

An aerial view of Earth from space, showing a coastline and a large body of water. The image is used as a background for the document cover.

U.S. SPACE FORCE

LOGO GUIDELINES AND
BRANDING IMPLEMENTATION

JUNE 2020

INTRODUCTION

As the newest branch of the armed forces, the United States Space Force stands poised at the very limits of our nation's defense. As it strives to fortify U.S. and allied interests in space, it is critical that the USSF establishes itself as a sophisticated, dependable entity. This can be accomplished

partially through purposeful and consistent branding.

The USSF logo is at the core of its brand. As such, it should be rendered with exactness in every instance. These guidelines were created to define the standard rules for logo use

in a wide range of scenarios. Other brand elements, such as color and typography, are also prescribed. Your diligence in following these guidelines is appreciated and will serve to strengthen the USSF and its brand.

U.S. SPACE FORCE LOGO SYMBOLISM

The delta symbol was first used in 1961 and honors the heritage of USAF and Space Command. It has served as inspiration in the space community ever since.

The silver outer border of the delta signifies defense and protection from all adversaries and threats emanating from the space domain.

The black area inside embodies the vast darkness of deep space.

Inside the delta, the two spires represent the action of a rocket launching into the outer atmosphere in support of the central role of the Space Force in defending the space domain.

The four beveled elements symbolize the joint armed forces supporting the space mission: Air Force, Army, Navy and Marines.

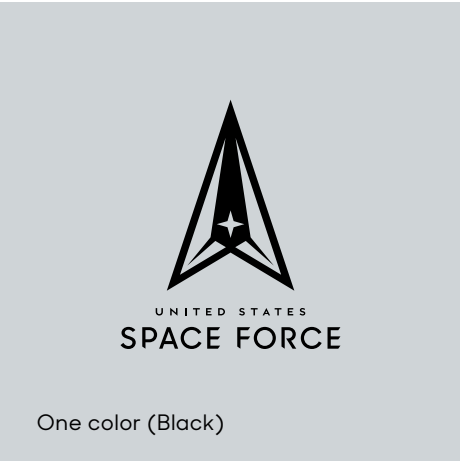
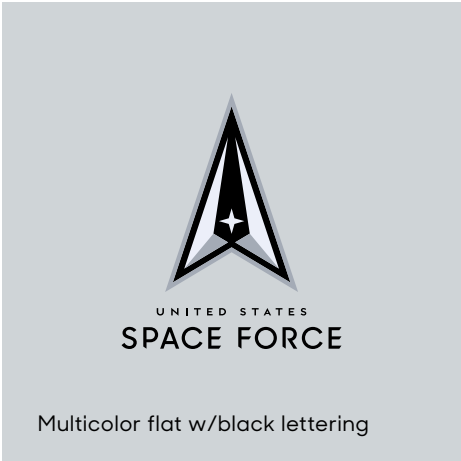
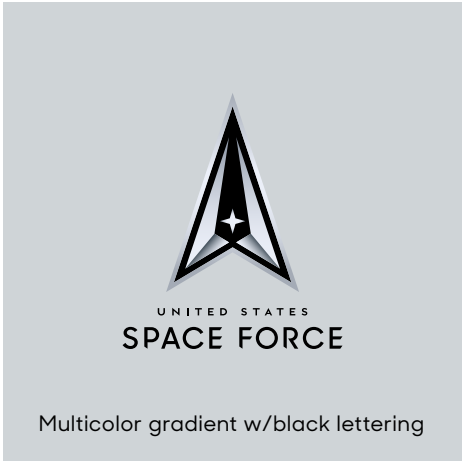
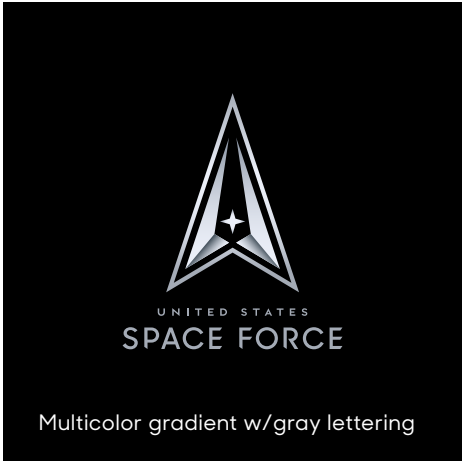
In the center of the delta is Polaris, the star which embodies the guiding light of security and defending the hopes and dreams of space.



SPACE FORCE VERTICAL LOGO

PRIMARY LOGO VERSIONS

SECONDARY VERSIONS

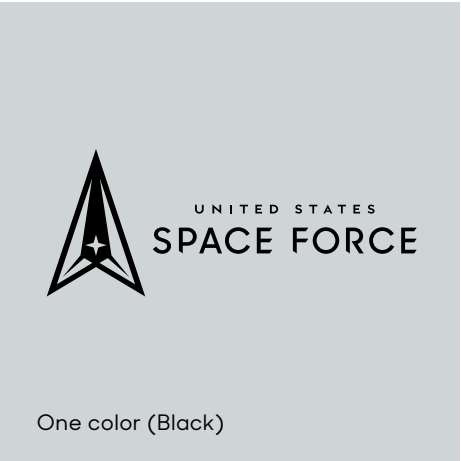
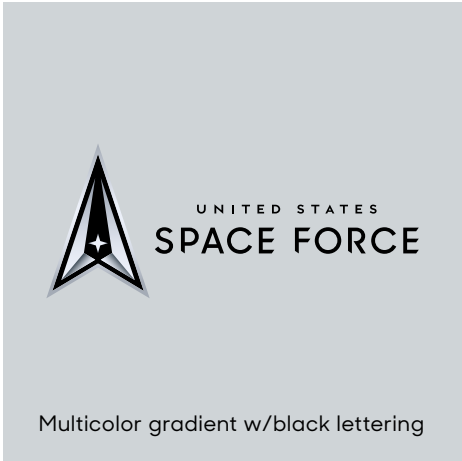


USE THESE ONLY ON DARK BACKGROUNDS

SPACE FORCE HORIZONTAL LOGO

PRIMARY LOGO VERSIONS

SECONDARY VERSIONS

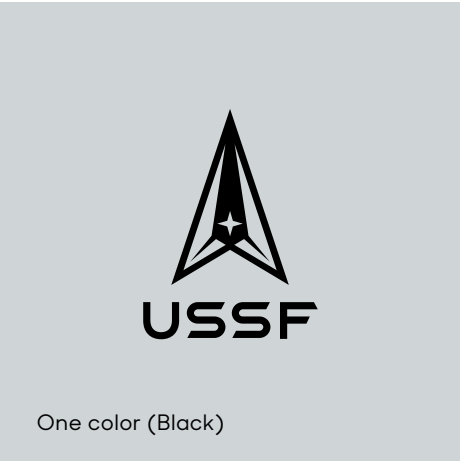
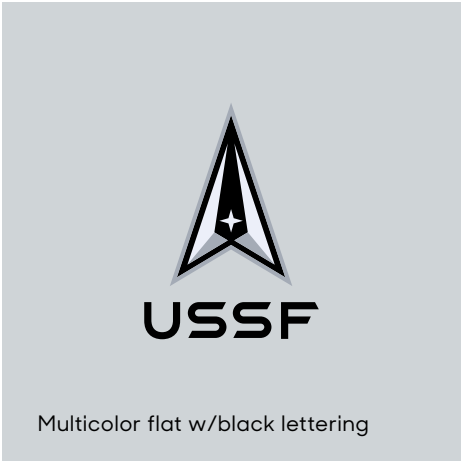
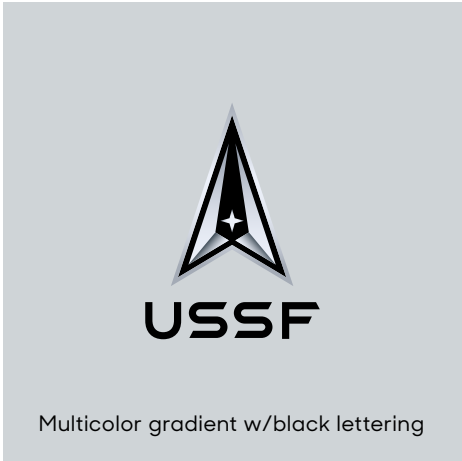
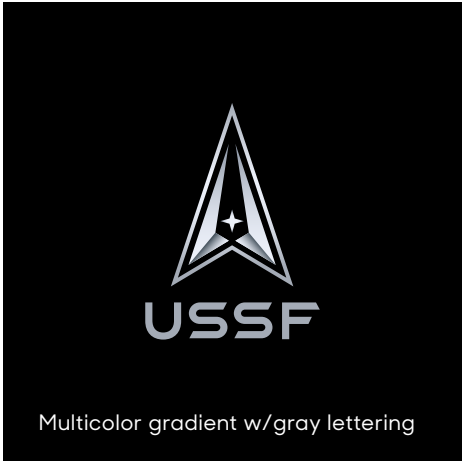


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USSF VERTICAL LOGO

PRIMARY LOGO VERSIONS

SECONDARY VERSIONS

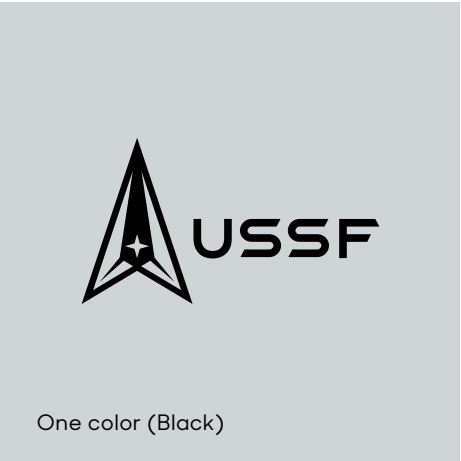
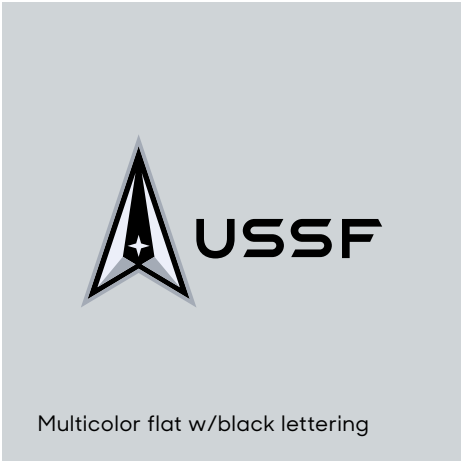
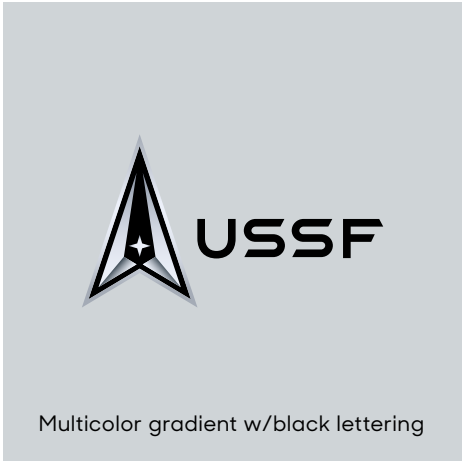


USE THESE ONLY ON DARK BACKGROUNDS

USSF HORIZONTAL LOGO

PRIMARY LOGO VERSIONS

SECONDARY VERSIONS



USE THESE ONLY ON DARK BACKGROUNDS

CHOOSING WHICH LOGO VERSION TO USE

With such a wide range of logo options, it is important to choose the correct version for each project. Here are a few guidelines for making that decision.

FIRST: WIDE SPACE VS TALL

Decide whether you will need a horizontal or vertical configuration. This will largely be determined by your "canvas size." If space isn't limited, default to the vertical version.



SECOND: MAKE IT LEGIBLE

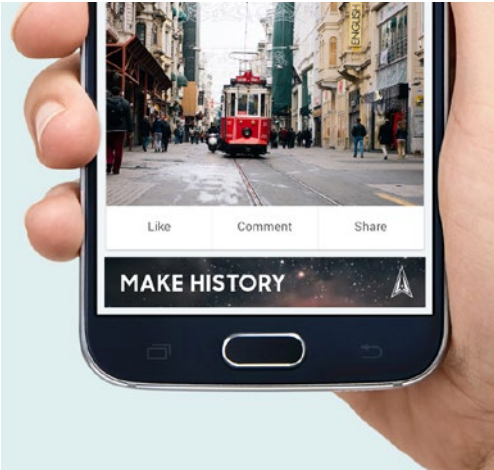
If the logo is going to be reproduced at a smaller size, use the USSF abbreviated logo versions to ensure legibility. These versions can also be used at larger sizes where brand familiarity is established.



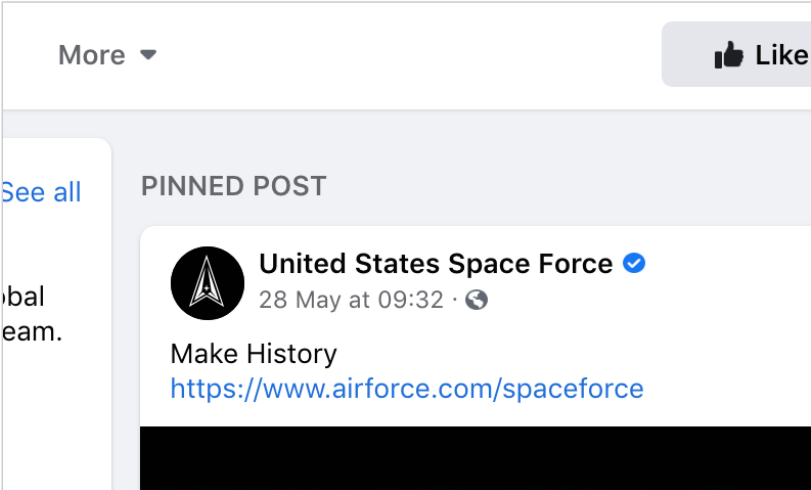
THIRD: LEVEL OF DETAIL

Whenever possible, use the multicolor gradient versions of the logo. However, there are many instances where the reproduction of gradients isn't possible. In these cases, use the multicolor flat versions. As reproduction processes become even more limiting (e.g., stitching or screen-printing) choose the one-color version that works best.

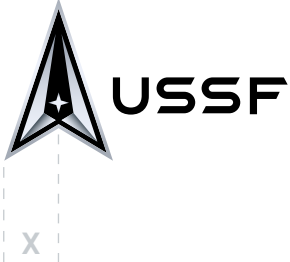
SEPARATED DELTA LOGO



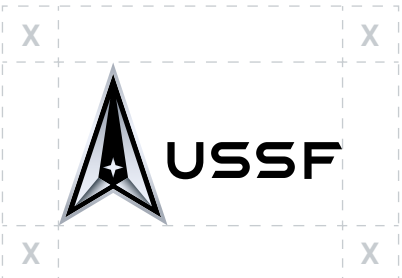
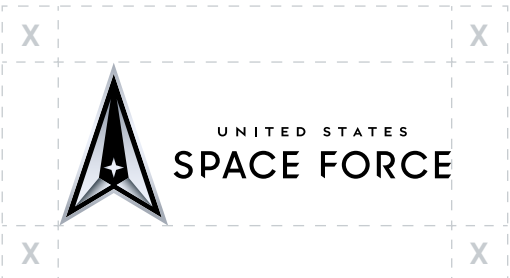
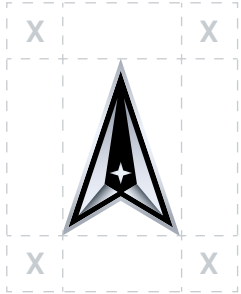
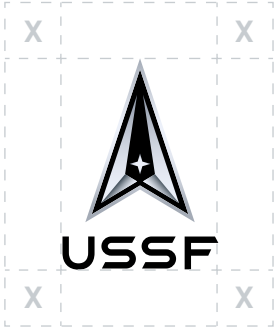
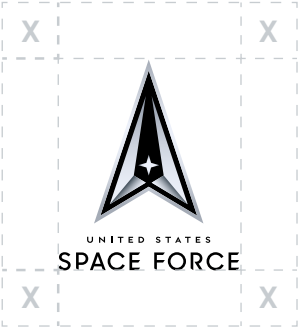
In rare circumstances, it may be appropriate to separate the delta logo from its accompanying typography. These exceptions will primarily occur in digital platforms where limited resolution hinders legibility. These instances require approval by the USSF Intellectual Property Management Office on a case-by-case basis.



LOGO EXCLUSION ZONE

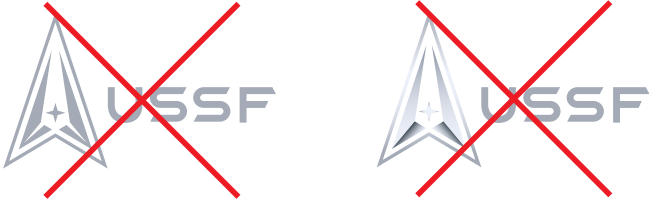


There should always be an exclusion zone free of any graphics or text surrounding the USSF logo. The minimum exclusion space is found by taking 1/2 the width of the logo (x) and applying that distance from the outer edges of the USSF logo.

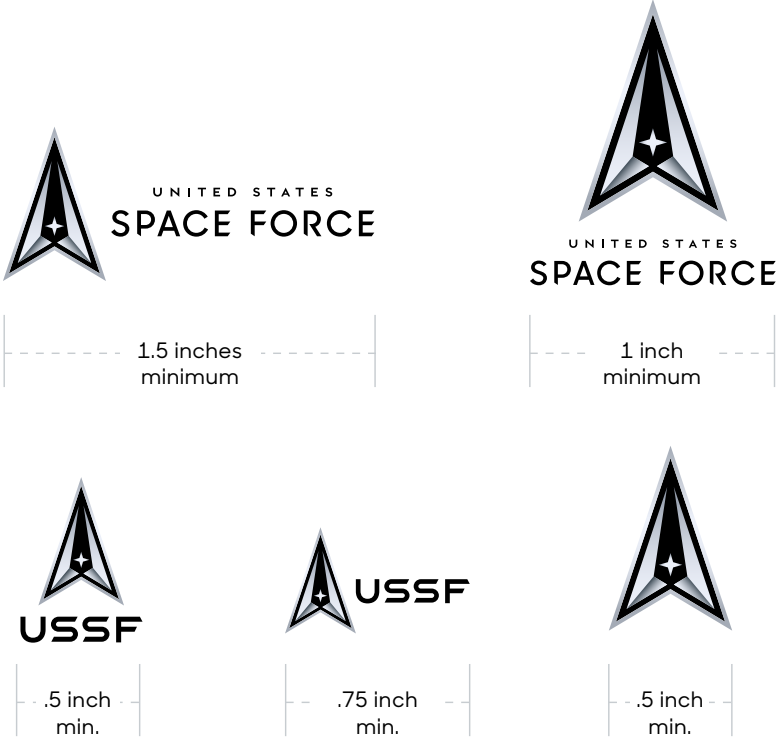


LOGO CONSIDERATIONS

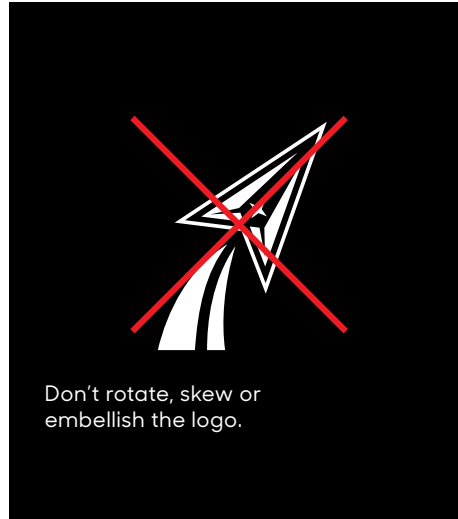
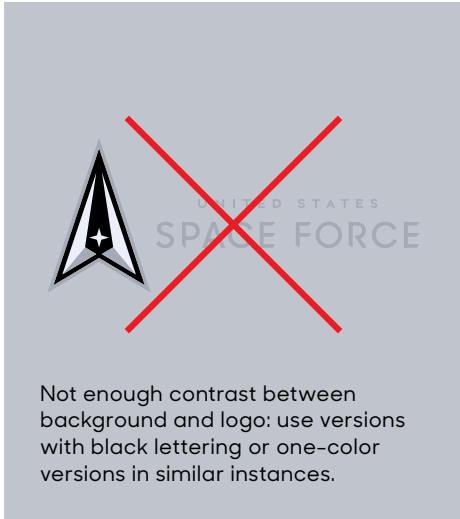
When using the silver secondary versions of the logo, they must be used on dark backgrounds. The USSF logo is designed so that the star Polaris and the beveled spires are always lighter than their background.



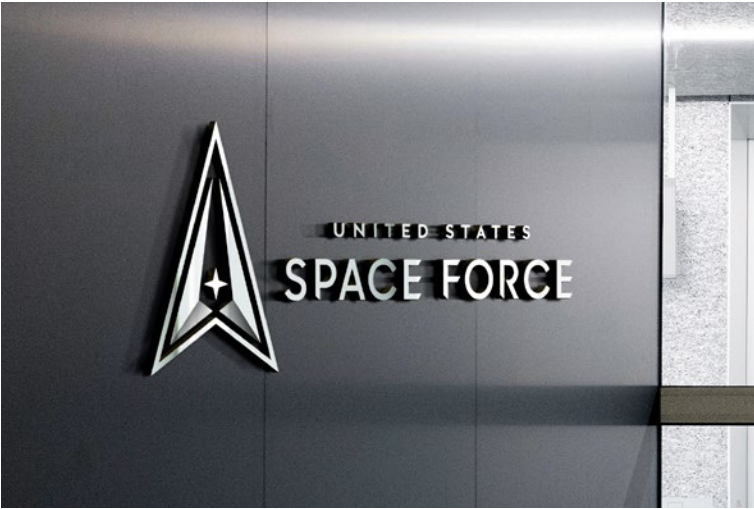
To make sure the logo is always clear and legible, there is a minimum size requirement. The minimums for print are listed below. For digital executions, ensure that the type is easily legible and the logo elements are distinguishable.



INCORRECT LOGO USAGE



MORE EXAMPLES OF LOGO IMPLEMENTATION



COLOR PALETTE

The USSF color palette is overwhelmingly black, white, silver and gray. These tones are timeless and sophisticated and reflect the starkness of our solar system.

THESE COLORS ARE USED IN THE MULTICOLOR FLAT LOGO VERSIONS

C:13 M:7 Y:4 K:0 R:219 G:224 B:233 PMS 649 C	C:44 M:29 Y:25 K:0 R:151 G:163 B:174 PMS 7543 C	C:0 M:0 Y:0 K:100 R:0 G:0 B:0 Black	C:27 M:16 Y:8 K:0 R:185 G:197 B:214 PMS 537 C	C:78 M:60 Y:44 K:25 R:66 G:84 B:100 PMS 7545 C
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TYPOGRAPHY

The primary font used for Space Force branding is Sharp Sans. It comes in a variety of weights and styles as shown below. The font Kulturista pairs well with Sharp Sans and can be used to introduce typographic variety as needed. If a web-safe replacement for Sharp Sans is needed, use Trebuchet.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Sharp Sans No. 1 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Sharp Sans No. 1 Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Sharp Sans No. 1 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kulturista Medium