

**BY ORDER OF THE COMMANDER
AND PRESIDENT AIR UNIVERSITY
(AETC)**

AIR UNIVERSITY INSTRUCTION 35-102

9 JULY 2012

Public Affairs



**ENHANCING THE AIR UNIVERSITY
BRAND IDENTIFICATION**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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(Lt Col Linda K. Haseloff)

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This instruction implements AFPD 35-1, *Public Affairs Management*. It directs the Air University centers, schools and units to use the officially designated 'Prop and Wings' logo on all publications, banners, brochures and other presentation and promotional materials when presenting lectures, hosting symposia, etc. In addition, it directs the proper use of the reference to The Air University. Refer recommended changes and/or corrections to this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*, through your chain of command. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of in accordance with the Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at <https://www.my.af.mil/afirms/afirms/afirms/rims.cfm>. This publication applies to all personnel assigned to The Air University. The use of the name or mark of any specific manufacturer, commercial product, commodity, or service in this publication does not imply endorsement by the Air Force.

1. Use of "The" with Air University. In official correspondence, OPRs/EPRs/Awards & Decorations, background papers, and similar official documents, the name will remain Air University. In unofficial documents, i.e., PowerPoint® presentations, business cards, AU PATV productions, base newspaper articles and similar outreach media, The Air University and the

Props & Wings will continue to be used. If in doubt as to which to use, Air University is always appropriate.

2. Use of The Air University Logo. The Air University's official 'Prop and Wings' logo should be displayed in a position of prominence on all publications, conference materials, slides, banners, etc. School, center or unit logos may be added in a subordinate position. The logo may be used in the form of the banner or stamp as appropriate. The focus should be on The Air University when selecting font size, placement and prominence (Attachment 2).

3. Business Cards. The Air University business card is the official business card template and will be used when representing oneself as an employee of The Air University (Attachment 2).

3.1. The only authorized changes to the official template are those to personal information such as name, duty title and contact information. No substitutions or additions are authorized.

3.2. Cards may be printed using US government printers and supplies for the estimated number of cards needed for official use only.

3.3. Cards may be printed at personal expense for general use but may not be presented or given under circumstances that reflect poorly on the US Air Force or The Air University.

4. Slides. Slides required by HQ AU for AU/CC, HQ AU directorates, and AETC meetings and briefings should follow official slide templates and guidelines published by The AU Commanders' Action Group and maintained on The AU SharePoint® site (Attachment 2). Centers/Schools may substitute their own shield for the AU Shield in the upper right corner when use of the HQ/AU slides is not mandated.

5. Implementation. This instruction is effective immediately with all new publications, websites, curriculum, and presentation materials. Full implementation should be complete at the end of the normal curriculum or product/publication revision cycle. It is not expected that centers, schools and units revise existing materials except where feasible, unless they are still in use at the end of the normal revision cycle.

DAVID S. FADOK, Lieutenant General, USAF
Commander and President

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

AFPD 35-1, *Public Affairs Management*, 17 September 1999

Adopted Forms

AF Form 847, *Recommendation for Change of Publication*

Abbreviation and Acronyms

AETC—Air Education and Training Command

AU—The Air University

Attachment 2

THE AIR UNIVERSITY LOGO USE

Figure A2.1. The Air University 'Prop and Wings' Logo



Figure A2.2. The Air University Business Card



Figure A2.3. The Air University Slide



Enhancing AU Brand Identity

Lt Col Linda Haseloff, AU Public Affairs



Figure A2.4. AU SharePoint® Site for Templates

<https://maxpoint.maxwell.af.mil/sites/au/cc/AU%20Templates/Forms/AllItems.aspx>