AIR NATIONAL GUARD

GRAPHIC STANDARDS

► Table of Contents

▶ 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.

01 // Preferred Wordmark Lock-up

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

02 // 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.).

01 **AIR NATIONAL GUARD**

02 **AIR NATIONAL GUARD**

► Wordmark (Continued)

03 // Preferred Wordmark Lock-up with Call to Action

This lock-up should be used in almost all instances when the call to action is required. This is the preferred wordmark lock-up with the call to action included.

04 // Horizontal Wordmark Lock-up with Call to Action

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.).

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

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

AIR NATIONAL GUARD
800-TO-GO-ANG

AIR NATIONAL GUARD
800-TO-GO-ANG

► 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.

01 // Preferred State-Specific Wordmark Lock-up

This lock-up should be used in almost all instances. This is the preferred wordmark lock-up when including the state.

02 // Horizontal State-Specific Wordmark Lock-up

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

01 MASSACHUSETTS
AIR NATIONAL GUARD

02 MASSACHUSETTS
AIR NATIONAL GUARD

▶ State-Specific Wordmark (Continued)

03 // Preferred State-Specific Wordmark Lock-up with Call to Action

This lock-up should be used in almost all instances when including a specific state and call to action. This is the preferred state-specific wordmark lock-up.

04 // Horizontal State-Specific Wordmark Lock-up with Call to Action

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.).

03 ———— MASSACHUSETTS ————
AIR NATIONAL GUARD
GoANG.com/MA ▶ 800-TO-GO-ANG

04 ———— MASSACHUSETTS ————
AIR NATIONAL GUARD
GoANG.com/MA ▶ 800-TO-GO-ANG

———— MASSACHUSETTS ————
AIR NATIONAL GUARD
800-TO-GO-ANG

———— MASSACHUSETTS ————
AIR NATIONAL GUARD
800-TO-GO-ANG

► **Gradients**

This gradient lock-up option can be used as a color alternative, and should be used
with the preferred wordmark lock-up.

01 **AIR NATIONAL GUARD** ► **FPO**
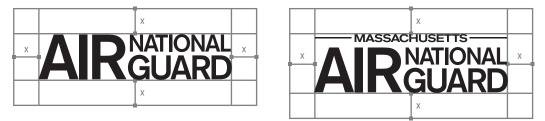[art TK from ANG]

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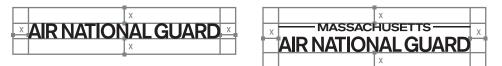
The clear space is based on the height of the "D" in "Guard" (x) measurement found within each respective Air National Guard wordmark. A wider margin of separation is strongly encouraged, wherever possible.

D | X

Height of D = x

01 // Preferred Wordmark Lock-up

02 // Horizontal Wordmark Lock-up

03 // Alternative Wordmark Lock-up

► Minimum Size

The preferred wordmark lock-up should not be used any smaller than 1.25" wide. When including call to action, the minimum size should be 1.75" wide.

For the state-specific wordmark lock-up, the wordmark should not be used any smaller than 1.75" wide. When including call to action, the minimum size should be 1.75" wide. However, when including the call to action with URL and phone number, the minimum size should be 2" wide.

01

AIR NATIONAL GUARD
1.25"

AIR NATIONAL GUARD
GoANG.com ► 800-TO-GO-ANG
1.75"

AIR NATIONAL GUARD
800-TO-GO-ANG
1.25"

02

MASSACHUSETTS
AIR NATIONAL GUARD
1.75"

MASSACHUSETTS
AIR NATIONAL GUARD
GoANG.com/MA ► 800-TO-GO-ANG
2"

MASSACHUSETTS
AIR NATIONAL GUARD
800-TO-GO-ANG
1.75"

► Minimum Size (Continued)

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.). When used like this, or when the call to action includes only the phone number, it should be at least 1.25" wide. When the horizontal wordmark includes more than just the phone number, it must be 1.75" wide.

For the state-specific horizontal wordmark lock-up, the wordmark should not be used any smaller than 1.75" wide. When including call to action, the minimum size should be 1.75" wide. However, when including the call to action with URL and phone number, the minimum size should be 2" wide.

03 AIR NATIONAL GUARD
1.25"

AIR NATIONAL GUARD
GoANG.com ► 800-TO-GO-ANG
1.75"

AIR NATIONAL GUARD
800-TO-GO-ANG
1.25"

04 MASSACHUSETTS
AIR NATIONAL GUARD
1.75"

MASSACHUSETTS
AIR NATIONAL GUARD
GoANG.com/MA ► 800-TO-GO-ANG
2"

MASSACHUSETTS
AIR NATIONAL GUARD
800-TO-GO-ANG
1.75"

► 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 ensure the consistency and integrity of the brand experience.

01 // Color Family

PMS
647

C 100
M 56
Y 0
K 23

RGB
35, 97, 146

HEX
236192

PMS
7411

C 0
M 35
Y 69
K 0

RGB
230, 166, 93

HEX
E6A65D

PMS
Black

C 0
M 0
Y 0
K 100

RGB
0,0,0

HEX
000000

02 // Color of Wordmark on Different Background 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.

► 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 are 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 then it 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 wordmark type are applicable for all 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 be adhered to faithfully .

01 // Do Not Typeset

Do not typeset "Air National Guard" in a different typeface.

02 // Do Not Alter Logo

Do not alter the elements of the wordmark.

03 // Do Not Remove "National"

Do not remove "National" from the wordmark so it says "Air Guard."

► Incorrect Wordmark Usage (Continued)

04 // Color Palette

Do not use any other colors with the wordmark.

05 // Do Not Stretch

Do not stretch the wordmark to fit the given space.

06 // Do Not Rotate Logo

07 // Background Shapes

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

08 // Wordmark Background

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