The Main Logo

The wordmark should be used in most cases. It can be used in different colors, in most contexts, smaller and 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 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 Colors

More unexpected red and blue hues combine with the more traditional red/blue from the brand.

main colors
hex #385363

standard red/blues
hex #11487c

red/blue tints
hex #6395ba

color combinations

The Typography

**Header Style**

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

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

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

**Body Copy**

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

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

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

Color tints can be used as effects on non-professional photos of missions and other AFW work, to bring these photos into the visual brand.

Use 100% tints of colors from palette, with “color” overlay setting.