22d FSS

22FSS BRAND GUIDE

MARKETING & DIGITAL STANDARDS



McConnell Air Force Base
2026 Edition

MISSION & VISION

OUR VISION

One Force delivering exceptional service and support.

22 FSS exists to strengthen the McConnell community through experiences, programs, services, and events that support readiness, resilience, and connection across the installation. Every touchpoint — from digital platforms to community events — should reflect professionalism, accessibility, and a people-first mindset.

OUR MISSION

Ready the Force. Reinforce the Family. Refuel the Fight.

22 FSS marketing supports mission readiness by promoting programs and experiences that improve quality of life for Airmen, families, civilians, retirees, and the greater McConnell community. Our role is not simply to advertise events, but to create awareness, participation, and engagement across the installation.

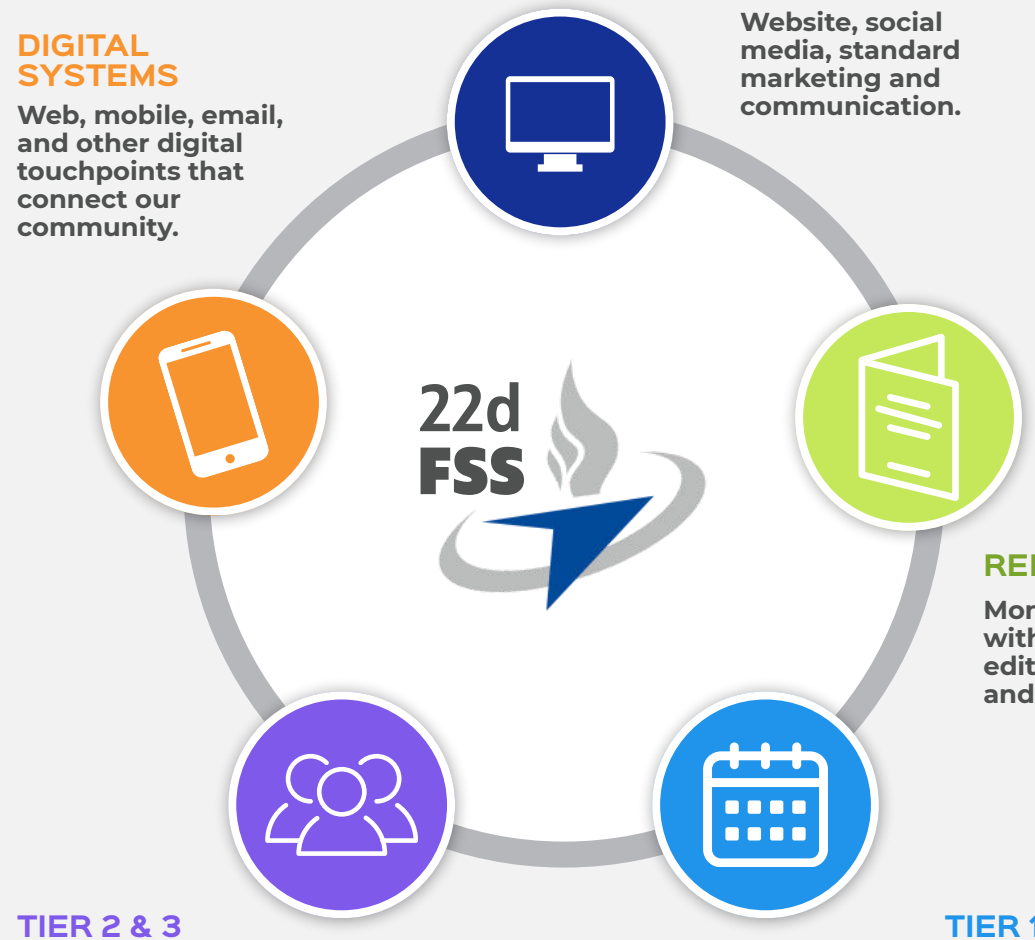
Through consistent branding, strategic communication, and modern digital experiences, 22 FSS marketing helps connect the community to the resources, programs, and moments that matter most.



THE 22FSS BRAND

22 FSS brings people together through programs, services, events, and experiences that enhance the quality of life across McConnell Air Force Base.

Our brand system is designed to be structured enough to stay consistent, yet flexible enough to reflect the unique purpose and personality of each program and event.



MASTER BRAND

Website, social media, standard marketing and communication.

DIGITAL SYSTEMS

Web, mobile, email, and other digital touchpoints that connect our community.

REFUELER

Monthly magazine with its own editorial identity and voice.

TIER 2 & 3 EVENTS

Program and activity promotions using the master brand framework.

TIER 1 EVENTS

Signature annual events with established or flexible branding.

BRAND TIERS AT A GLANCE

TIER	PURPOSE	TYPOGRAPHY	VISUAL FLEXIBILITY	EXAMPLES
MASTER BRAND	Umbrella identity for 22 FSS. Used across website, social media, and standard marketing.	Monterrat (Marketing) Open Sans (Website)	Low	refuelmcconnell.com Facebook, flyers, signage, digital ads, email, banners
REFUELER	Editorial publication that informs and engages the McConnell community.	BEBAS NEUE (HEADLINES) Sinkin Sans (body)	Low	The Refueler Print, digital issues supplemental promotions
TIER 1 EVENTS	Signature annual events with established or rotating visual identities.	Varies by event	Moderate	Tanker Trot, Winterfest, McConnell Con, Family Festival of Fun, Spooktacular, etc.
TIER 2 & 3 EVENTS	Smaller programs and activities promoted under the master brand framework.	Monterrat (Marketing) Open Sans (Website)	High	Fitness classes, workshops, surveys, one-off activities, information campaigns
DIGITAL SYSTEMS	Digital platforms and tools that deliver consistent experiences.	Open Sans (Website) Monterrat (Headings)	Low	Website layouts, event web pages, online registration, mobile views

ONE SYSTEM.
MANY EXPERIENCES.

Different events.
Same structure.
Stronger community.













No matter the look or feel, every 22 FSS communication should reflect our commitment to **community**, **connection**, and **exceptional service**.

TONE OF VOICE

OUR VOICE BUILDS COMMUNITY



22 FSS communications should feel welcoming, energetic, accessible, FUN, and community-driven.

Our messaging reflects the people we serve - Airmen, families, civilians, and retirees.

WE ARE

WELCOMING	Friendly, inclusive, and open to all with base access.
ENERGETIC	Upbeat, enthusiastic, and inspiring.
COMMUNITY-FOCUSED	People-centered and mission-minded.
PROFESSIONAL	Casual tone of voice while maintaining professional standards.
EVENT-FOCUSED	We bring the events to the people.
FUN	We work hard and we play hard.

WE ARE NOT

OVERLY CORPORATE	We avoid stiff, formal, or corporate language.
COLD OR DISTANT	We speak like people, not organizations.
JARGON-HEAVY	We try to avoid acronyms and complex terms unless necessary.
CLUTTERED	We keep messages focused and easy to scan.
SALES-FOCUSED	We inform and invite. Not push or sell.
OVERLY INSTITUTIONAL	Communicates *at* people instead of *with* them

EXAMPLES IN ACTION

The same message can sound very different. Aim for clearn, friendly, and inviting every time.

GOOD EXAMPLES

“Kick off summer with family fun at McConnell!”
“We’re here to help you and your family thrive at every stage.”

“Join us for food, fun, and community!”
“Thanks for coming out. See you at our next event!”

“See you there!”

LESS EFFECTIVE EXAMPLES

“Patrons are encouraged to attend the event.”
“Services are available to eligible individuals.”

“The event will take place on the date listed.”
“Programs are provided for participation.”

“Questions should be directed to the appropriate office.”

LOGOS AND BRAND ASSETS

Maintaining consistency across all 22 FSS facilities, programs, events, and digital platforms.

PRIMARY BRAND SYSTEM

The 22 FSS Marketing Office maintains official brand assets and visual identities for Force Support Squadron facilities, programs, publications, events, and digital platforms.

TORCH LOGO

Primary identifier for all marketing materials.

FULL LOGO

Preferred for formal applications and external-facing materials.

SQUADRON SEAL

Reserved for ceremonial, official purposes and The Refueler cover.

FSS FACILITY & PROGRAM IDENTITIES

The Marketing Office is the keeper of all official 22FSS facility and program logos.

Examples:



BRAND GOVERNANCE

MARKETING RESPONSBILITIES

- Maintain master logo files
- Preserve brand consistency
- Ensure proper logo usage
- Archive outdated logos
- Develop new visual branding
- Develop new visual assets when needed
- Maintain brand assets

LOGO STANDARDS

APPROVED USES

- Use official logos
- Maintain proper spacing
- Use high contrast placement
- Keep logos readable at intended size
- Use approved logo variations

PROHIBITED USES

- Use stretched or distorted logos
- Change elements
- Use outdates or unauthorized logos
- Place logo on low contrast background
- Place on busy backgrounds

COMMON LOGO VIOLATIONS

Stretched logo

Outdated logo

COLOR PALETTE

Scan the QR code to access the official Air Force Service Brand Guidelines and Visual Standards.

PRIMARY 22FSS COLORS

These colors establish visual continuity across all Force Support Squadrons Air Force wide.

COLOR	USES
#002F87	• Primary Brand Color • Buttons • Overlays • Links & accents
#18569B	• FSS Logo
#4565EB	• Typography • Accents • Unique to 22FSS
#FAFAFA	• Background • Clean space • Accessibility
#666666	• Section background • Body Text Color • Cards and modules • Dividers
#AEB1B5	• Dividers • Cards and modules • Subtle UI elements

EVENT COLOR PHILOSOPHY

While core 22FSS branding uses a consistent organizational palette, event marketing may incorporate additional colors that reinforce seasonal and relevant themes.

Our events and programs serve diverse communities and missions. Intentional color choices help create excitement, communicate purpose, and strength connection.



Seasonal and holiday palettes keep content fresh, relevant, and visually engaging.



Bright and energetic colors to celebrate month of the military child. Purple is commonly used in the month of April.



Bold, vibrant colors reflect pop culture, gaming, comics, and fandom excitement.



Seasonal, holiday-inspired palettes create atmosphere and enhance the event experience.

OUR DESIGN PRINCIPLE

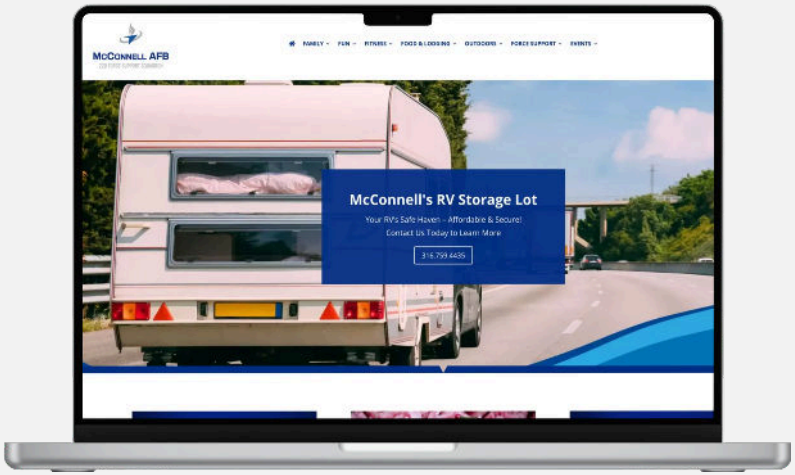
FUN.VIBRANT.PURPOSEFUL.

Visual consistency is achieved through logo usage, typography, the principles of design, and user experience. Not through restricting every event to the same color palette. Our goal is to create marketing that is exciting, welcoming, and impossible to ignore - while always remaining unmistakably 22FSS.

DIGITAL APPLICATION

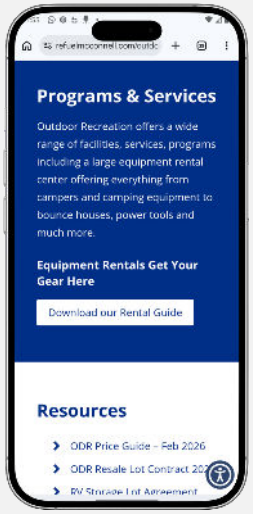
OUR DIGITAL TOUCHPOINTS

WEBSITE



Our website is the primary digital hub for 22FSS. It provides up-to-date information for programs, facilities, events, and services for the McConnell community.

MOBILE WEBSITE



Our mobile website is optimized for on-the-go access to essential information, events, and resources.

DIGITAL SCREENS



Digital screens are used to promote 22FSS programs, events, facilties, and businesses. Sponsor advertisements are limited to no more than 40% of total display time.

DIGITAL SCREEN GUIDELINESS

Promote What Matters
Highlight 22FSS programs, events, and services.

Keep it Current
Content should be timely, relevant, and updated regularly.

Use Strong Visuals
High-impact images, clear text, and bold design for quick impact.

Accessibility First
Ensure readability, contrast, and content accessibility for all audiences.

DIGITAL BRANDING

CONSISTENT BRANDING ACROSS ALL DIGITAL TOUCHPOINTS.

Our digital platforms connect Airmen, Families, Veterans, and community members to the programs and services that matter most. Consistency in design, content, and branding builds trust and engagement.

SOCIAL MEDIA

OUR SOCIAL MEDIA MISSION

We inform, engage, and inspire our community by sharing relevant, timely, and accurate content that reflects the fun, supportive, and people-focused mission of 22FSS. Every post represents 22FSS. Our content reflects who we are and what we stand for.

APPROVED SOCIAL MEDIA FORMATS

MCCONNELLFSS

Posts: 1080 × 1080 px, 1080 × 1350 px
Cover Photos: 1640 × 624 px
Event Covers: 1920 × 1005 px
Stories/Reels: 1080 × 1920 px

MCCONNELL22FSS

Feed Posts: 1080 × 1350 px (4:5)
Stories/Reels: 1080 × 1920 px

CONTENT GUIDELINES

- **Be Relevant**
  Share timely, useful, and mission-aligned content.
- **Be Accurate**
  Always verify information before posting.
- **Be Engaging**
  Use strong visuals, clear messaging, and a friendly tone.
- **Be Friendly & Approachable**
  Use strong visuals, clear messaging, and a friendly tone.
- **Be Professional & Respectful**
  Use strong visuals, clear messaging, and a friendly tone.
- **Be Inclusive**
  Reflect our diverse community in images and language.
- **Be Responsive**
  Reply to comments and messages in a timely manner.
- **Be Compliant**
  Follow DoD guidelines and be responsible.
- **Be Helpful & Informative**
  Use strong visuals, clear messaging, and a friendly tone.
- **Be Fun & Enthusiastic**
  Use strong visuals, clear messaging, and a friendly tone.

BEST PRACTICES

Use approved logos and branding

Maintain visual consistency

Use clear calls to action

Track performance and engagement

Only post graphics formatted for social media