

The Main Logo



The main logo is more detailed and should be used as an illustrative graphic at larger sizes.

The Avatar



The Avatar is an icon version of AFW's logomark. It can be used to stand in for the logo, as a social media avatar, for instance.

The Wordmark

The wordmark can be used in different colors in most contexts, smaller and larger sizes.

Angel Flight
WEST

Angel Flight
WEST

Angel Flight
WEST

Angel Flight
WEST

The Logo Mark



The logomark can be used by itself as an illustrative form. Its elements (the wings, heart, and caduceus) can be abstracted as visual elements of the AFW brand.

The Typography

Header Style

Obliqua Sans for headings & display type – a similar font to Open Sans, with more friendly details.

Header Style

FF Tisa as an alternative header typeface, a slab serif to show more contrast to Open Sans.

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

Open Sans for body text – a robust, open source typeface, legible on screen and in print.

Always use enough contrast in scale and color between headers and body. Use a bright or bold color for headers, bold weight.

The Colors

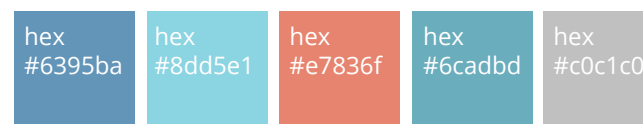
main colors



standard red/blues



red/blue tints



color combinations



The Wing



The wing from the logo can be used as a graphic element, referencing flight and resilience. Both wings can also be shown together, to imply strength or support – AFW uplifting people they help.

Photo Color Tints

When using photos from missions, adding color tints to photos can be a way to reduce issues with blur or poor exposure, while adding brand consistency.

