



# Visual Brand Identity & Standards

UPDATED 6.2022

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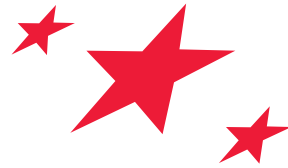
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## **OUR MISSION**

To honor the service of our military and first responders by providing opportunities to express gratitude.

# Logo Usage

Abstract geometric shapes in the bottom left corner, including a large dark blue triangle and several smaller, lighter blue triangles and polygons, creating a layered, architectural effect.

## Our Logo

Two **blue stars** stand proudly; one on the front line and one in support, representative of our commitment to the community we serve.

**Red stripes** stand in relief of white, waving to symbolize the action we take in support of those who serve and highlighting “thank you” as an offering of kindness.

Traditional **military stenciling** recalls the charitable roots of the Operation Gratitude mission, as our first care packages were delivered to overseas troops to establish meaningful connections.



# Logo Styles

Primary Logo



Standard Logo



Stacked Logo



Logo Icon.  
A.K.A. The Bug



The logo icon is a shorthand representation of the Operation Gratitude logo and should only be used on social media posts and presentations.

The standard and stacked logos should only be used in small spaces where the tagline would be difficult to read.

Greyscale



Black



White



Each logo style comes in full color, black, greyscale and white.



## Logo Styles: The OG Logo Family

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Handmade with Love Horizontal Logo



Handmade with Love Vertical Logo



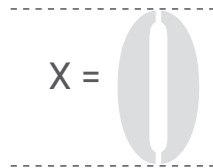
Team OG Logo



## Clear Space and Minimum Size

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The logo and tagline have been arranged precisely and intentionally. They are locked in a horizontal arrangement, as shown here, and should never be modified or altered. The clear zone has been designed to protect the clarity and space of the logo. No other elements should appear within this zone.



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### Minimum Sizes:

Without tagline



With tagline

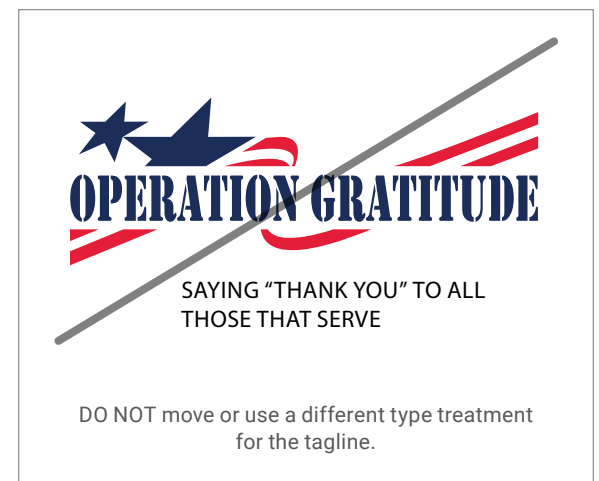




## Improper Uses

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In order to maintain its integrity, the Operation Gratitude logo must never be altered, distorted or adjusted in any way. Be especially careful to avoid the mistakes highlighted here.



# Color Guide



## Colors

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### Primary Color Palette



**PMS 289 C**  
CMYK 100/75/2/18  
RGB 0/48/135  
Hex #002A5C



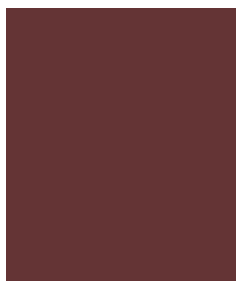
**PMS 186 C**  
CMYK 2/100/85/6  
RGB 200/16/46  
Hex #E51937

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### Accent Color Palette



**PMS 426 C**  
CMYK  
RGB  
Hex



**PMS 1817 C**  
CMYK  
RGB  
Hex

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### Secondary Color Palette

Use for backgrounds

**PMS 646 C**  
CMYK  
RGB  
Hex



**PMS 644 C**  
CMYK  
RGB  
Hex



**PMS 646 C**  
CMYK  
RGB  
Hex

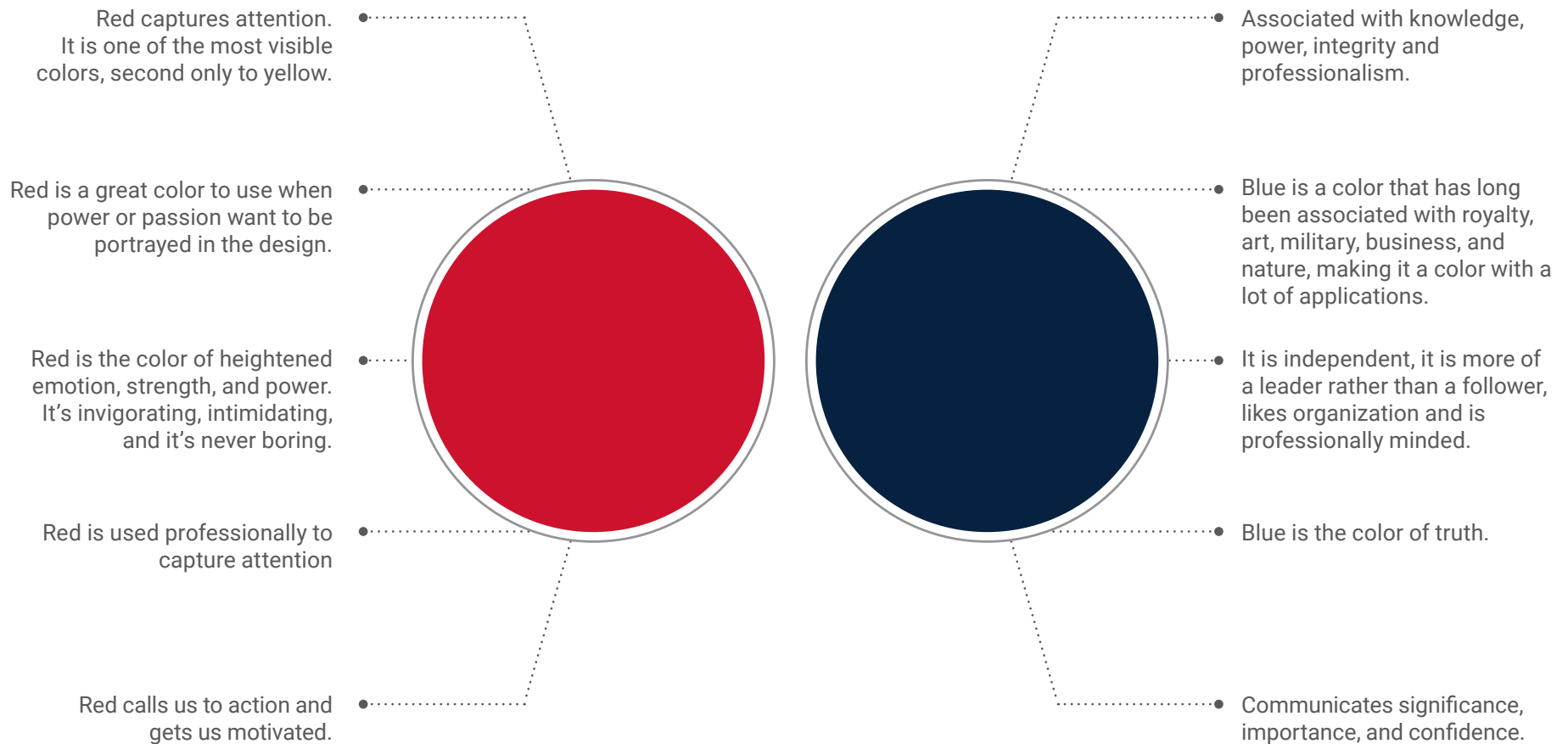


**PMS 420 C**  
CMYK  
RGB  
Hex



## Operation Gratitude Red & Blue

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# Typography

Abstract geometric shapes in the bottom left corner, including a large dark blue triangle and several smaller, lighter blue triangles and polygons, creating a layered, architectural effect.

## Typography

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Typography creates visual consistency and cohesiveness among communications materials. Eurostile LT Std is considered the primary Operation Gratitude typeface. It is recommended that no more than two type weights and/or sizes be used together in a layout in order to achieve a professional, well-organized typographic appearance.

**Roboto** is to be used for sub heads and body copy applications.

**Eurostile** is used for accent and callout opportunities.

**Stencil Std Bold** is used when typography is used as a graphic element, such as a graphic accent or a logo.

### Primary Fonts (headers, sub heads and body copy)

Roboto – Regular

AaBbCcDdEe 12345 !?@#\$\$%&

Roboto – Bold

**AaBbCcDdEe 12345 !?@#\$\$%&**

### Standard Fonts (body copy, alternate to Roboto)

Arial

AaBbCcDdEe 12345 !?@#\$\$%&

Calibri

AaBbCcDdEe 12345 !?@#\$\$%&

### Accent and Graphic Fonts

Stencil Std – Bold

**ABCDE 12345 !?@#\$\$%&**

Eurostile – Medium

AaBbCcDdEe 12345 !?@#\$\$%&

# Brand Elements

Abstract geometric shapes in the bottom left corner, including a large dark blue triangle and several smaller, lighter blue triangles and polygons, creating a layered, architectural effect.



## Brand Elements

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Stars



Diamond Plate



Ribbon Stripes



### Slant Element

The slant element can be used to bring attention to pages in a document, such as a cover or divider page, or to provide graphic energy to a layout.

# Branded Materials



## Templates

Powerpoint Template

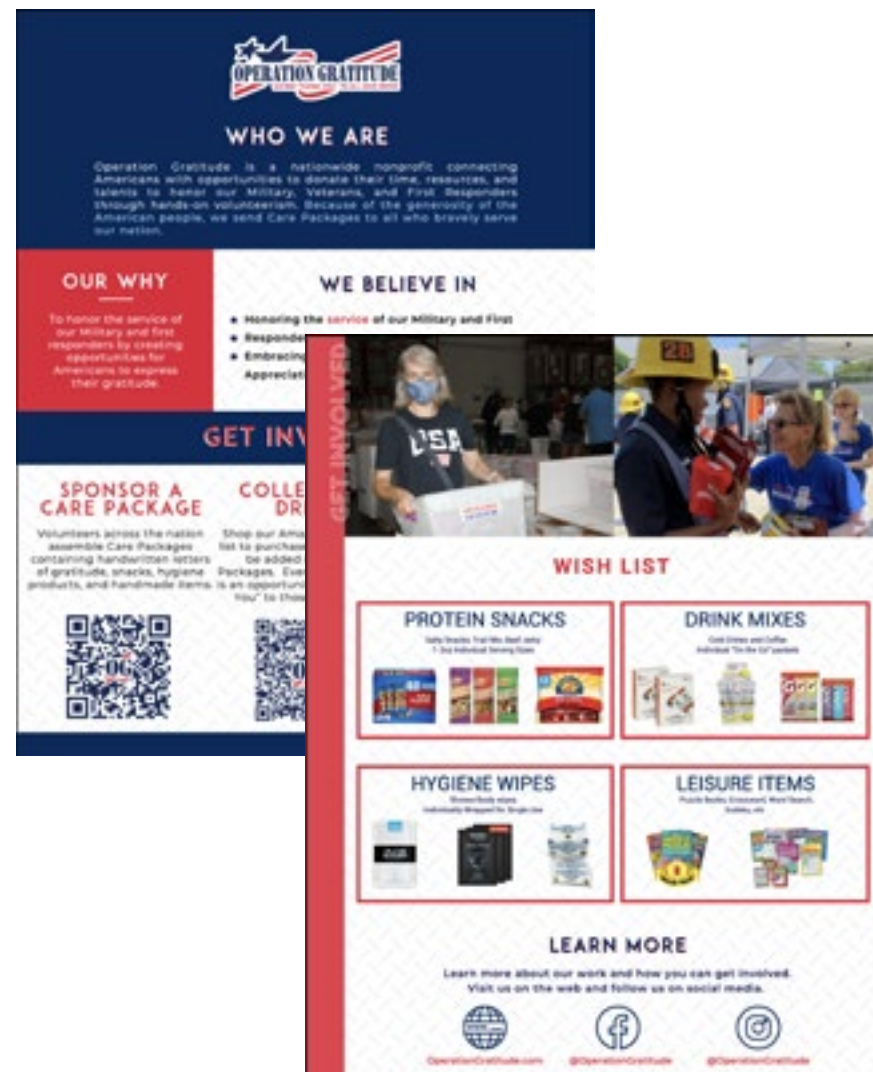


## Templates

Email Banner Templates



Flyer Templates

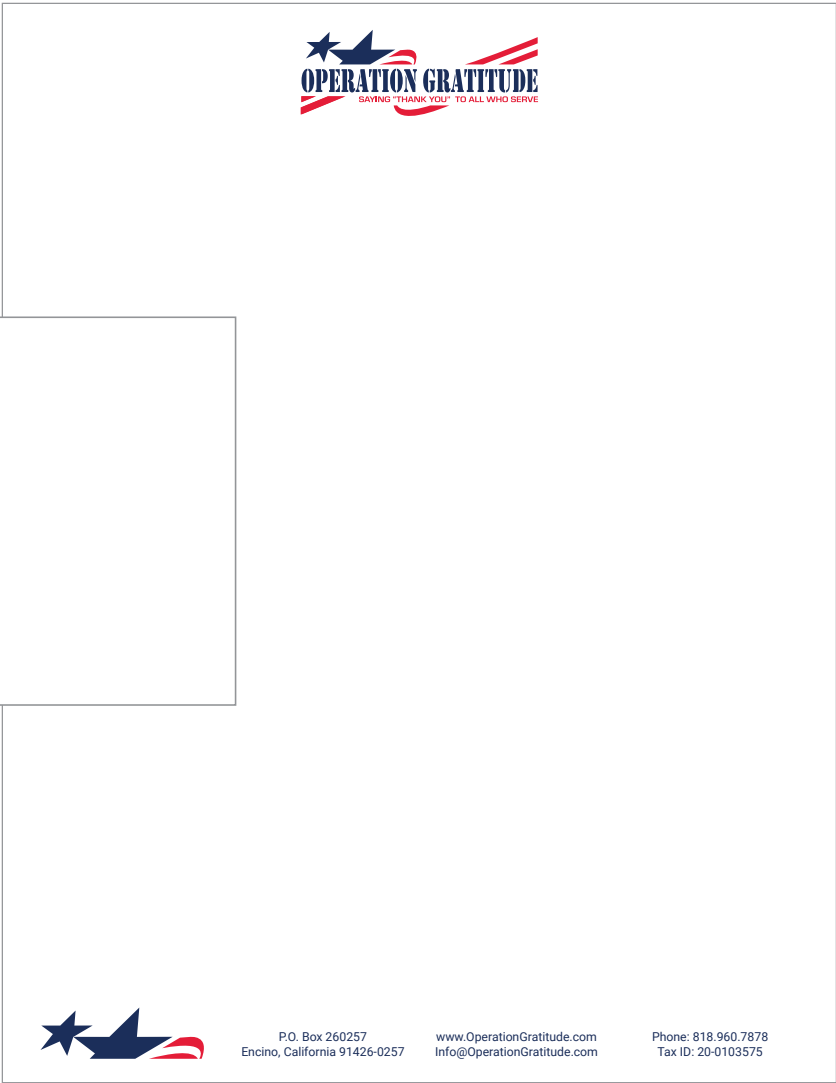


# Stationery

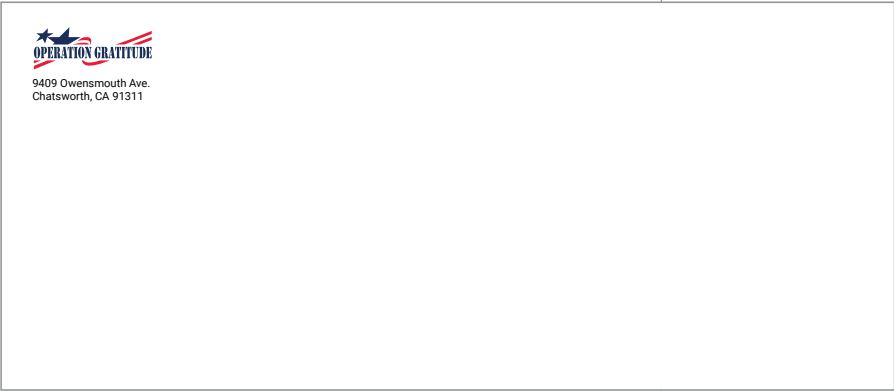
## Business Cards



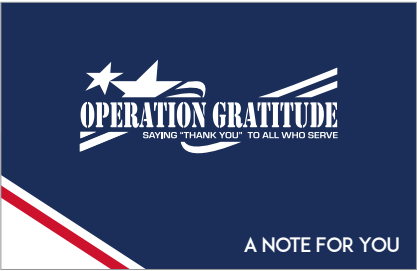
## Letterhead



## Envelope



## 6x4 Note Card



P.O. Box 260257  
Encino, California 91426-0257

www.OperationGratitude.com  
Info@OperationGratitude.com

Phone: 818.960.7878  
Tax ID: 20-0103575

# Photographic Styles





# Photography

Visually appealing imagery is critical to our brand growth and success and serves as a simplistic validation and reinforcement of the work we do and our commitment to the people we serve.

Photographs help to actualize the impact and contributions of our volunteers, donors, and other vested partners by showcasing the meaningful connections we strive to build.

Photographs used by Operation Gratitude should reflect our mission goals and the values we share with those we serve.





## Recipient Photography Tips

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ENCOURAGE taking pictures that clearly represent the diverse people we serve.



ENCOURAGE taking pictures of subjects with open eyes and smiling mouths who exhibit kindness and gratitude.



ENCOURAGE taking pictures of subjects who appear objective focused who are not looking directly at the camera.



ENCOURAGE taking photos with interesting camera angles and cropping that encourage interest, action, and empathy.



ENCOURAGE highlighting the subject by blurring the back/foregrounds.



ENCOURAGE taking pictures with branded materials and that the brand is showing in its entirety.

# Volunteer Photography Tips

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ENCOURAGE pictures showing camaraderie between volunteers and enjoyment for the packaging process.



ENCOURAGE photos that highlight the overall scale of an event.



ALWAYS TRY to get the sponsor's logo and/or branding in the photos as often as you can.



ENCOURAGE highlighting the donations and other items contained in the care packages.



ARRANGE the care package boxes to show the Operation Gratitude branding as predominantly as possible.



ENCOURAGE following the "Recipient Tips" for photographing other acts of volunteerism.



## Practices to Avoid

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AVOID photos without a defined focal point or object.



AVOID portraits with uneven eye levels and awkward posture and potentially distracting backgrounds.



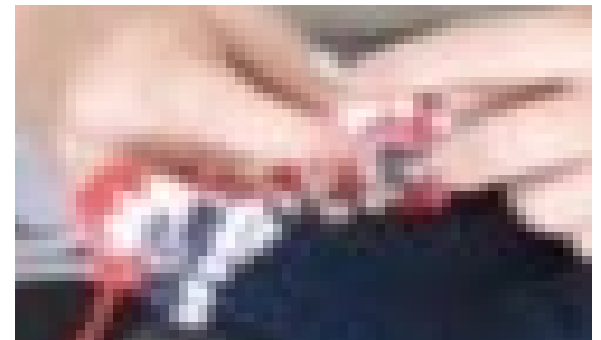
AVOID photos featuring busy scenes that cause blurry images.



Avoid images that are dark.



AVOID poses that hide or partially obscure faces.



Avoid images that are low resolution or fuzzy.

## For Professional Photographers

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Our goal for a professional photograph is to capture the subject in a way that instills the meaningful connection that we base our mission on. Photographs should evoke feelings of patriotism, gratitude, and pride of support for our Heroes.

Subjects should be photographed at or slightly below eye level to generate a “looking up to” feel to the photograph. Subjects’ eyes should be focused beyond or to the side of the photographer to appear “objective focused.” The subjects’ full head, face, and shoulders should be visible as the focus of the photograph. The subject should be positioned slightly out of center to give a more organic feel. Back and foregrounds should be blurred/out of focus and not distracting to the viewer. Lighting should highlight the subject, but not cast glaring shadows or cause facial distortion/squinting. Relevant professional equipment may be included to emphasize individual professional identity, such as job-specific tools or PPE. Discretion should be used to avoid including imagery with equipment that may violate TOS for any platform, such as firearms or ammunition.





For any questions regarding these standards  
or the brand as a whole, contact

**Communications Team**

[communications@OperationGratitude.com](mailto:communications@OperationGratitude.com)