

460TH FORCE SUPPORT SQUADRON

BRAND IDENTITY GUIDELINES



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01

ABOUT US

460th Force Support Squadron (FSS) at Buckley Space Force Base provides a variety of services such as child development, deployment assistance, relocation, career services, financial management, family networks and counseling. Also offered are leisure services including a fitness center, recreational facilities, community events, cafes and lodging. The Marketing Department supports each and every one of these programs with the intention to inform and improve the community's morale and welfare.



WHO DO WE SERVE?

02

OUR MISSION & VISION



SPOC

Protects America and our allies in, from, and to space...Now and into the future. Generates, Presents, and Sustains Combat-Ready intelligence, cyber, space and combat support forces and serves as the USSF service component to USSPACECOM.

America's Space
Warfighters - Always
Ready, Always
Innovative, Always
Above.



SBD 2

Deliver unrivaled global support to our combatant commands, joint mission partners and allies, empowering uninterrupted missile warning, intelligence and cyber operations.

Warrior Airmen
dominating today's
challenges and postured
to win the fight -
America's Missile
Warning Wing!



460 FSS

Deliver Force Support to enhance mission readiness across the Total Force.

Innovate and foster
exceptional customer
experience and
community support.

03

WHAT DO WE BELIEVE?

OUR VALUES



ETHICS

Ensure the **highest standards of conduct and accountability** to maintain our customers' trust; fostering fairness, transparency, integrity, service and excellence



TEAMWORK

Harness the strengths and talents of all, **foster collaboration** and use collective efforts to achieve FSS's goals and vision



TRUST

Fundamental to teamwork, open communication, camaraderie, overcoming challenges, **confidence and security** in the Squadron



DIVERSITY

Cultivate dynamic and **inclusive culture** that embraces strengths, identifies blind spots, fosters innovation and enriches our collective knowledge



RESPECT

Establish and maintain a **culture of dignity**, professionalism and cohesion where members feel valued for their background, experience and contributions

HOW WE DO IT?

04

P. R. I. M. E.

PROMOTE PARTNERSHIP

- Build integrated support network
- Strengthen relationships with Buckley and local community

RESPECT/INVEST IN PEOPLE

- Recognize and reward superior performance
- Promote workforce development, education and training

INSPIRE INNOVATION

- Think critically to optimize and expand services
- Engage with similar organizations to share Tactics, Techniques and Procedures

MOTIVATE ONE ANOTHER

- Empower and promote creative thinking inclusivity, and access
- Encourage life work balance

EXCEL AT THE MISSION

- Provide exceptional customer service
- Improve all aspects of FSS and Quality of Life for customers and families

**“PEOPLE
ARE OUR
MISSION”**



06

BRANDING IMPORTANCE

The 460th Force Support Squadron will ***ensure and enhance*** the long-term success of its brand by ***unifying and centrally guiding all communications*** through the Strategic Communications Plan, Visual Guidelines, and Voice Guidelines.

The brand identity of the 460th Force Support Squadron should communicate ***a cohesive family of services, a unified voice, and a consistent visual representation.***

BRANDING IMPORTANCE

- Consistent branding guidelines boost audience recognition and streamline our operations, improving efficiency.
- Without these guidelines, we risk confusing our audience and burdening ourselves with extra work.
- We need your support in maintaining the standards of the 460TH Force Support Squadron brand
- Please report improper branding and altered logo use to fssmarketing460@gmail.com



BRAND

LOGO | COLORS | FONT | GRAPHICS

COMMUNICATION
STRATEGY
VALUES
MANAGEMENT
POSITIONING
PURPOSE
PERSONALITY
SERVICES
EXPERIENCE
RESEARCH

08

LOGO
GUIDELINES



EXTERNAL USE

09

FOR WHITE BACKGROUND



This logo is for general use on signage, printed and digital media, embroidery and other visual communications.

THE LOGO CANNOT BE ALTERED OR DISASSEMBLED.

FOR COLORED BACKGROUND



Other 460 FSS logo standards to note:

- Leave space around the logo equal to the height of the FORCE letters in the logo.
- Do not use the logo at less than a 1/4" size.
- Do not place the logo over an image or photo with a busy background.

FOR DARK BACKGROUND



FOR LIGHT BACKGROUND



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MULTIPLE LOGOS



To arrange multiple military logos, follow this order from right to left: facility/program(s) logo followed by the highest-ranking logo, 460 FSS logo, should be on the far right.

Refer to image above for the logo/insignia size ratios. If in the same line, 460 FSS logo should be 10% larger than other logos. Each logo/insignia should align with an invisible horizontal line running through its center. The space between the logos should be equal to the height of 3 stacked "S's" of the 460 FSS logo.

Please note that external materials should always include the 460 FSS logo in the branding. However, internal use can feature the program logo alone.



Sponsor and advertiser logos may appear to the right of the 460 FSS with a minimum of a 460 FSS logo in between. *Sponsor and advertiser* logos must include "SPONSORED BY*:" and "*No U.S. Space Force, DoD or Federal endorsement implied." as shown above.

LOGO ICON

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FOR WHITE BACKGROUND



FOR DARK BACKGROUND



FOR COLORED BACKGROUND



FOR LIGHT BACKGROUND



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INTERNAL USE

FOR BOTH DARK AND LIGHT BACKGROUND



The 460 FSS insignia's intended purpose is for increasing moral within our organization. This logo may not be utilized for the public outside of our organization.

COLOR PALETTE

RGB: multimedia display
CMYK: printing
Hex Code: specify by the number to assure accurate reproduction

13



RGB (242, 177, 56)
CMYK (0, 27, 77, 5)
Hex Code #F2B138



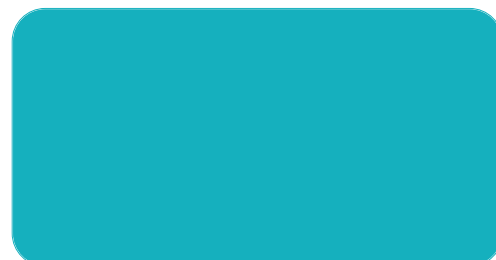
RGB (155, 157, 160)
CMYK (42, 33, 32, 1)
Hex Code #9B9DA0



RGB (1, 46, 64)
CMYK (98, 28, 0, 75)
Hex Code #012E40



RGB (13, 153, 214)
CMYK (76, 25, 0, 0)
Hex Code #0D99D6



RGB (6, 191, 191)
CMYK (97, 0, 0, 25)
Hex Code #06BFBF



RGB (255, 255, 255)
CMYK (0, 0, 0, 0, 0)
Hex Code #FFFFFF

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BRAND FONTS

Promotional Materials

AVENIR FAMILY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

*abcdefghijklm
nopqrstuvwxyz*

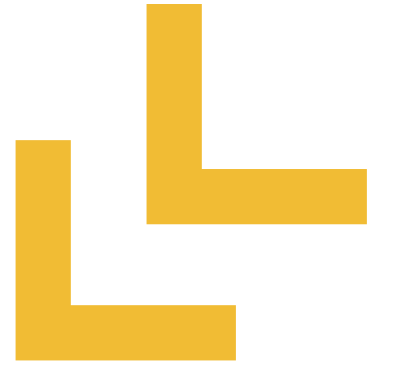
1234567890

NEW HERO FAMILY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

*abcdefghijklm
nopqrstuvwxyz*

1234567890



Official Paperwork

TREBUCHET BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

*abcdefghijklm
nopqrstuvwxyz*

1234567890

TREBUCHET REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

*abcdefghijklm
nopqrstuvwxyz*

1234567890

** Event titles may have more creative freedom, but content providing information must be from the Promotional Materials Families allowed.*

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VOICE GUIDELINES

Tone:

Be professional, approachable, and friendly.
Language: Use clear, concise, and jargon-free language.

Positive and Supportive:

Maintain a positive and supportive tone.

Consistency:

Ensure consistent messaging across all channels.

Respectful and Inclusive:

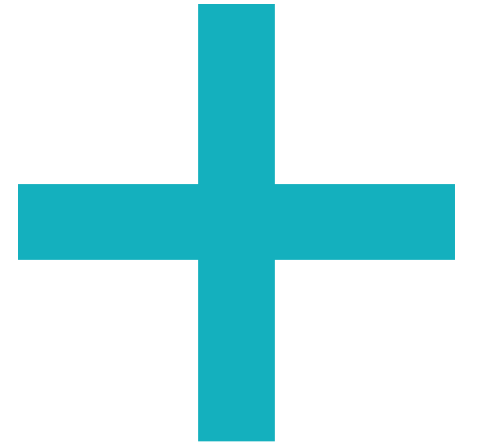
Treat everyone with respect and use inclusive language.

Professionalism:

Maintain a high level of professionalism.

Brand Alignment:

Reflect the squadron's values and commitment.



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WRITTEN & SPOKEN GUIDELINES

When referencing the brand in the spoken word, the following guidelines should be followed to ensure consistent communication at all levels and throughout all mediums.



Name

Should speak or write *"460TH Force Support Squadron"* when used for the first time, after that, it can be resumed to *"460 FSS"* (*"460th FSS"* is not acceptable).



Dates

Should speak or write in a *"DD MMM"* format.
Example: 10 May



Hours

Should speak or write in a *"Military"* format with *"hrs"* at the end.
Example: 1300 - 1500 hrs



Location

Should speak or write *"Building Name" | "Bldg ###"*.
Example: M&FRC Auditorium | Bldg 606



SOCIAL MEDIA VOICE

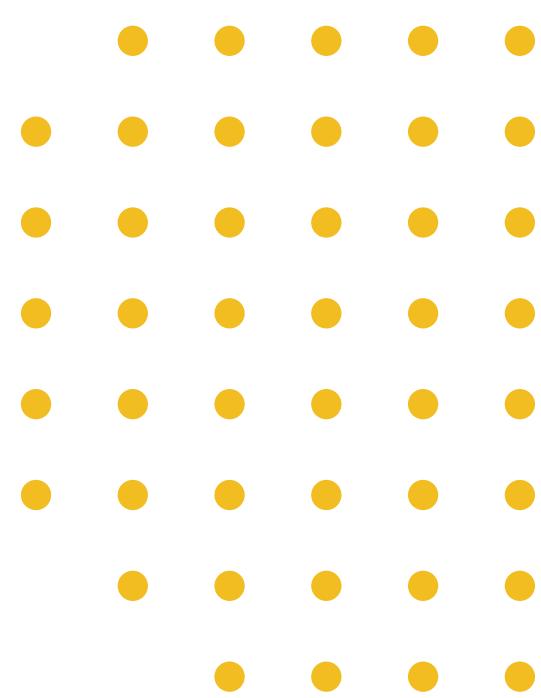
17

Social media post should maintain all the brand guidelines, readable format, compelling visuals, timely, trendy and engaging with the audience.

Post must include the following hashtags "**#460fss**", "**#WeMoveMountains**", and "**#buckleysfb**", as well as any other applicable hashtags.

Post should have the following layout:

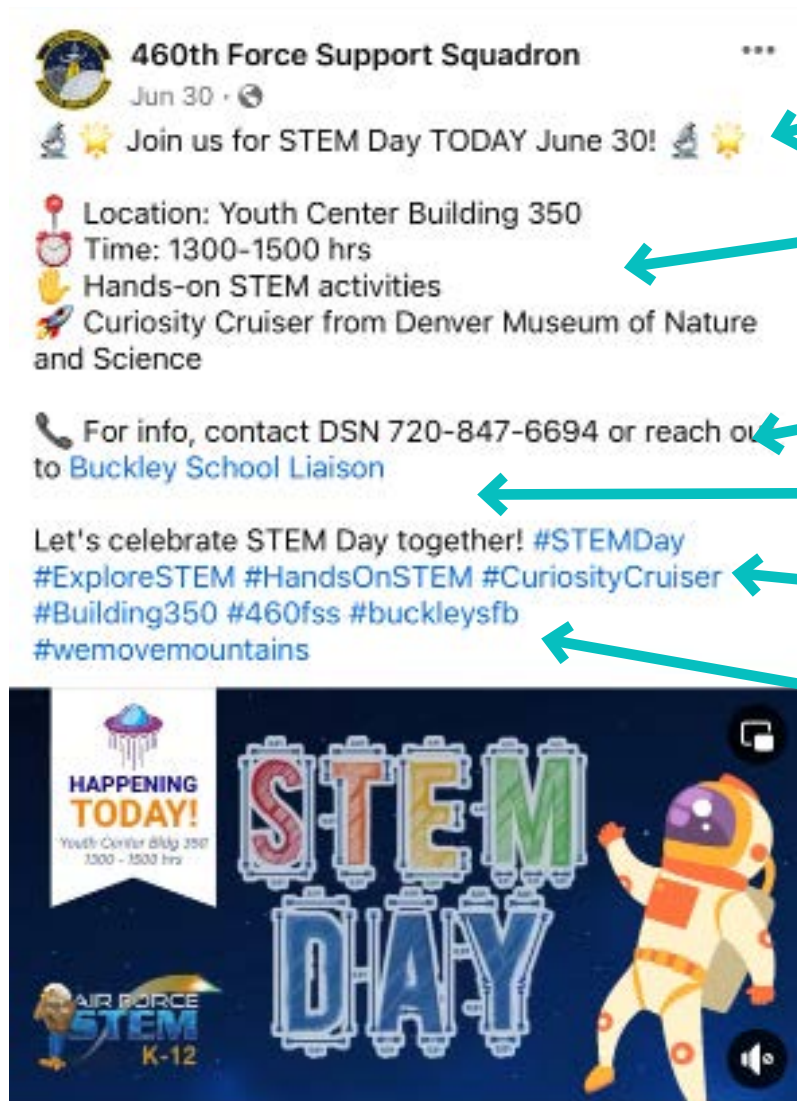
1. Catchy Headline
2. Clear Branded Message
3. Tag relevant third-party pages
4. Call-to-Action (CTA)
5. Contact information
6. Hashtags



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POST EXAMPLE

Social media posts across the board must follow all voice guidelines. Need help writing your posts? Email us your idea at fssmarketing460@gmail.com and we will help you bring it to life!



Catchy headline

**Event/Program Title | Date | Hours
Location | Event description**

Contact information

Tag of third parties

Call-to-action

Hashtags for event and brand

Eye-catching graphic

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BUSINESS CARDS



ONLY APPROVED BUSINESS CARD TEMPLATE. Marketing will provide the print ready design, but programs/managers are responsible for printing services with a third party.

FLYER LAYOUT

Programmers/Managers should refrain from creating their own marketing materials. Marketing request forms should be submitted to fssmarketing460@gmail.com

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Event Title

Date | Hours | Location

Brief event description with a max 30 words

Logos (Programs, 460 FSS) please refer to Multiple Logos, slide 08.

Contact information should read:
For more information contact
Program/ Facility Bldg ###
Phone number
www.460fss.com

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QR CODE USAGE



QR Codes should have a professional aesthetic and a minimum size of 1 x 1 cm.



Color may depend on the color scheme of the event, and must be cohesive with the design.



QR Code should be identified, and used in addition to a graphic, but not standing on its own.

STAY ON BRAND & LEAVE A LASTING IMPRESSION



For branding questions, reporting improper branding and altered logo usage, email us at fssmarketing460@gmail.com



BUCKLEY SPACE FORCE BASE
FORCE
SUPPORT SQUADRON



STAY CONNECTED
ON ALL EVENTS
@460FSS



FOLLOW US!

VISIT US AT **460FSS.COM**

