



GARY SINISE

★ FOUNDATION ★

Gary Sinise Foundation

2021 BRANDING GUIDELINES

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Gary Sinise Foundation Mission & Boilerplate

MISSION

At the Gary Sinise Foundation, we serve our nation by honoring our defenders, veterans, first responders, their families, and those in need.

We do this by creating and supporting unique programs designed to entertain, educate, inspire, strengthen, and build communities.

ABOUT THE GARY SINISE FOUNDATION

The Gary Sinise Foundation was established under the philanthropic direction of award-winning actor and humanitarian Gary Sinise, who has been an advocate of our nation's defenders for 40 years. The Foundation's mission is to serve our nation by honoring our defenders, veterans, first responders, their families, and those in need. Its programs — designed to entertain, educate, inspire, strengthen, and build communities — serve America's heroes and their loved ones 365 days a year. Learn more: www.GarySiniseFoundation.org.

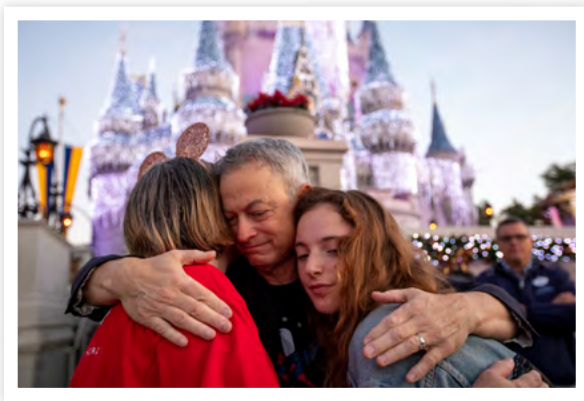
Gary Sinise Foundation Programs

PROGRAMMATIC OVERVIEW



Through our **R.I.S.E. (Restoring Independence Supporting Empowerment)** program, we build 100% mortgage-free specially adapted smart homes for our most severely wounded heroes. We also provide home modifications, mobility devices, and adapted vehicles to our injured, wounded, ill, and aging heroes.

[LEARN MORE](#)



Our **Relief & Resiliency** program aims to ensure our defenders and their families stay strong through hardships by offering complete support in times of need. These programmatic initiatives help our nation's heroes and their families find the strength to persevere and heal.

[LEARN MORE](#)

Gary Sinise Foundation Programs

PROGRAMMATIC OVERVIEW (CONT.)



GARY SINISE FOUNDATION
**COMMUNITY
EDUCATION**

Our **Community Outreach & Education** program bridges the gap between our defender and civilian communities. Through these programmatic initiatives, we honor America's heroes both past and present and inspire the next generation to do the same.

[LEARN MORE](#)



GARY SINISE FOUNDATION
**FIRST   
RESPONDERS**

Our **First Responders Outreach** program provides funding for essential equipment, PPE, emergency relief, and training to ensure our first responders are able to perform to the best of their abilities. We also help those severely wounded in the line of duty by building 100% mortgage-free specially adapted smart homes and providing home modifications, mobility devices, and adapted vehicles.

[LEARN MORE](#)

Gary Sinise Foundation Brand Guidelines

LOGOS: FULL-COLOR & SINGLE-COLOR

PRIMARY



OTHER LOGOS



Gary Sinise Foundation Brand Guidelines

LOGO USAGE DO'S AND DON'TS

- Logo may be used on marketing materials, assets, and collateral as follows:
 - Print usage: Flyers, Signage, Brochures, Marketing Cards, etc.
 - Digital: Website, Social, Email, Blog, etc.
 - Other: Internal Employee Communications
- Logo ***cannot*** be used on: Apparel, Merchandise, Products, Packaging, or Labeling.
- Logo should always have enough contrast against background. Solid white background is preferred.
- Do not place logo over background with textures or similar color tones.
- Avoid placing logo close to other graphic elements. Give ample space between logo and other elements near logo.
- Do not alter provided full-color or single-color logo. Additional logo options may be provided upon request and with prior approval from GSF.
- Avoid skewing logo elements, adding effects, changing/pulling elements, and/or using extreme colors that are off-brand (see brand color palette on page 9).



NOTE: Spacing between the logo and other elements such as photos, text, other logos, etc., should be relative to the size of the eagle's head based on the size/scale of logo used in your document.

Gary Sinise Foundation Brand Guidelines

LOGO USAGE DO'S AND DON'TS (CONT.)

Avoid skewing logo elements, adding effects, changing/pulling elements, and/or using extreme colors that are off-brand. Please see below for examples.



⊗ skew



⊗ seperate elements



⊗ add effects



⊗ conflicting backgrounds



⊗ swap fonts



⊗ change colors



⊗ change colors

Gary Sinise Foundation Brand Guidelines

BRAND FONTS (LICENSED)

Adobe Garamond

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.!?:;()\$+

ENGRAVERS GOTHIC BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .!?:;()\$+

BRAND FONTS (WEB SAFE)

Times New Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.!?:;()\$+

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .!?:;()\$+

Relief & Resiliency

Our Relief & Resiliency program aims to ensure our defenders and their families stay strong through hardships by offering complete support in times of need. These programmatic initiatives help our nation's heroes and their families find the strength to persevere and heal.

SNOWBALL EXPRESS

Gary Sinise Foundation's Snowball Express serves the children of our fallen military heroes. With healing activities and celebratory events hosted year-round, we're helping these children and families learn, grow, and make lasting memories with new friends.

NOTE: Times New Roman should be used for main headers (bolded) and for main body copy/text (unbolded).
Arial should only be used as a subheader or secondary title element.

Gary Sinise Foundation Brand Guidelines

COLOR PALETTE

Below you'll find our brand color palette. Please avoid using extreme color(s) in copy that do not reflect brand primary colors, particularly the color Black. Red is reserved for sub-branding elements.

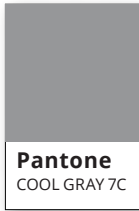
PRIMARY COLORS



C **100** R **25**
M **90** G **41**
Y **31** B **87**
K **35** # **192957**



C **66** R **84**
M **57** G **86**
Y **51** B **91**
K **29** # **54565B**



C **43** R **151**
M **35** G **152**
Y **35** B **153**
K **1** # **979899**

SECONDARY COLORS



C **16** R **193**
M **100** G **32**
Y **87** B **51**
K **7** # **C12033**

MARKETING REVIEWS & APPROVALS

All marketing materials, documents, or assets utilizing the Gary Sinise Foundation name, logo, messaging, or likeness must be sent through prior to release for review and approval. Please reach out to your main contact at the Foundation for marketing reviews and approvals.

Gary Sinise Foundation Social Media & Websites

SOCIAL MEDIA

 [@GarySiniseFoundation](https://www.facebook.com/GarySiniseFoundation)

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

 [@GarySiniseFound](https://twitter.com/GarySiniseFound)

 [Gary Sinise Foundation](https://www.linkedin.com/company/GarySiniseFoundation)

 [/GarySiniseFoundation](https://www.youtube.com/GarySiniseFoundation)

WEBSITES

Gary Sinise Foundation Website: [GarySiniseFoundation.org](https://www.GarySiniseFoundation.org)

Gary Sinise Foundation Blog: [GarySiniseFoundation.org/Blog](https://www.GarySiniseFoundation.org/Blog)

Gary Sinise Foundation Donation Page: [GarySiniseFoundation.org/Donate](https://www.GarySiniseFoundation.org/Donate)

Gary Sinise Foundation Social Media

SOCIAL MEDIA DO'S AND DON'TS

- We recommend sharing, reposting, and retweeting posts directly from GSF's owned social channels whenever possible.
- Whenever possible, please mention (@) GSF in captions and tag GSF in photos.
- Do not mention or tag Gary Sinise (or his personal handles) in posts without prior approval from GSF's Marketing & Communications department.
- Social copy and photo captions should be focused on being informative and factual. No political or social commentary of any kind.
- Do not utilize photos, messaging, or any other content referencing Gary Sinise without prior approval from GSF's Marketing & Communications department.
- GSF does not tolerate hate speech, inflammatory language, or racist comments of any kind.
- GSF monitors/moderates comments, by using the "Hide" functionality (vs. deleting) on all platforms. If inflammatory comments persist by a particular user, they are blocked from that platform.
- Whenever possible, posts should include a call-to-action (CTA) at the end of the social copy. (ex: link to website, donation page, etc.).
- GSF recommends creating a [Bitly](#) account to properly shorten and track all CTA links.
- Any photos that are taken from another site need to be captioned and linked back to the original source.