



AIR FORCE BOWLING 2.0
(AFB 2.0)
LEARN TO BOWL

COLLATERAL MATERIAL
GUIDELINES

AF BOWLING 2.0 COLLATERAL GUIDELINES

OVERVIEW

Air Force Bowling 2.0 (AFB 2.0) is a new “Learn to Bowl” program adapted from the International Bowling Campus (IBC) and Bowling Proprietors Association of America (BPAA). AFB 2.0 is designed to attract new bowlers, infrequent bowlers and former bowlers of all ages by teaching them the fundamentals of bowling and building interest in the game of bowling. AFB 2.0 theme is “Bowl Better in 4 Weeks” and offer

two designs:

- 1.) How Easy is it to Bowl Better
- 2.) Reboot Your Game.

FILE FORMAT

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

CUSTOMIZABLE AREAS

Feel free to use these areas to insert information such as DATE, TIME, 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 LT Std, Roman
- Folio TEEBoCon
- Bank Gothic Medium BT

AUTHORIZED LOGO

The AFB 2.0 logo is to denote events or activities associated with the program.

The logo can be reproduced as 1-color. See below for color specifications.



ALTERNATIVE LOGO VERSION & SPECIFICATONS

Each of the colors is specified in standard Pantone, CMYK, RGB and HEX options.

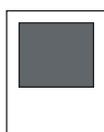
Pantone is a widely used color matching system designed to ensure that color output is the intended color. If the exact Pantone color is unavailable, it is easy to reproduce the exact color combinations in most software applications by adjusting the percentages of different colors. CMYK represents the colors Cyan, Magenta, Yellow and Black. RGB represents Red, Green and Blue. Below are the Pantone CMYK, RGB and HEX



Pantone Black
C0 M0 Y0 K100
R0 G0 B0
#000000



Pantone 287 C
C100 M75 Y15 K5
R0 G36 B117
002475



Pantone COOL GRAY 11 C
C0 M0 Y0 K80
R51 G51 B51
#514F50

AF BOWLING 2.0 COLLATERAL GUIDELINES

PRINT MATERIALS

Use: Posters, flyers, other print media

Customizable Areas

The red box represents the area(s) which text should be fit within so not to take away from the graphic image. The box does not appear on the files provided.

Insert information such as DATE FOR REGISTRATION AND CLASSES, FOR MORE INFO CONTACT NUMBER, WEBSITE etc.

The poster features a blue background with a silhouette of a woman bowling. At the top, the logo reads "AIR FORCE BOWLING 2.0" with a bowling ball icon, and the tagline "Bowl Better In 4 Weeks". The main headline is "REBOOT Your Game" in a mix of bold sans-serif and cursive fonts. Below this, it says "BOWL BETTER IN 1 2 3 4 WEEKS" with the numbers in circles, followed by "New classes now forming." The bottom section contains logos for BPA, Strike Ten, USBC, and the International Bowling Campus, along with a disclaimer: "NO FEDERAL ENDORSEMENT INTENDED" and "© 2012 BPAA, USBC, STRIKE TEN ENTERTAINMENT & THE INTERNATIONAL BOWLING CAMPUS. UNAUTHORIZED PUBLIC BROADCASTING OR COPYING IS A VIOLATION OF APPLICABLE LAWS." A large red rectangular box is positioned at the bottom of the poster, with a red arrow pointing to it from the text on the left. At the very bottom, it says "Brought to you by Air Force Services Activity" with a globe icon, "MyAirForceLife.com" with a double arrow, and social media icons for Facebook and Twitter.

Brought to you by Air Force Services Activity  MyAirForceLife.com >>  

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RACK BROCHURE

Rack Brochure is 3.5”X11” Also referred to as a “SLIM JIM” a rack brochure i

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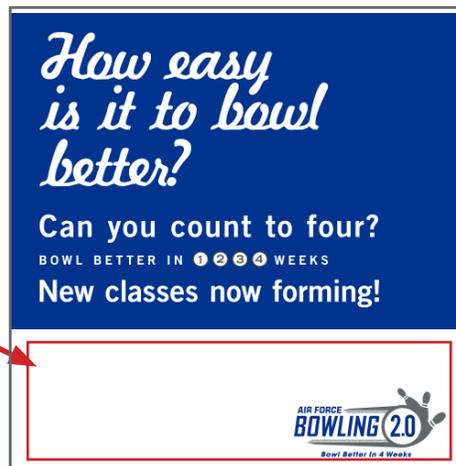


SOCIAL MEDIA

Use: Facebook, Instagram

Customizable area

The red box represents the area which text should be fit within so not to take away from the graphic image. The box does not appear on the files provided. Because there is such limited space, you may choose to keep information to a bare minimum for this form of media.



DIGITAL IMAGE

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

Customizable area

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