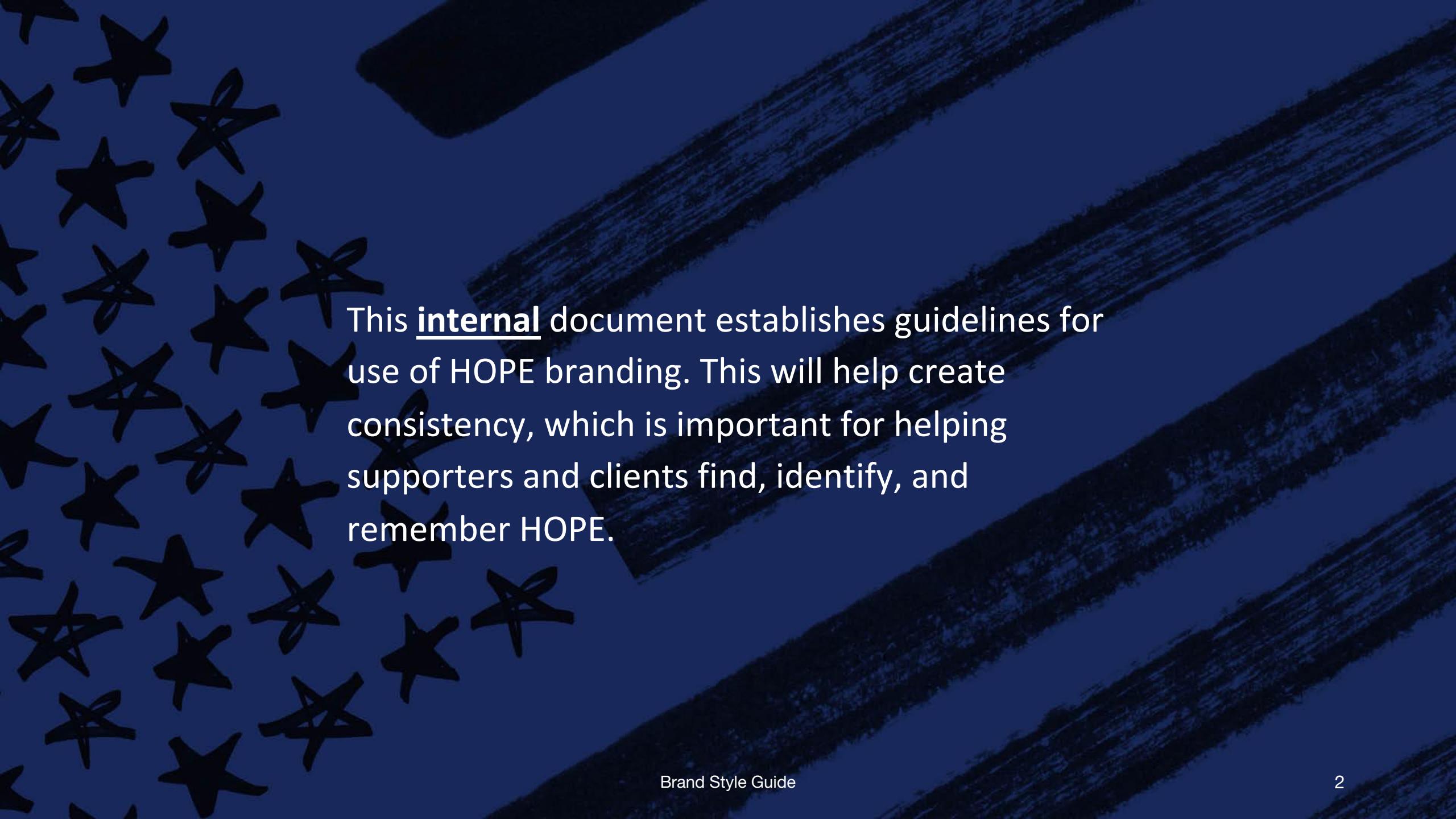




Brand Style Guide

Last updated: February 2025



This **internal** document establishes guidelines for use of HOPE branding. This will help create consistency, which is important for helping supporters and clients find, identify, and remember HOPE.

Contents

- Naming Conventions and Trademarks
- Logo Guidelines
- Colors and Fonts
- Key Messaging
- Subbrands and Products





Naming Conventions and Trademarks

Naming Conventions

Hope For The Warriors (HOPE) on first use

HOPE acceptable on second use

Never: Hope or Hope for the Warriors

Trademarks

HOPE has registered the following trademarks:

- Run For The Warriors®
- Drive For Hope®
- Got Heart Give Hope®
- Warrior House®
- A Warrior's Wish®

The trademark is only for capitalization as shown here.





Logo Guidelines

Primary Logo



Always leave a space around the logo and between the logo and other elements such as photos, text, other logos, etc.

Note: External use of the Hope For The Warriors® logo is strictly prohibited without written permission from the HOPE Comms Team. This includes use of the logo on digital media, t-shirts, event signage, etc.

Secondary Logo Uses



Acceptable Variations for Certain Uses



Alternate four-color versions and knockout versions (acceptable on brand colors as long as legible)



HOPE mark alone is fine in certain uses

Unacceptable Logo Variations



Skewed



Skewed



Shadow/Effects



Extreme/Off Brand Colors



Breaking apart the logo



For The Warriors

Changing Fonts



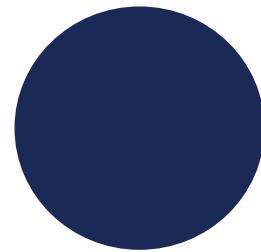
Contrast issue, illegible on background



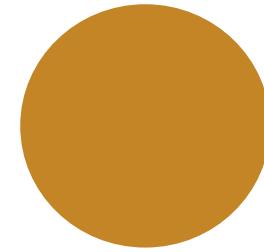
Colors and Fonts

Color Palette

Primary

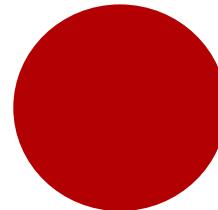


HEX: #1B2957
RGB (27,41,87)
CMYK (69, 53, 0, 66)

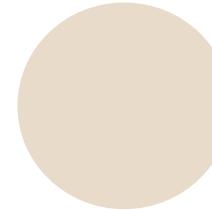


HEX: #C38526
RGB (195,181,38)
CMYK (0, 7.2, 80.5, 23.5)

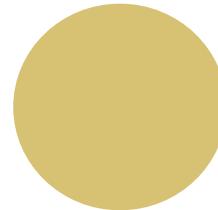
Supporting Colors



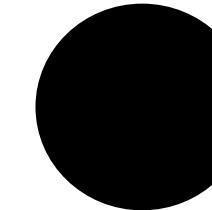
HEX: #B30003
RGB (179,0,3)
CMYK (0, 1, 0.98, 0.30)



HEX: #E9DBC9
RGB (233,219,31)
CMYK (0, 0.06, 0.14, 0.09)



HEX: #D7C273
RGB (215,194,115)
CMYK (0, 9.8, 46.5, 15.7)



HEX: #000000
RGB (0,0,0)
CMYK (0,0,0,0)

Headline Font

Blender

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀÅ
abcdefghijklmnopq
rstuvwxyzàåéî&12
34567890(\$€€.,!?)

55

If a program does not have this headline font, defer to the body copy font Inclusive Sans.



Everyday Body Copy

Inclusive Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

If a program does not have Inclusive Sans, it is fine to use a similar font such as Corbel.



Script Font

La Petunia

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v

w x y z
1 2 3 4 5 6 7 8 9 0

This font is intended for special uses such as highlighting phrases or in formal invitations.





Key Messaging

Key Messaging

Mission Statement

At HOPE, our mission is to deliver unparalleled services that uplift individuals and their families as they navigate the complexities of military life.

Tagline

Restoring a foundation of stability, strength, and community



Key Messaging

About Hope For The Warriors (boilerplate)

Hope For The Warriors (HOPE) is a national leader driving transformative change for the post-9/11 U.S. military community (including veterans and active-duty service members as well as military caregivers, spouses and family members, and families of the fallen). At HOPE, our mission is to deliver unparalleled services that uplift individuals and their families as they navigate the complexities of military life. We are committed to fostering resilience and a sense of purpose, ensuring that those who have served our nation will thrive. Together, we forge a strong community that champions courage, commitment, and grit. To learn more or support our mission, visit HopeForTheWarriors.org.

Elevator Speech

Hi, I'm (NAME) from Hope For The Warriors. We're a national nonprofit that helps veterans, service members, and families navigate the complexities of military life. Do you have a connection to/what's your connection to the military?



Key Messaging

URL Style

HopeForTheWarriors.org

Phone Number

877.2HOPE4W (877.246.7349)

Social Media

Facebook: www.facebook.com/HopeForTheWarriors

LinkedIn: <https://www.linkedin.com/company/hope-for-the-warriors-/>

Instagram: @hope4warriors

X: @Hope4Warriors

YouTube: www.youtube.com/HopeForTheWarriors





Subbrands and Products

Current Subbrands and Products



Subbrands



The Steven A. Cohen
Military Family Clinic
at Hope For The Warriors

For the Clinic, defer to CVN Brand Guidelines.

Note: Warrior Games is a product of the
Department of Defense, not HOPE.

Products



Team Hope For The Warriors



HOPE
FOR THE
WARRIORS

The logo features the word "HOPE" in large, bold, blue capital letters. The letter "O" is replaced by a circular emblem containing a red five-pointed star. Below "HOPE" is a horizontal red bar. The words "FOR THE" are centered on this bar in a smaller, blue, sans-serif font. Below this bar is the word "WARRIORS" in large, bold, blue capital letters.