



SPACE FORCE ASSOCIATION

BRAND GUIDELINES

OCTOBER 1 2023

ABOUT THIS DOCUMENT

This document deconstructs and defines the system of visual elements that together, makes the **Space Force Association** brand unique and instantly recognizable.

In this guide, the proper use of this new visual identity and all its supporting elements are explained.

Brand guidelines exist to inform design professionals as they create appealing and effective design solutions within a carefully considered system. When the guidelines are followed, the visual expressions of the Space Force Association will remain consistent and distinct.

This brand identity system is grounded in fundamental principles that enable it to flex across various formats while remaining unified and cohesive.

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SFA MISSION AND VISION

MISSION

Achieve superior national space power by shaping a Space Force that provides credible deterrence in competition, dominant capability in combat, and professional services for all partners.

VISION

Recognized as the professional association for informed government, business, and private members to lend their diverse ideas, voices, and energy to defining national spacepower and building a Space Force capable of achieving it.

THE LOGO



IDENTITY

The **Space Force Association** branding symbolizes the **future** and **hope**.

The gradual diminishing ellipse serves two meanings. The first being a shuttle launch taking off and disappearing over the horizon, with a trajectory toward the future. This also symbolizes traveling into the unknown and the commitment of support to the Guardians in the exploration of what lies beyond today.

The Delta honors the heritage, units and domains of the Space Force. This symbolizes the various functions the Guardians serve and the service of the association provides, ever forward and upward.

LOGO FORMATS

The **Space Force Association** logo has four colorways that ensure the branding can be applied in various uses and applications.

Two full color and two mono-color variations for applications on darker and lighter backgrounds are available.

The font for “Space Force Association” is centered 25pt **Sharp Sans Semibold** with 200 kerning.



USE AND SPACING

CORRECT

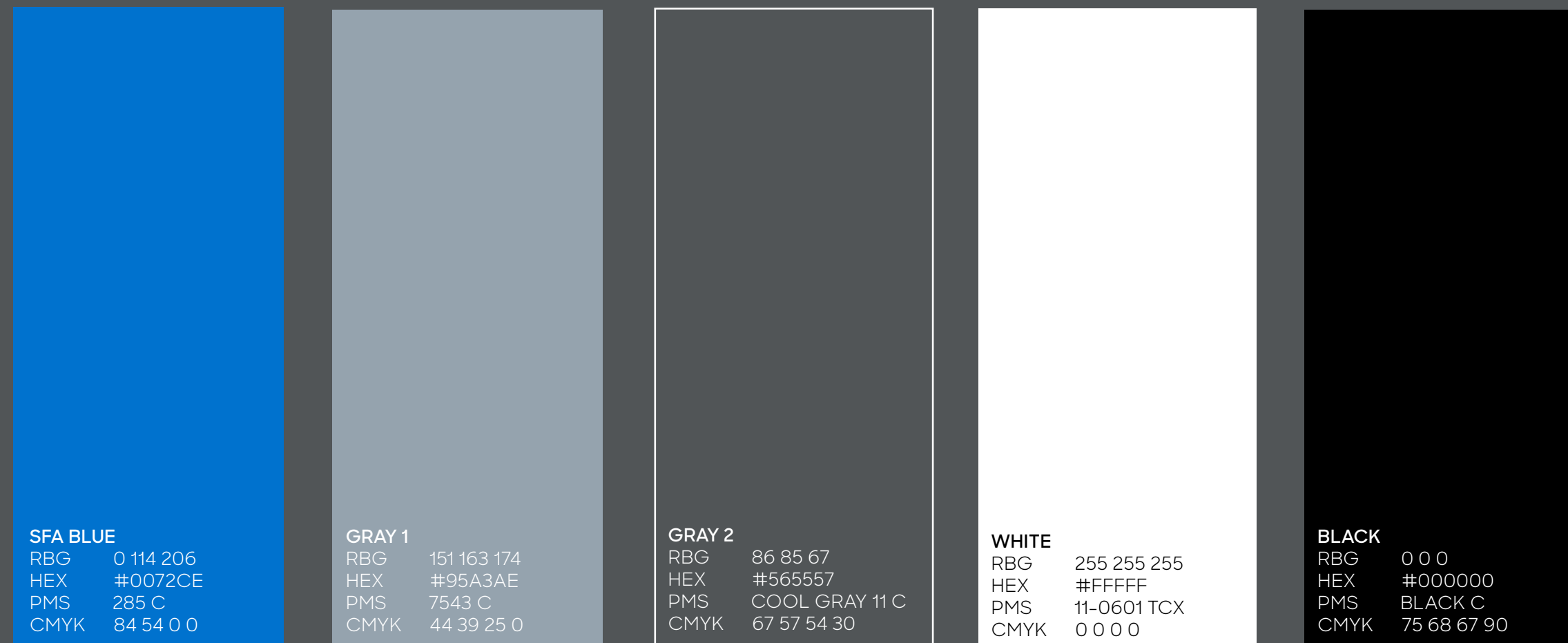


The **Space Force Association** logo will be used in its full intended design. This is to include the colorways, construction of the logo, and proportions of its original design.

Proper spacing around the logo must be maintained. This ensures that the logo is clear and legible. Regardless of the scale of the logo, spacing around the logo will be measured using the word "SPACE" from the main branding. Follow this spacing requirement and keep other graphic elements and text out of this area.



PALETTE AND TYPOGRAPHY



PALETTE

The **Space Force Association** palette is inspired from the Space Force branding and color palette. These colors are to be used for graphical elements, typography, and marketing materials. Use the color values to build and produce designs that are consistent, repeatable, and on-brand in all media.

This color palette is the set of colors used for most communications.

TYPOGRAPHY

The primary typeface is **Sharp Sans**. It was chosen due to the clarity and adaptability across communications. It is also the font utilized in the official Space Force logo. This ties both identities together through consistent branding.

This typeface can be used in three weights: Book, Medium, Semibold. Alternate web-safe font is “Trebuchet”.

Maximum font kerning is 200.

SHARP SANS BOOK 1234567890
SHARP SANS MEDIUM 1234567890
SHARP SANS SEMIBOLD 1234567890

KERNING 0

KERNING 200

CHAPTER IDENTITY

Space Force Association Chapters are essential for outreach and leading community embedded activations at the lowest level.

It is essential that the chapter branding throughout the association are recognizable to the main brand yet identifiable to the unique chapters.

Much like the main **Space Force Association** branding, chapter branding has four colorways that ensure the branding can be applied in various uses and applications.

Two full color and two mono-color variations for applications on darker and lighter background are available.

Logo use and spacing guidelines for the main branding is applied to the chapter branding.

Chapter branding include the main Space Force Association logo above a separation device measuring the length of the “SFA” logo, and the chapter designation in 18pt Sharp Sans Medium with 200 kerning.





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