



American Forces Travel

Brand Style Guide

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BRAND

Who we are:

American Forces Travel is the new Morale, Welfare and Recreation (MWR) program offering eligible patrons access to a leisure travel website powered by Priceline and other travel industry leaders.

This is the only U.S. Department of Defense official online vacation travel site offering exclusive travel deals and benefits just for the military and government community.

American Forces Travel provides access to a wide selection of member-exclusive rates on hotel rooms, flights, cruises, rental cars, vacation packages, in-destination activities and much more.

Pillars:

- Pillar 1:** Best value and choice for online leisure travel booking for the military and government community
- Pillar 2:** Official DoD platform partnered with world leaders in travel
- Pillar 3:** Support to military quality of life programs

All materials must be submitted to janay.powell@navy.mil for approval prior to publication.
A final sample is requested.

AUDIENCES

American Forces Travel has a multitude of audiences, but there are three key audiences: the military community, the DoD civilian community and families of eligible patrons.

Military community: The active-duty, retired, National Guard and Reserve military community is an all-volunteer force that serves or has served to protect America's security and way of life. They are mothers and fathers, sons and daughters, friends and neighbors. They deserve and have earned a vacation, and American Forces Travel makes that easier.

DoD community: This community is a diverse audience of buyers. They are a dedicated workforce of subject-matter experts. Their days are defined by greater time pressures and demands (personally and professionally) than ever before. Our goal is to show them AFT is here to help them get away and have a good time.

Families of eligible patrons: In the modern world, families come in all shapes, sizes and colors. The family unit can be spread all over the globe or living on the same street. Either way, we want to make sure our imagery depicts all aspects of the family unit to show that AFT was created exclusively for them.

KEYWORDS

Brand keywords help identify our brand position, values, aspirations and foundational elements. Keep these keywords in mind when developing your marketing materials and choosing imagery to portray American Forces Travel.

quality exciting **trustworthy** best value **fun** now
friends **vacation** cruises **exclusive** new **flights**
adventure family
travel **DoD**
MWR hotels
car rental **deal**
secure **American Forces Travel** culture
earned benefit **Navy** Army **Marine Corps**
advantage Coast Guard **Air Force** National Guard



LOGO SPECIFICATIONS

Logo

The American Forces Travel logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, identifier and a stamp of quality. It should always be the most consistent component in our communications.

To maintain this consistency, a few simple guidelines should be followed.

Key Elements

The American Forces Travel logo consists of **three key** elements:

- (1) American Forces Travel typeface (Motiva San Bold) - represents stability and a strong foundation
- (2) Plane, Key Mouse & GPS Navigation - represents our high-quality services and innovation in e-commerce and travel
- (3) Globe - represents our dedication to connecting the military and DoD community to the world through leisure travel

The symbol represents our innovation in providing world-class, quality leisure travel options that our customers can trust.

American Forces Travel

Motiva Sans
The font symbolize stability
and a strong foundation

+



Plane
GPS Navigation
Key Mouse

+



Global
Worldwide Connections
Sky & Sea

=



American Forces Travel

Note: The American Forces Travel logo should never be recreated or typeset. Only official logo files should be used in communications.

The AFT logo as shown above will serve as the primary logo and trademark.

The AFT logo files are available at "www.navy.mwr.org/resources/marketing....." we can insert the url once it's uploaded to the website.

LOGO SPECIFICATIONS

Logo Options (Print/Digital Collaterals)

Whenever possible, the American Forces Travel logo should appear with the American Forces Travel copy. The AFT logo can be used in five different ways, depending on size and spacing. Choose the logo that best suits its usage. American Forces Travel is the only copy that should be used with the logo.

Note: The American Forces Travel logo should never be recreated or typeset. Only official logo files should be used in communications. The AFT logo as shown below will serve as the primary logo and trademark.

Logo usage for print & digital collaterals



American Forces Travel

Primary Option



American Forces Travel



**American
Forces
Travel**



**American
Forces
Travel**



Secondary Options

LOGO SPECIFICATIONS

Logo Options (Print/Digital Collaterals with powered by priceline®)

Whenever possible, the American Forces Travel logo should appear with the American Forces Travel copy. The AFT logo can be used in five different ways, depending on size and spacing. Choose the logo that best suits its usage. American Forces Travel is the only copy that should be used with the logo.

Note: The American Forces Travel logo should never be recreated or typeset. Only official logo files should be used in communications. The AFT logo as shown below will serve as the primary logo and trademark.

The Priceline logo is an official registered trademark logo of the Priceline brand. The Priceline logo should only be displayed in the Priceline Blue and must include the registered trademark symbol ®.

Logo usage for print & digital collaterals



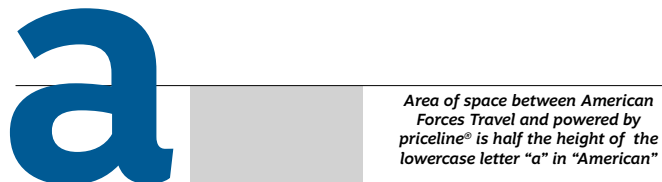
Primary Option



Secondary Options

Logo: Spacing/Leading with power by priceline

The area of space between American Forces Travel text and powered by priceline® is half the height of the lowercase letter "a" in "American."



powered by priceline®



Priceline
Blue

Number:
005a94

C: 100
M: 53
Y: 0
K:

R: 0
G: 90
B: 148

LOGO SPECIFICATIONS



Logo Option (Website)

Whenever possible, the American Forces Travel logo should appear with the American Forces Travel copy. **The AFT logo above is to be only used on the official www.americanforcetravel.com website.** American Forces Travel is the only copy that should be used with the logo.

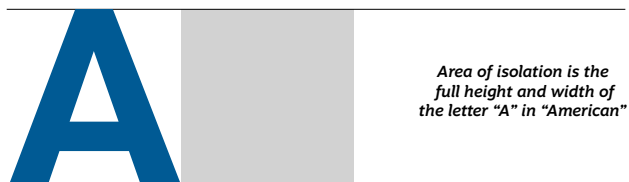
Note: The American Forces Travel logo should never be recreated or typeset. Only official logo files should be used in communications. The AFT logo as shown below will serve as the primary logo and trademark.

LOGO SPECIFICATIONS



Logo: Area of Isolation

The clear space around the logo should be proportional to full height and width of the letter “A” in the American logotype. Graphic elements that interfere with the clear recognition of the logo — including type, photographs or illustrations — should not be placed within this zone or behind the logo. The area of isolation should be observed when placing the logo near the edge of the page canvas.



Logo: Minimum Size

The integrity of all logo elements shall be maintained. To ensure legibility and clarity, the minimum recommended width of the logo is 1 inch. The height and width is measured from the left of the letter “A” to the right of the letter “L.”

Print: 1-inch width

Web/Digital: 96px

Note: For logo size and placement on items not listed in this guide, use your best judgment for its size and legibility. The logo should be readable; a logo that is too small ceases to serve any useful communication function.

LOGO SPECIFICATIONS

Logo Full-Color

Our colors are what give us our personality. American Forces Travel colors are bold, bright and confident. The full-color American Forces Travel logo is the preferred logo for all products and will be used only with its designed colors (see color formulas). On white or light backgrounds, the full-color logo will be used.



American Forces Travel

<p>American Blue</p> <p>C: 100 M: 45 Y: 0 K: 29</p> <p>Number: 005a94</p> <p>Pantone 2945 C</p> <p>R: 0 G: 90 B: 148</p>	<p>Forces Red</p> <p>C: 10 M: 100 Y: 100 K: 3</p> <p>Number: d21f26</p> <p>Pantone 186 C</p> <p>R: 211 G: 31 B: 38</p>	<p>Travel Gray</p> <p>C: 0 M: 0 Y: 0 K: 20</p> <p>Number: d1d2d4</p> <p>Pantone Cool Gray 1 C</p> <p>R: 209 G: 211 B: 212</p>
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LOGO SPECIFICATIONS

Logo One-Color Variations

For one-color printing, choose either the blue, red, black or white one-color logo, depending on the color background.

Regardless of the background, the logo must be clearly visible and identifiable, and without compromise of its full graphic identity.

Note: The American Forces Travel secondary logo options are also allowed to be used in one-color variations.

			
American Forces Travel	American Forces Travel	American Forces Travel	American Forces Travel
 <div>American Blue C: 100 M: 45 Y: 0 K: 29 Number: 005A94 Pantone 2945 C R: 0 G: 90 B: 148</div>	 <div>Forces Red C: 10 M: 100 Y: 100 K: 3 Number: D21F26 Pantone 186 C R: 211 G: 31 B: 38</div>	 <div>AFT Black C: 30 M: 30 Y: 30 K: 100 Number: 0A0203 Pantone 6 C R: 10 G: 2 B: 3</div>	 <div>AFT White C: 0 M: 0 Y: 0 K: 0 Number: 0 Pantone 0 R: 0 G: 0 B: 0</div>

LOGO SPECIFICATIONS


Logo One-Color Variations with powered by priceline®

For one-color printing, choose either the blue, black or white one-color logo, depending on the color background.

Regardless of the background, the logo must be clearly visible and identifiable, and without compromise of its full graphic identity.

Note: The American Forces Travel secondary logo options with powered by priceline® are also allowed to be used in one-color variations.




 American Blue
C: 100
M: 45
Y: 0
K: 29

Number: 005A94

Pantone
2945 C

R: 0
G: 90
B: 148




 AFT Black
C: 30
M: 30
Y: 30
K: 100

Number: 0A0203

Pantone
6 C

R: 10
G: 2
B: 3



 AFT White
C: 0
M: 0
Y: 0
K: 0

Number: 0

Pantone
0

R: 0
G: 0
B: 0

LOGO SPECIFICATIONS

Proper and Improper Logo Usage

The American Forces Travel logo should never be recreated or typeset. Only official logo files should be used in communications.

Proper

- Use the AFT logo as one complete graphic
- Use only official artwork
- Maintain the required clear space around the logo
- Use the appropriate file format for your specific application
- Use the logo no smaller than 1 inch in width

Improper

- Change or alter the colors of the logo
- Distort the proportions of the logo
- Use the logo as a read-through in text
- Redesign or recreate the logo artwork
- Enclose the logo with a shape
- Use a drop shadow behind the logo, or embossing or other embellishments
- Use the logo or part of the logo to create a design pattern
- Use special effects with the logo
- Rotate the logo

BOTTOM LINE:
**DO NOT ALTER
THE LOGO**

Notes: The American Forces Travel logo should never be recreated or typeset. Only official logo files should be used in communications. The AFT logo will serve as the primary logo and trademark.
(See pages 6-14 for proper usage)

LOGO SPECIFICATIONS

Proper Sizing Technique

When the American Forces Travel logo is reproduced, it must retain its original aspect ratio — without exception. To scale both the width and height proportionally on two sides of the logo in Microsoft Office applications and Adobe software, click on the logo, then while simultaneously holding the “shift” key, drag the sizing handles at any corner of the logo. To scale all four sides at the same time, click on the logo, then simultaneously hold the “ctrl” key and drag the sizing handles at the corner of the logo.

Improper Sizing Technique

Scaling of the American Forces Travel brand logo should not be done by using any of the sizing handles on the top, bottom or sides of the logo. This action will result in a logo that is incorrectly proportioned.

Logo Resolution

- (1) 72 dpi should be used for web/digital presence
- (2) 300 dpi should be used for print collateral items

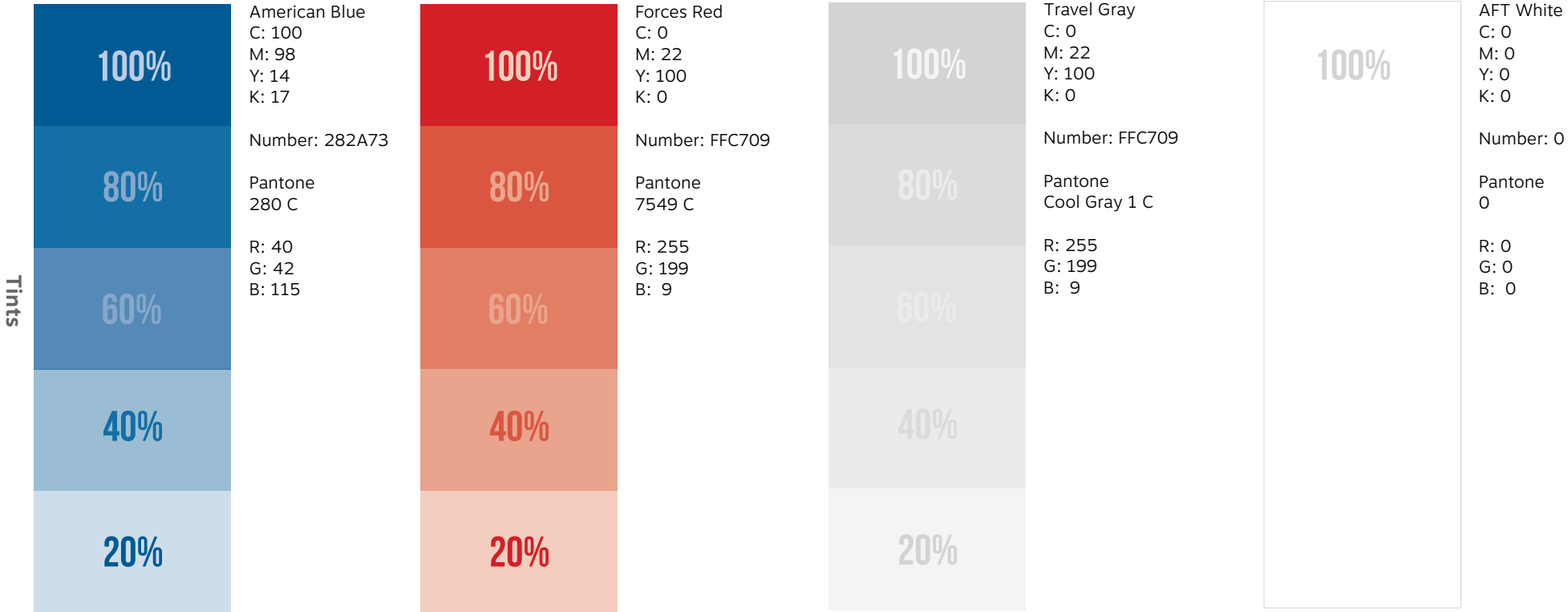
Handle



COLOR PALETTE

Primary Color Palette

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive AFT image or visual story. The primary color palette for American Forces Travel ranges from 100% tints to 20% tints.



COLOR PALETTE

Secondary Color Palette

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive AFT image or visual story. The secondary color palette for American Forces Travel follows.



Notes: The secondary colors are the hints of color on images.



C: 97
M: 79
Y: 46
K: 45

Number: 102E48

R: 16
G: 46
B: 72



C: 51
M: 50
Y: 58
K: 19

Number: 786C60

R: 120
G: 108
B: 96



C: 27
M: 25
Y: 13
K: 0

Number: B9B5C4

R: 185
G: 181
B: 196



C: 37
M: 58
Y: 30
K: 2

Number: A4778C

R: 164
G: 119
B: 140



C: 20
M: 44
Y: 18
K: 0

Number: CA99AC

R: 202
G: 155
B: 172



C: 0
M: 20
Y: 24
K: 0

Number: FED2B9

R: 254
G: 210
B: 185



C: 0
M: 31
Y: 41
K: 0

Number: FEBD95

R: 254
G: 189
B: 149



C: 29
M: 36
Y: 50
K: 1

Number: B89D82

R: 184
G: 157
B: 130



C: 30
M: 0
Y: 98
K: 0

Number: BFD82C

R: 191
G: 219
B: 56



C: 58
M: 30
Y: 100
K: 11

Number: 73881F

R: 115
G: 136
B: 31

TYPOGRAPHY

Motiva Sans Typeface (Print/Digital Collaterals)

The primary typography for American Forces Travel is Motiva Sans. This typeface is available through the Adobe Creative Cloud Typekit. When used thoughtfully, typography becomes a powerful branding tool that can add visual meaning to what is communicated.

Motiva Sans Bold Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Id quis aut aut utecabo ressim aut aut vitisquibus.
Luptate omnimaio to et eostis endisit, sed quid unt as et es dem untium
laccuscilia que que vitat quam aut reptas a nit lam fugit in

Motiva Sans Regular Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Id quis aut aut utecabo ressim aut aut vitisquibus.
Luptate omnimaio to et eostis endisit, sed quid unt as et es dem untium
laccuscilia que que vitat quam aut reptas a nit lam fugit in

Motiva Sans Medium Italic Captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Id quis aut aut utecabo ressim aut aut vitisquibus.
Luptate omnimaio to et eostis endisit, sed quid unt as et es dem untium
laccuscilia que que vitat quam aut reptas a nit lam fugit in

Undeniable Savings

Body text goes here Ebit et rectas pero et re voluptur accum quati ulpa duntibus se nobit estoremo endessi arum qui ullique eos sanda dunt liteni adiciae ommolorum quas magnat andae preperum qui sam utectur abor andel molore quatios peri veria quiatis comnisto mil mos rehent porum quamet duci voluptam sandend elendam et omnihicia quo modi temolupta deligendae offic tem quame non ea anitisc ipsunde bitiore

*Captions maionsula
inatorte inprae perivis
bonferionfec*

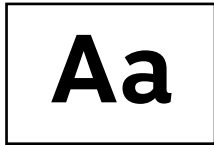
Note: Motiva Sans is a clean sans serif with true italics. It comes with essential OpenType features such as small caps, caps to small caps, tabular, lining, old-style figures and fractions, as well as extended language support and alternate characters in the italic weights.

It performs well in printed and digital environments. The italics are more cursive than the average sans serif design and provide very good contrast to their roman counterparts.

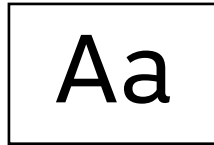
TYPOGRAPHY

Motiva Sans Font Size Samples (Print/Digital Collaterals)

The primary typography for American Forces Travel is Motiva Sans.



Motiva San Bold



Motiva San Regular



Motiva San Medium Italic

18pt/24px Motiva Sans Bold Headlines

24pt/32px Motiva Sans Bold Headlines

36pt/48px Motiva Sans Bold Headlines

8pt/11px Motiva Sans Regular Body Text

10pt/13px Motiva Sans Regular Body Text

12pt/16px Motiva Sans Regular Body Text

14pt/22px Motiva Sans Regular Body Text

12pt/16px Motiva Sans Medium Italic Captions

14pt/19px Motiva Sans Medium Italic Captions

16pt/22px Motiva Sans Medium Italic Captions

18pt/24px Motiva Sans Medium Italic Captions

Note: Regardless of the type size, the text must be clearly visible and easy to read.

IMAGERY

Photos, Illustrations and Textures

Photography is an essential tool for showing our diverse and dynamic community. Our imagery captures American Forces Travel and connects with people in ways that words can't. Our imagery style is natural, fun, adventurous and real. It showcases the natural beauty of the landscape, people, locations, food, events, etc., to capture emotions and what could be experienced.



Photography: Captures emotions and experiences

IMAGERY

Using your own photography

There may be times when you wish to commission your own photography or buy photography from a stock photography library.

When doing so, ask these questions:

- Does the image feel natural, observed and shot on a real location (as opposed to in a studio)?
- Is the image full-color and free of any treatment (duotone, posterisation, cross-processed, etc.)?
- Does the image feature diversity?
- Does the image feel unique, adventurous, fun, or show a landscape?
- Are the people in the image engaged or focused on the same thing?
- Do the people in the image feel approachable? Are they smiling?

If you answered “**yes**” to all of these questions, the image is appropriate to use.

All materials must be submitted to janay.powell@navy.mil for approval prior to publication. A final sample is requested.

Photography usage and rules

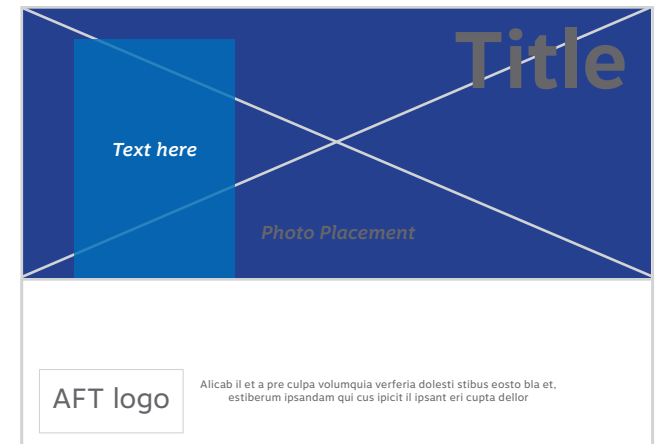
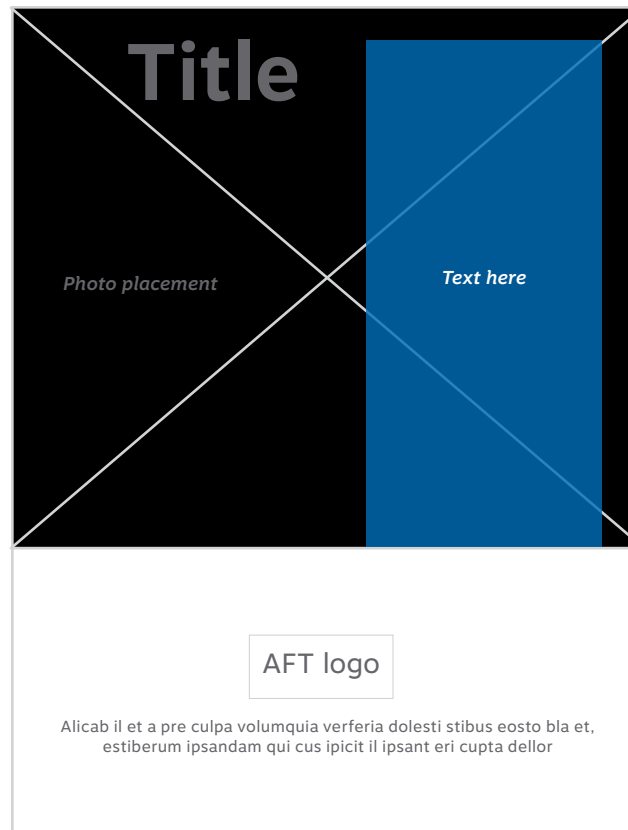
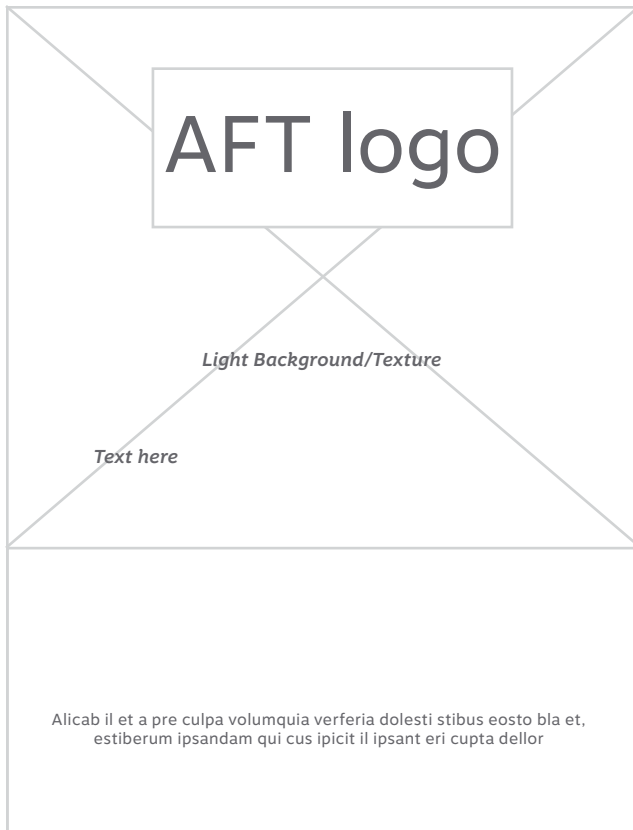
American Forces Travel has usage rights on all of the images provided on all digital and printed materials.

LOGO UTILIZATION

American Forces Travel Logo Utilization

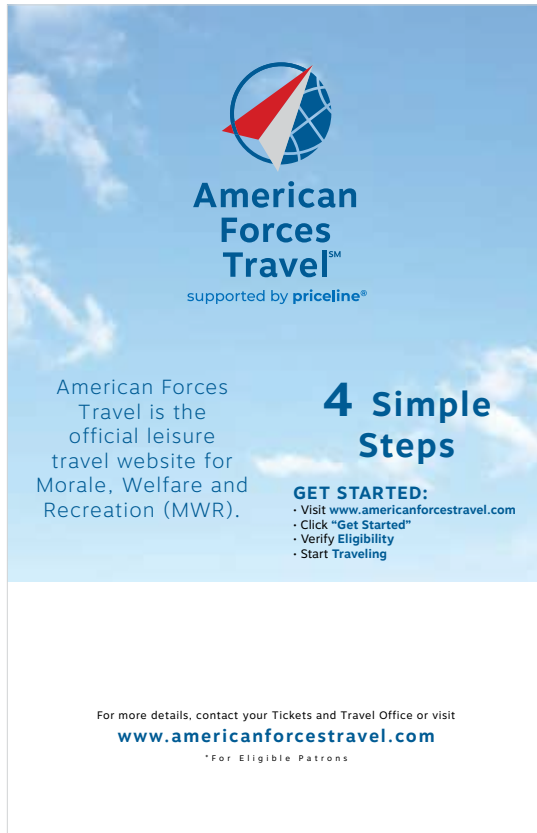
Proper use of the American Forces Travel logo allows for flexible placement of the logo within creatives. The only standard element for all marketing collaterals is the white space along the bottom. The white space should only include: point of contact for more details, location, phone number, the official website URL (www.americanforcetravel.com), and the DoD seal. If the AFT logo is not used prominently as the title/headline/product identifier, it should be aligned center or left within the white space. If you must include your service branch seal, it should be placed to the right of the DoD seal.

If you have a title/headline, it should be prominently placed and contrast with the background/imagery that is being used. If the imagery is too busy, use a text box with “American Blue” at 80% opacity for copy placement. The height and width of the American Blue text box is also flexible, but should only be aligned left or right.

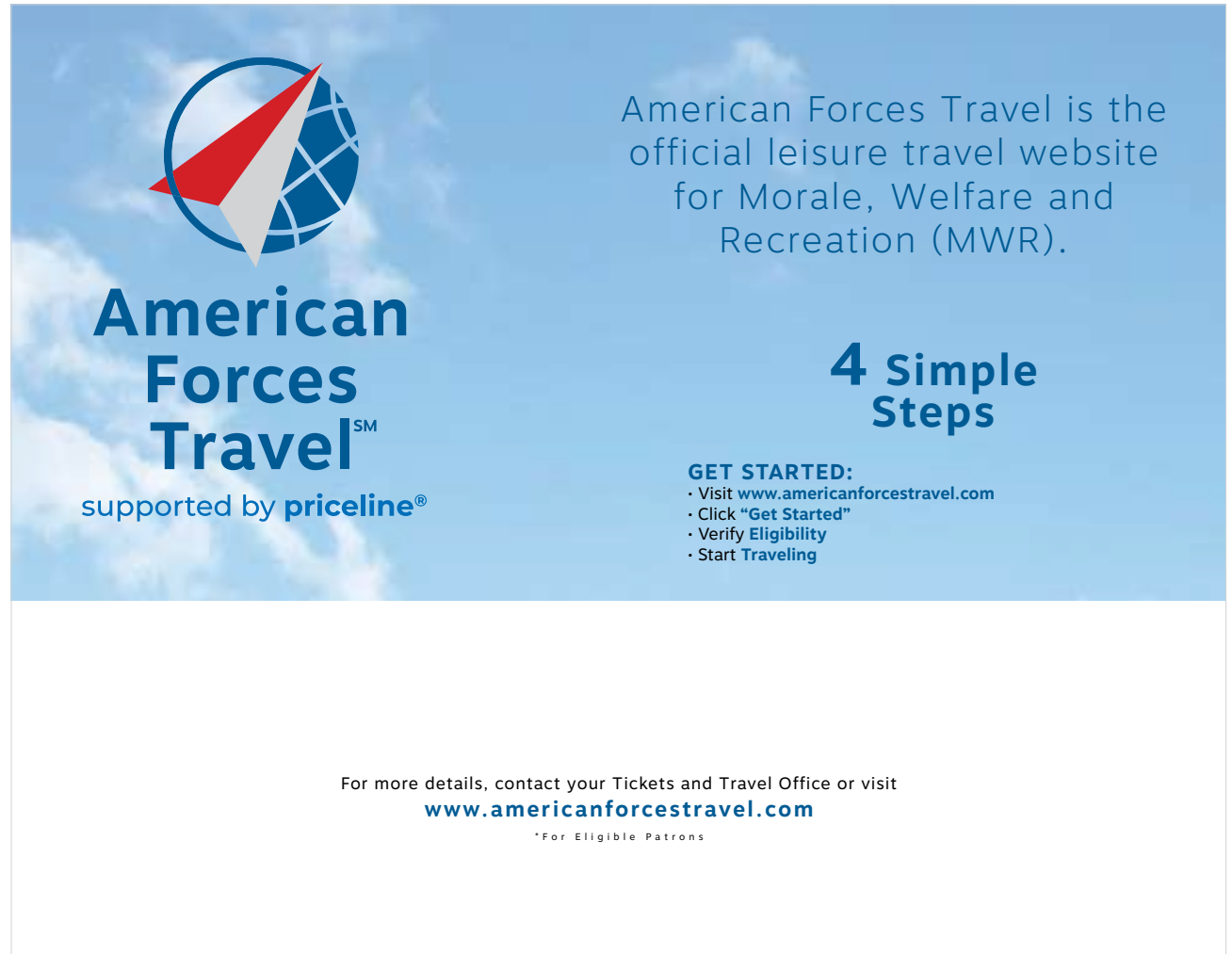


LOGO UTILIZATION

Samples




Posters (using light background/texture)



LOGO UTILIZATION

Samples




Where to?

American Forces Travel is the official leisure travel website for Morale, Welfare and Recreation (MWR).

4 Simple Steps

GET STARTED:

- Visit www.americanforcetravel.com
- Click "Get Started"
- Verify Eligibility
- Start Traveling



American Forces Travel™
supported by priceline®

For more details, contact your Tickets and Travel Office or visit
www.americanforcetravel.com

*For Eligible Patrons

Posters (using photo)



Where to?

American Forces Travel is the official leisure travel website for Morale, Welfare and Recreation (MWR).

4 Simple Steps

GET STARTED:

- Visit www.americanforcetravel.com
- Click "Get Started"
- Verify Eligibility
- Start Traveling



American Forces Travel™
supported by priceline®

For more details, contact your Tickets and Travel Office or visit
www.americanforcetravel.com

*For Eligible Patrons

LOGO UTILIZATION

Samples



Digital Slide (using light background/texture)



Digital Slide (using multiple photos)

LOGO UTILIZATION

Samples



A flyer featuring a photograph of a family (a man, a woman, and two children) running happily on a sandy beach. The text is overlaid on the image.

Where to?

American Forces Travel is the official leisure travel website for Morale, Welfare and Recreation (MWR).

4 Simple Steps

GET STARTED:

- Visit www.americanforcetravel.com
- Click "Get Started"
- Verify Eligibility
- Start Traveling



American Forces Travel™
supported by **priceline®**

For more details, contact your Tickets and Travel Office or visit
www.americanforcetravel.com
*For Eligible Patrons

Flyer (using photo)



A business card with a light blue background featuring a subtle pattern of clouds. The logo and text are centered.



American Forces TravelSM

supported by **priceline®**

American Forces Travel is the official leisure travel website for Morale, Welfare and Recreation (MWR).



A business card with a plain white background. The logo and text are arranged in a clean, professional layout.



4 Simple Steps

GET STARTED:

- Visit www.americanforcetravel.com
- Click "Get Started"
- Verify Eligibility
- Start Traveling

Business Card/Information Card (using light background/texture)

LOGO UTILIZATION

Samples

The image displays three sample applications of the American Forces Travel logo on a standing triangular table tent. The tent is composed of three panels. The left panel features a photograph of a man standing on rocks with his arms raised, with the Golden Gate Bridge in the background. The middle panel has a collage background with the American Forces Travel logo at the top, the text "4 Simple Steps" in large white font, and a "GET STARTED:" section with a bulleted list of steps. The right panel has a blue sky background with the American Forces Travel logo at the top and a paragraph of text. Each panel includes a footer with contact information and a disclaimer.

Where to?

American Forces TravelSM
supported by **priceline[®]**

4 Simple Steps

GET STARTED:

- Visit www.americanforcetravel.com
- Click "Get Started"
- Verify Eligibility
- Start Traveling

American Forces Travel is the official leisure travel website for Morale, Welfare and Recreation (MWR).

For more details, contact your Tickets and Travel Office or visit
www.americanforcetravel.com
*For Eligible Patrons

For more details, contact your Tickets and Travel Office or visit
www.americanforcetravel.com
*For Eligible Patrons

For more details, contact your Tickets and Travel Office or visit
www.americanforcetravel.com
*For Eligible Patrons

Standing Triangular Table Tent (using multiple elements)

LOGO UTILIZATION

Samples



Promotional Product (using full-color logo)



Promotional Product (using one-color logo)

LOGO UTILIZATION

Samples



www.americanforcetravel.com (using the one-color AFT website logo)

LOGO UTILIZATION

Samples



American Forces Travel (Icons for Apps & Social Media)



American Forces Travel

If there are any questions on the brand and its elements,
please refer to this document and follow all guidelines
to uphold the integrity and respect for the brand.

All materials must be submitted to janay.powell@navy.mil for approval prior to publication.
A final sample is requested.