

AMERICA'S WARRIOR PARTNERSHIP BRAND & PR GUIDELINES

A tool for staff, board, partners, and affiliates.



AMERICA'S WARRIOR PARTNERSHIP

Creating Success Together

As an America's Warrior Partnership affiliate community, partner, or event sponsor, please comply with our Branding Guidelines and all applicable intellectual property laws in your use of brands, logos, domain names, and creative assets.

The America's Warrior Partnership Branding Guidelines are subject to change. Partners are responsible for ensuring all branding and related marketing materials, press releases, and online assets and communications (“Branding Material”) are consistent with current policies. America's Warrior Partnership may require affiliates, partners and/or sponsors to change and/or remove any Branding Material it deems in violation of the Partner Branding Guidelines.

All America's Warrior Partnership brands and Branding Material, including trademarks, logos, designs, websites, social media assets, videos, marketing collateral, white papers, etc., are important assets of the company and are protected by various intellectual property laws in the U.S.

America's Warrior Partnership protects its own intellectual property and it respects the intellectual property rights of others. America's Warrior Partnership expects its partners to do the same.



OUR MISSION:
**Partnering With Communities to
Prevent Veteran Suicide**



AMERICA'S WARRIOR PARTNERSHIP



Proper Wording

Do not capitalize:

- veteran
- warrior

When to use **AWP**:

You may abbreviate "AWP" after fully spelling out *America's Warrior Partnership (AWP)* at least once in any given situation.

Primary Colors:

Main colors to be used in materials to match logo:

NAVY BLUE

PANTONE=648C

C=100 M=51 Y=0 K=64

R=0 G=46 B=93

#002E5D



RED

PANTONE=711C

C=0 M=90 Y=90 K=22

R=200 G=20 B=20

#C81414



WHITE

PANTONE=N/A

C=0 M=0 Y=0 K=0

R=255 G=255 B=255

#ffffff

Secondary Colors:

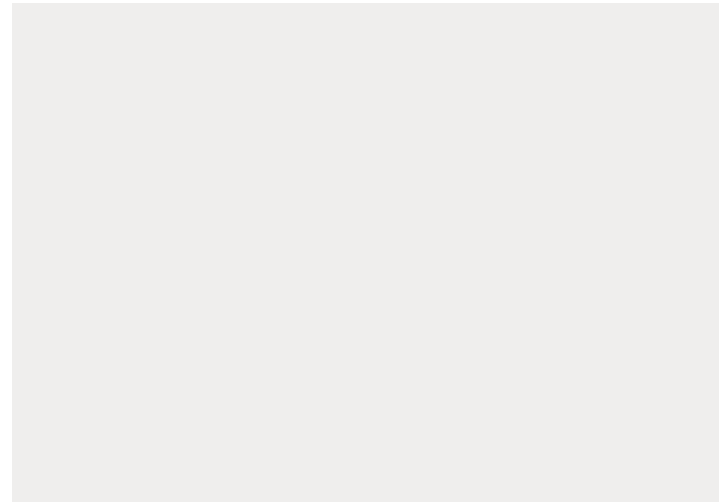
HIGHLIGHT GRAY

PANTONE=179-1C

C=0 M=0 Y=1 K=6

R=239 G=238 B=237

#EFEEED



BAY OF MANY BLUE

PANTONE=7687C

C=70 M=54 Y=0 K=44

R=43 G=66 B=144

#2B4290



DARK GRAY

PANTONE=179-5C

C=0 M=0 Y=0 K=30

R=178 G=178 B=178

#B2B2B2

Fonts:

Primary Font Family:

Gotham

Aa

ABCDEFGHIJ

abcdefghijk

0123456789

Montserrat

Aa

ABCDEFGHIJ

abcdefghijk

0123456789

- Gotham Bold is to be used for all text that requires emphasis.
- Gotham Medium can be used to distinguish a section of text from the body copy.
- Gotham Book and Light are reserved for body copy.
- In cases where Gotham are not supported, use Montserrat or the Arial font family.

Managing Our Logo:



On a white background.



On a light complimentary color background.



The width of the logo must never be less than 235px.

There must always be at least 10px of space around the logo.

Managing Our Logo:

Please **DO NOT** use our logo in the following ways.



Stretched lengthwise or vertically.



On a random solid color background.



Tilted or rotated.



On a busy background.

Please contact **Marketing@AmericasWarriorPartnership.org** with any logo concerns.

Managing Our Logo:

All rules pertaining to the America's Warrior Partnership logo should be applied when using our **other logos**.



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Maintaining Continuity

Always use the registered symbol after **WarriorServe**[®] and superscript it

Always spell out our website:
AmericasWarriorPartnership.org

Always use the trademark symbol after **Operation Deep Dive**[™] and superscript it



PR Materials:

All partner (affiliate, sponsor, etc.) agreements state that any public mention of America's Warrior Partnership or any of its brands, **must be approved**.



Website



Company and
Promotional
Materials



Fundraising and
Campaign Materials



Media Pitches



Promotional
Materials

*To obtain approval for public mention of America's Warrior Partnership in PR material, final drafts must be submitted to **Marketing@AmericasWarriorPartnership.org***



Social Media

Please **TAG US** in appropriate social media posts so we can share your content and our relationship.



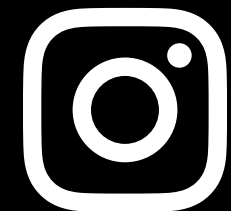
@AWPartnership



America's Warrior Partnership



@AWPartnership



@AWPartnership

THANK YOU

We look forward to working with you!

Contact Us:
Marketing@AmericasWarriorPartnership.org

AmericasWarriorPartnership.org



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