

★★ 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.

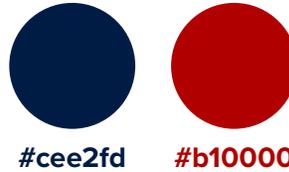
Please **do not** distort or stretch the logo to make it fit a given space or make it so small that it is difficult to see. Also, do not put it on an image or background with less than 50% contrast.

## 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.

