

BROUGHT TO YOU BY AIR FORCE SERVICES



**Fit Families**  
Get up. Get out. Get fit. Together.

# [ BE STRONGER, TOGETHER ]

THROUGH CAMARADERIE, TEAMWORK & FUN



## AIR FORCE YOUTH & TEEN COHESION CHALLENGE

Compete in an Air Force physical challenge led by an experienced member of Special Operations and learn how to overcome adversity as a team

# DESIGN GUIDELINES

THIS EVENT IS IN  
COOPERATION WITH



© No federal endorsement intended

# FIT FAMILIES - AIR FORCE YOUTH & TEEN COHESION CHALLENGE

## FIT FAMILIES AIR FORCE YOUTH & TEEN COHESION CHALLENGE

The Air Force Youth & Teen Cohesion Challenge artwork includes pieces to assist with program promotion associated with funding through the Fit Families initiative. It was created to compliment the already

existing AF Team Cohesion Challenge collateral. Use the recommendations in this guide as a basis for creating detailed information for your installation. However, feel free to customize provided areas to your artistic taste in order to present information aesthetically.

If there are other pieces (i.e. sizes, media formats) that you would like to see made available, please submit a request to AFSVA Marketing via myPers.

The Fit Families logo demonstrates the program's association with the initiative. If the Youth & Teen Cohesion Challenge program you intend to promote is not funded by Fit Families, you may remove the Fit Families logo.



### 8.5x11, 22x28

Use: Posters, flyers

Use the area to the right of the graphic for date, time, etc. to include detailed information regarding the event. Also include POC info, sponsor logos, etc.

### Recommended Font

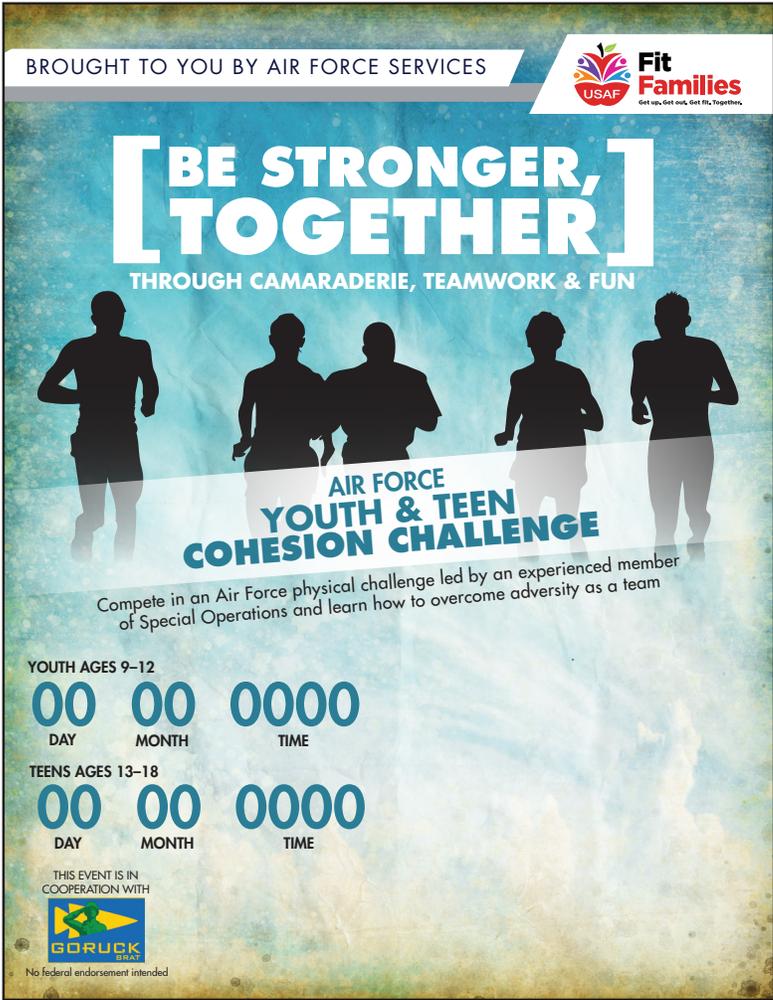
Futura Std, Heavy, or any similar sans serif

**"Day, Month, Time"**  
**"For more information"**

Size: 12 or 14 pt.

### Numbers

Size: 45 pt., all caps



# FIT FAMILIES - AIR FORCE YOUTH & TEEN COHESION CHALLENGE



## 11x17

Use: Posters, flyers

Use the area to the right of the graphic for date, time, etc. to include detailed information regarding the event. Also include POC info, sponsor logos, etc.

## Recommended Font

Futura Std, Heavy, or any similar sans serif

**“Day, Month, Time”**

**“For more information”**

Size: 17 pt.

## Numbers

Size: 65 pt., all caps



## SOCIAL MEDIA

Use: Facebook, Instagram, etc.

Due to limited space at the bottom of the graphic focus on providing contact info for customers

## Recommended Font

Font: Futura Std, Heavy, all caps or any similar sans serif

**“For more information”**

Size: 12 or 14 pt.

## DIGITAL IMAGE

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

Use the area to the right of the graphic for date, time, etc. limiting only to pertinent information.

## Recommended Font

Futura Std, Heavy, or any similar sans serif

**“Day, Month, Time”**

**“For more information”**

Size: 24 pt.

## Numbers

Size: 96 pt., all caps

