

★★ UNITED STATES ★★
NATIONAL GUARD

STATE PARTNERSHIP PROGRAM

Mutually Beneficial – Enduring Relationships



Logo Guide

April 2023

WELCOME

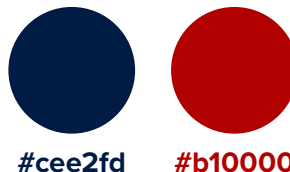
This guide will give you a basic overview of the fonts and colors used in the State Partnership Program logo. Below are also variations of the logo to use in different products.

Please **do not** distort or stretch the logo to make it fit a given space or make it so small that it is difficult to see. Also, do not put it on an image or background with less than 50% contrast.

FONTS

TILLER HEAVY
PROXIMA NOVA

COLORS



LOGO VARIATIONS

SPP LOGO MARK



SPP LOGOTYPE



SPP ACRONYM



EXAMPLES



WRONG USAGE

Logo is stretched, rotated, and doesn't have enough contrast.

CORRECT USAGE

Logo is not stretched, distorted, or rotated and has over 50% contrast.

