

FORCE SUPPORT SQUADRON

GRAPHIC STANDARDS QUICK REFERENCE GUIDE

VISUAL GUIDELINES AND GRAPHIC STANDARDS

The Force Support Squadron (FSS) Signature is interpreted in a contemporary graphic style. The flame, delta and modified contrail symbols celebrate the rich tradition of Manpower, Personnel, and Services. The merged elements represent the joining of these great organizations and their commitment to moving forward together.

A. Signature Components

This graphic, in its entirety, is referred to as the FSS "signature" and consists of three parts: Icon, Logo Type and Identifier.

ICON: The Icon includes the flame, delta and modified contrail as one unit. These elements are also in a fixed relationship to one another and may not be repositioned or altered.

LOGO TYPE: The Logo Type consists of the words FORCE SUPPORT SQUADRON. These elements are in a fixed relationship to each other and may not be repositioned or altered.

IDENTIFIER: The Identifier is the addition of the installation or unit designation as authorized.



THE FOLLOWING IDENTIFIER VARIANCES ARE ALLOWED:

Base name - If the base name consists of more than 25 characters, the text should be justified with the length of the "FORCE" Logo Type. If the base name consists of fewer than 25 characters, a graphic "RULE" is used to balance the mark. The following are examples of how these graphic elements are properly applied.



Unit Designation - The following illustrates how to justify a unit's designation with a graphic "RULE."



Local/Installation customization of the FSS Signature, such as adding a graphic element representing installation or squadron, is NOT AUTHORIZED.

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B. Fonts

The following is the list of approved fonts used within the FSS Signature.

FORCE: Font "Square 721 Blk"

SUPPORT SQUADRON: Font "Square 721 Bold"

IDENTIFIER: Font "Franklin Gothic Medium"

C. Colors

The FSS authorized colors are the same as the parent Air Force symbol

Blue: Pantone 287 CV (coated/gloss finish) or Pantone 287 U (uncoated)

Gray: Pantone Cool Gray 7 CV (coated/gloss finish) or Pantone Cool Gray 7 U (uncoated)

D. FSS Signature Do's and Don'ts

The FSS Signature may not be skewed or altered in any way. The Signature must be scaled proportionally to maintain consistency, and may not be reduced smaller than .625" in height.

To aid in establishing brand consistency, a minimum amount of "Clear Space" must be used around the Signature that is completely free of other objects or elements. The minimum amount of clear space should equal the height of the tallest part of the Signature in all directions.



E. General FSS Signature usage



A comprehensive Visual Guideline Package with additional instructions will be posted and available for download at <https://mil.afsv.net/MKT/05downloads.htm>.