

JOIN US
FOR A CELEBRATION...
IT'S THE AIR FORCE'S BIRTHDAY!

 **U.S. AIR FORCE CLUBS**

AF
'47
2016

THE TRADITION CONTINUES

2016 AIR FORCE BIRTHDAY
DESIGN
GUIDELINES

2016 AIR FORCE BIRTHDAY GUIDELINES

FILE INFO

The 2016 Air Force Birthday collateral includes pieces to assist with program promotion. Here at Air Force Services, we understand that each installation will have unique events planned celebrating the AF birthday. Use the graphics provided to highlight the festivities. Graphics are provided in both jpg and layered pdf formats allowing you to adapt to your needs. These formats can also be used to create menus to feature your Club's birthday specials.

PROVIDED ARTWORK • 8.5x11 & 22x28

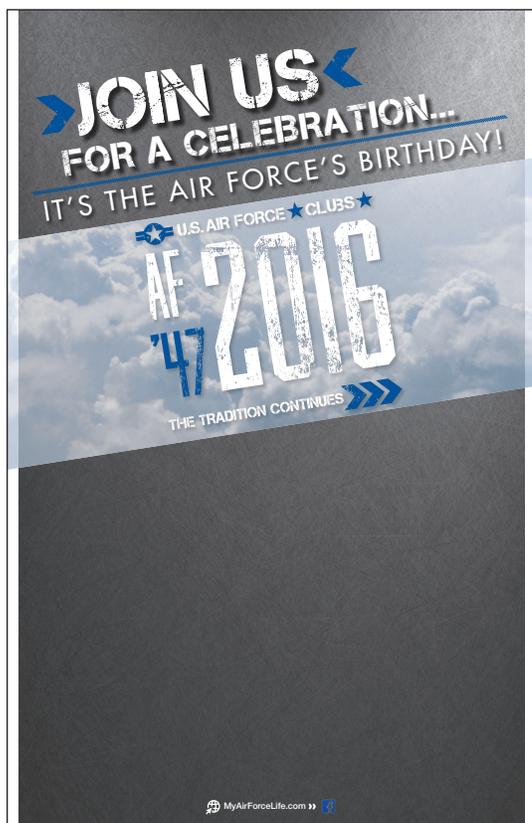
Use: Posters, flyers, menus

Space below graphics allows for installation program information and logos.



2016 AIR FORCE BIRTHDAY GUIDELINES

11x17



SOCIAL MEDIA



SOCIAL MEDIA

Use: Facebook, Instagram

Due to limited space focus on providing contact info for customers.

11x17

Use: Posters, flyers, menus

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

DIGITAL IMAGE



DIGITAL IMAGE

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

Include only pertinent information since customers have a few seconds to read.