THE CIVIL AIR PATROL GRAPHIC IDENTITY

INTEGRITY   **SERVICE**   **RESPECT**   **EXCELLENCE**

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This style guide has been developed in an effort to improve consistency and provide a unified graphic identity to the Civil Air Patrol. Please follow this style guide when writing or editing official materials to be published by Civil Air Patrol, Inc or any of its subordinate units. This guide is to ensure that documents conform to corporate image and policy, including legal requirements, and to improve consistency within and among our publications.

If you have questions concerning this guide or the appropriate use of the materials provided herein, please direct them to your local public affairs officer for guidance.

INTRODUCTION TO CIVIL AIR PATROLS GRAPHIC IDENTITY

During its 60 plus year history, Civil Air Patrol has had many variations of logos, seals, emblems, shields and typefaces that have made it difficult to achieve a graphic identity that exudes cohesion and unity across its organization. In an effort to redefine Civil Air Patrols rich history and heritage, the Civil Air Patrol Emblem has been adopted as the official logo.

Used since World War Two, the Civil Air Patrol Emblem ties CAP's current association with the United States Air Force with its historical tie to the Department of Civil Defense. The emblem itself is not cluttered or difficult to read, and also is significant enough to represent the Civil Air Patrol without assistance from additional text.

CAP EMBLEM COLOR

For more than 65 years the colors of Red, White and Blue have been the marquis colors of the Civil Air Patrol, representing the patriotism and service of its volunteers to the citizens of the United States. These colors are the only colors present on the CAP Emblem and help secure our organizations image of service.

Civil Air Patrol Blue, Civil Air Patrol Red and White are the colors of the Civil Air Patrol. Whenever possible, the emblem should be printed as a spot color whenever possible. The colors will never reproduce as brightly and richly with a four color process.

Use the primary emblem, in full color whenever possible.

	CIVIL AIR PATROL BLUE	CIVIL AIR PATROL RED	BRIGHT WHITE
RGB	0, 35, 103	200, 0, 50	255, 255, 255
HSL	220, 100, 40	344, 100, 59	0, 0, 100
HTML	002367	970028	ffffff
CMYK	100, 66, 0, 60	0, 100, 74, 41	0, 0, 0, 0
PANTONE	281 C	186 C	11-0601TPX

SINGLE COLOR EMBLEMS

When printing in only one color, the CAP emblem may be printed in black, white, blue or red (tones spelled out above).

BLACK   WHITE   BLUE   RED

Please only print single color blue or single color red emblems on white backgrounds. When printing color use all colors or one as shown above. Do not mix and match colors. Full color emblem may be printed on any color. If the background color is similar to CAP Blue or CAP red, the emblem needs to have a white border. The space between the rocker and the circle should not be completely filled by the outline.

SIZE OF THE CIVIL AIR PATROL EMBLEM

The Civil Air Patrol emblem's size may be varied; however, scale should be taken into consideration when producing publications or other physical items.

On letterhead, it is preferred that the emblem is 1.5 inches by 1.5 inches when placed at the top of the page. When paired with another logo, match the other logo to those dimensions if possible or match the height.

If used on the bottom of the page, a size of 0.5 inches to 1.0 inches is preferred. It is also preferred that the CAP emblem is centered in this situation.

For other publications, literature or digital media use best judgment when considering the size of the CAP emblem.
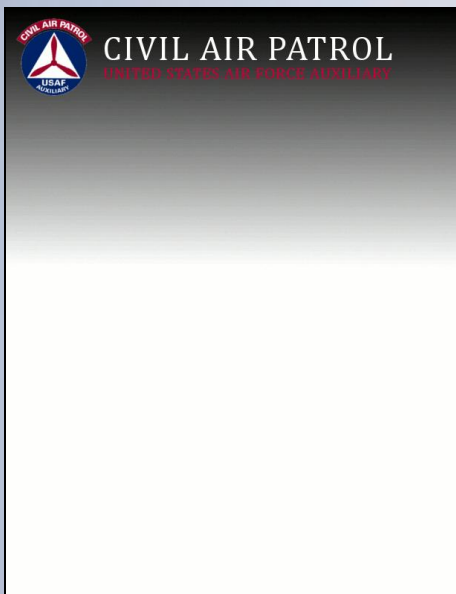
ELECTRONIC USE OF THE CIVIL AIR PATROL EMBLEM

The Civil Air Patrol graphic identity plays a large part in establishing the association between subordinate units and programs within the Civil Air Patrol. Therefore, it is important that this identity be carried over into the electronic realm of the internet and various other forms of electronic media.
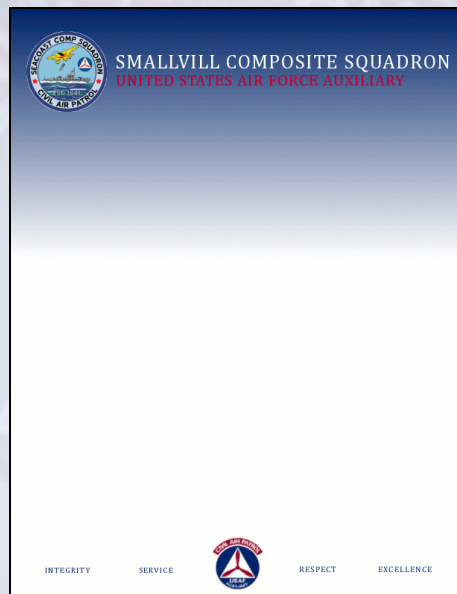
Electronic media provides endless opportunity to modify the emblem. It is advised that the emblem be used only in full color as prescribed above when used in digital media. In cases where color is not an option, the preferable modification is a black emblem on white as shown above.

It is also recommended that digital media use a contrasting color as a backdrop to the emblem. Such colors could include, grey, white, black, or lighter shades of red or blue.
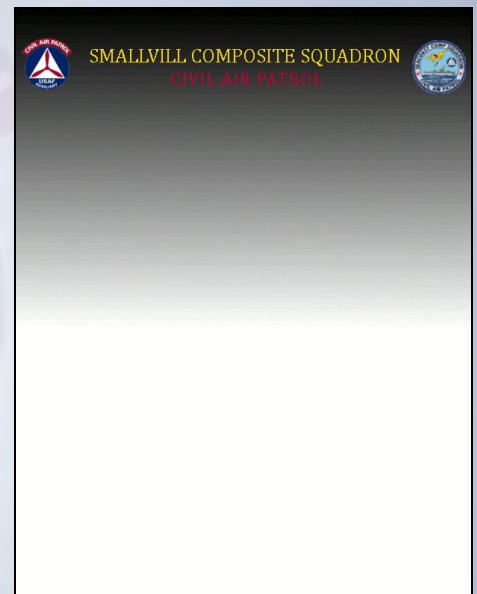
Please refrain from digitally modifying the emblem with effects such as embossing, metallic effects, etc. These effects do not compliment the emblem and do not lend themselves to a professional image. It is acceptable to apply an electronic glossy finish to the emblem.
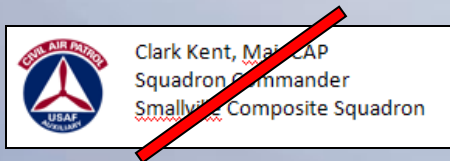

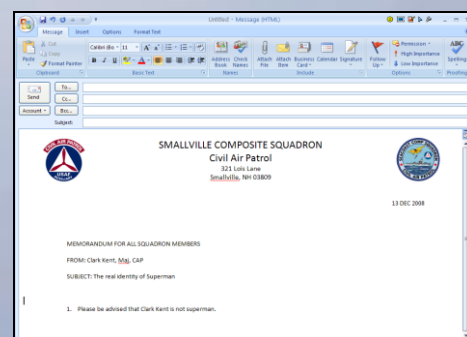EXAMPLE WEBPAGE #1   EXAMPLE WEBPAGE #2   EXAMPLE WEBPAGE #3

E-MAIL USE OF THE CIVIL AIR PATROL EMBLEM

The Civil Air Patrol emblem should not be as a signature graphic for e-mail. It may be used as an e-mail letterhead graphic and may be paired with an individual unit's logo for official CAP templates.

EXAMPLE E-MAIL SIGNATURE   EXAMPLE E-MAIL LETTERHEAD

CIVIL AIR PATROL TYPEFACE

Originally designed by Luc(as) de Groot, Calibri was designed to merge the needs of an easy to read printed typeface as well as the need for a clear, scalable typeface for use in the electronic workspace. Calibri accomplishes this perfectly.

As such, Calibri is the core typeface for Civil Air Patrol's new graphic identity. It is a true-type, sans-serif typeface which features subtle rounded stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri creates a warm and soft character, making it easy to read and appeals to the Civil Air Patrol's humanitarian efforts.

This typeface works well in both printed and digital media.

Calibri comes standard with Microsoft Office 2007 and is available for purchase through www.ascenderfonts.com .

COMPLEMENTARY TYPEFACE

The use of a complementary serif typeface for use with Calibri is Cambria. The Cambria font family was designed for on-screen reading and for aesthetics when printed at small sizes. The diagonal and vertical serifs are strong, while horizontal serifs are small and intend to emphasize stroke endings rather than stand out themselves. This typeface has very even spacing and proportions.

When publishing documents that are going to be printed, or there is a desire to differentiate headings from the body text, please use this complementary typeface. It is advised to alternate these two typefaces (one for headings, the other for the body text). Both of these typefaces will work well in either situation.

This typeface is also available through www.ascenderfonts.com .

CALIBRI REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

CALIBRI ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&()_+*

CALIBRI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

CAMBRIA REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

CAMBRIA ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&()_+*

CAMBRIA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+