

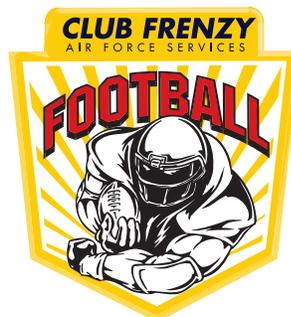
**CLUB FRENZY: FIGHT NIGHT COLLATERAL GUIDELINES**

WATCH ULTIMATE FIGHTING AT YOUR CLUB!  
**FIGHT NIGHT**  
AN EXCITING EVENT BROUGHT TO YOU BY AIR FORCE SERVICES ACTIVITY



## FIGHT FRENZY PROGRAM SHIELD

**BACKGROUND:** The Fight Night shield is a component of the Air Force Services Activity's Club Frenzy trilogy including Family Frenzy and Football Frenzy program identities.



**USES:** Intended for representation of Fight Frenzy program for print and digital media.

**FORMAT:** eps

### FONTS USED IN LOGO TYPE:

#### CLUB FRENZY

Font: Futura Std Extra Bold Oblique

#### AIR FORCE SERVICES

Font: Futura Std Medium

#### FIGHT NIGHT

Font: MachineltcDee Regular



### COLOR SPECIFICATIONS:

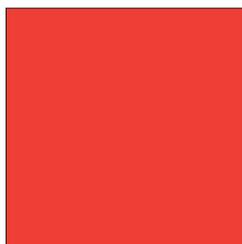
Each color is specified in standard Pantone, CMYK, RGB and Hex options



Pantone Black  
C0 M0 Y0 K100  
R 0 G0 B0  
#000000



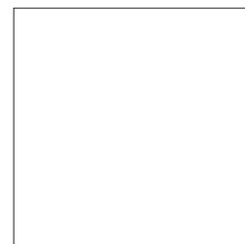
Pantone 287C  
C100 M94 Y36 K55  
R13 G19 B62  
#0D133E



Pantone 179C  
C0 M90 Y85 K0  
R239 G65 B54



Pantone Cool Gray 8  
C23 M17 Y13 K41  
R115 G114 B115  
#737273



Pantone White  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

# FIGHT FRENZY PROGRAM SHIELD

**SCALING:** Scale small/large to easily read "Air Force Services" text without strain

**APPEARANCE:** Balanced proportions

YES!



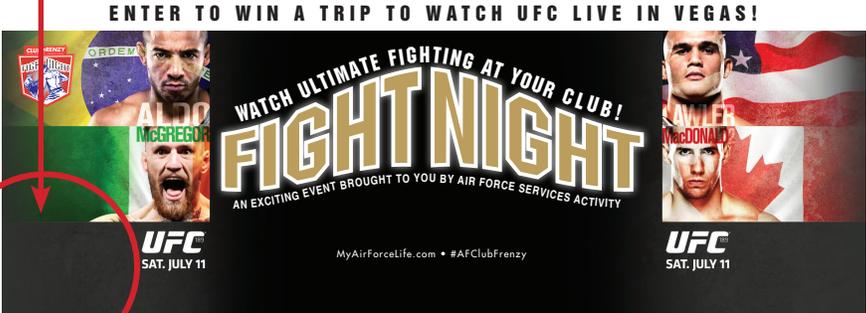
NO



NO



**LAYOUT PLACEMENT:** Top or bottom left corner; whichever best depicts shield with consideration to other graphic elements in layout



**CALL TO ACTION/HEADER**



**USE:** Call to action/header for advertising media

\*Artwork not to scale

**FONTS:**

**AN EXCITING EVENT BROUGHT TO YOU BY AIR FORCE SERVICES ACTIVITY**

Helvetica Narrow, Bold, 16 px

**FIGHT NIGHT**

MachineltcDEE, Regular, 118 px

**WATCH ULTIMATE FIGHTING AT YOUR CLUB!**

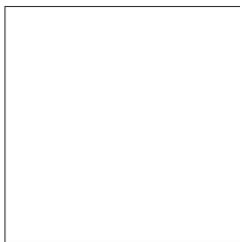
MachineltcDEE, Regular, 40 px

**PROVIDED FORMAT:** eps

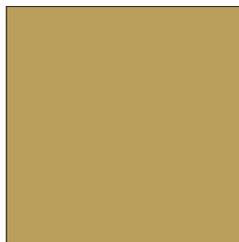
**COLOR SPECIFICATIONS:**



Pantone Black  
C0 M0 Y0 K100  
R0 G0 B0  
#000000



Pantone White  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

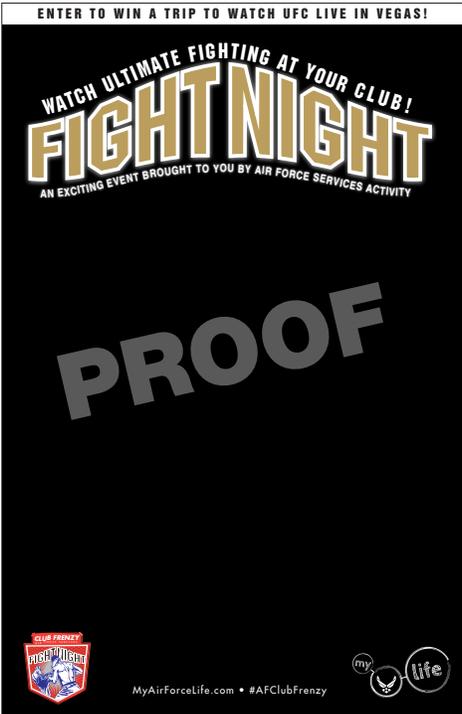


Pantone 465C  
C28 M34 Y74 K2  
R186 G158 B93  
# BA9E5D

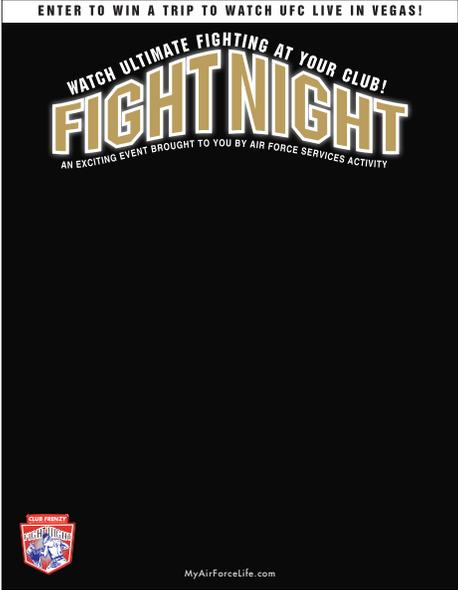
# FIGHT FRENZY COLLATERAL

## LOOK AND FEEL: FIGHT NIGHT TEMPLATES

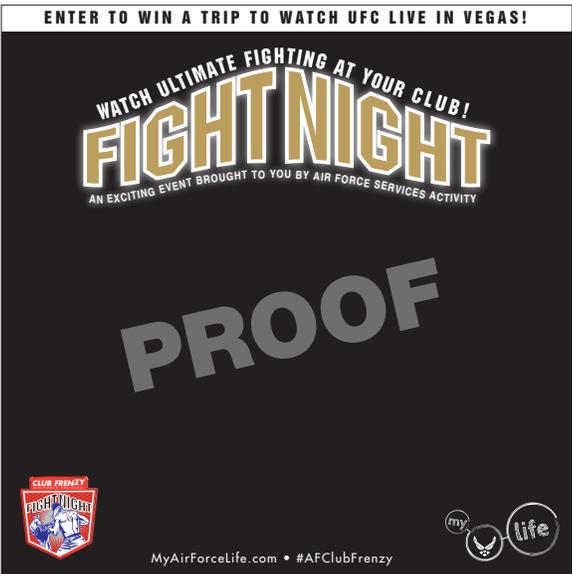
Below are blank collateral pieces created by AFSVA Marketing. Files provided to bases feature graphic elements reflecting upcoming fight (see next page) with contender photographs provided by UFC promoter. Mandatory are shield, hashtag and Fight Night header in its entirety.



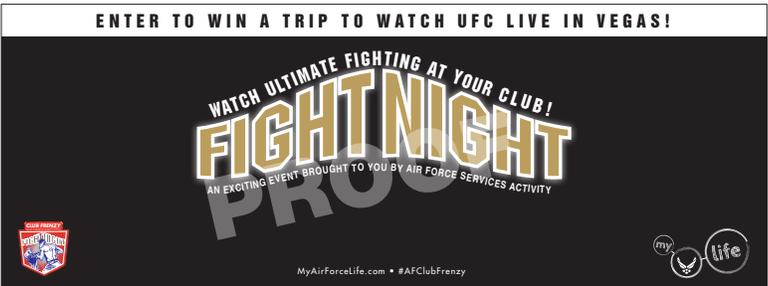
11 x 17  
PRIMARY USE: Print (posters, flyers, magazine, newsprint)  
SECONDARY USES: Digital media (web), social media



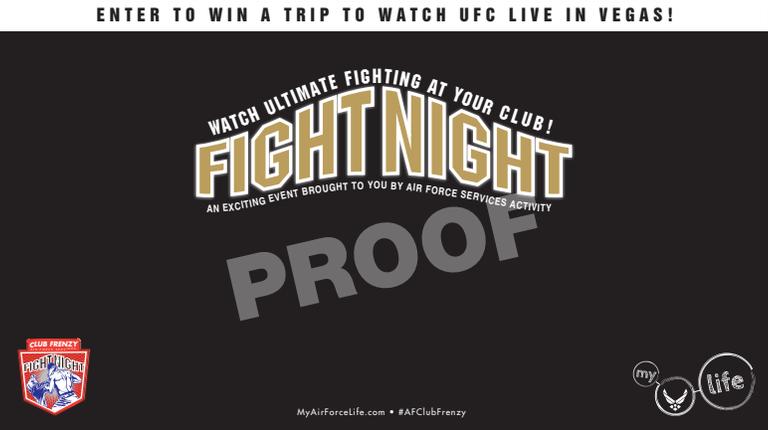
8.5 x 11  
PRIMARY USE: Print (posters, flyers, magazine, newsprint)  
SECONDARY USES: Digital media (web), social media



1200 x 1200  
PRIMARY USE: Social Media  
SECONDARY USE: Web



851 x 315  
PRIMARY USE: Facebook Cover Photo

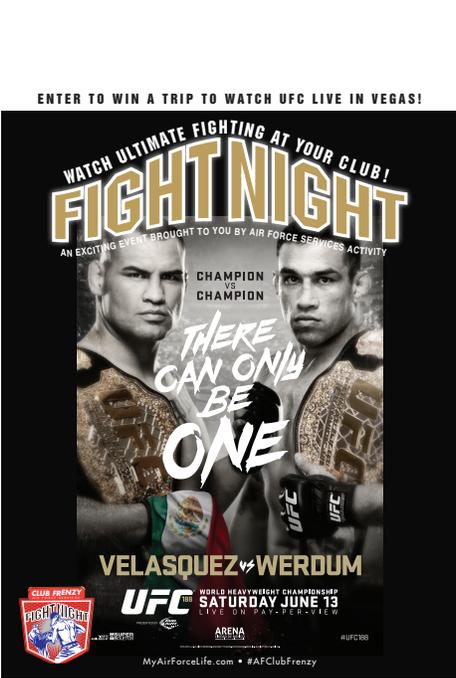


1980 x 1080  
PRIMARY USES: Digital Media; HDTV slideshow, Qubica, Janus, web  
SECONDARY USES: Social Media, Print

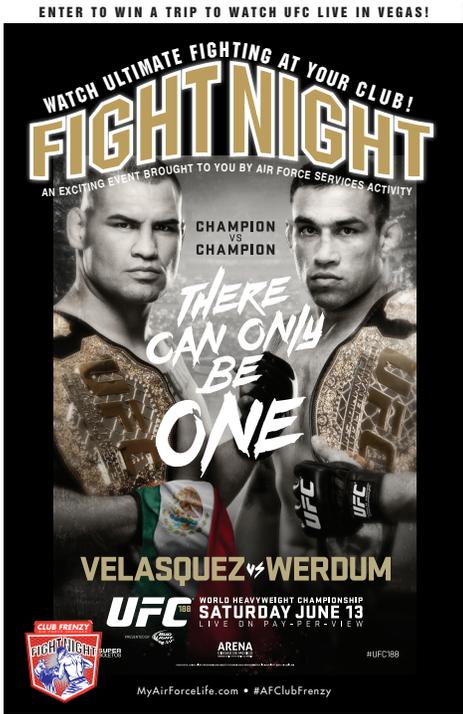
# FIGHT FRENZY COLLATERAL PROVIDED TO FIELD

## LOOK AND FEEL: FIGHT NIGHT SAMPLES

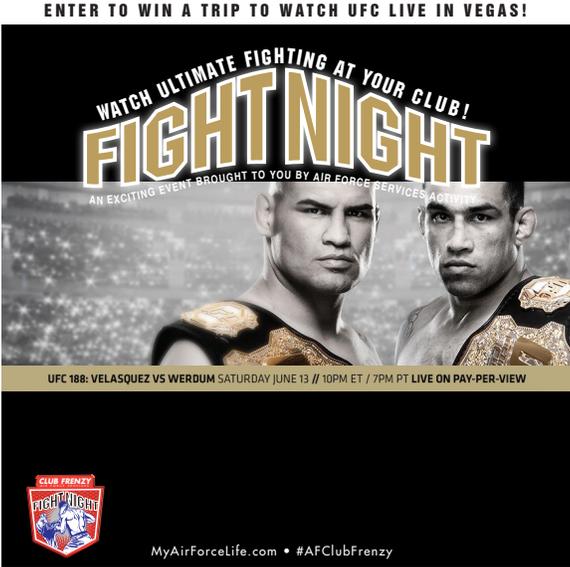
Examples of UFC-provided materials incorporated into Fight Night collateral



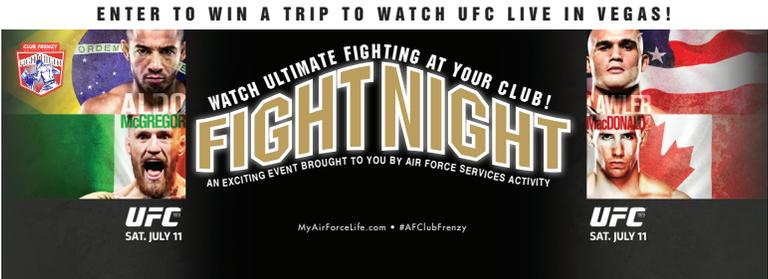
8.5 x 11  
UFC #188



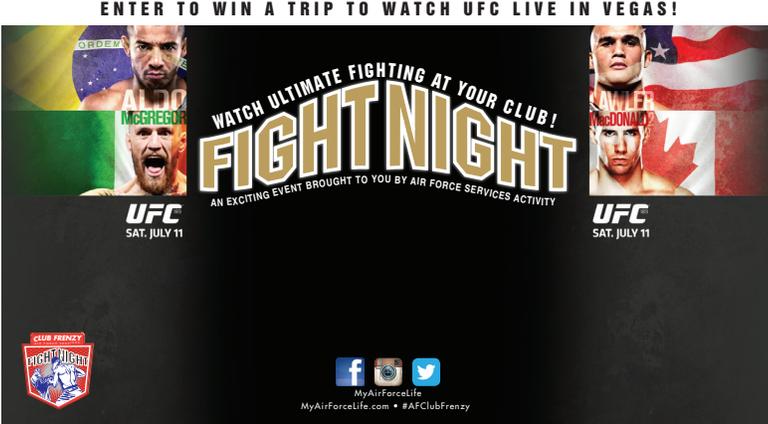
11 x 17  
UFC #188



1200 x 1200  
UFC #188



851 x 315 (Recently added to collateral)  
UFC #189



1980 x 1080  
UFC #189