

## FAMILY FRENZY COLLATERAL GUIDELINES

### FAMILY FRENZY INFO

Family Frenzy features a new theme each month:

- May: Family-Style/Hollywood
- June: All-American Night
- July: Take Me Out to the Ballgame
- August: Dog Days of Summer
- September: Back to School

As each event approaches, a new layout will be available on Download Central. While the event referenced in this guide refers to the Hollywood-themed

event, please use the suggestions below as general guidelines on what to include and where.

### 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, 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 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.

In this section, include information such as Club venue, room, date, time, featured entertainment, themed menu. This area also offers some flexibility in adding a photo of the featured entertainment.

In this area, include admission cost reflecting member and nonmember pricing, contact information, website.

**ENTER TO WIN A FAMILY TRIP TO A DISNEY THEME PARK!**  
AN EXCITING EVENT BROUGHT TO YOU BY AIR FORCE SERVICES ACTIVITY

**JOIN US AT THE CLUB FOR  
FAMILY  
NIGHT  
HOLLYWOOD**

**CLUB FRENZY**  
**FAMILY**

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## FAMILY NIGHT FRENZY COLLATERAL GUIDELINES

### FAMILY NIGHT 11x17

Use: Posters, flyers, other print media

#### Customizable areas

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

In this section, include information such as Club venue, room, date, time, featured entertainment, themed menu. This area also offers some flexibility in adding a photo of the featured entertainment.

In this area, include admission cost reflecting member and nonmember pricing, contact information, website.



### 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 to call for more information.



### FAMILY NIGHT DIGITAL IMAGE

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

