

# SPACE FORCE ASSOCIATION

## BRANDING KIT

### LOGO FULL COLOR LIGHT BACKGROUND



### LOGO FULL COLOR DARK BACKGROUND



### LOGO BLACK



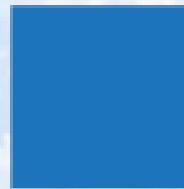
### LOGO WHITE



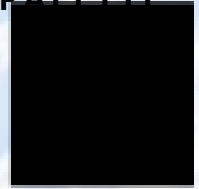
### BRAND MISSION

The SFA is committed to 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.

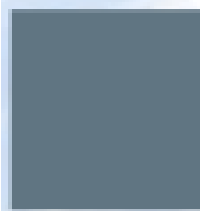
### COLOR PALETTE



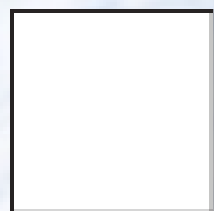
#1c75c  
C: 85  
M: 50  
Y: 0  
K: 0



#000000  
C: 75  
M: 68  
Y: 67  
K: 90



#607582  
C: 66  
M: 46  
Y: 39  
K: 9



#ffffff  
C: 0  
M: 0  
Y: 0  
K: 0

### FONT

Sharp Sans  
Sharp Sans Medium  
Sharp Sans Semibold

# BRANDING KIT

## GUIDELINES

### 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.

### MOTTO

Catalyzing Spacepower... At Home and on the Frontier

### FUNCTIONS

Research, Inform. & Advocate

### AUDIENCE

Generally SFA listens to members, Guardians, and partner organizations and speaks to the public, industry, and policy makers.

### PURPOSE

Steer public conversations about and around U.S. Space Force away from misinformation and frivolity and toward accurate information and constructive conversations.

### LOGO GUIDELINES

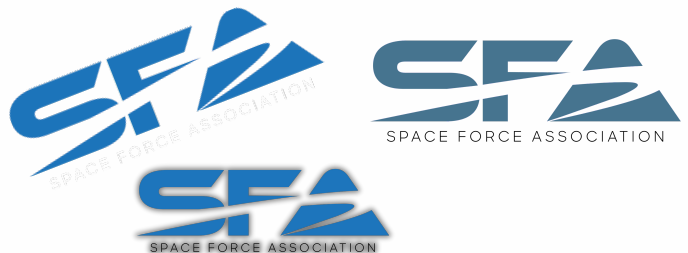
Distortion of the Space Force Association Logo is not allowed. This includes but is not limited to changing the ration, altering the relationship of the logo elements, adding or taking away from the logo, using unauthorized colors, fonts and special effects. Official Logos (png and jpg) with and without tag lines are available upon request - do not copy and paste the logo!

The Space Force Association logo must always maintain an exclusions zone, free of any graphics or text. This space is measured as 1/6th inch, applied around the border of the entire logo. the border around the logo takes the shape of a box as opposed to following the edge of the logo.

### MINIMUM SIZES

1-inch Minimum without tag-line. 2 - inches with tag-line.

### INCORRECT USE



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## SFA BOILERPLATE

The Space Force Association (SFA) is the only independent, 501(c)(3) non-profit organization that serves as a professional military association whose sole focus is supporting the United States Space Force, United States Space Command, U.S. national spacepower at large, and our global partners and allies' efforts in space exploration. Its core functions are to research, inform, and advocate for superior spacepower by shaping a Space Force that provides credible deterrence in competition, dominant capability in combat, and professional services for all partners. In addition, the SFA has an essential function of supporting the men and women of the U.S. Space Force. Membership is open to both military and civilians. For more information on the SFA, please visit [ussfa.org](https://ussfa.org).