




Graphic Standards Manual

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Contents



Overview	3
Corporate Logos	4
Usage	5
Specifications	6
Do's & Don'ts	7
Sample Applications	8
Contact Us	9

Overview

This *Graphic Standards Manual* demonstrates the proper use of the Armed Forces Financial Network® corporate logo, acronym (AFFN®), and name to include registered trademarks of AFFN® in connection with participating in, processing with, or receiving any AFFN® services.

These graphic standards are minimum standards and are designed to allow for appropriate flexibility in the use of the AFFN® Licensed Marks. In order to protect the Licensed Marks and to provide the greatest benefit to Participants' proprietary brands, all entities permitted to use the Licensed Marks must adhere to these graphic standards. Participants, Processors and other entities licensed to use the Marks who contract with vendors or suppliers who use the Marks are responsible for such vendor or supplier compliance with these graphic standards.

Contact Information/Assistance

For further information or questions regarding this *Graphic Standards Manual*, please see page 9.

Corporate Logos

The following logos and file formats are available for download on AFFN's website, www.AFFN.org.

Corporate Logo



AFFN Corporate Logo CMYK.eps
AFFN Corporate Logo CMYK.jpg
AFFN Corporate Logo CMYK.png



AFFN Corporate Logo PMS.eps



AFFN Corporate Logo Black.eps
AFFN Corporate Logo Black.jpg
AFFN Corporate Logo Black.png



AFFN Corporate Logo White.eps
AFFN Corporate Logo White.png

Acronym

AFFN[®]

AFFN Acronym Black.eps
AFFN Acronym White.eps
AFFN Acronym Black.jpg
AFFN Acronym Black.png
AFFN Acronym White.png

Name

ARMED FORCES FINANCIAL NETWORK[®]
ARMED FORCES FINANCIAL NETWORK[®]

Armed Forces Financial Network Name Black.eps
Armed Forces Financial Network Name White.eps
Armed Forces Financial Network Name Black.jpg
Armed Forces Financial Network Name Black.png
Armed Forces Financial Network Name White.png

Usage

■ = BLACK 100% Opacity

■ = RED (CMYK) Gradient

■ = BLUE (CMYK) Gradient



Fonts

AFFN: theluxxbold

Armed Forces Financial Network: **LHF CLASSIC ROMAN2**

Colors

Black

Blue Gradient

CMYK	CMYK	CMYK	CMYK	CMYK	CMYK
89.06	90.23	93.36	97.66	100	100
71.09	72.27	73.05	74.61	75	88.67
0	1.56	.39	13.67	17.58	21.09
0	0	0	1.95	3.52	7.03
Location 2.69	Location 22.9	Location 38.47	Location 52.44	Location 59.6	Location 100

Red Gradient

CMYK	CMYK	CMYK
3.91	11.33	19.92
100	100	100
60.16	82.42	100
0	1.95	11.72
Location 1.47	Location 75.37	Location 100

Specifications

ATM Specifications:

- Each ATM in the Network must display the AFFN® logo, name, or acronym immediately upon being certified “live” in the network.
- The minimum size will be 3½” in diameter.
- The minimum requirements for the letters “AFFN®” are 3½”, and for the name “Armed Forces Financial Network®” are 6”.



Card Specifications:

- Cards must also display the logo, name, or AFFN® acronym (or alternatively the institution may provide for an advertising program).
- However, Cards are not required to be so displayed until such Cards are reordered, or within 18-24 months, whichever is sooner.
- The “BUG” may be placed anywhere on the Cards, and shall be at least 3/8” in diameter.
- The “AFFN®” acronym or name “Armed Forces Financial Network®” may be used on the Card if the logo is not used, and the minimum requirement is 3/8” by 3/8”.



ARMED FORCES FINANCIAL NETWORK®

Dos & Don'ts

Do ...



Use logo as is



Use logo over photos that do not compete with it



Scale logo proportionally

Don'ts ...



Do not flip logo



Do not alter logo



Do not use logo over dark image



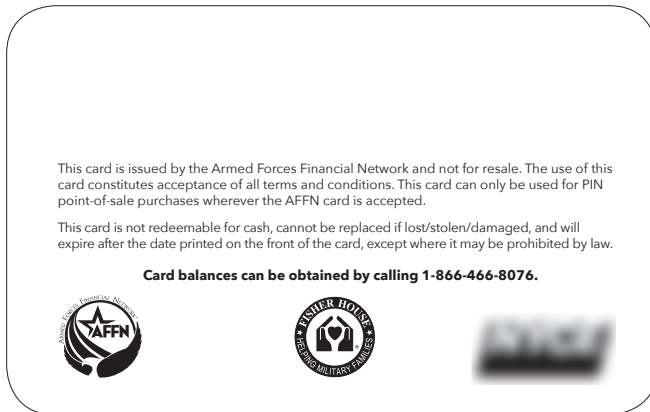
Do not disproportionately resize logo



Do not use a rule around the logo

Sample Applications

Debit Card



ATM Signage



Contact Information

For questions regarding this
AFFN[®] *Graphic Standards Manual*
and/or any special requests,
please contact AFFN[®] HQ:

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