At Operation FINALLY HOME, we provide homes and home modifications to America’s military Heroes and the widows of the fallen who have sacrificed so much to defend our freedoms and values. We bring together corporate sponsors, builder associations, builders, remodelers, developers, individual contributors, and volunteers to help these Heroes and their families by addressing one of their most pressing needs – a place to call home.

With faith in God and determined action, we will have hundreds of homes built across the nation for our Heroes, those who have sacrificed while wearing America’s uniform in defense of our freedoms and values, helping them get their lives back on track after the hardships they have faced. We want Operation FINALLY HOME to be a nationally recognized charity and a household name that inspires others to help in our cause.
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OUR LOGO
OUR LOGO

There’s one thing that is seen on everything we do, and that’s our logo. It is a mark that represents who we are as a brand across the country, from coast to coast. So it’s important that we treat it with respect by only using it in the approved forms.

OPERATION FINALLY HOME
LOGO VARIATIONS

While using the logo consistently is important, flexibility is required as well. We have provided different size options for the logo, which we encourage you to use as you see fit. When making your decision, consider readability in addition to visual appeal for the best results.

STACKED
Primary lockup with clearest hierarchy of house mark and logotype

HORIZONTAL
Primary alternative that works well across various applications

LOGOTYPE ONLY
Reserved for limited applications where full logo isn’t possible

EXTENDED
Reserved for applications with limited height

ICON ONLY
Used when Operation FINALLY HOME is referenced in the text.
TAGLINE VARIATIONS

For most situations, utilize the primary mark without a tagline. There is an alternate version of the logo with the addition of the tagline “Honoring Heroes with Homes.” Keep legibility in mind when deciding to use the tagline option.

STACKED LOGO
Primary logo and logo with tagline.

HORIZONTAL LOGO
Primary logo and logo with tagline.
COLOR VARIATIONS

Color can transform a design. To give you the creative freedom you need, we’ve supplied several options. Utilize the full color options across digital and color printing applications. Reserve the black & white options for black & white printing. The embroidery versions are designed for applications where the background gradient in the house mark can be problematic.
CLEAR SPACE

Clear space is our way of protecting the logo from clutter, giving it room to breathe. The X represents the height of our name, Operation FINALLY HOME, and is used as a measuring tool to help maintain the appropriate clear space.

MINIMUM SIZE

The minimum size for the logo is always \( \frac{1}{2} \) inch (width of house mark). When scaled beyond that point, the logo loses legibility.
When using the logo, stay within the outlined guidelines. These are a few examples of what not to do with color, orientation, size and organization of the elements.

**VIOLATIONS**

- Do not warp the logo vertically or horizontally.
- Do not rotate the logo to any angle.
- Do not reorganize elements of the mark.
- Do not use a non-brand color for any part of the logo.
- Do not use old versions of the logo.
- Do not use old versions of the logo.
VIOLATIONS
(CONTINUED)

Do not apply a gradient to the logo.

Do not apply bevel and emboss effects to the logo.

Do not scale the logo below its minimum size.

Do not apply a drop shadow to the logo.

Do not flip the house graphic horizontally or vertically.

Do not use the color logo on a Homefront Gold background. Alternatively, use the reversed logo on OFH black background.
SIGNAGE

Since every Operation FINALLY HOME build is custom, it can be challenging keeping a consistent visual language across project signage.

We’re often pairing our logo with additional sponsor/builder branding. In these instances, make sure to keep clear hierarchy of the Operation FINALLY HOME logo. Keep additional logos the same size or smaller than the Operation FINALLY HOME logo. Maintain clear space around the logos to cut down on cluttering the layout.

These examples show clear hierarchy in pairing of the Operation FINALLY HOME and builder logos. Secondary messaging is separated from the logo area, making for clear and easily readable signage.
PLAYFAIR DISPLAY SC BOLD

As an elegant and impactful serif, this typeface works perfectly for headlines. Used with all lower cases, this small cap naturally shows the maturation of the Operation FINALLY HOME brand. Use the beautiful ampersand to make a compound statement stand out.
Easily legible, Georgia is a serif option that communicates effectively and is universal on devices. Utilize this font family for body copy, callouts, and subheads.
League Gothic should be used for headlines only. It’s bold and narrow, giving it a robust and assertive tone that allows for strong typographic statements to be made in tight spaces.
COLOR PALETTE
COLOR PALETTE

The colors in our palette are meant to complement each other, though shouldn’t all be used at once. Design with a dominant primary color while using accents for support. And don’t be shy about using white—it’ll give the design a fresh look and make the other colors pop.

**PRIMARY COLOR**

**OFH YELLOW**
Pantone 7409 C  
#FFB20D  
C 0 M 30 Y 95 K 0  
R 255 G 178 B 13

**DEEP BLACK**
Pantone 419 C  
#131818  
C 72 M 65 Y 65 K 73  
R 19 G 24 B 24

**COOL GRAY**
Cool Gray 1 C  
#DEE6E0  
C 13 M 10 Y 12 K 0  
R 222 G 230 B 224

**ACCENT COLOR**

**HOMEFRONT GOLD**
Pantone 145 C  
#EB7C00  
C 0 M 47 Y 100 K 8  
R 235 G 124 B 0

**BURNT ORANGE**
Pantone 180 C  
#E33000  
C 0 M 79 Y 100 K 11  
R 227 G 48 B 0

**BRICK RED**
Pantone 1815 C  
#7D0C00  
C 0 M 90 Y 100 K 51  
R 125 G 12 B 0
PHOTOGRAPHY
PHOTOGRAPHIC TONE

Photography should be bright and crisp, capitalizing on natural light when possible. Shots should not be posed. Instead aim for moments of authentic emotion where joy, surprise and gratitude shine through. We encourage the use of selective focus to help emphasize the subject.
PHOTOGRAPHIC TONE  
(CONTINUED)
TONE OF VOICE
TONE OF VOICE

Often the way we say something evokes emotions and feelings. Tone of voice is more than what we say; it’s how we say it. Since it’s an expression of our company’s values and way of thinking, it cannot be pulled out of nowhere or changed on a whim. Our tone of voice is the solid foundation we stand on to grow and evolve as a company.

GENERAL PRINCIPLES

Our tone of voice is formal, yet simple. While we’re professionals, we’re not stiff either. As a brand and as people we are friendly and welcoming. To keep our communication as inclusive as possible for all of our different audiences, jargon and difficult vocabulary should be avoided. Focus on language that everyone will understand and use a conversational style and rhythm.

Our organization tells many important and impactful stories—of communities, builders, suppliers and America’s heroes. Pride shines through in our tone of voice, and emotion focuses on the positive—what we can do to help, inspire and build. We don’t swear, mock or discriminate under any circumstances.
PERSONALITY TRAITS

WE ARE WELCOMING. WE ARE NOT EXCLUSIVE.

To us, welcoming means our arms are open to anyone from any background. We don’t discriminate based on race, religion, political affiliation or economic status. Welcoming language is warm and thoughtful. It doesn’t pressure, manipulate or push a belief.

WE ARE ESTABLISHED. WE ARE NOT EDGY.

We have been around long enough to develop a reliable reputation. We say what we do and we do what we say. And we’ve got the experience to run our operations efficiently and effectively. Established language is confident, straightforward and professional without being stiff. We do not use slang or trendy words that are vague or confusing.

WE ARE POSITIVE. WE ARE NOT VICTIMIZING.

Our heroes have tragic chapters in their lives, but a chapter is not their whole story. We help to make the next page in their book a better one without focusing on what went wrong. Positive language is optimistic, empowering and inspiring. It should not leave someone feeling defeated, resentful or guilty.

WE ARE PATRIOTIC. WE ARE NOT ARROGANT.

We are proud of what we do and for whom we do it. Patriotic language demonstrates pride for our country. We use copy that explains what our heroes, builders, suppliers and community have done to contribute to our values and way of life, but we do not make it political, arrogant or exclusionary in any way.
CONTACT US

These graphic standards were developed as a method for protecting the graphic brand of Operation FINALLY HOME. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact:

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Updated January 2018