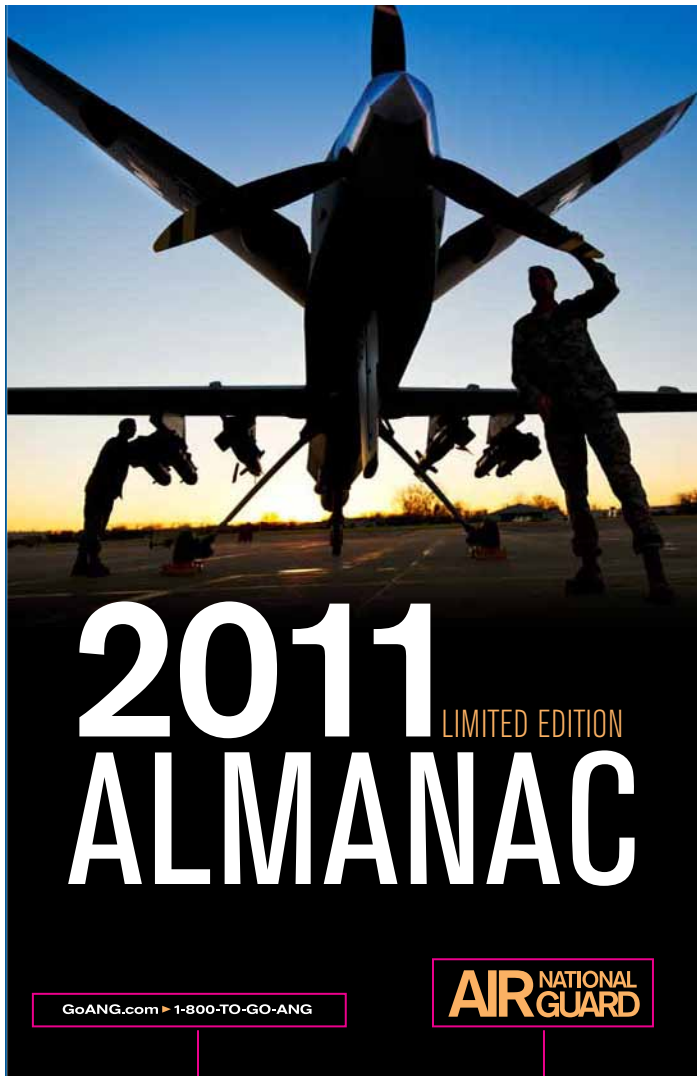
For other collateral, but not advertisments, you may use the wordmark and call to action without using the rules. The call to action and wordmark should share the same baseline when they're both on the same page. You may also use the wordmark without the call to action if the call to action appears inside the multi-panel piece.

For direct-mail pieces and brochures, you may choose to use the alternative call to action lockup in brackets. This can only be used for multi-panel pieces where you need to call more attention to the call to action and it incorporates a message, not just the phone number and URL. For example, "To learn more, call 1-800-TO-GO-ANG or visit GoANG.com/battlefield

Only use provided artwork for this lockup, do not recreate it. You may alter the URL only in the cases that a custom URL is created (i.e. /battlefield, /intel, etc.)

If you do need to alter the URL, the text is set in Berthold Akzidenz Grotesk Bold Condensed and the text is justified.

6" x 4" Battlefield Airmen BRC Reply Card

THE ULTIMATE WORKOUT FOR
MIND, BODY AND SPIRIT.

AIR NATIONAL GUARD

JOIN THE
AIR NATIONAL GUARD

It's a part-time job in your home town. It's a chance to do things you never thought possible. It's a way to gain valuable benefits. It's the opportunity to change your life. Imagine calling in air strikes. Rappelling out of a helicopter. Skydiving at 12,000 feet. Serving your Country. Protecting your State.

Just fill out the card or Call 1-800-TO-GO-ANG or visit GoANG.com/battlefield

Exercise was never so rewarding.

First

Last

Address

City   **State**   **Zip**

Telephone   –   –   ☐ Home   ☐ Cell

Date of Birth   –   –   Gender ☐ M ☐ F

E-Mail

☐ Yes, I'm interested in receiving email updates on latest news and job opportunities.

The information you voluntarily provided will be used for recruitment proposes only and subject to the Privacy Act of 1974.   2GPE070N

TO LEARN MORE, CALL
1-800-TO-GO-ANG
OR VISIT GoANG.com/battlefield

4.25" x 6" Battlefield Airmen BRC Reply Card
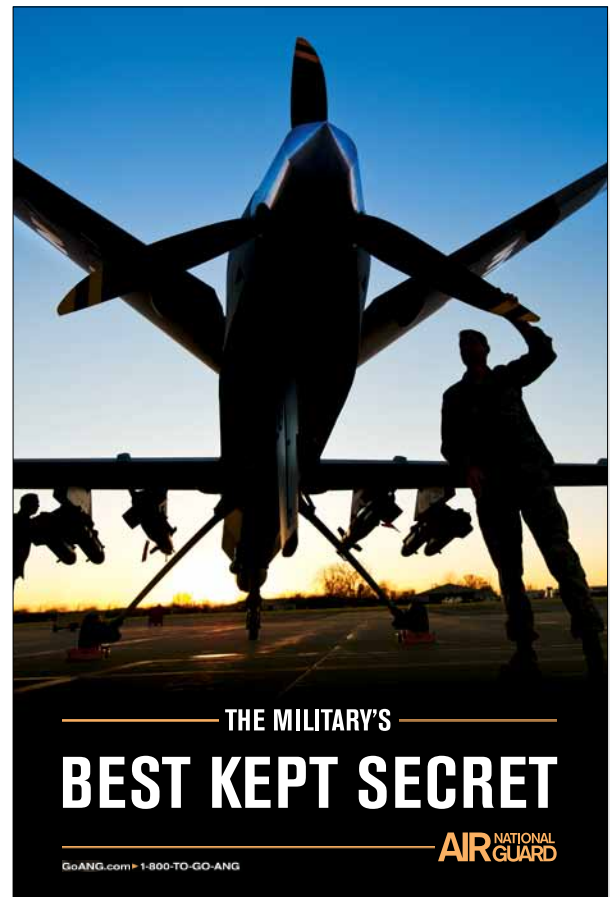
► LARGE FORMAT PRINT: POSTERS & BILLBOARDS

Posters and billboards should contain no more than 7 to 10 words in the headline. The message should be to the point and simple (see examples of two different messages). The visual should also be simple and striking to catch the attention of our audience.

Billboards are usually in a highly competitive and congested area and should stand out among other marketers. The wordmark should be prominent. And either the website or the telephone number should be included. Never both. For this will only serve to confuse as it would be impossible to register the message, the wordmark and two calls to action within a span of 10 seconds.
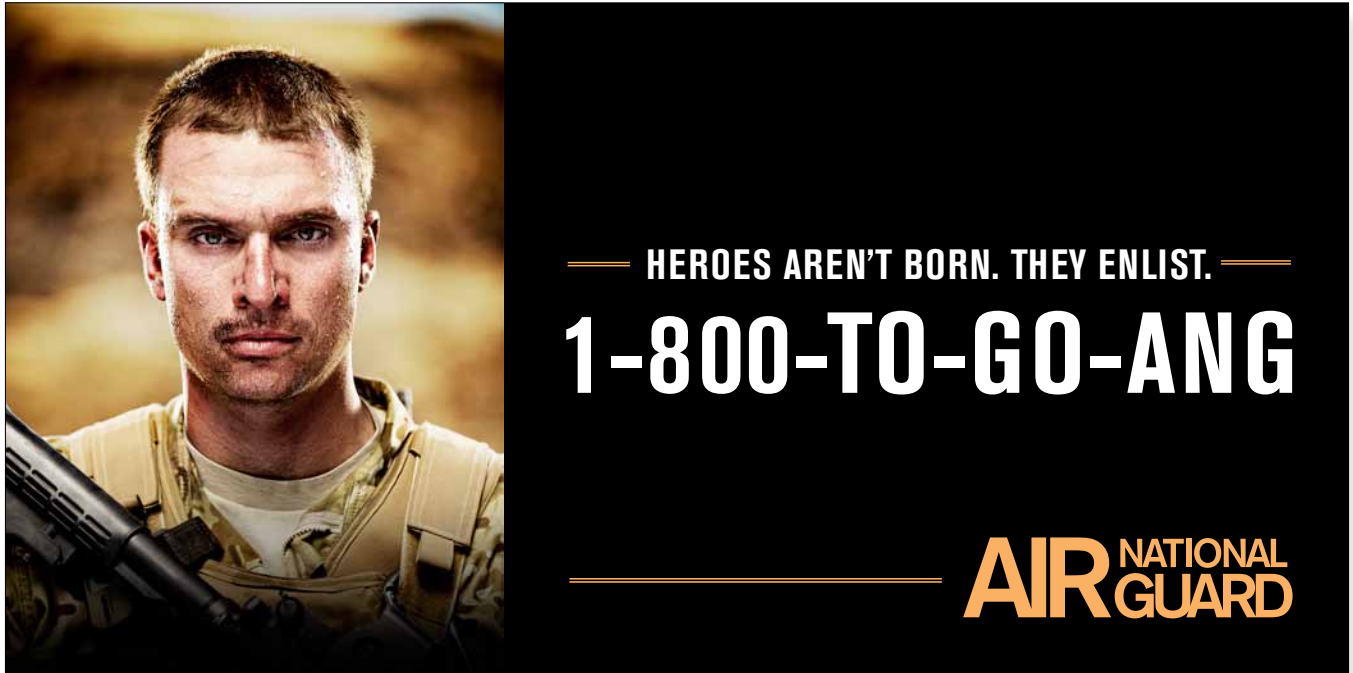
13" x 17" Battlefield Airmen Gym Poster

27" x 40" Recruitment Office Duratran Poster

24' x 12' Billboard

24' x 12' Billboard with QR Code & Social Media Lockup

▶ PROMO ITEMS

Even though it might be difficult to exercise all the regulations for

style and art direction for promotional items, they should retain

a look and feel of the Air National Guard brand and the campaign.

Most likely, there is only room for wordmark and call to action

via website or telephone number. If there is more room for copy

keep it simple, to the point. It must also be inventive as well as

contemporary so it matches everything else in the campaign.

Coffee Mugs

Water Bottles

Pencils

Pens

Lanyard

Keychains & Lapel Pins

PROMO ITEMS: EXAMPLES

Padfolio

2011 POCKET PLANNER

GoANG.com ▶ 1-800-TO-GO-ANG
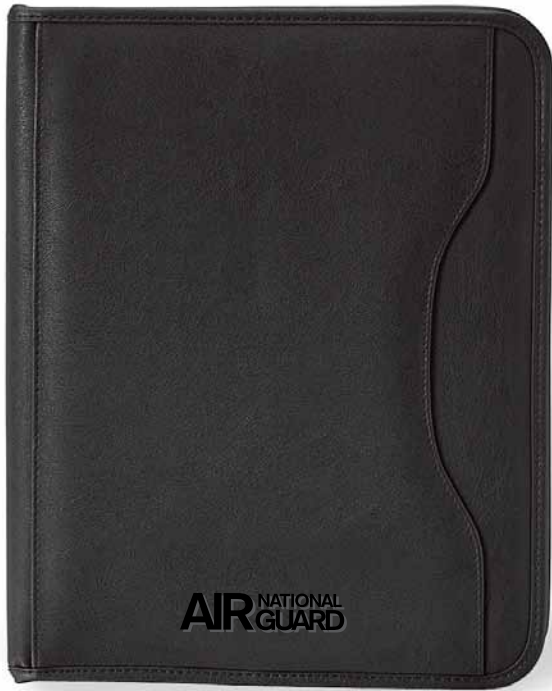
Pocket Calendar

Hats (National and State Specific, with color options)

Polo Shirts (National and State Specific, with color options)

T-Shirts Shirts (National and State Specific, with color options)

T-Shirts (Enlistment Kit — Front and Back)

AIR NATIONAL GUARD
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|	
Name	email
Position	**comm** (000) 000-0000
Unit	**dsn prefix** (000)
Address line 1	**cell** (000) 000-0000
Address line 2	**fax** (000) 000-0000

FRONT

GoANG.com
1-800-TO-GO-ANG

Appointment Time: _____
Date: _____

"State Slogan"

BACK

▶ **VIDEO**

Video must be simple above all else. It should convey either emotion or sheer excitement. Supers or voiceover are acceptable if the outcome generates great interest in the viewer. Supers and/or voiceover must be forceful yet inviting. The footage must be relevant to the subject, be authentic (not look staged), and enticing for an applicant. The music should always be driving, unless the subject matter calls for a more patriotic feel. The end outcome must always convey the strategic intent in thirty or sixty seconds without feeling rushed, otherwise too much is trying to be accomplished in the allotted time frame. The spots must end with the 3d version of the wordmark for Air National Guard on black, accompanied with the URL.

AIR NATIONAL GUARD

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PAID FOR BY THE AIR NATIONAL GUARD
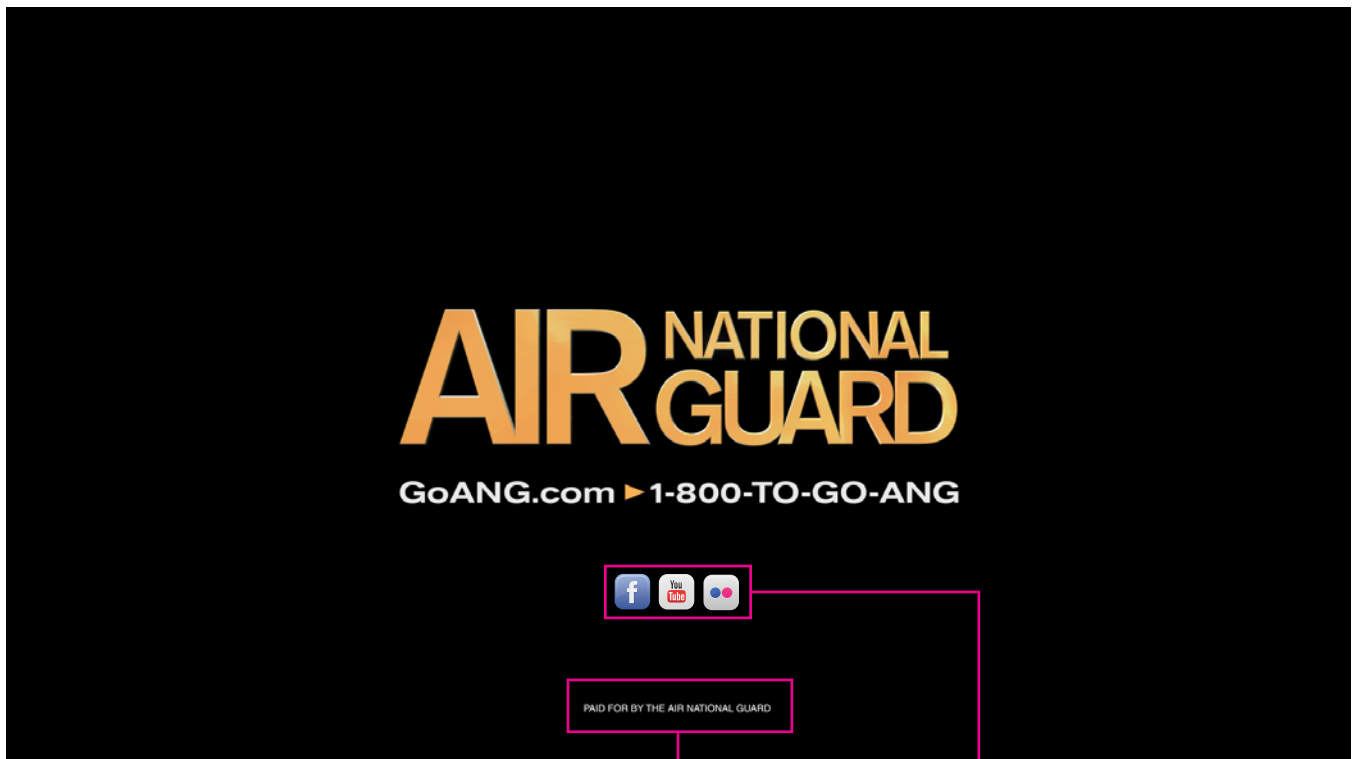
National Association of Broadcast standard for television tag.

Social media lockup

Exceptions to the Style Guide will only be granted on a case-by-case basis by the undersigned.

_____   _____

Date:

Rondal R. Perry, Capt, USAF, MSC, MBA
Division Chief, ANG Recruiting Marketing and Resources