AMERICA'S WARRIOR PARTNERSHIP

BRAND & PR GUIDELINES

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

**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  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.

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.

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

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](https://www.facebook.com/AWPartnership)

America's Warrior Partnership

[@AWPartnership](https://www.linkedin.com/company/a Americas-Warrior-Partnership)

[@AWPartnership](https://www.twitter.com/AWPartnership)

[@AWPartnership](https://www.instagram.com/AWPartnership)

---

America's Warrior Partnership Brand Guidelines
THANK YOU

We look forward to working with you!

Contact Us:
Marketing@AmericasWarriorPartnership.org

AmericasWarriorPartnership.org