

# SVK MARKETING

## GRAPHIC STANDARDS QUICK REFERENCE

**Project**

AFPC/SVP Community Center

2013 Community Quest

### PRIMARY PROGRAM LOGO

#### FONTS USED IN LOGOTYPE

##### COMMUNITY

Rockwell Extra Bold (uppercase)

Tracking: 100

Horizontal scale: 110

##### USAF

ARIAL Black (uppercase)

Tracking: 100

##### QUEST:

ARIAL Black (uppercase)

Tracking: 400



#### Example Scale

2.25 circumference

Community: 15 pt.

USAF: 13 pt.

Quest: 20

### COLOR SPECIFICATIONS

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. Mixing these four colors can produce nearly all colors.

RGB represents Red, Green and Blue and mixing of these colors can also create most other colors.

**Below are the Pantone Bridge (PC) CMYK, RGB and HEX**



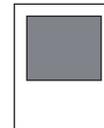
**Pantone Black**  
C0 M0 Y0 K100  
R0 G0 B  
#000000



**Pantone 287 PC**  
C100 M72 Y2 K12  
R12 G40 B125  
#0C2E82



**Pantone 1805 PC**  
C5 M96 Y76 K21  
R189 G12 B25  
#BD0C19



**Pantone COOL GRAY 8**  
C23 M17 Y13 K41  
R115 G114 B115  
#737273

### ALTERNATIVE LOGO VERSIONS & SPECIFICATION:

#### 1-Color Art.



ALTERNATIVE LOGO VERSIONS & SPECIFICATION

Reverse/Vertical



**GAME** of  
**DISCOVERY**

Reverse/Horizontal



**GAME** of  
**DISCOVERY**

**ANYWHERE AFB**

Customize by adding your installation.

Font **ARIAL BLK**

Text only:

**ROCKWELL EXTRA BOLD**

**ARIAL BLACK**

USAF  
**COMMUNITYQUEST**  
G A M E O F D I S C O V E R Y

Example Scale

COMMUNITY QUEST: 25 pt.  
Game of Discovery Arial 15

USAF **COMMUNITYQUEST**  
G A M E O F D I S C O V E R Y



**DON'T ABUSE YOUR LOGO**



**Don't stretch or distort**

## COLLATERAL MATERIALS>>IDEAS

**CLUE ENVELOPES.** Print your artwork on oversized labels and attach to envelopes.



### Example letter size envelope Full -Color



### 3 -Color



### 1-Color



## COLOR CODE BADGES

Print badges on perforated business cards (3.25"x2")



## TEAM BIBS

Print letter (landscape)



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## T-SHIRTS



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## FLAGS



## DIRECTIONAL SIGNS

Don't reinvent the wheel; use recognizable shapes to identify common areas such as rest rooms, water stations, etc.



INFORMATION



To help your teams navigate the course build your own "directional or street signs"



BICYCLE WAY

Use arrows to point the way

THIS WAY!

