



Brand Guidelines

TERMS AND CONDITIONS



This Style Guide provides our requirements regarding use of the Hero's Bridge® logo and its variants available for use or download from the Hero's Bridge website or any other third party channels.

As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this Style Guide from time to time without notice to the logo user ("You"). You are responsible for complying with any modified terms, so please review this Style Guide and become familiar with any modifications we publish.

The Hero's Bridge logo and associated iconography are the sole and exclusive property of Hero's Bridge. Your use of any Hero's Bridge logo implies acceptance of, and agreement with, the terms of this Style Guide. If you do not accept and agree to follow the rules for using the logos as set out in this Style Guide, you do not have the right to use the logos and should not use them. Any use of the logo not in compliance with this Style Guide is not authorized. If you violate the rules set out in this Style Guide, you must cease all use of all Hero's Bridge logos, regardless of the uses otherwise allowed in this policy. In addition, Hero's Bridge reserves the right to revoke its approval of your use of the logos at any time.

Feedback and questions may be directed to us via our contact form at <https://herosbridge.org>.

OUR MISSION



Hero's Bridge is dedicated to serving elderly veterans, age 65 and older. We serve, stand by and honor our aging veterans through six distinct programs. These services are available to our heroes wherever they call home, at no expense to them or their families.

CORE VALUES



Providing practical and essential services to our aging heroes, Hero's Bridge adheres to four core values:

ALWAYS REMAIN CENTRIC TO THE OLDER VETERAN

There are over 46,000 veterans organizations. When the elderly veteran needs assistance they quickly find most of them are focused on providing help to the younger veterans of the Iraq and Afghanistan wars. What the older veteran needs is different than the needs of our nation's younger heroes. Hero's Bridge will always remain focused on specializing in the needs of veterans age 65 and over.

NO RED TAPE

Hero's Bridge's has seen firsthand the difficulties older veterans face when trying to navigate the VA system and large legacy veteran organizations. Unfortunately, many organizations have layered themselves in overwhelming bureaucracy which makes it hard to quickly help a veteran in need, if at all. Hero's Bridge will always remain committed to eliminating red tape and bureaucracy at every opportunity.

NO PASSING THE BUCK

When older veterans need help it is often hard for them to reach out. When they finally do they get an endless web of people that refer them elsewhere. Hero's Bridge believes in collaborating with community partners and resources but will never give blind referrals. We will always take personally responsibility for bridging that veteran to a better quality of life.

NEVER LEAVE A MAN BEHIND

Many of the veterans Hero's Bridge is called upon to help are facing substantial social, financial and practical problems. Years of isolation, poor coping mechanisms and being let down before make it difficult for them to accept help. Couple that with the web of bureaucracy that we must navigate to bridge them to a better existence and every veteran presents unique and hefty challenges. There often comes a point where Battle Buddies 'hit a wall' and feel like giving up. We are committed to pushing through where other people have given up-and never leaving a man behind.

BRAND ESSENCE



The Hero's Bridge brand reflects a deep respect for all branches of the United States Armed Forces. Olive Green is deeply associated with the military, and was the color of the standard uniform for US soldiers during World War II and the Vietnam War, where it was also used on weapons and tanks. Pale Gold and Goldenrod Yellow were chosen to complement the Olive, and evoke a sense of compassion, warmth and hope.

The elderly man with the shadow of a soldier behind him is a powerful symbol of courage, resilience, and service. The star and stripes in the logo echo the service and sacrifice these brave soldiers gave to our nation in times of need.

Other images and symbols used in the Hero's Bridge brand include stars and bars, references to period-appropriate camouflage, "vintage" military photos, and an overall "weathered" look & feel.

COLOR PALETTE



Olive Green

Hex: #4b5320

CMYK: 10.0.61.67

RGB: 75.83.32



Pale Gold

Hex: #eacd8a

CMYK: 0.12.41.8

RGB: 234.205.138



Goldenrod

Hex: #d19c1d

CMYK: 0.25.86.18

RGB: 209.156.29



NOTE: Olive Green and Pale Gold should be most prominent. Goldenrod is used judiciously for accents. Use of color overlays with opacity can assist in creating a "vintage" or "weathered" feel.

Alternate/Tertiary Colors (below) can be used only when the primary colors cannot be used.

French Bistre

Hex: #766f4c

CMYK: 0.6.36.54

RGB: 118.111.76



Nickel

Hex: #6f726b

CMYK: 3.0.6.55

RGB: 111.114.107



Prussian Blue

Hex: #293d54

CMYK: 51.27.0.67

RGB: 41.61.84



TYPOGRAPHY



Headings: Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

H1: 2em

H2: 1.5em

H3: 1.2em

Paragraph: Montserrat Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

OUR LOGO



Our logo uses the words “Hero’s Bridge” in title case and includes the ® symbol in superscript to the right of the ‘e’ in Bridge. Proper presentation is as below:



clear space

Care should always be taken to ensure a proper amount of clear space is provided around the logo. This space ensures legibility and isolates the logo from any other competing graphic elements.

In all circumstances, the logo should be easy to read.

SECONDARY LOGOS

When against a colored or busy background, an appropriate variant of the logo may be used at the discretion of the designer. The iconography can be used in place of the primary logo when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the icon could be used as a profile photo on social media, because the username (Hero's Bridge) will be adjacent to it, in plain text.

When a rectangular logo is not appropriate for the overall design aesthetic, the square logo variant may be used at the discretion of the designer.

Secondary Logo Examples in color:



Secondary Logo Examples in black/grayscale:



Secondary Logo Examples in white/grayscale:



LOGO USAGE GUIDELINES



PLEASE:

- Don't use an out-of-date version of the logo.
- Don't change the Hero's Bridge colors.
- Don't modify the logo in any way, such as adding visual effects, angling, or rotating.
- Don't use the logo in a phrase or sentence.
- Don't lock up or otherwise visually connect the Hero's Bridge logo with another logo.
- Don't mimic any Hero's Bridge branding (logos, typography or color palette) in non-Hero's Bridge materials.
- Third parties are not permitted to use the Hero's Bridge iconography.
- Hero's Bridge typically does not allow third-party use of our logo or brand features to create paraphernalia or swag. If you would like to propose usage of our logo in this manner, please contact us for further discussion.

THIRD-PARTY USAGE PERMISSIONS



Hero's Bridge welcomes articles, videos, and podcasts about our work. Hero's Bridge permits the use of our logo solely for editorial or information purposes. By using our logo, you agree to adhere to our brand guidelines.

No Hero's Bridge logo may be used or displayed in any manner that discredits Hero's Bridge or tarnishes its reputation and goodwill; in any manner that infringes, dilutes, depreciates the value, or impairs the rights of Hero's Bridge, in any manner that is false or misleading; in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable; in any manner that violates the trademarks, copyright, or any other intellectual property rights of others; or in any manner that violates any law, regulations, or other public policy.

If you have any questions, or have a specific need, please contact us.

BRAND VOICE



The Hero's Bridge voice is one of respect, service, advocacy and hope. Concepts should be presented articulately in a way that is easily understood by the target audience.

Hero's Bridge has four core values that infuse all of their messaging, and providing practical and essential services to aging veterans over the age of 65 is the main focus. One should always be mindful of the potential audience of any communication.

- Use the active voice in communication. Use illustrations but try to stay away from clichés, memes, or slang. Be authentic, honest and direct.
- The overall tone should be professional, knowledgeable, confident and authoritative. Cite references to qualified research to support statements made.
- Use formatting (section titles, short paragraphs, bullets, etc.) to make writing interesting. Use visuals when appropriate to enhance the content.

BRAND IMAGERY

Hero's Bridge imagery focuses on older veterans (65 and up). Original images should always be used whenever possible. If stock imagery is necessary, these images should be approved before use.