CODE of SUPPORT FOUNDATION

TABLE OF CONTENTS

INTRODUCTION

The Code of Support Foundation is an IRS certified 501 (c) 3 organization dedicated to serving our service members, veterans and their family members. Our vision is that civilian America, military America and support organizations come together to strengthen the health of the nation, and ensure that our service members veterans and their families share in the quality of life they have earned and that we all deserve.

In order to accomplish this vision The Code of Support Foundation works to engage and leverage the full-spectrum of this nation's resources both public and private, to ensure our constituents in need receive the help they deserve.

As a non-profit in a very crowded community of veterans support organizations our branding is critical to accomplish the goals and objectives of the organization. Being the new kid on the block in a community of 44,000 plus organizations dedicated to serving veterans, the focus of our identity is fresh, optimistic and clean. We created this document to help communicate our branding guidelines to partners looking to feature The Code of Support Foundation.
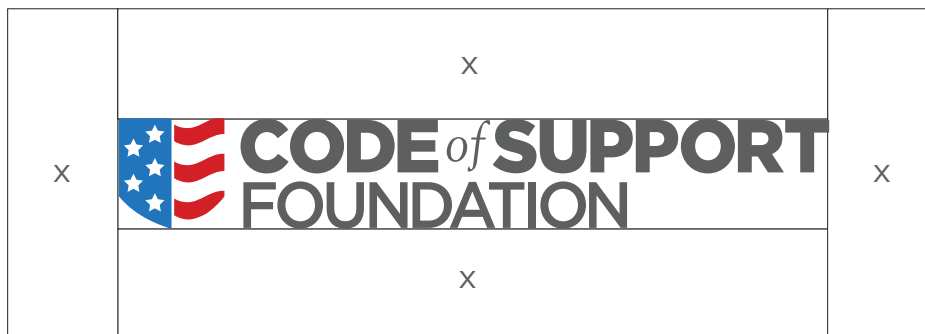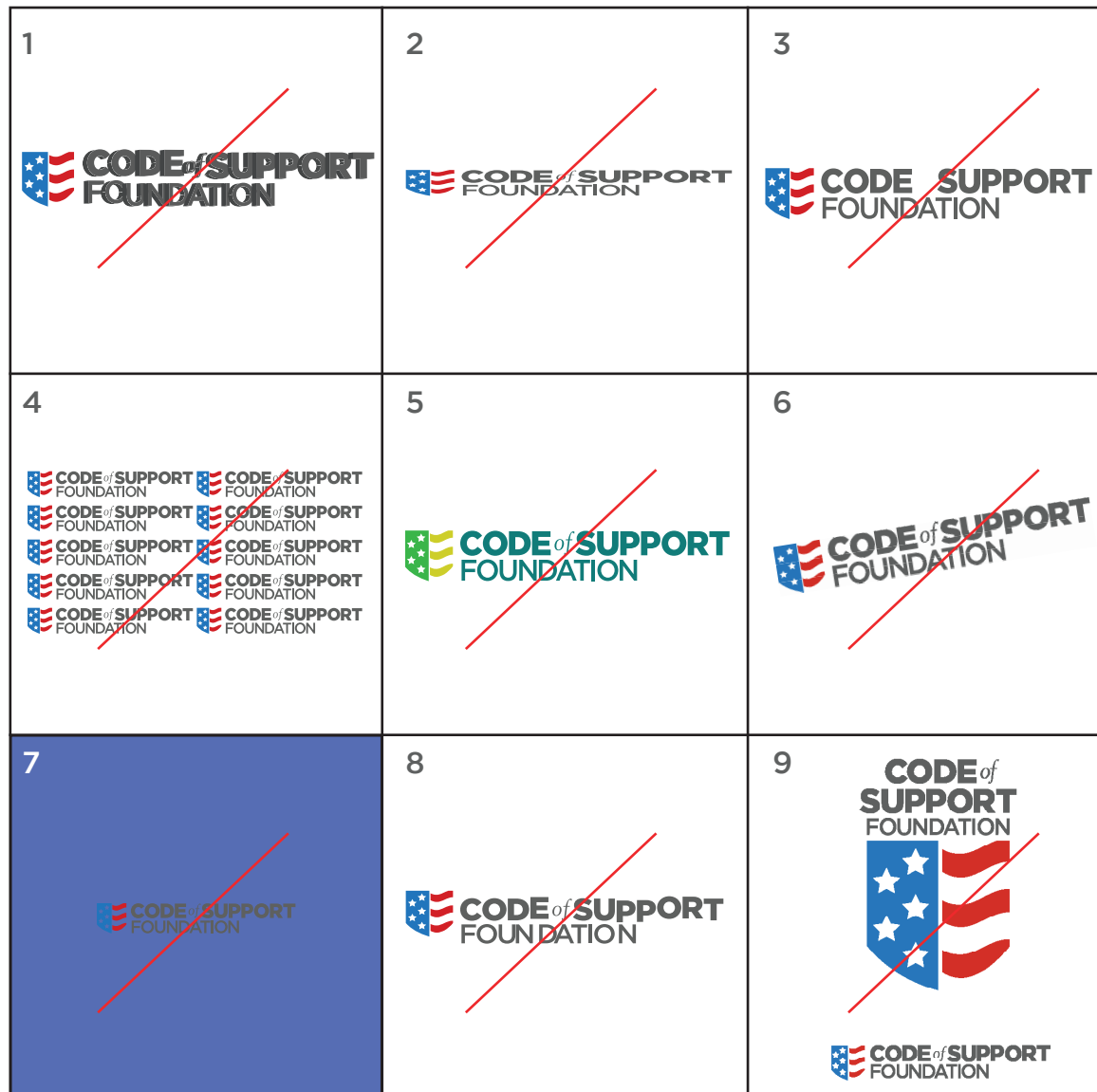
LOGO USAGE

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the full color COSF logo over a white/light background. Every attempt must be made to do this.

Vertical and Horizontal logos are both equally preferred however please see the guidelines about clear space.

If the logo must be placed on a dark background or color options are limited then the COSF logo can be knocked out and used in white color.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified space.

1	2	3
4	5	6
7	8	9

INCORRECT LOGO USAGE

Don't:

1. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.

2. Scale the logo inappropriately.

3. Make alterations, additions or substitutions to the words and or colors contained in the logo.

4. Use the logo as a repeated pattern, "wallpaper," or other repetitive device.

5. Change the logo colors.

6. Change the logo's orientation.

7. Place the logo over an unsuitable background.

8. Attempt to recreate the logo.

9. Use the horizontal and vertical logo in same area.

COLORS

Our colors are what gives us our personality. We are patriotic and serve those who have served our country.

1. Logo Colors
These are our logo colors.

2. Supporting Color Palette
These make up all our core colors.

COSF Logo Blue

RGB 44, 118, 188
CMYK 82, 50, 0, 0
HSB 208, 76, 73
HEX # 2C76BC

COSF Logo Red

RGB 208, 32, 38
CMYK 11, 100, 100, 3
HSB 357, 84, 81
HEX # D02026

COSF Logo Gray

RGB 94, 96, 96
CMYK 62, 53, 53, 24
HSB 179, 1, 37
HEX # 5E6060

Red

RGB 211, 39, 46
CMYK 0, 82, 78, 17
HSB 358, 82, 83
HEX # D3272E

Blue

RGB 38, 123, 190
CMYK 80, 35, 0, 25
HSB 206, 80, 75
HEX # 267BBE

Dark Gray

RGB 94, 96, 96
CMYK 62, 53, 53, 24
HSB 180, 2, 38
HEX # 5E6060

Light Gray

RGB 167, 168, 168
CMYK 1, 0, 0, 34
HSB 180, 2, 38
HEX # A7A8A8

Red

RGB 243, 243, 243
CMYK 0, 0, 0, 5
HSB 0, 0, 95
HEX # F3F3F3

TYPOGRAPHY

Typography is a key element to communicate a unified personality for Code of Support. We have chosen GOTHAM as our font.

GOTHAM is strong yet it is not overbearing. When writing headlines use GOTHAM CAPS. When using for body use sentence case. Mixing weights in headlines is OK too.

GOTHAM BOOK

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

GOTHAM 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