OUR IDENTITY

BRAND COLOR PALETTE

TYPOGRAPHY

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LOGO VERSIONS

CLEARSPACE & MINIMUM SIZE

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SEAL COLOR USE

TAGLINE

PHOTOGRAPHY
Brand colors, carefully applied, will impart a consistent look and feel to the EOD Warrior Foundation collateral. Never substitute different colors for brand colors. Be sure to use the appropriate color values for their respective applications. In most instances, all colors should be used at 100% of their value. If a color needs to be screened, it should never go below 20% of the original color. Additionally, it is strongly discouraged to screen body copy under 10 points in size. The brand color palette should be used on all collateral, marketing materials and signage.
To help provide a consistent, unified look in the EOD Warrior Foundation brand’s use of typography, only the brand typefaces should be used on all collateral and communications. The EOD Warrior Foundation brand typefaces were chosen for their authoritative feel, and their bold, progressive look. HF&J Tungsten, FF DIN Condensed, and HF&J Idlewild are display typefaces and are intended for typography such as headlines, call-outs, quotes, and subheads. The body copy typefaces for the EOD Warrior Foundation Brand are HF&J Gotham Condensed and HF&J Sentinel. They can be used primarily as a heavy text, but also have the flexibility to be used as classical display typefaces when needed.

<table>
<thead>
<tr>
<th>DISPLAY FONTS</th>
<th>HF&amp;J TUNGSTEN</th>
<th>FF DIN CONDENSED</th>
<th>HF&amp;J IDLEWILD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tungsten Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>DIN Condensed</td>
<td>Tungsten Black</td>
</tr>
<tr>
<td>Tungsten Semibold</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>DIN Condensed Medium</td>
<td></td>
</tr>
<tr>
<td>Tungsten Bold</td>
<td>0123456789</td>
<td>DIN Condensed Bold</td>
<td></td>
</tr>
<tr>
<td>Tungsten Black</td>
<td>!@#$%^&amp;*</td>
<td>DIN Condensed Black</td>
<td></td>
</tr>
</tbody>
</table>

The leading organization that supports the EOD Family by providing assistance to all injured and fallen EOD warriors and their families. The Foundation provides financial assistance and support to help facilitate physical and mental recovery.

<table>
<thead>
<tr>
<th>BODY FONTS</th>
<th>HF&amp;J SENTINEL</th>
<th>HF&amp;J GOTHAM NARROW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentinel Book</td>
<td>Sentinel Book Italic</td>
<td>Gotham Narrow Book</td>
</tr>
<tr>
<td>Sentinel Medium</td>
<td>Sentinel Medium Italic</td>
<td>Gotham Narrow Medium</td>
</tr>
<tr>
<td>Sentinel Bold</td>
<td>Sentinel Bold Italic</td>
<td>Gotham Narrow Bold</td>
</tr>
</tbody>
</table>

HF&J Tungsten
HF&J Idlewild
www.typography.com

FF DIN Condensed
www.fontfont.com

HF&J Tungsten
HF&J Idlewild
www.typography.com

HF&J Sentinel
HF&J Gotham Narrow
www.typography.com

www.typography.com
The EOD Warrior Foundation logo is a custom piece of artwork that was created to drive the EOD Warrior Foundation brand. The logo is a representation of courage, compassion, and the EOD Warrior Foundation's deep commitment to providing timely and ongoing support to those in need from the Joint Service Explosive Ordnance Disposal Community.

The logo is made up three specific parts, the icon, the logotype, and the trademark. The EOD Warrior Foundation logo is unique, and the proportion and arrangement of the mark have been specifically determined. To ensure consistent reproduction, never alter, add to or attempt to recreate the logo.
The EOD Warrior Foundation logo can be used in both vertical and horizontal orientations. The vertical version is considered standard for most general applications, but the horizontal version can be used if necessary to fit a particular project needs. The icon can also be used outside of the logo based on the specific project needs.
To preserve the integrity of the EOD Warrior Foundation logo, always maintain a minimum amount of clear space around the logo. This clear space isolates the logo from other graphic elements that may divert attention. The clear space (on all logo versions) of the EOD Warrior Foundation logo is defined as the height of the logotype "X" in the logo. This defined space should be maintained as the logo is proportionally enlarged or reduced in size. The minimum size of the EOD Warrior Foundation logo is a set width to ensure maximum legibility and clarity. The logo should never be sized smaller than this.
The EOD Warrior Foundation logo should be reproduced in color whenever the option is available. The primary brand color palette (PANTONE® Cool Gray 11 or PANTONE® 173) should be used whenever possible. Secondary brand colors may be used also. For specific brand color values to use when reproducing the logo (using PANTONE®, 4-color process or RGB), refer to the Brand Color section. White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo’s color. If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or reversed in white out of a color background. When the EOD Warrior Foundation logo is placed on a photograph, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo. Maintaining high contrast will ensure a comfortable level of legibility.

**CORRECT SOLID COLOR USE**
For use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction.

**CORRECT REVERSED USE**
For use when full-color reproduction is not an option or as a viable solution on dark or black backgrounds.
Incorrect use of the EOD Warrior Foundation logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they represent only a small sample of possible misuses of the EOD Warrior Foundation logo. The EOD Warrior Foundation logo is unique, and the proportion and arrangement of the mark have been specifically determined. To ensure consistent reproduction, never alter, add to or attempt to recreate the logo. Always use the approved digital artwork, available from the EOD Warrior Foundation.

DO NOT change the proportions of the EOD Warrior Foundation logo.
DO NOT change the colors of the EOD Warrior Foundation logo unless specified in the brand guide.
DO NOT obscure the EOD Warrior Foundation logo in any way.
DO NOT move, separate or adjust any part of the EOD Warrior Foundation logo.
DO NOT enclose the EOD Warrior Foundation logo in a shape or space.
DO NOT use the EOD Warrior Foundation logo on a color or image that is too low contrast.
The EOD Warrior Foundation seal is a custom piece of artwork that was created as a secondary mark for special use only. The seal is a representation of courage, compassion, and the EOD Warrior Foundation’s deep commitment to providing timely and ongoing support to those in need from the Joint Service Explosive Ordnance Disposal Community. The EOD Warrior Foundation seal is unique, and the proportion and arrangement of the mark have been specifically determined. To ensure consistent reproduction, never alter, add to or attempt to recreate the seal.
The EOD Warrior Foundation seal should be reproduced in color whenever the option is available. The primary brand color palette (PANTONE® Cool Gray 11 or PANTONE® 173) should be used whenever possible. Secondary brand colors may be used also. For specific brand color values to use when reproducing the logo (using PANTONE®, 4-color process or RGB), refer to the Brand Color section. White is the most effective background on which to reproduce the color seal because it provides a clean, crisp contrast for the seal's color. If color reproduction is not available or is not a viable option, the seal should be reproduced in solid black or reversed in white out of a color background. When the EOD Warrior Foundation seal is placed on a photograph, the image behind the seal must be light enough to provide contrast for the positive seal or dark enough to provide contrast for the reverse seal. Maintaining high contrast will ensure a comfortable level of legibility.
The EOD Warrior Foundation Tagline “Disarming Challenges” should be used whenever possible on collateral. The tagline is not attached directly to the logo or logotype, however it can be used on any collateral as a secondary branding item (see Brand Collateral for examples of use). The EOD Warrior Foundation tagline should always be set in all caps using any of the corporate typefaces (listed below). The tagline should appear in the primary brand color palette whenever possible. In alternate versions, the tagline can be used in a secondary brand color or reversed out of an image or color. (Refer to the Brand Color use section for color builds)

TAGLINE 

DISARMING CHALLENGES 

TAGLINE TYPEFACE EXAMPLES 

HF&J Tungsten 
HF&J Idlewild 
HF&J Sentinel 
HF&J Gotham Narrow 
www.typography.com 

FF DIN Condensed 
www.fontfont.com
Imagery can play an important role in the EOD Warrior Foundation brand and its collateral. Through photography, we can help to visually show the impact that the EOD Warrior Foundation has on the EOD family and the community. High-quality photography can tell a powerful story, as well as maintain a very high level of quality for the brand. When selecting images, strive for simple compositions with a strong focus and avoid staged or posed situations (overused stock photography, low-end snapshots). The examples of imagery shown below are only a sampling of the many types of photography that can be used with the EOD Warrior Foundation brand. The same tone, focus, strength and high quality of these image examples should be present when other photography is chosen for use with the EOD Warrior Foundation brand.