

RECHARGE FOR RESILIENCY (R4R) QUICK REFERENCE

In order for the R4R campaign to be successful we must “think global, act local.” You will achieve this by using “consistent visual imagery” with a mix of targeted copy and strategic media placement structured to key audiences and market segments, assuring that the message engages its intended audience and encourages action.

COMMUNICATION:

Leadership communications will tightly integrate the R4R program to Airman Resilience

- Letter from Col Piccolo
- Smart Card Briefing Template
- SVI Weekly and e-mail

Include Groups of Influence to spread the message

- Key Spouse
- Chief Groups
- First Sergeants

ADVERTISING and PUBLICITY:

Marketing traction comes from continuous points of connection for the consumer which include advertising, Public Affairs, and other media.

Public Relations

- Work with Public Affairs to develop a series of articles to increase exposure and maximize awareness of R4R program
- AFSVA will provide “fill in the blank” press release(s) for local publications

Marketing Tools

R4R Logo for locally produced materials

Customizable templates for the catalog of programs include posters, table tents, and web elements

- 1) 1-2-3 Magic Parenting Seminar
- 2) Team Cohesion Challenge (TCC)
- 3) Family Base Camp
- 4) Golf Player Development (LPGA)
- 6) Do It Yourself (DIY)

Digital Media

- R4R landing page on My Air Force Life website
- AFSVA produced web banners, social media messaging, and Facebook ads

***All graphic products and support documents available for download at
<https://www.usafservices.com/Managers/Marketing/DownloadCentral.aspx>***

PRIMARY SHEILD IDENTITY

FONTS USED IN LOGO TYPE:

R4R

Font: Futura Std Extra Bold Oblique
Tracking: -140

RECHARGE FOR RESILIENCY

Font: Futura Std Heavy
Tracking: 240

USAF

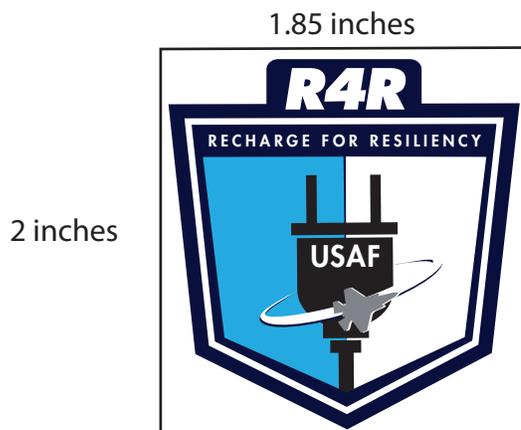
Font: Futura Std Heavy
Tracking: 40

USE SPECIFICATIONS:

Only to be used full color sized no smaller than 1.85 inches by 2 inches. If smaller artwork is needed, refer to R4R one-color logo on following page

EXAMPLE SIZE

R4R: 42 pt.
RECHARGE FOR RESILIENCY: 12 pt.
USAF: 22 pt.

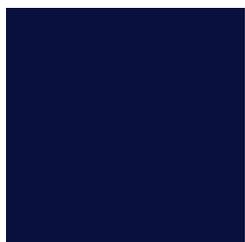


COLOR SPECIFICATIONS:

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



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



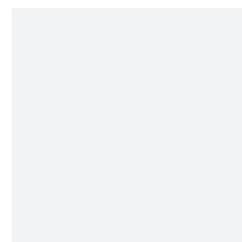
Pantone 287C
C100 M94 Y36 K55
R13 G19 B62
##0D133E



Pantone 298C
C70 M15 Y0 K0
R39 G170 B225
#27AAE1



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



Pantone 7541V
C0 M0 Y0 K5
R241 G242 B242
#F1F2F2

ALTERNATIVE PROGRAM LOGO

FONTS USED IN LOGO TYPE:

R4R

Font: Futura Std Extra Bold Oblique
Tracking: -140

RECHARGE FOR RESILIENCY

Font: Futura Std Medium
Tracking: 80

USAF

Font: Futura Std Heavy
Tracking: 40

USE SPECIFICATIONS:

Can be used in one color RECHARGE FOR RESILIENCY USAFR 4 R

ONE-COLOR SPECIFICATIONS:

Logo may be reversed white with a solid background.

EXAMPLE SIZE

Dimensions: 2.75 x 1 inch

R4R: 50 pt.

RECHARGE FOR RESILIENCY: 11 pt.

USAF: 12 pt.



