



MyAirForceLife Mobile App

Style Guide Update #2 – 12 Sep, 2013

This Style Guide Update addresses the need for consistency in the design of promotional collateral being produced by our locations. It's very important to protect the integrity of the MyAirForceLife brand. We certainly appreciate the base-level enthusiasm, and are not trying to discourage creativity. In fact, the plan is to launch a design contest for the next campaign in early 2014, and we look forward to seeing some incredible submissions.

LOGO/TAGLINE:

- The official MyAirForceLife logo must be used prominently on all promotional materials, and is available on AFPC Download Central. While we understand it is a very unique design to work with, it cannot be altered in any way. Additionally, the "Know On The Go" tagline should be included on any marketing collateral, as this is the current campaign.

GRAPHICS STANDARDS:

- Please use a simple/non-cluttered background in keeping with the look and feel of the current promotion. Two-color gradient or one solid color backgrounds is best.
- Do not display any images or wording inside the phone, as part of the app, other than what would normally be displayed by the app itself. Apple is very specific about this. The app must be displayed visually identical to how it would look on an actual phone. Also, there should be no layering effects surrounding the phone, and if using the iPhone in the advertising, please use the Photoshop PSD file provided by Apple and available on AFPC Download Central:
<https://www.usafservices.com/Managers/Marketing.aspx>

APPLE/GOOGLE PLAY STORE BADGES & WORDING:

- The download store brand badges must be displayed in relatively equal size and relationship within the promotion. Apple is specific on which badge is to be used depending on whether it's web media or a print ad. Use the badge that reads "Download on the App Store" ONLY when there is a hyperlink directly to the app. If there is no web link, or it is a printed item, then use the badge which reads "Available on the App Store." Google makes no specific requirements. Either badge can be used: "Get It On Google Play" or "Android App On Google Play." When using the badges, be sure to allow at least 40 pixels of white space around each badge. The full advertising guidelines for both Apple and Google can be found on AFPC Download Central.

QR CODES:

- The Apple/Google corresponding QR Codes are available on Download Central for use on promotions. Be sure to test the codes once you've incorporated them into the final design to be sure they scan and link properly.

WORDING:

- Be careful not to say "available at **all** locations," as this is not a true statement at the moment, though hopefully soon. Nearly half of all our Air Force locations are currently live!

Style Guide Update #2 Graphics Examples

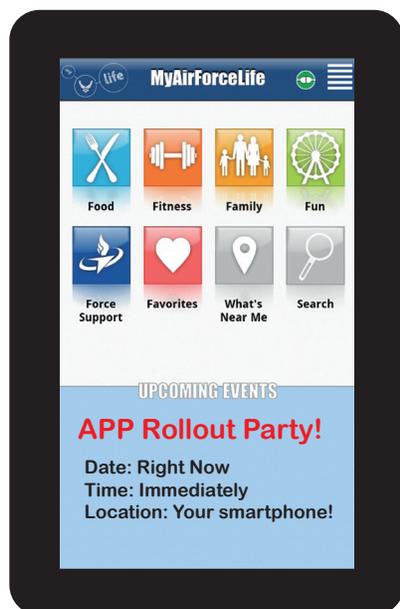
Badges to use in print advertising:



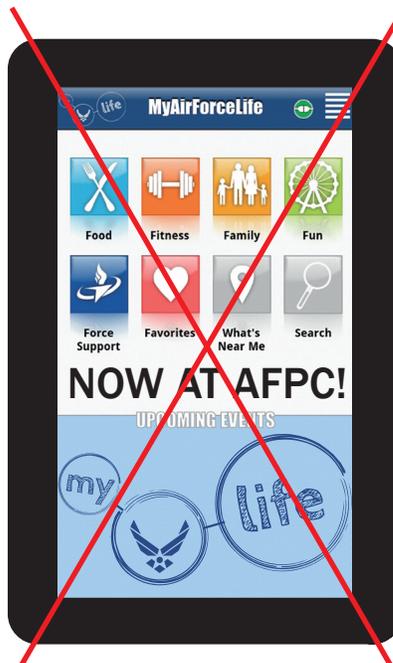
Badges to use in web advertising with a hyperlink directly to the app:



Correct display of mobile app screen:



Incorrect display of mobile app screen:



Apple-supplied iPhone image:

