AFRL

AIR FORCE RESEARCH LABORATORY

BRAND BOOK

AFRL SOP 36-002
MARCH 2024

WHY DOES BRANDING MATTER?

In 1997, the Department of the Air Force consolidated four research super labs into one Air Force Research Laboratory responsible for overseeing scientific research for the entire Department of the Air Force. AFRL's mission is multifaceted and complex, and executed through multiple directorates and sub-units around the world. While there is strength in that model, there is also risk of being perceived as misaligned, fragmented or even divided. AFRL is most powerful and most effective when we communicate as a unified enterprise. These brand rules unite our unique voice, tone, style, imagery and logo so AFRL speaks as one. AFRL is united in purpose. Therefore, AFRL must be united in communication.

We are stronger as One Lab, One Fight.

Scott A. Cain, Maj Gen, USAF
Commander, Air Force Research Laboratory

AFRL

TABLE OF CONTENTS

Basics / 4

Brand Structure / Mission / Vision / Tagline / Directorates

Visuals / 7

Logo Hierarchy / Logo Rules / Improper Logo Usage / Directorate Logos / 711 Human Performance Wing Branding / AFWERX Branding / AFRL Shield Rules / Typography / Color / Design Elements

Expression / 21

Tone of Voice

Using the Brand / 24

Briefings / Improper Briefings Usage / Marking CUI / Business Cards / Fact Sheets

Thank You / 34

Contacts

WHAT DOES THIS BOOKLET DO?

This booklet guides your visual, written and oral communication in AFRL. It covers font usage, color selection, imagery, tone and voice, logos and style. The standards set in this booklet allow AFRL to present information in a unified and purposeful manner, ensuring AFRL is viewed as one powerful and innovative organization.

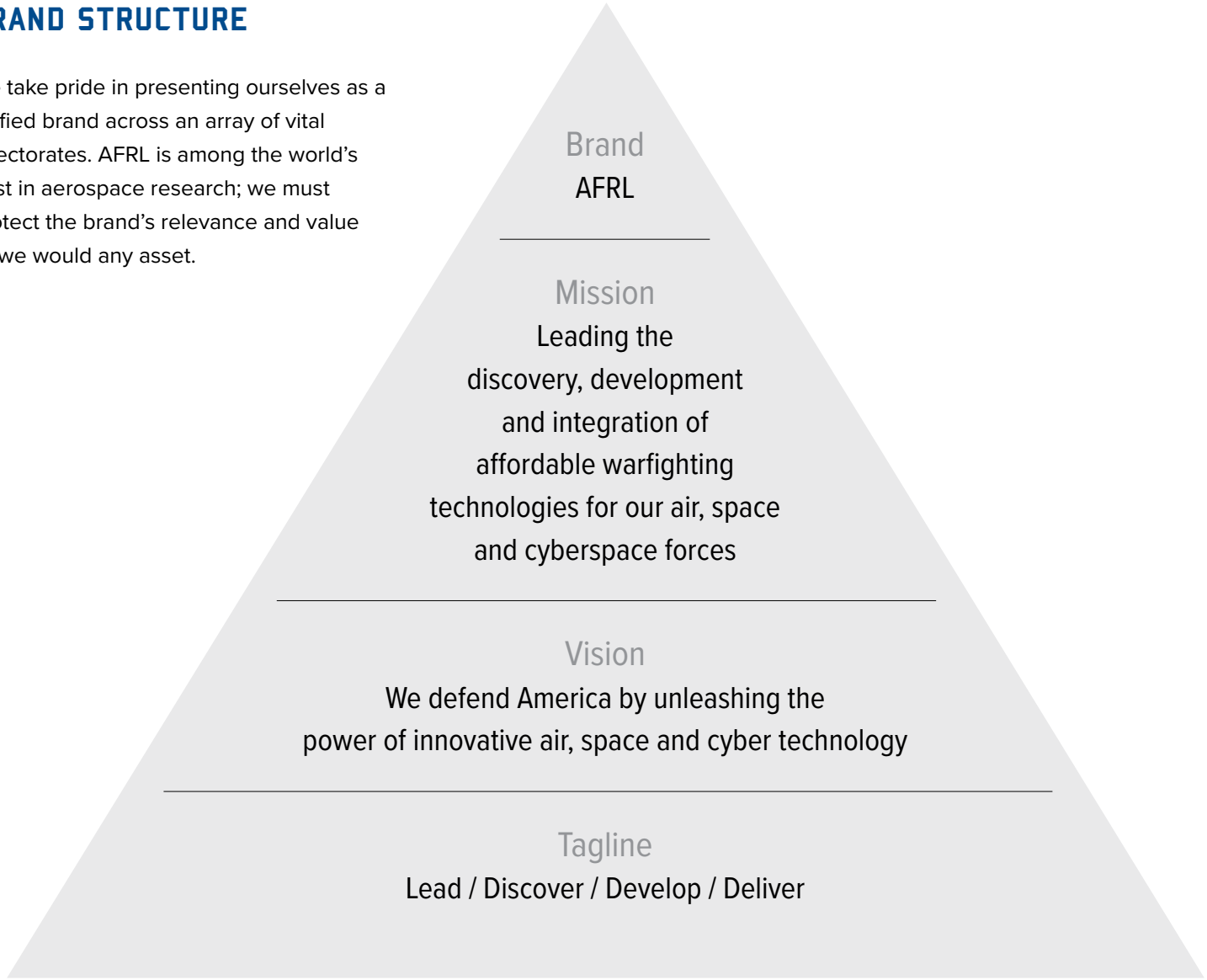
HOW DO I USE THIS BOOKLET?

Use this booklet as a reference for all internal and external communication. Inside, you'll find guidance as well as templates to ensure briefings, business cards and fact sheets are aligned and strategic. These resources save you time and provide clear direction for presenting the AFRL brand.

BASICS

BRAND STRUCTURE

We take pride in presenting ourselves as a unified brand across an array of vital directorates. AFRL is among the world's best in aerospace research; we must protect the brand's relevance and value as we would any asset.



AFRL's organizational components include a numbered wing, mission directorates, and a Headquarters with functional directorates and staff offices.

The 711 HPW Wing focuses on operational medicine and human performance research and development. Directorates either focus on science and technology research, development or innovation, or provide specialized support, strategic direction and oversight of business and operations functions. AFRL's staff offices are typically smaller than directorates and provide specific support to manage processes or operations for AFRL.

Wing and Mission Directorates:

711th Human Performance Wing / (711 HPW)

Human Effectiveness / (RH)

USAF School of Aerospace Medicine / (USAFSAM)

Aerospace Systems / (RQ)

AFWERX / (RG)

Air Force Office of Scientific Research / (AFOSR)

Directed Energy / (RD)

Information / (RI)

Integrated Capabilities / (RS)

Materials & Manufacturing / (RX)

Munitions / (RW)

Sensors / (RY)

Space Vehicles / (RV)

Systems Technology / (STO)

Headquarters Directorates and Staff Offices:

Commander's Action Group / (CCX)

Contracting / (PK)

Digital Capabilities / (ID)

Director of Staff / (DS)

Engineering & Technical Management / (EN)

Financial Management & Comptroller / (FM)

History Office / (HO)

Information Protection / (IP)

Inspector General / (IG)

Judge Advocate / (JA)

Operations / (DO)

Organizational Health and Development Office / (OHDC)

Personnel / (DP)

Plans & Programs / (XP)

Public Affairs / (PA)

Safety Office / (SE)

Small Business / (SB)

Strategic Partnering / (SP)

VISUALS

AFRL LOGO HIERARCHY

The visual representation of AFRL must be strategic and aligned. By following the logo hierarchy, you are promoting clarity and communicating AFRL'S brand story.

You are not required to use the Air Force and Space Force Symbols when branding AFRL, but if you do choose to use them, then you must use both symbols. When using written communications, refer to the Department of the Air Force to capture both air and space missions. The USAF and USSF symbols must be placed in a position of prominence and follow minimum size, stand-off space and "don'ts" rules for each of the symbols.

See page 12 to learn more about using the USAF, USSF and AFRL symbols together.

U.S. AIR FORCE

Air Force Symbol

UNITED STATES SPACE FORCE

Space Force Symbol

These symbols should be placed top-left.
Use these symbols in documents and briefings.

AFRL

AFRL Logo (primary)

AFRL
AIR FORCE RESEARCH LABORATORY

AFRL Word Mark (secondary)

AFRL
RV SPACE VEHICLES

AFRL logo with Directorate Sub-brand

AIR FORCE RESEARCH LABORATORY

AFRL Shield (Limited Use)

AFRL LOGO RULES

AFRL Type - Primary Logo
The AFRL Word Mark identifies the organization outside the Air Force. The AFRL Word Mark or AFRL Type must be on all external facing documents. Use this as the primary way to identify the organization. It is preferred to also include the spelled-out logotype on the same page when possible.

AFRL

AFRL Word Mark Secondary Logo
This logo spells out the AFRL acronym and should only be used when it can be displayed at 3 inches or greater.

AFRL
AIR FORCE RESEARCH LABORATORY

Spelled-out Logotype
This is only to be used when the primary or secondary logo has been clearly established. It must be displayed at 3 inches or greater.

AIR FORCE RESEARCH LABORATORY

AFRL Large Display Logo
The AFRL Large Display Logo incorporates additional design elements and can be used when displayed at 24 inches or greater. This is best used for conference room tables, large building displays, or other large display applications. Usage of this logo may be grandfathered in upon approval.

Approved versions of these logos and logotype art elements are located here:
https://usaf.dps.mil/sites/12080/Branding_Library_2/Forms/Group%20by%20Logo%20Category.aspx

Introduction
Basics
Visuals
Expression
Using the Brand
Thank You

AFRL LOGO RULES (CONTINUED)

The AFRL primary and secondary logos and the logotype should only appear in blue, dark blue, black or, when reversed out of a black or dark background, white.

AFRL
AIR FORCE RESEARCH LABORATORY

AFRL

AFRL

Minimum Size

1” primary logo 3” secondary logo

AFRL

AFRL
AIR FORCE RESEARCH LABORATORY

Important For Logo Usage:

Only use solid brand colors with high contrast against background. Do no overlap with other graphics. Use white or dark blue when overlaying on an image

Stand-off Space Equal to the height of AFRL logotype and goes around mark

Use for primary and secondary logos and the logotype only

Spelled-out Logotype Stand-off space is equal to the width of “AIR”

Approved versions of these logos and logotype art elements are located here:
https://usaf.dps.mil/sites/12080/Branding_Library_2/Forms/Group%20by%20Logo%20Category.aspx

USAF AND USSF LOGO RULES

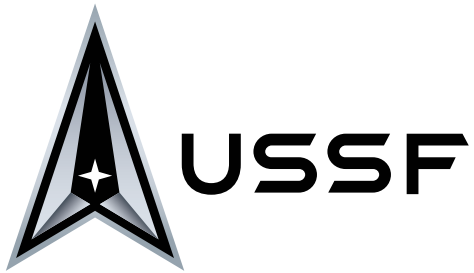
The Air Force and Space Force Symbols will be displayed in a position of prominence — in a manner that brings positive attention and supports the mission.

The use of the U.S. SPACE FORCE logotype, either spelled out or as initials, is mandatory either underneath the logo or to the right. Never include only one logo or the other. Both must be included to represent AFRL's support for both forces. See more on page 12.

15% stand-off space around symbol and/or logotype

.5" minimum size

Primary horizontal logos



Primary vertical logos

1/2 the width of the logo is stand-off space around symbol and/or logotype

USSF permission required to use the logo without logotype

.5" minimum size

For additional information and secondary use examples for the USAF/USSF logos:
http://www.trademark.af.mil/Branding/

Introduction
Basics
Visuals
Expression
Using the Brand
Thank You

USING LOGOS TOGETHER

When used together, the USAF and USSF logos should appear balanced and equal in size and appearance. AFRL/PA recommends that in most cases, the USAF logo with “U.S. Air Force” placed straight under the symbol should be used with USSF logo with the acronym “USSF” under the symbol. As a note, the USSF requires the “USSF” acronym or spelled out text be included when that logo is used. AFRL has received permission to use just the USSF delta for limited and specific applications that do not extend to most uses.

The USAF logo should always be placed to the left of the USSF logo and should be placed at the top or bottom of the visual. The preferred placement is in the top corners. The USAF and USSF logos may also be placed side-by-side, but all stand-off rules apply (see page 10 for stand-off guidelines).

When using USAF, USSF and AFRL symbols together, there are various ways to configure them. This page provides approved options.

Introduction
Basics
Visuals
Expression
Using the Brand
Thank You

IMPROPER LOGO USAGE

These rules apply to any approved logo iteration as well as any approved USAF and USSF logos. No portion of or elements from the official AFRL logo should be used in the creation of any other organizational logos or patches.

Don't use gray/blue AFRL logo

Don't rearrange elements

Don't change colors

Don't add text elements

Don't change proportions or distort

Don't change font

Don't change copy

Don't add elements within the stand-off space

Don't add elements or effects

Don't subtract elements

Don't inset photo

Don't place over complex images

DIRECTORATE LOGO RULES

AFRL Directorate
Sub-branding on all communication and marketing materials ensures our unique capabilities do not overshadow our distinct unity.

Typeface
Adding the name of an individual directorate below the logo is permissible, per the rules on this page. The Typface used in the directorate is Proxima Nova Bold. The Arial Bold is a system font that is readily available and can be used when Proxima Nova is not available.

Type Color
The directorate text will be 100% black when using full color and one color logos. If using the reverse color logo, the text should be white.

Type Alignment
The directorate name is flush left.

Directorate Logos

Reversed logo on black background

Directorate logo cannot be used at less than 3” wide

Approved versions of these logos and logotype art elements are located here:
https://usaf.dps.mil/sites/12080/Branding_Library_2/Forms/Group%20by%20Logo%20Category.aspx

Introduction
Basics
Visuals
Expression
Using the Brand
Thank You

AFRL 711TH HUMAN PERFORMANCE WING (711 HPW) BRANDING

711 HPW consists of Airman Systems Directorate (RH) and USAF School of Aerospace Medicine (USAFSAM). Identified as Air Force constituted organizations, the 711 HPW Shield and USAFSAM Emblem may be used on public-facing documents, but must be used in conjunction with the AFRL Shield or Word Mark.

Due to their complexity, both the AFRL 711 HPW Shield and the USAFSAM Emblem must be printed as shown or in black and white as halftone screens.

15% stand-off space around shield and/or logotype

.5” minimum size

15% stand-off space around shield and/or logotype

.5” minimum size

Or

Or

AFRL AFWERX BRANDING

Former Secretary of the Air Force, Heather Wilson, launched the AFWERX organization in 2017 to connect non-traditional businesses, airmen, and other innovators more rapidly than traditional Air Force processes could achieve. The Air Force intentionally organized AFWERX to operate in an agile manner, unencumbered by the constraints of government bureaucracy. Although organizationally AFWERX is now part of AFRL, its offerings remain unique when compared to other AFRL Technology Directorates. Combined with its already established and well-recognized brand, AFWERX will retain its current brand identity and function as a sub-brand of AFRL.

Prior to joining AFRL, AFWERX used its specific brand to cultivate relationships with a unique customer base that responds to and desires to affiliate themselves with the AFWERX brand. Stakeholders have come to recognize the AFWERX brand and understand its offerings.

So, while AFWERX is a part of AFRL, it will retain a unique external-facing sub-brand in order to support its specific mission.

The examples on the right show the AFWERX logo as well as how to use the AFWERX and AFRL logos together.

AFWERX logo vertical

AFWERX

AFWERX

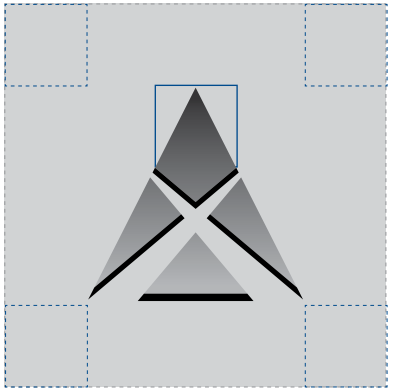
AFWERX logo horizontal

AFWERX

AFWERX wordmark

AFWERX logo used with the AFRL logo

The width of the top section of the logo “bug” is equal to the offset around the “bug” and the wordmark.



Introduction
Basics
Visuals
Expression
Using the Brand
Thank You

AFRL SHIELD RULES

AFRL Shield

The AFRL Shield is the organization's official heraldic emblem. The shield is worn on our service member's uniforms and represents the AFRL military mission. The shield's use is limited to official documents and briefings that stay internal to the Department of the Air Force (USAF / USSF). It should NOT be used on external facing videos, brochures, or briefings.

Due to its complexity, the AFRL Shield must be printed as shown or in black and white as halftone screens.

DIRECTORATE LOGO USAGE

Directorate or program logos can be used internally to AFRL but they are not Air Force constituted emblems and cannot be used on public facing materials. Directorate emblems should not include any portion of the AFRL logo or its elements.

TYPOGRAPHY

Typeface one and two will be used for all communication and marketing materials when designed by a professional designer. All others should use typeface three. Typeface four may be used as a substitute when Bombardier is not avaialble. Please do not add additional typefaces.

For internal or limited audience materials such as technical reports and Bullet Background Papers please defer to The Tongue and Quill.

1 **Proxima Nova**

Comm Toolkit - Fonts

https://usaf.dps.mil/sites/12080/AFRL%20Fonts/Forms/AllItems.aspx

Use regular for body copy, bold subheads and italicize captions

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1234567890

a b c d e f g h i j k l m n o p q r s t u v w x y z

BOMBARDIER

2 **Comm Toolkit - Fonts**

https://usaf.dps.mil/sites/12080/AFRL%20Fonts/Forms/AllItems.aspx

USE FOR UPPERCASE HEADLINES AND NUMBERS ONLY

ALWAYS ADD 50 PTS EXTRA LETTER SPACING

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1234567890

Arial

Used as an alternate font when Proxima Nova is not available

3 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Impact

USED AS AN ALTERNATE FONT WHEN BOMBARDIER IS NOT AVAILABLE

4 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

1234567890

COLOR

Maintaining color consistency is crucial for the brand. Colors have been selected to complement the AFRL logo. Do not add additional colors to the logo.

Core Colors

The following represents the core colors used in the primary logo.

AFRL Blue
RGB R0 / G75 / B141
CMYK C100 / M67 / Y0 / K23
HEX #004A8D
PMS 7686 (AFRL Blue equivalent)

PMS Process Black
RGB R35 / G31 / B32
CMYK C0 / M0 / Y0 / K100
HEX #231F20

Accent Colors

This color palette has been developed to complement the AFRL logo but will not be used in the logo. When designing marketing and communication materials the following colors can be used.

PMS 289
RGB R10 / G34 / B64
CMYK C98.5 / M84 / Y45.3 / K51
HEX #09223F

PMS 877 Metallic
RGB R167 / G169 / B172
CMYK C0 / M0 / Y0 / K40
HEX #A7A9AC

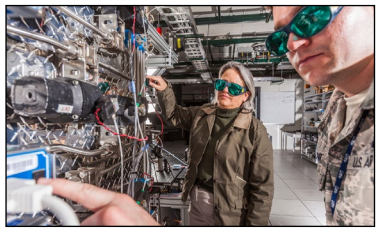
PMS 306
RGB R0 / G188 / B228
CMYK C75 / M0 / Y7 / K0
HEX #00BCE4

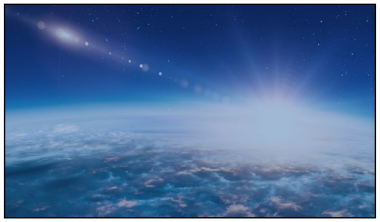
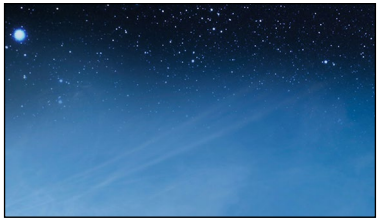
PMS 116
RGB R251 / G206 / B32
CMYK C0 / M16 / Y100 / K0
HEX #FFD200

PMS 549
RGB R86 / G155 / B190
CMYK C52 / M6 / Y0 / K25
HEX #569BBE

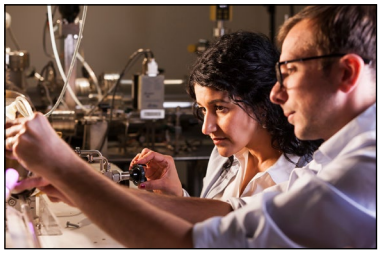
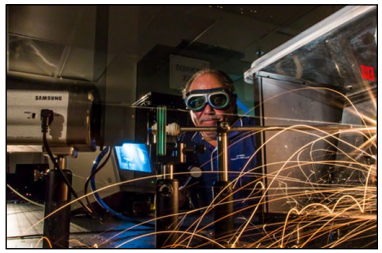
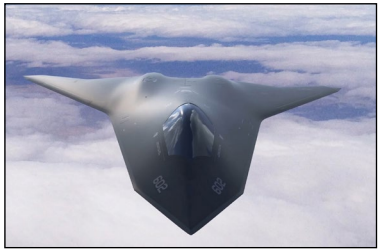
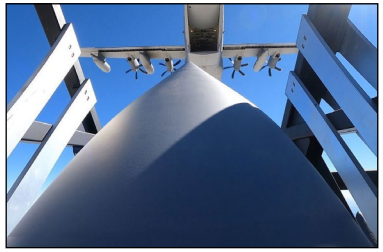
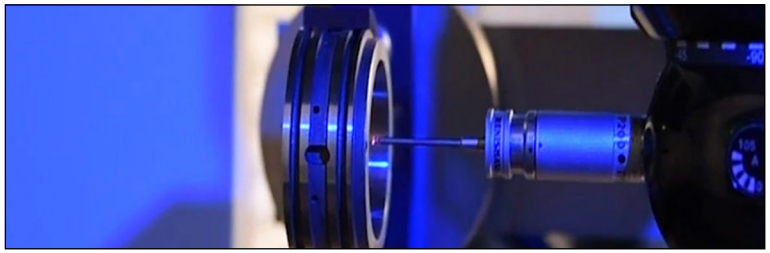
PMS 1805
RGB R179 / G40 / B45
CMYK C21 / M97 / Y91 / K12
HEX #B3282D

DESIGN ELEMENTS



Photos and graphic images can dramatically illustrate AFRL programs and technologies. When choosing candid and posed photos of civilians and military, be sure to represent AFRL's diverse workforce. USAF and USSF service members should wear current uniforms in outward-facing communications.

Introduction
Basics
Visuals
Expression
Using the Brand
Thank You

EXPRESSION

TONE OF VOICE

Our voice is direct and sincere.

Write and Speak Like This

AFRL is looking for strategic partners.

Not Like This

AFRL is in the process of seeking and screening partners that demonstrate strategic skill and ability.

Because

Clarity helps our partners and our peers take action.
We embrace brevity to serve our reader and listener.

Rules

1 Use short sentences to break up long and tedious paragraphs.
2 Use adverbs sparingly.
3 Speak and write plainly to ensure your audience understands your main point.
4 Use active voice whenever possible.

Our voice is confident and assertive.

Write and Speak Like This

AFRL is ready for the challenges of tomorrow.

Not Like This

At AFRL, we are working to respond to a variety of future challenges that may or may not arise.

Because

Our people are skilled, confident and responsive.
We speak and write in a way representing our results.

Rules

1 Avoid ending sentences with caveats weakening your position.
2 Always support critical claims with concise research.
3 Use active voice whenever possible.

Editorial Resources

Basic editorial style should adhere to the most recent publication of The Tongue and Quill, the Air Force handbook of communication. Written content intended for public release should adhere to Associated Press (AP) Style and the public affairs' Air Force Style Guide.
For more information, contact your Public Affairs team.

These are the current links, but are subject to updates:

Air Force Tongue & Quill
https://static.e-publishing.af.mil/production/1/saf_cn/publication/dafh33-337/dafh33-337.pdf

DAF PA Journalistic Style Guide
https://www.af.mil/portals/1/documents/homepage/afjournalisticstyleguidedecember2013.pdf

TONE OF VOICE

Our voice is accessible and clear.

Write and Speak Like This

The University of California recently published research demonstrating AFRL's commitment to sustainable energy.

Not Like This

The University of California recently released a statistical analysis that clearly denotes AFRL's longstanding pledge to discover energy that is environmentally sustainable.

Because

Our readers will avoid needless complexity and jargon. Our written and verbal communication will be authentic and approachable — just like our people.

Rules

1 Use jargon and acronyms sparingly. Spell out acronyms on first reference.
2 Choose words that do not require explanation.

Examples of accessible and clear language.

Say Communicate / Not Divulge
Say Consider / Not Contemplate
Say Perform / Not Execute
Say Continue / Not Proceed

Our voice is energetic and optimistic.

Write and Speak Like This

During October, our team saw an incredible increase in staff engagement and enthusiasm.

Not Like This

During the month of October, our internal personnel seemed to exhibit a higher degree of positive energy compared to last quarter's data on employee engagement.

Because

We seek to energize our staff and reader. Partnerships need responsible optimism to be successful.

Rules

1 Always connect main points to a clear and natural invitation for your audience.
2 Use appropriate white space in writing and proper pauses in presentations to energize your audience.
3 Use active voice whenever possible.

Editorial Resources

Basic editorial style should adhere to the most recent publication of The Tongue and Quill, the Air Force handbook of communication. Written content intended for public release should adhere to Associated Press (AP) Style and the public affairs' Air Force Style Guide.

For more information, contact your Public Affairs team.

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Air Force Tongue & Quill

https://static.e-publishing.af.mil/production/1/saf_cn/publication/dafh33-337/dafh33-337.pdf

DAF PA Journalistic Style Guide

https://www.af.mil/portals/1/documents/homepage/afjournalisticstyleguidedecember2013.pdf

AFRL

USING THE BRAND

BRIEFINGS

In order to maintain a consistent message across AFRL, standardized PowerPoint briefing templates will be used for all internal and external presentations. Graphic components should not be removed or altered in any way. Widescreen (16:9) is preferred but standard (4:3) is also available. Further info to follow on pages 26-29.

Exceptions

The Air Force and the Air Force Materiel Command (AFMC) have a specific format for briefing presentations given to leadership.

Title Slide

Keep the title simple to get the message across. If you have to reduce the font size, your title is too long.

1 **Title** keep brief
2 **Subhead Line One** for name / duty title
3 **Subhead Line Two** for directorate / date

Approved versions of this template are located here: https://usaf.dps.mil/sites/12080/SitePages/AFRL_PA.aspx Communications Toolkit - Templates

BRIEFINGS

Start Strong

When briefing, provide your message as early as possible. This can be in the form of a slide using the five W's (Who, What, Where, When and Why), a focused purpose statement or a summary slide in the presentation. If you were allowed to present only one slide, this should be it. Providing your purpose first will add context to the remainder of the presentation.

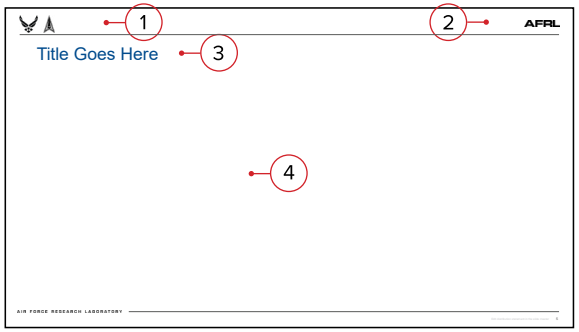
Content

Keep main bullets to one line; allow the sub-bullets to provide more detail if necessary. If possible, avoid single sub-bullets. Don't obscure the message with low-value data or the meaning by being too abbreviated. Don't use animation effects as they can be distracting. If you're presenting classified material, ensure that you have all necessary markings.

Section Break Title

This slide is used to separate sections

1 **Header** reverse USAF and USSF logos
2 **Header** reverse AFRL logo
3 **Title** keep brief
4 **Footer Left** spelled-out logotype added for brand clarity and clean look



Content Pages

This is the standard slide used to present information.

1 **Header Left** primary USAF and USSF logos
2 **Header Right** AFRL logo
3 **Title** keep brief
4 **Content** follow guidelines stated to the left

Approved versions of this template are located here: https://usaf.dps.mil/sites/12080/SitePages/AFRL_PA.aspx Communications Toolkit - Templates

Introduction
Basics
Visuals
Expression
Using the Brand
Thank You

BRIEFINGS

Graphics

Using too many colors in a slide can be distracting. Use the core colors first; only use the accent colors in charts (see color guidelines on page 19).

Content

Do not oversaturate slides with images. Images work when they do not obscure any other elements.

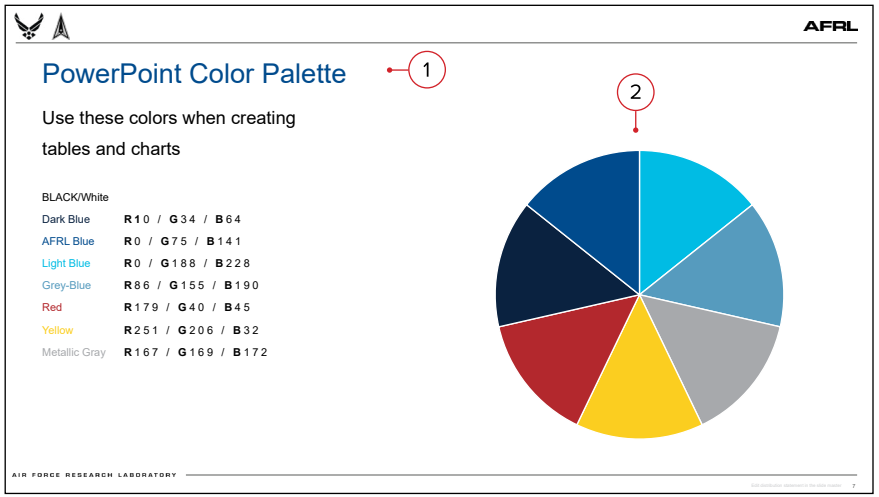
Graphics and Images

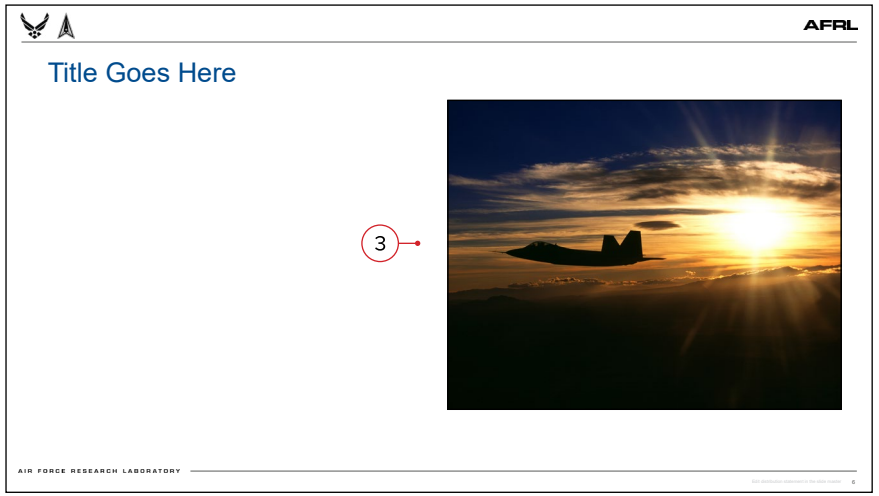
If done properly, visual content drastically improves the quality of your presentation.

1 **Colors** use brand colors
AFRL Blue RGB 25 / 79 / 144
Dark Blue RGB 10 / 34 / 64
Light Blue RGB 0 / 188 / 228
Medium Blue RGB 86 / 155 / 190
Metallic RGB 167 / 169 / 172
Yellow RGB 251 / 206 / 32
Red RGB 179 / 40 / 45

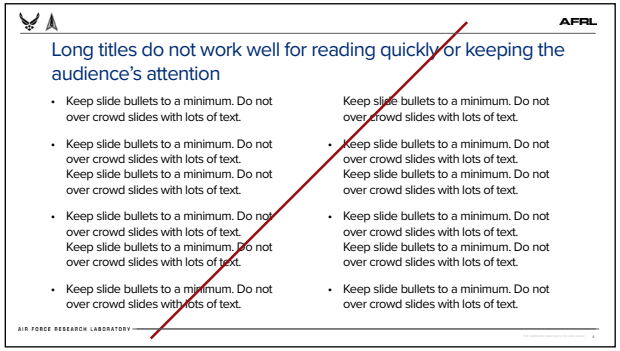
2 **Pie Chart** follow guidelines in template

3 **Images** place within one or two column grid; place no more than 3 per slide





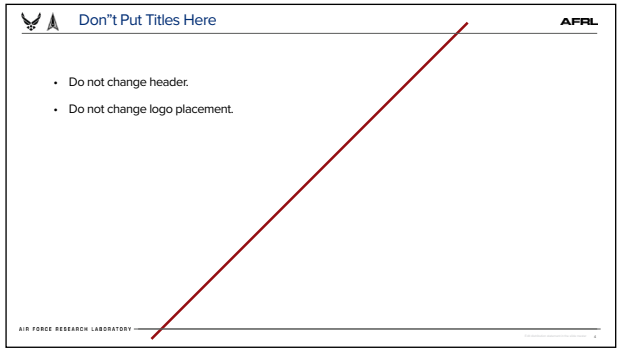
IMPROPER BRIEFINGS USAGE



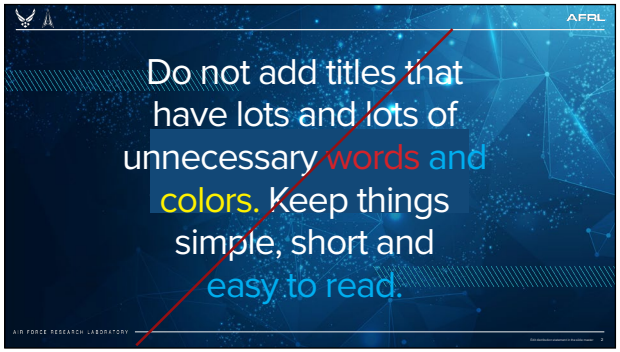
Don't overcrowd slides with lots of text

Don't oversaturate slides with images

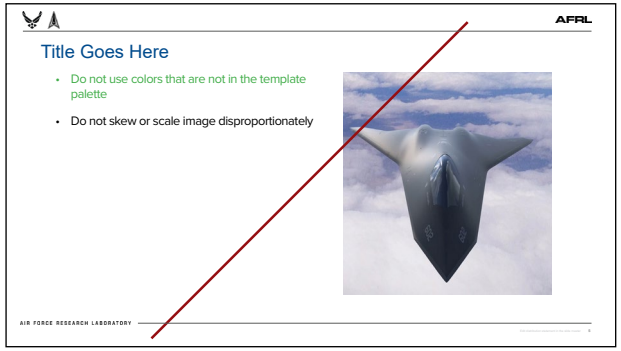
Don't use logos or graphics as faded backgrounds



Don't use logos or graphics as faded backgrounds



Don't add unnecessary words and colors to titles



Don't use unapproved colors / Don't skew images

MARKING CUI

What is CUI?

- CUI is UNCLASSIFIED information that laws, regulations, or government-wide policies allow for, or require, safeguarding.
- All CUI must be controlled until authorized for public release, in accordance with departmental public release policies.

What Does CUI Replace/Cancel?

- DoDI 5200.48 replaces & cancels DoDM 5200.01, Volume 4, DoD's legacy policy authorizing "FOR OFFICIAL USE ONLY (FOUO)" markings.
- AFGM for CUI supersedes sections of AFI 16-1404, Air Force Information Security Program, where the designation of FOUO is referenced.
- Start using CUI terminology immediately.
- CUI that has been determined to contain CTI, Export Control and Proprietary information will continue to require full distribution statements alongside CUI markings. The next page provide more details.

What Should I Do About Legacy Markings?

- No need to redact/re-mark documents bearing legacy markings.
- Any new document created with information derived from legacy documents must be marked as CUI if the information qualifies as CUI or the document is being shared outside DoD.

The Basics

- For documents and briefings containing CUI, you must include the "CUI" marking at the top and bottom of the page.
- Do not spell out "Controlled Unclassified Information."
- Currently, there is no requirement to add additional CUI Limited Dissemination Controls to these markings.
- Do not mark your materials "Unclassified."

The Required CUI Designation Indicator

- A CUI Designation Indicator must be annotated on the first page, or cover of all documents containing CUI (see example).
  - Line 1: The name of the DoD Component and office creating the document (AFRL/XX).
  - Line 2: Identification of the CUI categories contained in the document (Controlled Technical Information (CTI) is a common category – See more categories from the DoD Registry here).
  - Line 3: Applicable limited distribution statement or limited dissemination controls – Only use a limited distribution statement if the CUI category on line 2 is CTI, EXPT, or PROPIN.
  - Line 4: Name and contact info (phone or email) of POC.

Including Limited Distribution Markings

- If your document contains CTI, Export Controlled or Proprietary Information, you must also include a full limited distribution statement at the bottom of the first page and an abbreviated statement at the bottom of each following page.

MARKING CUI

1 **CUI Markings**

2 **The Required CUI Designation Marker**

3 **Limited Distribution Marker**

2 Controlled by: Department of the Air Force, AFRL/XX
CUI Category: CTI
Distribution/Dissemination Control: Distribution D
POC: Jane Doe, (555) 555-5555

3 DISTRIBUTION STATEMENT D. Distribution authorized to Department of Defense and U.S. DoD Contractors only. (reason) (date of determination). Other requests for this document shall be referred to (controlling DoD office).

Other Required Markings

4 For printed materials with the exception of briefings, STINFO that is marked with any Distribution Statement other than Distribution Statement A must also be marked with a **Destruction Notice**

4 **DESTRUCTION NOTICE:** CUI documents may be destroyed by means approved for destroying classified information or by any other means making it unreadable, indecipherable, and unrecoverable.

5 Documents marked using "Export Controlled and/or Critical Technology" as a Distribution Statement reason should also be marked with an **Export Control Warning.**

5 WARNING - This document contains technical data whose export is restricted by the Arms Export Control Act (Title 22, U.S.C., Sec 2751, et seq.) or the Export Control Reform Act of 2018 (Title 50, U.S.C., Chapter 58, Sec. 4801-4852). Violations of these export laws are subject to severe criminal penalties. Disseminate in accordance with provisions of DoD Directive 5230.25.

BUSINESS CARD

Our business cards serve as a means of individual identification as well as an introduction to the AFRL brand.

As a result, these templates balance brand unity with individual autonomy.

Customizing

1 Full professional name

2 Job title or rank; optional directorate name

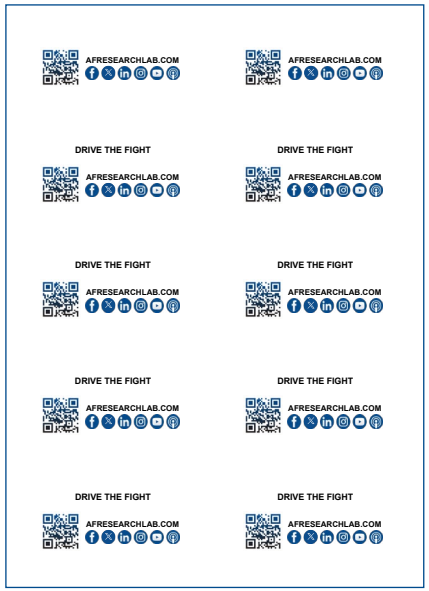
3 Your AFRL email address

4 AFRL phone number; DSN number; optional cell phone number

5 Optional: Base/directorate address or your LinkedIn information

Template

Please use the provided Microsoft Word template for printing your business cards. The template is set up as a form with 10 per page.



Card shown at actual size, 3.5” wide by 2” tall

Approved business card template is located here:

Communications Toolkit - Templates

https://usaf.dps.mil/sites/12080/AFRL%20Templates/Forms/Thumbnails.aspx?RootFolder=%2Fsites%2F12080%2FAFRL%20Templates

BUSINESS CARD

Printing

The business card template is set to print 10 cards per page.

Printing must be full color only. Please print with one of the provided perforated papers below, or use a business card splitter.

For an inkjet printer:

200 Matte White Avery Clean Edge Business Cards

1,000 Matte White Avery Clean Edge Business Cards

For a laser printer:

200 Uncoated White Avery Clean Edge Business Cards

1,000 Uncoated White Avery Clean Edge Business Cards

Do's

1 Use the provided template for any and all AFRL personnel.

2 Fill out all form fields and double-check your information.

3 Print full color on the recommended template paper per your printer specifications (inkjet, laser, etc.).

4 For easier re-printing, save a version of the Word template after you have your personal information inserted.

Don'ts

1 Add additional graphics, illustrations or information other than what is already denoted.

2 Change the color or the font.

3 Leave any field blank, except for number 5 (optional) shown on page 31.

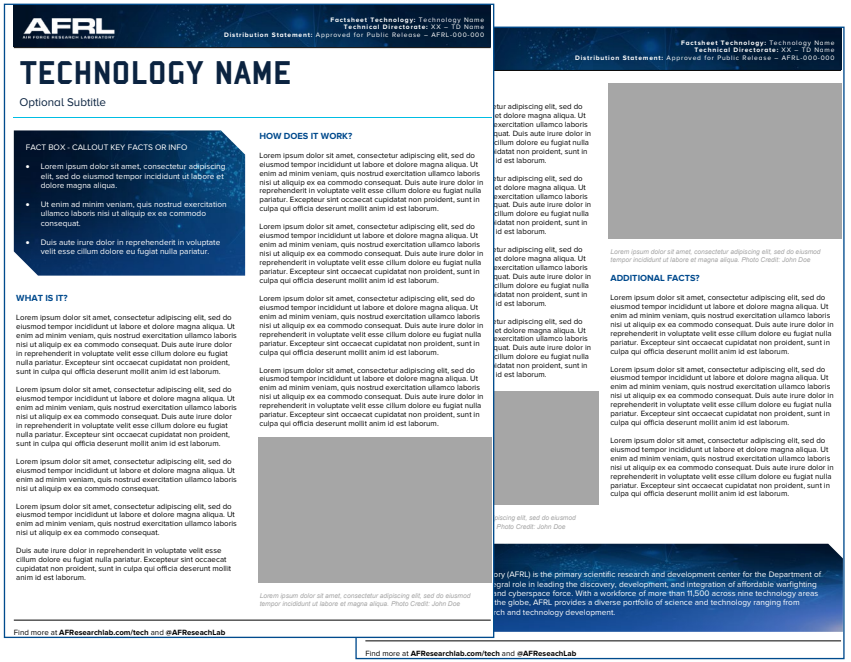
4 Print cards on regular computer paper; do not cut cards by hand.

FACT SHEETS

Fact sheets provide and publicize key information about a technology event, a product or a group. The following templates will keep the AFRL brand consistent.

Rules

1 Create a concise article using the tools you have, and abide by the Improper Fact Sheet Usage rules.
2 Create a brief, catchy title.
3 Explain what the technology is, how it works and why it is important.
4 Avoid using jargon and acronyms.
5 Write at an eighth grade level.
6 Include a photo caption (full sentence that explains what is happening in the photo).
7 Include photo credit (name of photographer and organization).
8 Do not use more than two photos per page.
9 To edit the clearance number and contact information at the bottom of the back page, open the footer.
10 Do not edit any header information or change the logo size.
11 Print the fact sheet in full color.
12 All fact sheets must be cleared through AFRL/PA.



IMPROPER FACT SHEET USAGE

Don't alter or add to the logo. Don't change the color of the text or box. Don't change the font or size of the text.

Don't overload the layout with photos.

Don't vary from AFRL branding by changing the logo or other elements.

Approved fact sheet template is located here:

Communications Toolkit - Templates

https://usaf.dps.mil/sites/12080/AFRL%20Templates/Forms/Thumbnails.aspx?RootFolder=%2Fsites%2F12080%2FAFRL%20Templates

THANK YOU

By applying these principles, you've helped AFRL keep the fight unfair. We are perceived as a powerful and innovative partner because of your commitment to one AFRL. Thank you.

Questions and Primary Contact

Please refer back to this booklet and check for updates as our brand grows and develops. Share your ideas and questions with afrl.pa@us.af.mil.

Requests for exemptions to these standard operating procedures will be handled by AFRL/PA using a common sense approach.

Images and photos used in this booklet are from various sources–Getty Images, DoD and AFRL websites. A complete list of itemized photo and image credits can be provided upon request.