



A R M E D
F O R C E S
ENTERTAINMENT®

BRAND

STANDARDS

& VISUAL

GUIDELINES

ARMED FORCES ENTERTAINMENT

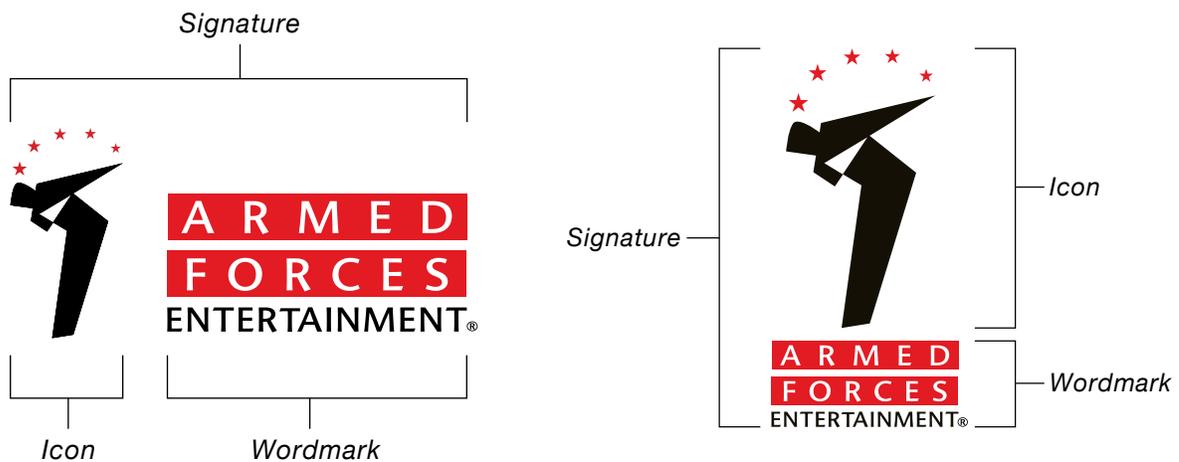


GRAPHIC STANDARDS & VISUAL GUIDELINES

The following logo usage standards apply for all media communications, including Web, print collateral, base publications, event signage, direct mail and promotional items. The logos are available for download at http://armedforcesentertainment.com/AFEmedia_imgGrph.htm.

Logo Components

This graphic, in its entirety, is referred to as the AFE "signature" and consists of two parts: wordmark and icon. In some cases it is acceptable to include the taglines "Where stars earn their stripes," or "Coming to a theater near you." These elements are in a fixed relationship to each other and should not be repositioned or altered. Appropriate use of taglines can help reinforce a particular message, position or characteristic of a brand.



*This mark is a registered service mark of Armed Forces Entertainment. All rights reserved 2008.

WHERE STARS EARN THEIR STRIPES

This phrase is used as a positioning line only when addressing the entertainment market. It is used in ads such as those in *Billboard Magazine* and *Pollstar* or on collateral materials meant for consumption by the entertainment industry.

COMING TO A THEATER NEAR YOU

This phrase is used as a positioning line on materials that address the military market, such as ads announcing tours, which appear in base newspapers and *European Stars & Stripes* and *Pacific Stars & Stripes*.

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GRAPHIC STANDARDS & VISUAL GUIDELINES

In order to build brand equity, it is vital that a graphic consistency be maintained from project to project, as well as from site to site. The following is a list of approved fonts that should be considered when composing a project.

Headlines/Sub-Heads: **ADVERT BOLD**
RUBBER STAMP
HELVETICA NEUE LT STD 75 Bold
HELVETICA NEUE LT STD 75 Bold

Body copy: Helvetica Neue LT STD 57 Condensed

Samples of font selection and positioning

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ANCHORED

COMING TO A THEATER NEAR YOU
For more information visit armedforcesentertainment.com

ARMED FORCES ENTERTAINMENT

HERE'S YOUR CHANCE TO CATCH CATCHPENNY.

Armed Forces Entertainment takes pride in presenting big acts before they become big. With Catchpenny, we better hurry! Their soaring vocal harmonies, melodic guitars and keyboards have them cranked for the top. With the release of a new album and the success of their recent "Fresh Air Tour," this could be your only chance to see them perform without a ticket broker. For more information on entertainers and show dates at your base, go to www.armedforcesentertainment.com.

COMING TO A THEATER NEAR YOU
VISIT ARMEDFORCESENTERTAINMENT.COM

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GRAPHIC STANDARDS & VISUAL GUIDELINES

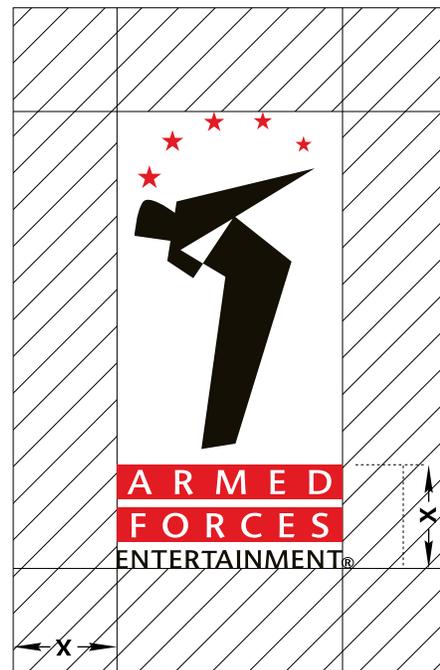
Logo Specifications

Clear Space – Clear space is defined as the area that is completely free of other objects or elements including, but not limited to, typography, borders, edges, other logos, words, graphics, slogans, numbers, design features or symbols. For the logo to maintain brand equity and visual impact, the surrounding area should remain open and uncluttered. When placing the logo close to graphic elements, clear space should be maintained on all sides.

Horizontal Format – The minimum amount of clear space should equal the height of the “boxed” portion of the wordmark in all directions. Leave at least the minimum amount of clear space between the logo and any other graphic element or type. The same clear space rule applies for all versions of the horizontal logo.



Vertical Format – The minimum amount of clear space should equal the height of the entire wordmark in all directions. Leave at least the minimum amount of clear space between the logo and any other graphic element or type. The same clear space rule applies for all versions of the vertical logo.



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GRAPHIC STANDARDS & VISUAL GUIDELINES

Sample – The following is a sample of how to incorporate necessary support sponsors logos into needed creative materials. The support logo must be no larger than 40% the size of the positioned Armed Forces Entertainment logo. This rule applies to all forms of creative materials, and all forms of media.

ARMED FORCES ENTERTAINMENT PRESENTS

THE SLANTS

Asian Fusion – Dance, Rock, Synthetic-Pop

No federal endorsement of sponsor intended.

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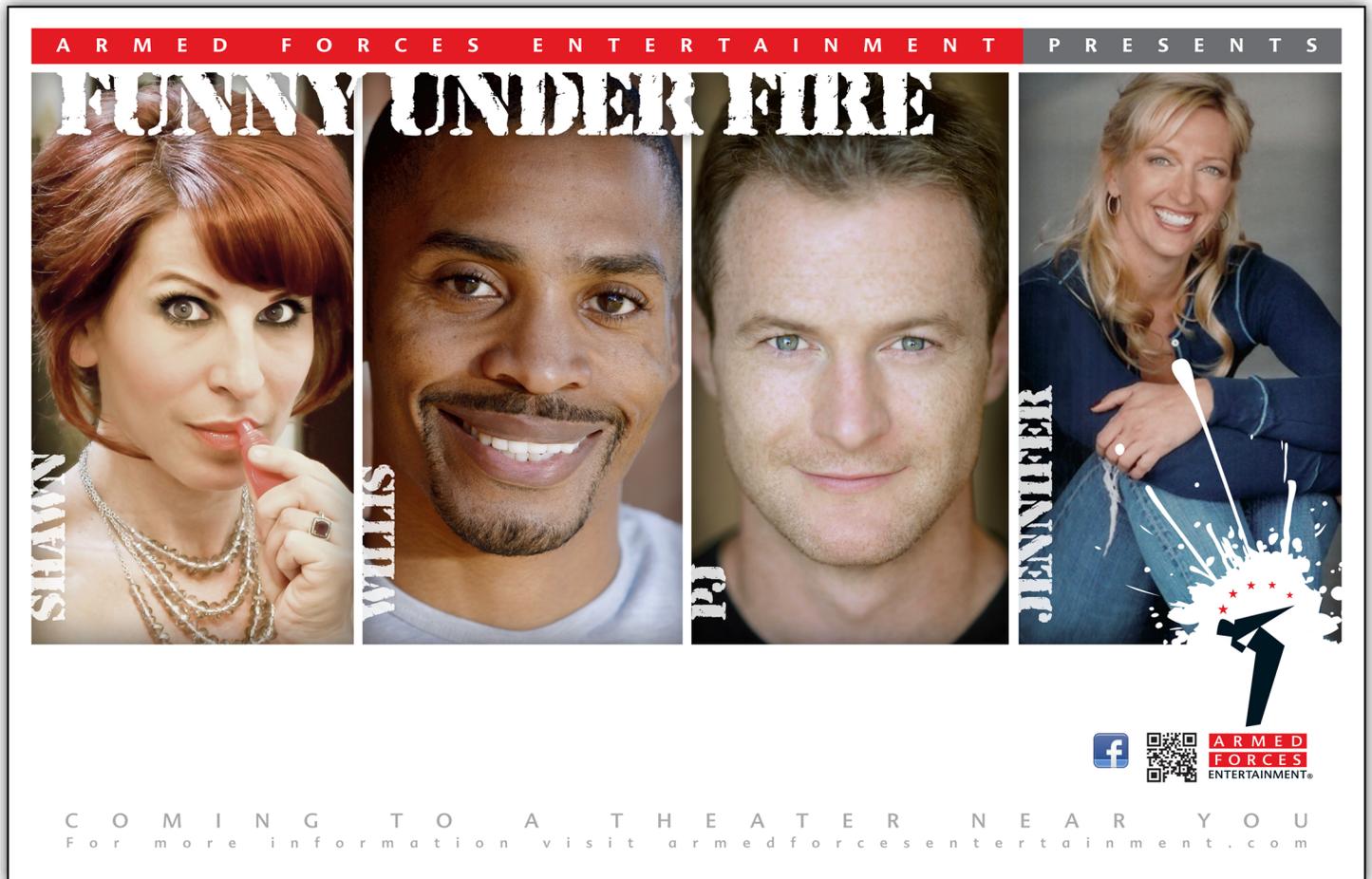
COMING TO A THEATER NEAR YOU
For more information visit armedforcesentertainment.com

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GRAPHIC STANDARDS & VISUAL GUIDELINES

Sample – The following is a sample of how to incorporate multiple tours acts into a single venue poster format.



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Variations – Below is a compilation of approved AFE logos in various color formats to suit any graphic need. When positioning over a background, it is strongly advised that it be a solid, complimentary color that provides easy legibility. The logo can appear as spot color (Pantone Matching System (PMS)), 4-color or black and white. Spot color is the standard, preferred use of the AFE signature when application allows use of color. Colors are PMS Red 1797, black and white. Use the variation most appropriate for your audience and budget.

Horizontal Format



Vertical Format





GRAPHIC STANDARDS & VISUAL GUIDELINES

Color options

Option 1: CMYK – This is the standard, preferred use of the AFE signature when application allows use of color:

Red	C 0%	M 100%	Y 99%	K 4%
Black	C 0%	M 0%	Y 0%	K 100%
White	C 0%	M 0%	Y 0%	K 0%

Option 2: Solid black on a light background:

Black	C 0%	M 0%	Y 0%	K 100%
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Option 3: Solid white reversed from dark background:

White	C 0%	M 0%	Y 0%	K 0%
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Option 4: Two color:

Red	PMS 1797 CV (coated/gloss finish)			
Black	C 0%	M 0%	Y 0%	K 100%

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Minimum Size – Refers to the smallest size at which the AFE signature may be reproduced to ensure its legibility. The logo must be of a size large enough to read the wordmark. As a general rule, the logo should not be smaller than .625" tall for the horizontal format, and 1" for the vertical logo. The exception is where the reproduction area is too small to accommodate the print legibly, such as ballpoint pens. The tagline may be omitted ONLY for those uses where size required would make it illegible.

Samples of Logo, Color and Font usage

The following are samples of work that best illustrate proper use of the AFE logo, color scheme and fonts. Please refer to these elements when creating projects for base use.



AFE Web Site



Directory Ads



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Newspaper Ad

HERE'S YOUR CHANCE TO CATCH CATCHPENNY.

Armed Forces Entertainment takes pride in presenting big acts before they become big. With Catchpenny, we better hurry. Their soaring vocal harmonies, melodic guitars and keyboards have them charted for the top. With the release of a new album and the success of their recent "Fresh Air Tour," this could be your only chance to see them perform without a ticket broker. For more information on entertainers and show dates at your base, go to www.armedforcesentertainment.com.

COMING TO A THEATER NEAR YOU

VISIT ARMEDFORCESENTERTAINMENT.COM

Event/Venue Poster

ARMED FORCES ENTERTAINMENT PRESENTS

COMEDY MANIA

Comedy — Thomas Edward Connolly, Johnny Cardinale, Lauren Ashley Bishop & David Forseth

COMING TO A THEATER NEAR YOU.

For more information visit armedforcesentertainment.com

Trade Publication Ad

AN AUDIENCE OF ONE. WHAT A CROWD.

With Peter on tour for Armed Forces Entertainment in Southwest Asia

"We were on tour for Armed Forces Entertainment in Kuwait last year and I noticed an Air Force kid in the mess hall eating alone and looking to himself. We wound up sitting next to him and struck up a conversation. It was a bit one-sided at first, but when he realized we were a band from back home, he perked up. The first time we were playing that night and his expression changed. "I have to get on a plane in three hours to go back to Afghanistan. I'm on a two-day tour." He wasn't going to be able to see the show, so we invited him to our soundcheck. We played the longest soundcheck ever. By the time we wrapped, that kid was growing from me to us. "This is the first time I've felt this good in months," he said as he grabbed his gear and headed to the flight line. That's why we do it. At least once a year, we set out on an Armed Forces Entertainment tour with one goal—to put a smile on some faces."

MADE HUSBANDS, LUGGED DRUMS — HELLLO GUY!

WHERE STARS EARN THEIR STRIPES

FIND OUT IF YOU HAVE WHAT IT TAKES TO TOUR. GO TO ARMEDFORCESENTERTAINMENT.COM.

AFE Tradeshow Backdrop

THE WORLD'S A STAGE. TOUR IT WITH US.

ARMED FORCES ENTERTAINMENT.

WHERE STARS EARN THEIR STRIPES

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This document addresses the visual guidelines and implementation of the Armed Forces Entertainment brand at all levels. For information regarding necessary files and formats, please visit www.armedforcesentertainment.com. ©2009-2012