GARY SINISE FOUNDATION

2020 Branding Guidelines
(for external use)
Gary Sinise Foundation’s Mission

At the Gary Sinise Foundation (GSF), 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.
Community and Foundation Statistics

As of 2019, there are 389,292 WWII veterans still alive.¹ There are approximately 774,000 Americans who served in Vietnam that are alive today.²

In 2018, the Department of Veterans Affairs reported an average of 20 veteran suicides a day.³

In 2017, there were 103 firefighter suicides reported and 93 line-of-duty deaths. It is believed that only approx. 40% of firefighter suicides are reported.⁴

In 2015, a total of 1,728,710 Gold Star family members were reported.⁵

30% of first responders develop behavioral health conditions including, but not limited to, depression and PTSD, as compared with 20 percent in the general population.⁶

According to the National Alliance on Mental Illness (NAMI), nearly 1 in 4 police officers has thoughts of suicide at some point in their life and more police die by suicide than in the line of duty.⁷

In 2018, firehouses all over the U.S. received a total of 36,746,500 calls averaging about 100-150 calls per fire station. 1,318,500 of those calls were fire-related incidents.⁸

Firefighters have a 9% increased chance of cancer, compared to the general U.S. population.⁸

For impact numbers, please visit GarySiniseFoundation.org/By-the-Numbers/
Logo should always have enough contrast against background. Solid white background is preferred.
Single Color Logo

Only use single color logo if full color logo does not have enough contrast. GSF blue/grays preferred.

Avoid using extreme color(s) that do not reflect brand primary colors (i.e. black, green, etc.) For colors, see page 20.
Spacing

Avoid placing logo close to other graphic elements. There are two ways to properly determine spacing. Follow the ‘x’ examples below.
Gary Sinise Foundation Snowball Express

When referring to Snowball Express, “Gary Sinise Foundation” must always precede: Gary Sinise Foundation Snowball Express. Logo can be accompanied with partnered logo. This is an initiative under the Relief & Resiliency programmatic pillar.
Gary Sinise and the Lt. Dan Band (LTDB)

The LTDB logo shall always be accompanied by the GSF logo. Does not need to be immediately next to one another. See example poster below.
Logo Usage: Don’ts

Do not use logo versions listed below.
Logo Usage: Don’ts (cont.)

Avoid skewing logo elements, adding, changing/pulling elements, and using extreme colors that are off-brand. Please see below for examples.
Fonts (Web safe)

Please use:
• Helvetica in lieu of Open Sans.
• Times New Roman instead of Trajan (in caps).
• Helvetica (in caps) instead of Engravers Gothic BT.

Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.!?:;()$+

Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .!?;:()$+
Color Palette

Absolutely avoid black, instead use grays or blue. Gold is reserved for special occasions/event banners and other sub-branding elements (i.e. Legacy Society, COVID19 campaign).

**Primary Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 281C</td>
<td>C 100 M 90 Y 31 K 35</td>
<td>#192957</td>
</tr>
<tr>
<td>Pantone COOL GRAY 7C</td>
<td>C 66 M 57 Y 51 K 29</td>
<td>#54565B</td>
</tr>
<tr>
<td>Pantone COOL GRAY 11C</td>
<td>C 43 M 35 Y 35 K 1</td>
<td>#979899</td>
</tr>
</tbody>
</table>

**Secondary Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 200C</td>
<td>C 16 M 100 Y 87 K 7</td>
<td>#C12033</td>
</tr>
<tr>
<td>Pantone 182</td>
<td>C 18 M 28 Y 95 K 0</td>
<td>#D4AF36</td>
</tr>
<tr>
<td>Pantone 175</td>
<td>C 6 M 4 Y 4 K 0</td>
<td>#EDEDED</td>
</tr>
</tbody>
</table>
Social Media

Our ever growing social media channels are just a few ways to stay connected to the Foundation.

@GARYSINISEFOUNDATION
@GARYSINISEFOUNDATION
@GARYSINISEFOUND
/COMPANY/GARY-SINISE-FOUNDATION/
/GARYSINISEFOUNDATION
REDDIT.COM/R/GARYSINISEFOUNDATION/
GARYSINISEFOUNDATION.ORG/BLOG
Thank you

For further questions and approvals, please contact your Gary Sinise Foundation direct contact or use the Contact Us page located at GarySiniseFoundation.org