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FAMILY MOVIE NIGHT

COLLATERAL GUIDE

MyAirForceLife.com

FAMILY NIGHT COLLATERAL GUIDELINES

FAMILY FRENZY INFO
This year Family Frenzy features one overall theme Family Movie Night.

FILE FORMAT
Files are available on Download Central in jpg and pdf format suitable for print and digital media.

CUSTOMIZABLE AREAS
All pieces include area to place installation-specific info. Use these areas to insert information such as DATE, TIME, ADMISSION COST, FOR MORE INFO CONTACT NUMBER, WEBSITE, etc. Files provided to you will have these areas blank and free of text.

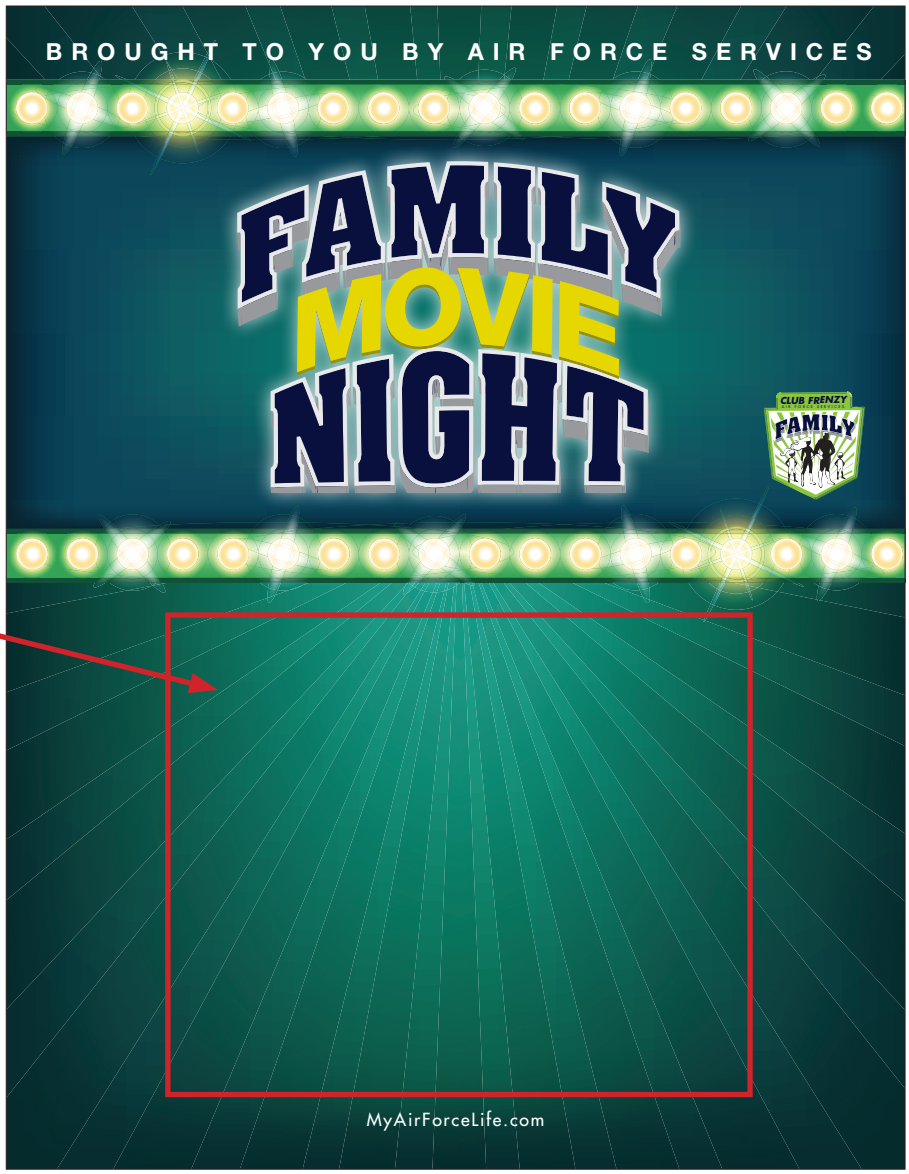
TYPEFACE SUGGESTIONS
San Serif, heavy or block

- Helvetica Inserat LT Std, Roman
- Folio TEEBolCon
- Bank Gothic Medium BT

CLUB FRENZY SHIELD
The Family Night shield is to denote the event as a Club Frenzy program.

FAMILY NIGHT 8.5X11
Use: Posters, flyers, other print media

Customizable area
In this section, include information such as club venue, room, date, time, featured entertainment, themed menu. You can also include admission cost reflecting member and nonmember pricing, contact information, website, etc. This area also offers some flexibility in adding a photo of featured entertainment.



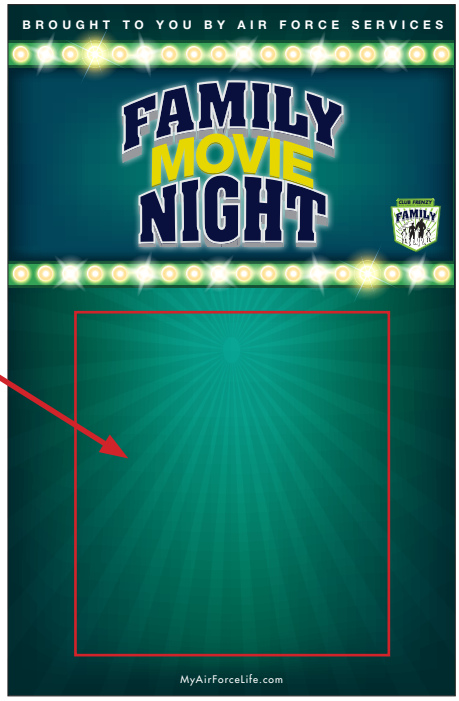
FAMILY NIGHT COLLATERAL GUIDELINES

FAMILY NIGHT 11x17

Use: Posters, flyers, other print media

Customizable area

This form of media, much similar to the 8.5x11 layout, gives a little bit more room for information and/or images.

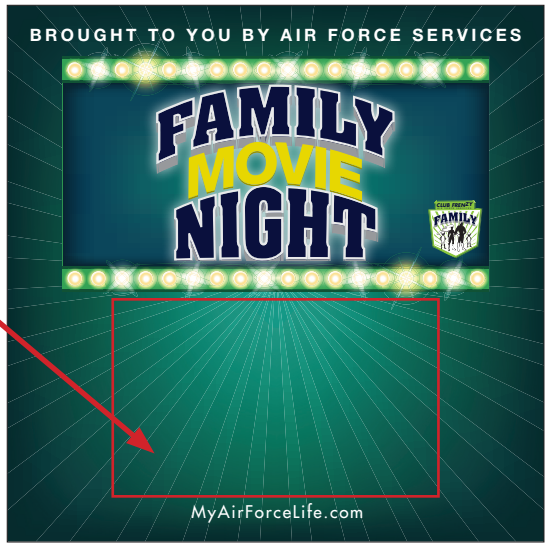


FAMILY NIGHT SOCIAL MEDIA

Use: Facebook, Instagram

Customizable area

Because of limited space, try to keep information to a bare minimum for this form of media. Refer patrons to your website and/or a phone number for more information.



FAMILY NIGHT DIGITAL IMAGE

Use: Adaptable for HD display monitors, Janus, Qubica, web

Customizable area

Provide just enough information for a quick read. If you have the ability to control slide rotation times, gauge the amount of information you include accordingly.