Sentinels of Freedom is a 501(c)(3) national nonprofit organization that helps severely wounded post-9/11 veterans complete their higher education. Veterans receive comprehensive personal support and financial assistance to achieve success in their post-military careers.

NOTE:
Stock photography will be replaced with Sentinels of Freedom photography for future use.
Branding Elements

Primary elements fall into five categories: voice, logo, photography, color palette, typography, and graphs and diagrams. Using these items consistently in all communications will ensure a dynamic, unique, and memorable brand experience.

Respect
Authentic
Compassionate
WHEN REFERRING TO DEGREES
- In general terms do not use capitals (bachelor’s, master’s, doctorate, associate degree)
- Always capitalize specific degrees (Bachelor of Arts, Master of Science)
- Use an apostrophe for bachelor’s and master’s but not for a doctorate or an associate degree (She earned a bachelor’s in communications prior to completing a doctorate political science.)
- Don’t use punctuation in degree notations. It’s BA, not B.A.

WHEN REFERRING TO TITLES
- Capitalize military titles before a name (e.g. Major General Lowe, Chief Warrant Officer Mike Gonzales)
- Do not capitalize professional titles (e.g. regional director for US Senator Johnson, detective with Contra Costa Sheriff, alumni manager) unless it comes immediately before a name.

FORMATTING TITLES
- [name]
- [rank, military branch]
- [degree, school] or [position, job title]

Voice
Sentinels of Freedom primarily follows standard Associated Press (AP) style guidelines, so please refer to The Associated Press Stylebook as a reference for information not addressed here. To help maintain consistency in writing we have gathered a few specific nuances to our organization.

- The word ‘veteran’ is not capitalized in general terms but is always capitalized when it’s part of a title or name. (Bill wants to help his fellow veterans, but the Veterans Administration will also help Bill.)
- 9/11 not 9-11
- Sentinels are referred to as veterans not “members of the armed forces” or “soldiers” as they may be from the national guard or other organizations not formally a part of the armed forces.
- Don’t use punctuation for the United States. It’s US, not U.S.
- When referring to different states in the US, spell them out. Use Ohio vs. OH. If there are space constraints, you may use the abbreviations however be consistent within the communication piece.
- Spell out numbers under 10 (ten).
- Sentinel Stories should be written in third person and include what type of injury was sustained and how.
- When using acronyms, spell out first, followed by the acronym in parenthesis. Example: improvised explosive device (IED).
- Use the word e-mail with a hyphen and nonprofit without one.
Voice - Organization Description

We have developed a description for the organization which allows for a consistent presentation of our message and our mission. These descriptions should be used and provided to others whenever possible.

35-WORD

Sentinels of Freedom is a national nonprofit organization that helps severely wounded post-9/11 veterans complete their higher education. Veterans receive comprehensive personal support and financial assistance to achieve success in their post-military careers.

66-WORD

Sentinels of Freedom is a national nonprofit organization that helps severely wounded post-9/11 veterans complete their higher education and successfully transition to civilian life, by providing comprehensive personal support and removing financial obstacles. Our support ranges from housing and living subsidies to financial coaching to mentoring and career transition assistance. We help fill the gaps so these brave individuals can achieve success in their post-military journey.

91-WORD

Sentinels of Freedom is a national nonprofit organization that helps severely wounded post-9/11 veterans successfully transition to civilian life by providing comprehensive personal support and removing financial obstacles. Our work helps these brave individuals complete their education, find career-focused employment, and gain financial independence. We complement their own individual drive, motivation, and positive attitude with meaningful assistance. Our support ranges from housing and living subsidies to financial coaching to mentoring and career transition assistance. We help fill the gaps to ensure these brave individuals can achieve success in their post-military journey.
Logo

The logo represents the brand and is the foundation of the entire visual identity system. It is the primary identifier and is made up of two elements: the graphic and moniker.

PRIMARY LOGO HORIZONTAL USAGE
Use the horizontal logo whenever possible. It is available in a variety of formats for both large and small applications.
- Always reproduce the logo using the approved digital artwork provided.
- The logo and tagline lockup can be used on communication applications.

VERTICAL USAGE
Use the vertical logo when the space is limited.

PREFERRED ONE-COLOR USAGE
Use the blue one-color logo on white or dark backgrounds and in one- or two-color print applications.

BLACK USAGE
Use the one-color black logo on white or light-colored backgrounds and in one-color print applications such as newspaper printing.

REVERSE USAGE
Use the reverse logo on dark backgrounds and in one-color print applications such as newspaper printing.
Logo Usage*

Color is an integral part of the brand identity. The four-color logo is preferred and should be used whenever possible. When the four-color logo cannot be used, a one-color logo (SOF Blue) and a one-color logo (black) are available.

Use the four-color logo whenever possible.
- Use the CMYK logo.
- Use the four-color logo on white, dark colored, or image backgrounds.

Use the one-color blue logo on white or dark backgrounds and in one- or two-color print applications.

Use the one-color black logo on white or light-colored backgrounds and in one-color print applications such as newspaper printing.

Use the reverse logo on dark backgrounds and in one-color print applications such as newspaper printing.

Use the reverse logo on photos that are at least as dark as cool gray 10 or equivalent; do not place any logo on images lighter than cool gray 10*.

*Any deviation requires approval
Logo with tagline

A tagline can be used with or without the logo. The tagline, whose function is a descriptor for SOF, is created and intended to leave a lasting effect during a short encounter with the recipient. SOF tagline offers information that can be easily remembered. In the end, it should help the audience understand the bigger picture and leave them enticed and wanting more.

COLOR
The descriptor should always appear in blue, black, or white.

CLEAR SPACE
By setting a minimum clear space around the tagline that is kept free of text or graphics, the tagline will stand out more effectively.
Logo Clear Space

The space surrounding a logo can be as important as the logo itself. By setting a minimum clear space that is free of text or graphics, the logo will stand out more effectively.

CLEAR SPACE SPECIFICATIONS
The minimum clear space is defined as “X,” measured by the height of the “Sentinel of Freedom” font.

MINIMUM CLEAR SPACE
The minimum clear space should always be 1X on all sides of the logo. Try to maximize clear space whenever possible.

LOGO SIZING
The minimum size of the logo is set for maximum visibility and impact. The logo may scale up as large as you like, but never use the lockup smaller than the minimum size.

MINIMUM SIZE
Vertical width = 1.25 inches (logo at actual size)  
Horizontal width = 1.0 inches  (logo at actual size)
**Sponsorship/Program Logo**

Use program logos in either horizontal or vertical format. Use a horizontal or vertical rule line to designate that the program is a sub-brand of SOF. Any new logos with program names to be set in Trajan Pro Bold.

**RULE SIZE**

Can be vertical or horizontal. Minimum .75 pt and maximum 1.25 pt.

**PROGRAM NAMES**

Font size should be 13pt with 15pt leading in blue or gray.
Logo Incorrect Usage

Consistent presentation is an important part of making the logo immediately recognizable wherever it appears. The SOF logo should never be altered or shown in unauthorized colors. Below are examples of improper logo usage and pitfalls to avoid. These rules apply to all versions of the logo.

- Never change the colors within the logo.
- Never reposition logo elements.
- Never change the size or proportion of the elements.
- Never add a drop shadow to the logo.
- Never distort the logo.
- Never replace the logo box with an outline.
- Never add type elements to the logo.
- Never change the opacity of the logo.
- Never frame the logo within a shape.
- Never place the logo at an angle.
- Never bleed logo.
- Never place the logo over a photo that is lighter than cool gray 10.

NOTE:
Stock photography will be replaced with Sentinels of Freedom photography for future use.
Sponsorship Logos

Make national sponsor logos no more than 75% of the SOF logo, not including program name. Use the 75% box in blue as a guideline. Make local sponsor logos no more than 55% of the SOF logo, not including program name. Use the 55% box in blue as a guideline.

Don’t change the proportions shown here for sponsor logos. The most prominent identity on the page should be the SOF logo.

NOTE:
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Photography

- Achieve authenticity by using natural light and real veterans.
- Tell a story through action.
- Express truth by showing a full range of emotions.
- Celebrate outcomes with pictures of community and family.

NOTE:
Stock photography will be replaced with Sentinels of Freedom photography for future use.
Color Palette

Color promotes brand recognition. Primary colors can be used for headlines, body text, graphic devices, and background solids. The secondary colors can be used in graphic devices, infographics, and iconography. The tertiary colors can be used as accent colors in graphic elements and charts and diagrams. For charts an alternative yellow is provided to create greater contrast. This yellow should never be used except for charts and graphs.

**PRIMARY**

- **PMS**: 648C
- **CMYK**: 100 71 9 56
- **RGB**: 0 46 93
- **HEX**: #002E5D

- **PMS**: Black
- **CMYK**: 100 100 100 100
- **RGB**: 0 0 0
- **HEX**: #000000

**SECONDARY**

- **PMS**: 187C
- **CMYK**: 7 100 82 26
- **RGB**: 166 25 46
- **HEX**: #A6192E

- **PMS**: 7553C
- **CMYK**: 0 17 94 27
- **RGB**: 194 169 30
- **HEX**: #C1A01E

**TERTIARY**

- **PMS**: 5405C
- **CMYK**: 68 35 47 49
- **RGB**: 79 115 138
- **HEX**: #4F758B

- **PMS**: 542C
- **CMYK**: 69 19 1 4
- **RGB**: 123 175 212
- **HEX**: #7BAGD4
Typography

Libre Baskerville is the primary typeface for the Sentinels of Freedom brand. It should be used for headlines and body text. In cases where Libre Baskerville is unavailable or has restrictions in applications, such as PowerPoint and online, Georgia can be used for headlines combined with Tahoma for body copy.

Libre Baskerville — Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!”'(#@)/&<+-*/=®©€¥¢,:;.*

Libre Baskerville — Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!”'(#@)/&<+-*/=®©€¥¢,:;.*

Libre Baskerville — Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!”'(#@)/&<+-*/=®©€¥¢,:;.*

Georgia
Regular
Italic
Bold

Tahoma
Regular
Bold
Graphs and Diagrams

- Use flat, solid colors.
- Do not use gradients.
- Do not use 3D effect.
- Use Tahoma font only.
- Use tertiary colors as needed.

This yellow is for use in chart and graph form only and should never be used to represent the brand in any other materials.

- PMS: 7549C
- CMYK: C 0 M 22 Y 100 K 2
- RGB: 255 181 0
- HEX: #FB500