



Air & Space Forces Association Rebrand and Style Guide Field Kit

“Volunteerism is the voice of the people put into action. These actions shape and mold the present into a future of which we can all be proud.”

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OVERVIEW

As AFA embarks on the next 76 years and beyond as the ***Air & Space Forces Association***, we have an incredible opportunity to unify our brand across all Chapters and States to collectively represent AFA's commitment to and support of two services in one Department of the Air Force.

AFA's new Star-Delta logo is a visual representation of our brand. Its design combines historic elements that trace to our earliest history, evoking the "Hap Arnold Star" of World War II fame, as well as the Space Force's Delta and Polaris, indicative of the Space Force's role as the guiding light of all the armed forces.

Our mission remains the same: **to promote dominant U.S. Air and Space Forces as the foundation of a strong National Defense; to honor and support our Airmen, Guardians, and their families; and to remember and respect our enduring Heritage.**

This document provides specific guidance for Chapters and States for using the new logo as you represent AFA in your communities. This is the initial phase for the State and Chapter renaming and branding. Where applicable, these guidelines may also be helpful in guiding any similar branding and style needs by the Regions.

This Field Kit will provide you with a checklist of items to update including:

- Redesign of State or Chapter Logo and Name (Beth Kreimer Design)
- Migrating State and Chapter Websites to AFA.org
- Internal Unit Documents (bylaws)
- ShopAFA
- Legal Requirements
- Notification Requirements

There will be additional guidance on each of these areas as it is developed.

Our goal is to have AFA Chapters and States complete the logo rebrand in accordance with the new AFA Branding Guidelines by the end of this calendar year.

GENERAL GUIDELINES FOR USING THE NEW AFA LOGO

DOs:

- Always use an ampersand in “Air & Space Forces Association”
- AFA supports both the Air Force and the Space Force; therefore, “Forces” is always plural
- Always use “AFA” as the only approved abbreviation for “Air & Space Forces Association”
- Only use AFA’s unique Star-Delta logo with approved lettering, which can be found here on our website. It exists in blue and black; all black; and white

DON’Ts:

- Never spell out “and” in the spell-out of AFA
- We are not the “Air & Space Force Association”
- Never add punctuation to link AFA with the longer name
- Never capitalize “the” as if it is part of our name. It is not. Should there be a need to include “the” in text before “Air & Space Forces Association” do so with a lower-case “t” in “the”
- Never abbreviate our Association as “ASFA”
- Never abbreviate “association” as “assoc.”
- Never adjust the size or placement of AFA and Air & Space Forces in relation to the Star-Delta; you must go through a member of the Design Committee
- Never tinker with the color palette of the AFA logo

Additional AFA rules of the road for branding:

- We are either AFA or the Air & Space Forces Association
- We are not “AFA: The Air & Space Forces Association”
- If for any reason you think you need something else, consult with the Branding Committee

AFA BRANDING GUIDE

For more information on guidelines to make sure your Chapter is compliant with the new logo and rebranding, please refer to [AFA's Branding Guide and Logos](#).

To access this Guide from AFA's website follow these instructions:

- Go to **afa.org**
- Click the dropdown menu under **Membership**
- Click **AFA Chapters**
- Scroll down to find the **LEARN MORE** box to the right
- Click the **Branding Guide & Logos**

There you can find the new AFA logos (b/w and color options) to download.

STATE AND CHAPTER SPECIFIC LOGOS

Most States and Chapters have utilized the existing AFA logo on their personal websites and marketing materials however some have incorporated other elements in their logo to represent their chapter/state. Below is an example of a standardized AFA logo from the AFA215 Central Oklahoma Gerrity Chapter:



To keep the cohesiveness of our rebranding operations, AFA National will work with States and Chapters who desire a logo, different than AFA's new rebranded standardized logo, to create a personal Chapter logo, which will adhere to the current AFA Branding Guidelines to ensure states and chapters are implementing these changes appropriately.

AFA Designer

AFA has contracted with graphic designer, Beth Kreimer of Beth Kreimer Designs to assist Chapters or States in creating their logos, if they opt out of using the standardized AFA logo.

Beth has created several alternate templates for a Chapter or State to review and select from and AFA will pick up the cost of 2 hours of design time. If a Chapter or State wishes to forego one of these templates and create an additional design, they will incur an additional design cost. The designer will always adhere to the AFA Branding Guidelines.

If you are interested in getting in contact with Beth, please email Field@afa.org and we will set up that introduction.

Once your design is reviewed and approved, AFA National will have access to your new logo to apply to other AFA items (Chapter branded merchandise – See page 7 for more information).

The goal is to have AFA logos updated to the new logo by end of December 2022.

ADDITIONAL BRANDING GUIDANCE

COMMUNICATIONS

Here you'll find a checklist of items to update on communications you send out as an AFA Chapter/Leader.

Chapter Email Addresses

Since AFA's identifying initials have not changed with our new name, there is no action needed to update existing email addresses (both AFA 365 email accounts and Chapter-specific email addresses that have been created).

Email Signature Line

With the new name rebranding, this is a good time for Chapters to create a cohesive signature line when conducting AFA Chapter/State business. Below is an example to follow:

Name

Title

AF [Chapter #] [Chapter Name]

Air & Space Forces Association

[AFA Chapter email address]

[AFA Chapter Phone Number]

[AFA Chapter Leader Cell Phone Number]



Virtual Letterhead

For any correspondence being sent out under your AFA Chapter, please adhere to these guidelines for letterhead.

- Header: New Air & Space Forces Association letterhead header:
- Footer: New Air & Space Forces Association letterhead footer. **Note:** This is the AFA Headquarters footer, however, if you would like us to create a customized footer for your Chapter, please email Field@afa.org.

Power Point Templates

When giving presentations on behalf of AFA, staff have created a [power point template](#) for you to use. You can also find this in AFA Field Resources under [Branding \(logos, letterhead, power point\)](#).

State and Chapter Websites

There are a handful of States and Chapters that have sourced AFA to host their websites. Those websites have been updated to reflect the new logo. If you wish to be considered for creating/updating your Chapter website that AFA Headquarters hosts, please reach out to webmaster@afa.org for assistance.

If your State or Chapter has an independent website that you manage/host, please update logos with the new AFA logo, or the new Chapter logo you've had designed by Beth Kreimer, our AFA designer.

Social Media (Facebook, LinkedIn, Twitter)

Please update any social media sites you have which reflects AFA's new name and logo.

MARKETING MATERIALS

Your AFA Membership & Field Relations team is working on re-branding and updating AFA marketing materials (brochures, applications, giveaways, etc.) to make available to Chapters, with our Association's new name and logo. We will send out communications when these items are available.

ShopAFA.org

AFA has transitioned its e-commerce site from the Hangar Store, which most Chapter Leaders are familiar with, to our new e-commerce site - www.ShopAFA.org. This site will have new AFA branded merchandise for purchase as well as "vintage" items. New AFA branded products will be added to the site on an ongoing basis, so check back often.

NEW For 2023: ShopAFA.org will make available to Chapters the opportunity to purchase AFA **Chapter Branded** merchandise at cost, that may include items to support your local events (pull up banners, tablecloths, etc). We will make this list available soon.

LEGAL DOCUMENTS GUIDANCE STATUS

AFA Constitution/Bylaws Update

As we rebrand the Association as the **Air & Space Forces Association**, the AFA Governance Committee will review our existing Chapter and State Constitution and Bylaws templates to assess any changes that may need to be implemented. This process is dependent on approval of the revised AFA By-Laws and Governance Manual at the National Convention, and we will send out communication to Field Leaders on any action that needs to be taken.

IRS Tax ID Update

AFA is currently researching the steps Chapters/States who fall under AFAs IRS Subordinate Listing need to take to update their Chapters, as well as those Chapters who fall under their own 501(c)(3). We will follow up with more detailed information soon.

Notification Requirements

AFA Chapters and States that have relationships with other entities (banks, sponsors, etc.) in their local community, should contact those organizations to notify them of the AFA name change and logo change as appropriate. This can be done on a rolling basis with a goal of completion by Dec 2022. Some notifications:

- banks and other financial institutions
- secured parties that have financing statements filed
- federal, state, and local taxing authorities
- other government agencies with jurisdiction over the company's business
- insurance carriers and brokers
- vendors, suppliers, distributors, and customers

Thank you for all you do to support the **Air & Space Forces Association's** mission. AFA staff is here to help with any questions or concerns you have and will be happy to assist you to ensure your Chapter/State is up to date with your rebranding efforts to your association's new name: **Air & Space Forces Association**. Please reach out to Field@afa.org at any time with questions.