



HIRE HEROES USA

# Brand Guidelines

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# Brand Defined

# Our Core

*If there is one thing we are, **this is it.***

We  
Empower  
Success.

*We provide tailored employment services.*

*We are NOT a Job Placement Agency.*

# Who We Are

*This **'About Us'** explains who we are, what we offer, how we operate, and qualifies our standard of excellence.*

**Hire Heroes USA** empowers service members, veterans and their spouses to succeed in the civilian workforce. Hire Heroes USA offers personalized one-on-one coaching, professionally revised resumes, mentoring, workshops, a job board, career fairs and more, to tens of thousands of job-seeking veterans and military spouses annually.

**Hire Heroes USA** prioritizes transparency and results, earning a 4-star rating from Charity Navigator and the GuideStar Platinum Seal. Funded exclusively through public donations and private grants, services are provided at no cost. For more information visit [hireheroesusa.org](https://hireheroesusa.org).

# Our Purpose

*This is the **challenge** we found, what we created our **service offering** to solve and the **results** we get.*

## **CHALLENGE**

Service members, veterans, and their spouses face a unique set of challenges transitioning into and reaching the civilian career success they deserve.

## **SERVICE**

Hire Heroes USA offers a suite of services through Transition Specialists including personalized one-on-one coaching, professionally revised resumes, mentoring, workshops, a job board, career fairs and more.

## **RESULTS**

With the support of Hire Heroes USA, there is a data-proven result in more jobs placed and retained as well as a greater overall career satisfaction.

# History

## ***This is how we began.***

*From a moment of inspiration, to realizing an organization with ongoing commitment to ensure a long, secure and satisfying career for our service members, veterans and their spouses.*

## **IT STARTED WITH ONE.**

U.S. Army Sergeant Justin Callahan was severely injured in a landmine explosion while on patrol in Afghanistan. Back home as a patient at Walter Reed Army Medical Center, he met John Bardis. The two formed an immediate bond, and Bardis learned that Callahan's biggest concern, despite his injuries, was finding employment.

After offering Callahan a job on the spot, he was inspired to create **Hire Heroes USA**—a nonprofit that provides free job search support to U.S. military members, veterans and military spouses.

# Brand Values

Our **Brand Values** are what we believe in. They are pillars our foundation is built on and a shared set of beliefs that define who we are and how we operate.

## **Integrity**

*We hold ourselves to the highest standards.*

## **Passion**

*We know our work makes a difference in the lives of our clients.*

## **Effectiveness**

*We follow the data and have proven results.*

## **Collaboration**

*We partner with businesses and organizations working together for the greatest impact possible.*

# Brand Copy

*Our **Brand Copy** is the core way we explain who we are. It's important to have consistent language to explain who we are in a quick manner and to add into documents as needed.*

## **SHORT**

Hire Heroes USA empowers service members, veterans and their spouses to succeed in the civilian workforce.

## **LONG**

Hire Heroes USA is the leading organization for service members, veterans and their spouses to reach the success they deserve in the civilian workforce. From personal career guidance, resume building, interview training to one-on-one support, we meet the unique needs of those we serve. **We are their partner in success.**

# Voice & Tone

***The Voice** is how we view our clients and partners. It's the intent we wish to convey.*

**Welcoming**

*Never elitist*

**Detailed and Organized**

*Not rushed or sloppy*

**Resourceful, Accessible and Attainable**

*Always within reach and available*

**Supportive and Empowering**

*Believe in one's ability to succeed*

**Personal, Committed and Professional**

*We strive for excellence*

# Voice & Tone

**The Tone** is how we talk about things. Tone encompasses the language, approach and style we use when communicating both internally and externally.

**Are you more formal or casual?** *Casual, but with clarity and intelligence.*

**Do you use slang?** *Never.*

**Do you use emoticons?** *Almost never.*

**Do you have your own words?** *We refer to all the companies and organizations we work with as our 'Partners' and the people we serve as our 'Clients.'*

**How do you use punctuation? Casually or more formally?** *Formally with correct grammar in all written materials. More casual use on Social Media.*

**How do you use humor?** *Never self-effacing, never negative, never at someone's expense. Humor is always delivered in good clean taste.*

# Brand Intent

Our **Brand Intent** is how we talk about what we do and why we do it. The key emotions are in red to illustrate the emphasis.

**“At Hire Heroes USA we have endless respect and compassion for service members, veterans and their spouses. We believe in their future success.”**



# Brand Identity

# Colors

*The brand colors are the baseline of our visuals. That said, while the materials do not need to use these exclusively, they should be represented in the total design with a monochromatic logo, or in full color isolated on white.*

*When the logo is used in a context with color graphics and/or photographs, it is recommended to use the grey shown here or black and white as needed. A good rule of thumb is that any material with less than 50% greyscale, as you would see in an illustration or sign, it is advised to not introduce the red and blue.*



**PANTONE 421 C**  
**C:32 M:22 Y:21 K:0**  
**R:176 G:182 B:187**  
**WEB: B0B6BB**



**PANTONE 7427 C**  
**C: 24 M:100 Y:100 K:21**  
**R:161 G:10 B:00**  
**WEB: A10A00**



**PANTONE 534 C**  
**C:100 M:80 Y:36 K:25**  
**R:15 G:59 B:98**  
**WEB: 0F3B62**

# Logos

1. The Shield
2. The Wordmark (*font: Eurostile*)

*The logo exists in 'Classic' and 'Horizontal' versions. The Wordmark should never be used without the Shield.*

*The Shield icon can be used alone only in Hire Heroes USA branded communication online and offline as described.*

## CLASSIC



## HORIZONTAL



# Logos

**Classic version** of the logo seen here in approved color combinations.

Color backgrounds should always use all white or all black logos depending on how bright or dark the background is.



HIRE HEROES USA



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HIRE HEROES USA

# Logos

**Horizontal version** of the logo seen here in approved color combinations.

Color backgrounds should always use all white or all black logos depending on how bright or dark the background is.



# Icon

***The Shield** may be used alone in use cases where the name is written out as a title or headline in a platform or interface such as with social media icons.*

*Elements must include the Hire Heroes USA name written out and visible in an area where using the full logo would feel redundant.*



# Spacing

*The logo requires specific spacing in relation to the size of it's display. Below are some rules to ensure your use has the proper sizing and spacing.*

*The distance between the Shield and the Wordmark is one star. Double that for the padding around the logo. It needs two stars distance between the logo and any other visual elements, besides a background.*

*The logo should never be used smaller than 100 pixels tall or 1in. tall.*



# Spacing

*The logo requires specific spacing in relation to the size of its display. Below are some rules to ensure your use has the proper sizing and spacing.*

*The distance between the Shield and the Wordmark is the star. Double that for the padding around the logo. One needs two stars distance between the logo and any other visual elements, besides a background.*

*This logo should never be used smaller than 150 pixels tall or 1in. tall.*



# Spacing

*The distance between around the shield should be an additional star's height or width all the way around.*

*The shield doesn't have a minimum size and should be scaled to suit the largest available height.*





# Brand Architecture

# Usage

*When using the Shield alone, notice how the image on the right the page has the name digitally written out beside the logo. That's why, in this case, the Shield should be used alone.*

*The logo is shown on a masthead image. When this occurs in the key landing page, one can opt to move into a silhouette copy of the shield. This is shown in the example to the right in white on black.*

*The masthead photo has the red and blue color toned to the brand colors. For information on how to color tone an image, send a request to the marketing communications team.*

The screenshot displays the LinkedIn profile for Hire Heroes USA. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below this is a search bar and a promotional banner for 'Business Internet + Voice'. The main profile area features a masthead image of an American flag with the organization's name 'Hire Heroes USA' and its description: 'Non-profit Organization Management, Alpharetta, Georgia · 205,282 followers'. A post from the organization is visible, dated 2h, with the text: 'Military spouses are invited to join us next Wednesday for our next free webinar! It will focus on making a connection with employers and leaving a positive impression after your job interview. It's free to register, and you can see more'. To the right of the post, it says 'Erin & 1 other connection work here' and 'See all 194 employees on LinkedIn'. The left sidebar contains a navigation menu with options: Home, About, Jobs, People, Insights (PREMIUM), and Ads. The right sidebar has a 'Highlight' section titled '3 recently posted jobs', listing 'Transition Specialist' and 'Accounting and Administr...'. The bottom of the page has a footer with contact information: 'QUESTIONS? Contact The Marketing Communications Team.' and 'MARKETING@HIREHEROESUSA.ORG'.

# Fonts

Standard type should appear in **Roboto Normal**.

Headlines should appear 2x+ size of body type and in **Roboto Thin**.

Quotes, callouts, asides, etc. should appear in **Roboto Normal Italics**.

Titles, lists, numbers, and other design elements use **Montserrat Bold** and in all uppercase when words appear not in sentences.

## Roboto Normal

The Quick Brown Fox Jumps Over The Lazy Dog.

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

## Roboto Thin

Over The Lazy Dog.

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

## Roboto Normal Italics

*The Quick Brown Fox Jumps Over The Lazy Dog.*

*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*

## MONTSERRAT BOLD

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**

***The Quick Brown Fox Jumps Over The Lazy Dog.***

**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**

# Overlays

***The Stamp** is an overlay graphic used to break up the edges of full frame photography. Used online and in printed material as needed.*

## EXAMPLE



MILITARY SERVICE  
CIVILIAN SUCCESS

MILITARY SERVICE  
CIVILIAN SUCCESS

# Overlays

*The Stars* is an overlay graphic used to break up the edges of full frame photography. Used online and in printed material as needed.

## EXAMPLE





# Questions?

For any brand inquiries contact  
[marketing@hireheroesusa.org](mailto:marketing@hireheroesusa.org)