



# Freedom 250 Visual Style Guide

## Department of the Air Force

### Primary Logos (full-color)

Primary full-color logos should be used as much as possible and should always contain the **Freedom 250 logo and Flag, break line and appropriate service** (USAF/USSF) for application.

- Color, proportions, spacing, and clear space rules must be followed.
- The full-color logo is always the preferred option.
- Options include (JPEG, PNG and EPS).



### Secondary Logos (b&w)

Primary full-color logos should be used as much as possible and should always contain the **Freedom 250 logo and Flag, break line and appropriate service** (USAF/USSF) for application.

- Black versions are intended for use on light backgrounds.
- Color, proportions, spacing, and clear space rules must be followed.
- The full-color logo is always the preferred option.



# Do's and Dont's

To maintain consistency and protect the integrity of the USAF|USSF Freedom 250 brand, **visual examples of incorrect logo usage should be referenced.**

## DO:

- Use approved logo files only.
- Maintain original proportions and spacing.
- Use approved color variations (full-color or black and white).
- Follow clear space and sizing guidelines.

## DON'T

- Stretch, squeeze or distort the logo.
- Replace or modify font's within wordmark.
- Add effects such as shadows, outlines or gradients.
- **Use unapproved variations** or recreate the logo.

*Don't stretch, squeeze or distort the logo*



*Don't change the colors of the logo from the versions approved*



*Don't add drop shadows or other effects*



*Don't change typeface to the logo*





