

# ANATOMY OF OUR LOGO

The new Air Force Aid Society logo represents both an homage to a rich heritage strongly rooted in our connection with the U.S. Air Force, and a nod to our exciting future directions as the official charity serving and supporting a diverse, evolving Total Force.

## Arnold Wings

Our originally rendered interpretation of the Arnold wings creates a strong tie to the heritage of the Society, founded by Gen Hap Arnold in 1942. The pitch and angle of our wings mirror the pitch and angle of the official U.S. Air Force logo, and this similarity is intended to symbolize how the Society works in tandem with the Air Force to support Airmen and the Air Force mission. Our wings are intended to appear as if in flight, which speaks to our evolution over the last 75 years and our continued movement forward, willing to adapt to meet the needs of our Airmen.

## Forward Motion

The upwards swoop encasing the left side of our name block represents forward motion as the Society is poised for another 75 years of helping Airmen. The swoop begins at the base of the Air Force star and rises to the tips of our new take on the Arnold wing, symbolic of our journey and evolution over the last 75 years.



## One Name, One Acronym, One Brand

The way in which we have chosen to present the name Air Force Aid Society also visually references and highlights the widely used acronym for our organization, AFAS. We use both formal name and acronym interchangeably and this presentation aligns with both.

## 75 Years of Service

This special tagline will be used in conjunction with our new logo throughout calendar year 2017 to commemorate our 75th Anniversary year. In 2018, the tagline will be dropped and our logo will stand on its own.

## Air Force Star

The Air Force Star, along with the Arnold wings, is a universally recognized symbol of the U.S. Air Force. Incorporating a recognizable iteration of the Air Force star in our logo creates an immediate and strong visual tie to the U.S. Air Force. Our wings emanate from the Air Force star, seemingly lifting it up in flight, another direct allusion to how the Society works to support the Air Force mission.

## Bold Colors with Bold Meaning

Our color palette continues to emphasize blue and gold, creating a natural evolutionary path from previous AFAS logos to this new logo. We have chosen stronger, more vibrant shades of blue and gold, while adding a silvery gray. All of our current colors serve to further emphasize a strong connection to the U.S. Air Force, as they mirror colors used in the Air Force logo and the official seal of the Department of the Air Force.