

## The History SPAWAR's Logo

There have been many stories about the origin of the SPAWAR logo. In each, there may lie some grain of truth.

The meaning of the icon has three parts, each representing a significant way the command looks at itself. Not coincidentally, it is also the way we would like our customers, stakeholders and industry partners to view us. While the color schemes for the logo are relatively easy to explain, as is the futuristic font that spells our name, symbology and history of the triangle run deeper.

**The Font, or Type Style.** The futuristic font is unique, specifically designed by one of our own team members and is not available commercially. Its forward-looking aspect conveys an organization in motion – an organization that delivers cutting-edge technology – an organization that is looking to the future.

**The Colors.** The colors in the triangle represent the military services we serve. We are a Department of the Navy command and so the logo has the Navy colors, Blue and Gold. The Marine Corp is represented by its colors Red and Gold. The gold borders were added in 1997 when SPAWAR headquarters moved to San Diego. It was at that time, we started to think and act as a single corporation. The gold of the border represents the command leadership that binds the headquarters and the five major field activities together. A band of white separates the two triangles. The colors red, white and blue are the colors of our National Flag, representing our allegiance to the Nation.

**The Triangle.** The triangle represents the various parts of the corporation coming together as a single team to provide C4ISR/IT capabilities to our customers. The triangle is simple, yet easily and quickly recognized. Headquarters and field sites used to symbol alike, on name badges, on buildings, and briefings and on printed and electronic informational media – further demonstrating the coming together of the organization and our desires to act as unified team.

**Background.** The logo was designed by SPAWAR Systems Center, San Diego artist, Mr. Al Woerner in 1991 for what was then the Naval Command, Control and Ocean Surveillance Center (NCCOSC), a warfare Center for SPAWAR which existed until 1997. Mr. Woerner was also responsible for the design of the unique type font with which SPAWAR is spelled. As with any corporate symbol, proper use of the logo permits resizing it as necessary, but does not permit modifying the triangle, it's colors, the font or the overall relationship between the elements. The SPAWAR logo is most recognizable and most effective when used in its original form.

All artistic interpretation aside, the true meaning and value of the SPAWAR logo is what represents in the hearts and minds of our customers, stakeholders and SPAWAR Team members. The SPAWAR logo should be seen as a seal of quality, advanced technology, support, efficiency and best value. We, as a corporation, must strive every day to exceed these expectations.