

## FIGHT NIGHT FRENZY COLLATERAL GUIDELINES

### FIGHT NIGHT INFO

Fight Night Frenzy features at least six different live UFC events broadcast once a month. The UFC artwork will change with each corresponding fight. The collateral pieces will be made available on Download Central as soon as images are released from the promoter.

### 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 Fight Night shield is to denote the event as a Club Frenzy program.

### FIGHT 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.

ENTER TO WIN A TRIP TO WATCH UFC LIVE IN VEGAS!

WATCH ULTIMATE FIGHTING AT YOUR CLUB!

# FIGHT NIGHT

AN EXCITING EVENT BROUGHT TO YOU BY AIR FORCE SERVICES ACTIVITY

WORLD LIGHT HEAVYWEIGHT CHAMPIONSHIP  
**JONES vs JOHNSON**

WORLD MIDDLEWEIGHT CHAMPIONSHIP  
**WEIDMAN vs BELFORT**

**UFC 187** SATURDAY MAY 23  
LIVE ON PAY-PER-VIEW

LIVE AT MGM GRAND #WelcomeToTheShow

MyAirForceLife.com • #AFClubFrenzy

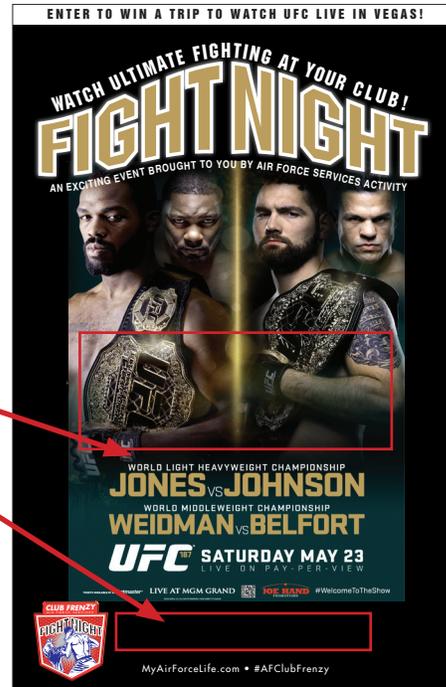
## FIGHT NIGHT FRENZY COLLATERAL GUIDELINES

### FIGHT NIGHT 11x17

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.

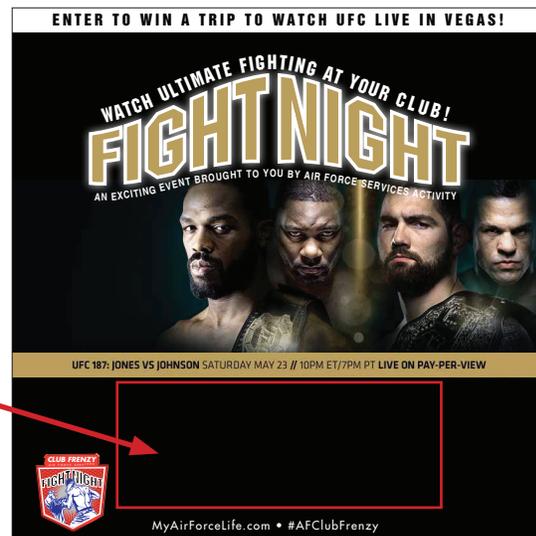


### FIGHT NIGHT SOCIAL MEDIA

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.



### FIGHT NIGHT DIGITAL IMAGE

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

#### 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. Consider providing just enough information for a quick read, as length of slide rotations often vary.

