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BACKGROUND PAPER

ON

LOGO FOR COMMERCIAL SYSTEMS PROGRAM OFFICE

PURPOSE:

Requesting DNRO approval to use the following logo created for the new GEOINT/Commercial Systems Program Office (CSPO).



GRAPHIC IS UNCLASSIFIED

DISCUSSION:

- Any color significance?
 - o The colors were selected to synchronize with the NRO Style Guide - the darkest blue in the logo matches NRO Blue, the gold matches the NRO Orbit Gold, and the red dot matches the NRO Red.
- What does the name mean?
 - o CSPO is the official name of the new GEOINT office that was stood up in Spring 2018 to procure commercial imagery.
- Any objects have any significance?
 - o The red dot on the right-hand side of the globe represents a satellite orbiting the earth.
 - o The squares lifting off the globe are meant to represent pixels (imagery) being collected from the earth.

SUMMARY:

DNRO approval needed for the attached logo. This logo will be used for presentations both internal and external to the NRO, as well as memorabilia.

Action Officer:

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