

SPACE FORCE ASSOCIATION

Brand Guide

Our Mission: Champion a strong Space Force, uplift its Guardians, and to be the premier national association that unites public and private sectors in this shared purpose.

Our Vision: A future where a dominant U.S. Space Force, supported by an engaged and educated public, ensures the space domain remains secure and accessible.

SFA Logo

Blue on light background



Black on light background



Blue and white on dark background

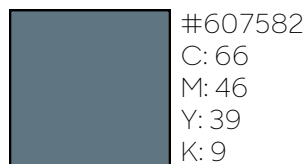
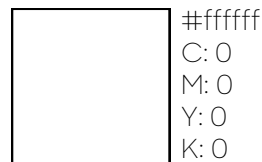


White on dark background



Font & Color Palette

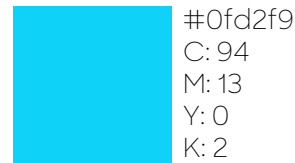
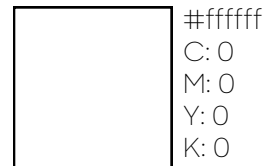
FJALLA ONE REGULAR
Titillium Web Regular
Sharp Sans



Spacepower Conference Logo



Spacepower Conference Color Palette



Logo Guidelines:

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. Official Logos (png and jpg) with and without tag lines are available upon request. Do not copy and paste logos from web sources.

Minimum Sizes:

1-inch minimum without tagline. 2-inches with tagline.

Incorrect Uses

Examples of distortion or altering of any SFA logo include but aren't limited to:

- Changing the ratio of or altering the relationship of the logo elements
- Adding or taking away from the logo
- Using unauthorized colors or fonts
- Adding special effects or filters to the font or logo elements

Unauthorized Color



Wrong font and text effects



Incorrect orientation

