



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/](https://www.garysinisefoundation.org/By-the-Numbers/)

Sources: ¹ National World War II Museum in New Orleans. ² AmericanWarLibrary.com. ³ MentalHealth.VA.gov. ⁴ USFA.FEMA.gov.

⁵ HopefortheWarriors.org. ⁶ SAMHSA.gov. ⁷ NAMI.org. ⁸ NFPA.org.

Full Color Logo



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.

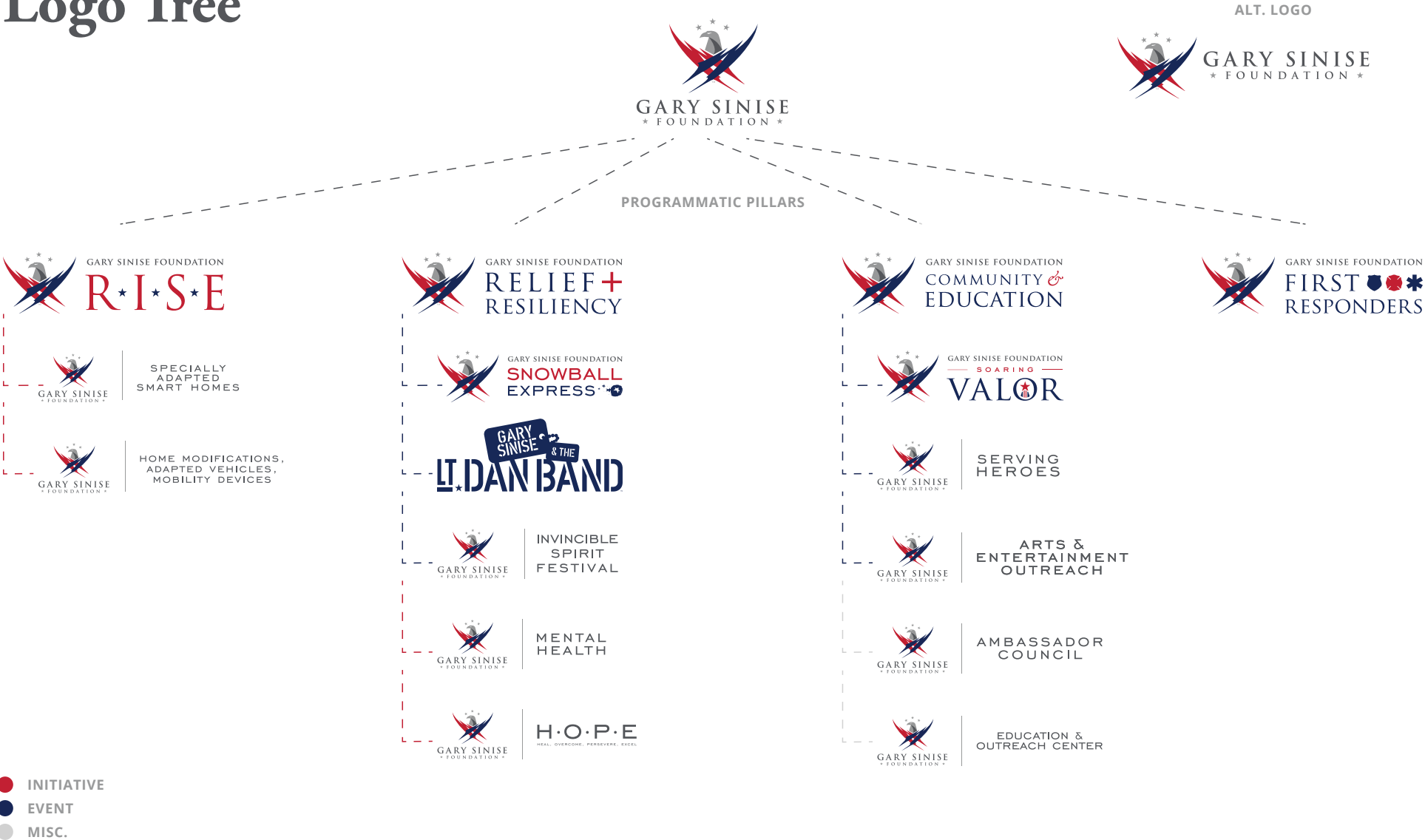


Spacing

Avoid placing logo close to other graphic elements. There are two ways to properly determine spacing. Follow the 'x' examples below.



Logo Tree



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.



SINGLE COLOR LOGO



PARTNER INCLUSION, SAME FOR SINGLE COLOR LOGO



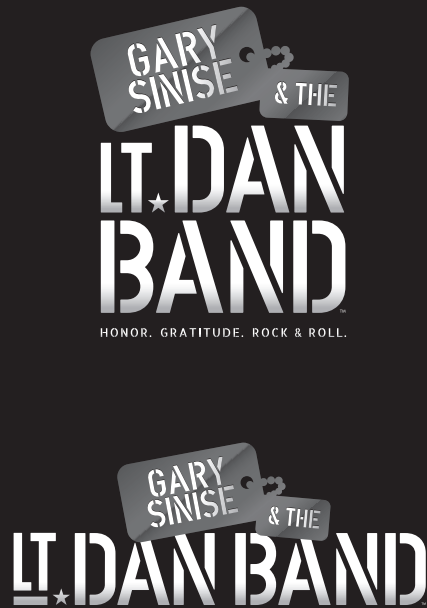
USABLE GRAPHIC ELEMENTS



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.

MAIN LOGO (USE ON BLACK BG)



SINGLE COLOR



GSF logo



LTDB logo

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.



⊗ skew



⊗ separate elements



⊗ add effects



⊗ conflicting backgrounds



⊗ change fonts



⊗ change colors



⊗ change colors

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



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**

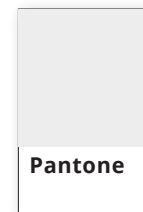
SECONDARY COLORS



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



C **18** R **212**
M **28** G **175**
Y **95** B **54**
K **0** # **D4AF36**



C **6** R **237**
M **4** G **237**
Y **4** B **237**
K **0** # **EDEDED**

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