

Brand Guidelines for Honor Flight Network

2024



Letter from CEO or Board

Thank you for your interest in learning more about the Honor Flight Network and its associated brand guidelines.

This comprehensive document serves as a key resource – outlining brand usage parameters and sharing insights to ensure a unified, impactful representation of our Honor Flight Network brand in all contexts.

The Honor Flight Network brand reflects who we are as an organization – highlighting our core values, vision, and commitment to excellence. As Honor Flight Network grows and evolves, it becomes increasingly essential to maintain a consistent and compelling brand image. This style guide was crafted to provide clear direction on the use of our logo, including color scheme, typography, and other visual elements that collectively represent our identity as an organization.

Within this guide, you will find detailed instructions on how to effectively use the Honor Flight Network logo. It is our shared responsibility to uphold these important standards, in the interest of keeping the Honor Flight Network mission as strong as it can possibly be.

Thank you for taking the time to review the brand style guide. Together, we will continue to uphold the Honor Flight Network brand – inspiring others to join in our continuing mission of gratitude.

With appreciation,

Meredith Rosenbeck



CEO, Honor Flight Network





About Honor Flight

Honor Flight Network is a national nonprofit organization comprised of 125+ independent hubs working together to achieve the shared Honor Flight mission – celebrating America's Veterans by inviting them to share in a day of honor at our nation's memorials.

In furtherance of this common goal, we have the enormous privilege of showing our nation's Veterans the appreciation and honor they deserve. Participation in an Honor Flight trip provides Veterans the opportunity to share this momentous occasion with other comrades, remember the fallen, and share their stories and experiences with other Veterans. Honored Veterans always travel free of charge, thanks to generous donations to our organization.

Since its inception in 2005, Honor Flight has brought over 300,000 Veterans to visit the memorials built to honor their service. While initially focused on America's World War II Veterans, Honor Flight Network has expanded its mission to include those who served during the Korean War and the Vietnam War. The Honor Flight TLC program also honors Veterans of any service era who are critically ill.

Honor Flight Network is a 501(c)(3) nonprofit organization with a 4-star rating by Charity Navigator.

Table of Contents

- Letter from CEO - 02
- About Honor Flight - 03
- Table of Contents - 04
- Brand Guidelines - 05
- Hub Brand Guidelines - 06
- Corporate Brand Guidelines - 07
- Primary Color Palette - 08
- Honor Flight Color Palette - 09
- History of Logo - 10
- Acceptable Logos - 11
- Clothing Logo Agreement - 12
- Hub Logo Agreement - 13
- Typography - 14
- Incorrect Logo - 15
- Mission Statement - 16

Brand Guidelines

To obtain usage of our brand logo we ask that you adhere to our guidelines to maintain brand consistency and integrity.

- **Obtain Permission:** To use the Honor Flight Network logo we ask that you complete the [Logo Use License Agreement form](#), and send in your request, and a representative from the Honor Flight Network will approve the request and get in contact about obtaining the proper files.
- **Logo Modifications:** We ask that once you obtain permission that you do not alter the logo in any way, including changing colors, proportions, or adding elements. The logo should be used in its original form.
- **Clear Space and Minimum Size:** Maintain a clear space around the logo to ensure visibility and prevent visual clutter.
- **Color Guidelines:** Use the logo approved colors. Avoid color variations or gradients unless specifically permitted.
- **Background and Placement:** Ensure that the logo is placed on an appropriate background and avoid using it in a way that may compromise its visibility or legibility.

Hub Brand Guidelines

To obtain usage of our brand logo we ask that you adhere to our guidelines to maintain brand consistency and integrity.

- **Obtain Permission:** To use the Honor Flight Network logo we ask that you complete the [Logo Use License Agreement form](#), and send in your request, and a representative from the Honor Flight Network will approve the request and get in contact about obtaining the proper files.
- **Logo Modifications:** We ask that once you obtain permission that you do not alter the logo in any way, including changing colors, proportions, or adding elements. The logo should be used in its original form.
- **Clear Space and Minimum Size:** Maintain a clear space around the logo to ensure visibility and prevent visual clutter.
- **Color Guidelines:** Use the logo approved colors. Avoid color variations or gradients unless specifically permitted.
- **Background and Placement:** Ensure that the logo is placed on an appropriate background and avoid using it in a way that may compromise its visibility or legibility.
- As Hubs of the Honor Flight Network, you will be able to adjust your logo to your cities or area liking, but we ask that you get permission from the national network before you do so.
- Hubs that already have logos will be grandfathered in.
- All Honor Flight branded entities are authorized to use extensions of the national logo.

Corporate Guidelines

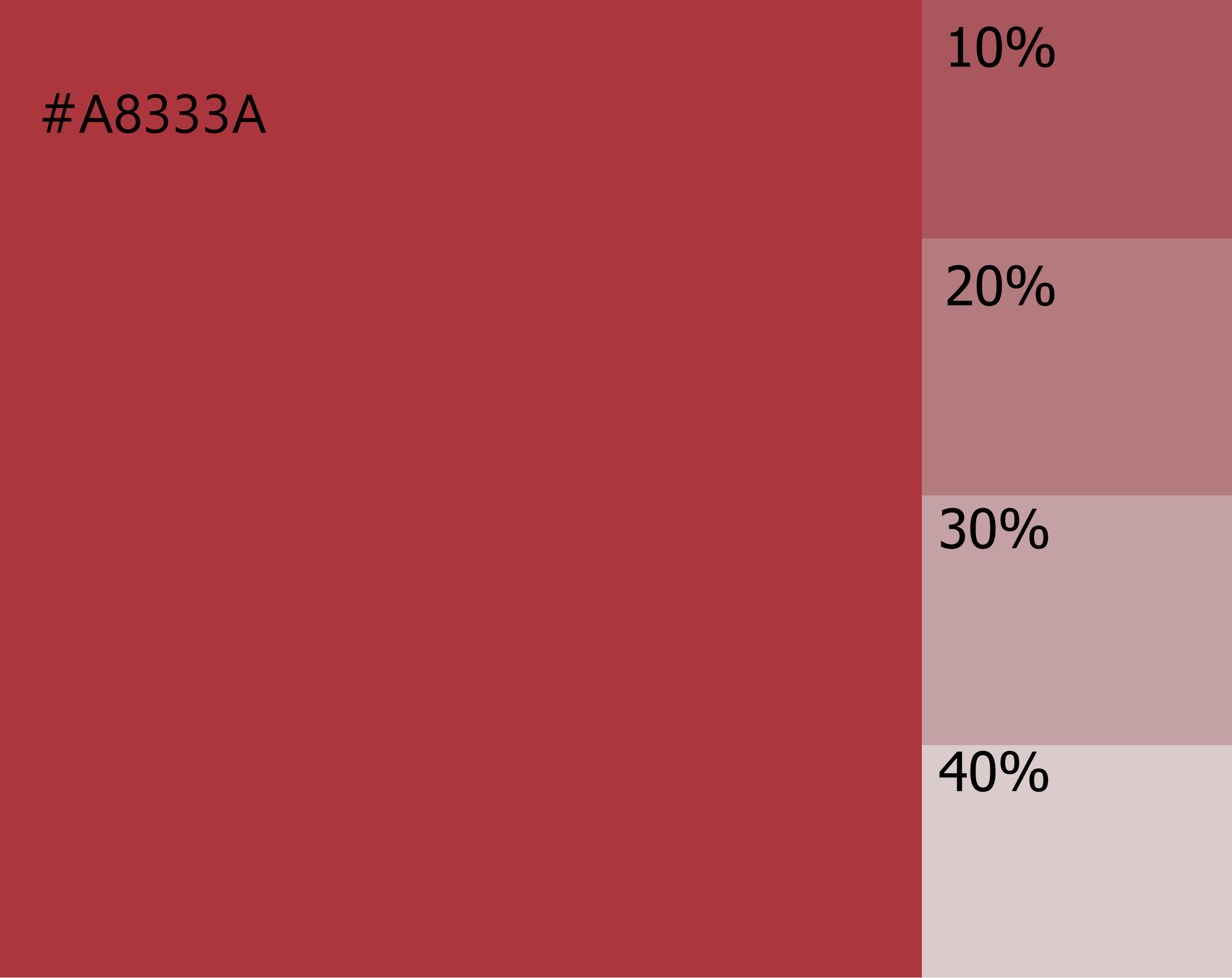
To obtain usage of our brand logo we ask that you adhere to our guidelines to maintain brand consistency and integrity.

- **Obtain Permission:** To use the Honor Flight Network logo we ask that you complete the [Logo Use License Agreement form](#), and send in your request, and a representative from the Honor Flight Network will approve the request and get in contact about obtaining the proper files.
- **Logo Modifications:** We ask that once you obtain permission that you do not alter the logo in any way, including changing colors, proportions, or adding elements. The logo should be used in its original form.
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prevent visual clutter.

- **Color Guidelines:** Use the logo approved colors. Avoid color variations or gradients unless specifically permitted.
- **Background and Placement:** Ensure that the logo is placed on an appropriate background and avoid using it in a way that may compromise its visibility or legibility.

Primary: Stiletto



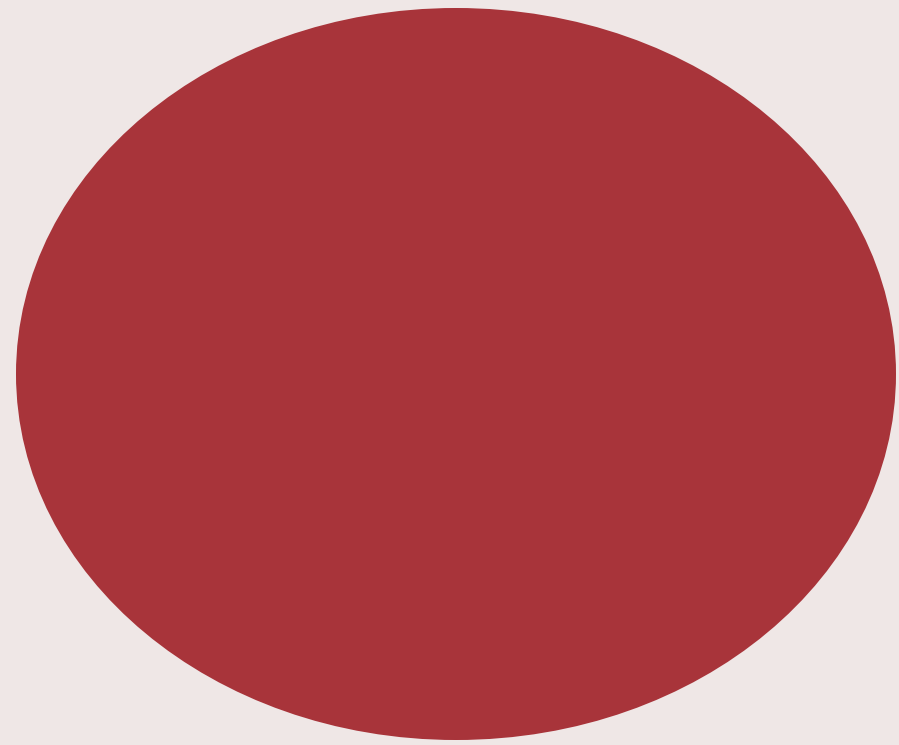
Primary Color Palette

Our primary color is #A8333a: Stiletto

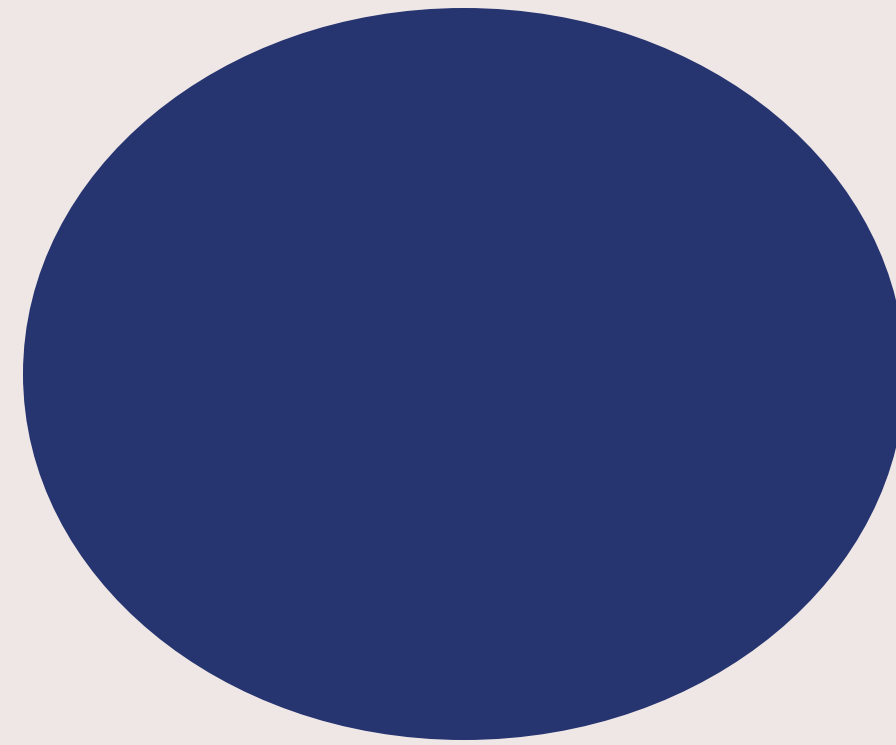
The color #A8333A is a shade of red. It can be described as a medium to dark red with a hexadecimal representation in the RGB (Red, Green, Blue) color model. The breakdown of the color #A8333A is approximately:

- Red: 168
- Green: 51
- Blue: 58

Honor Flight Color Palette



#A8333A
RGB:(168/51/58)
CMYK: 0/70/65/34



#243570
RGB:(36/53/112)
CMYK: 68/53/0/56



#FFFFFF
RGB: (255/255/255)
CMYK: 0/0/0/0

The Honor Flight palette is pulled directly from the Honor Flight Network logo. Red and Blue serve as the primary colors with white being used in the typography.

The colors selected are carefully selected formulas to ensure the story of Honor Flight is represented.

Note:

These colors palette are intentional and should not be mixed or combined in ways other than what is shown.

History of the Logo



Honor Flight Network was created in 2005 by Jeff Miller and Earl Morse with a simple, yet powerful, mission – honoring our nation’s veterans by bringing them to Washington, D.C. to visit the memorials built to commemorate their service and sacrifice.

While initially focused on America’s World War II veterans, Honor Flight Network has expanded its mission to include those who served during the Korean War, the Vietnam War, and veterans of any service era who are critically ill.

The plane in the logo represents the beginning of the Honor Flight network, as veterans were flown on smaller plane similar to those used in World War II. The plane represents the journey and history of honor flight.

Acceptable Logo

Here are some requirements we ask when using our acceptable logos.

- Proportional Consistency:**

- Ensure that the logo maintains consistent proportions across all applications. Avoid stretching, compressing, or altering any individual elements, as this helps preserve its recognizable and balanced design.

- Color Palette Adherence:**

- Adhere strictly to the specified color palette outlined in the brand guidelines. Use the approved primary and secondary colors to maintain a cohesive brand identity. Avoid introducing additional colors or altering the assigned color codes.

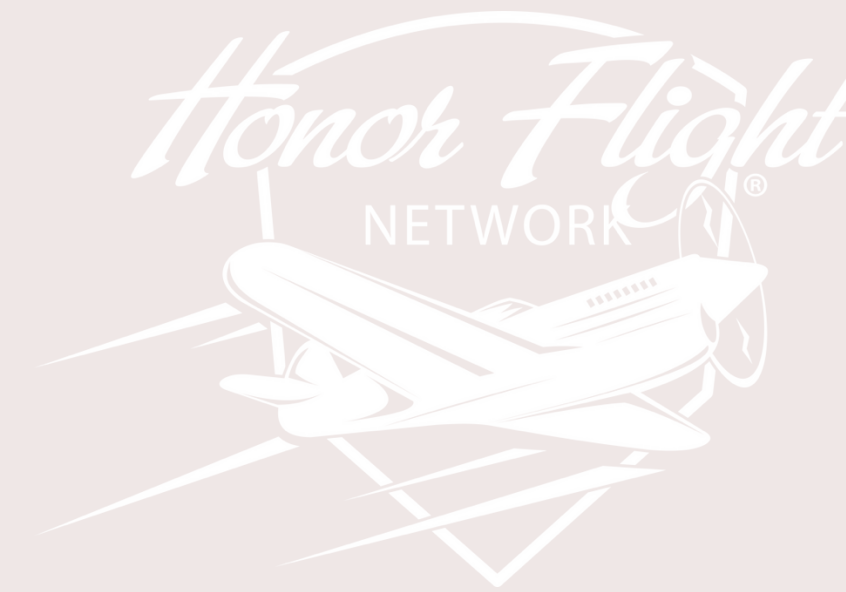
- Clear Space Considerations:**

- Respect the designated clear space around the logo to prevent visual clutter. This clear zone is essential for maintaining the logo's visibility and impact. Avoid placing text, graphics, or other elements too close to the logo's boundaries.



Clothing Logo Agreement

- At Honor Flight we have over 125 hubs so we understand the need for branded assets. We ask that if you are trying to use our brand you read and fill out this [Logo Use License Agreement form](#).
- Using our brand on clothing and assets can be color modified like the images below.



- You can also use these images of the logo to the left as well.

Hub Logo Agreement

Here are some requirements we ask Hubs when using an acceptable logos.

- **Proportional Consistency:**

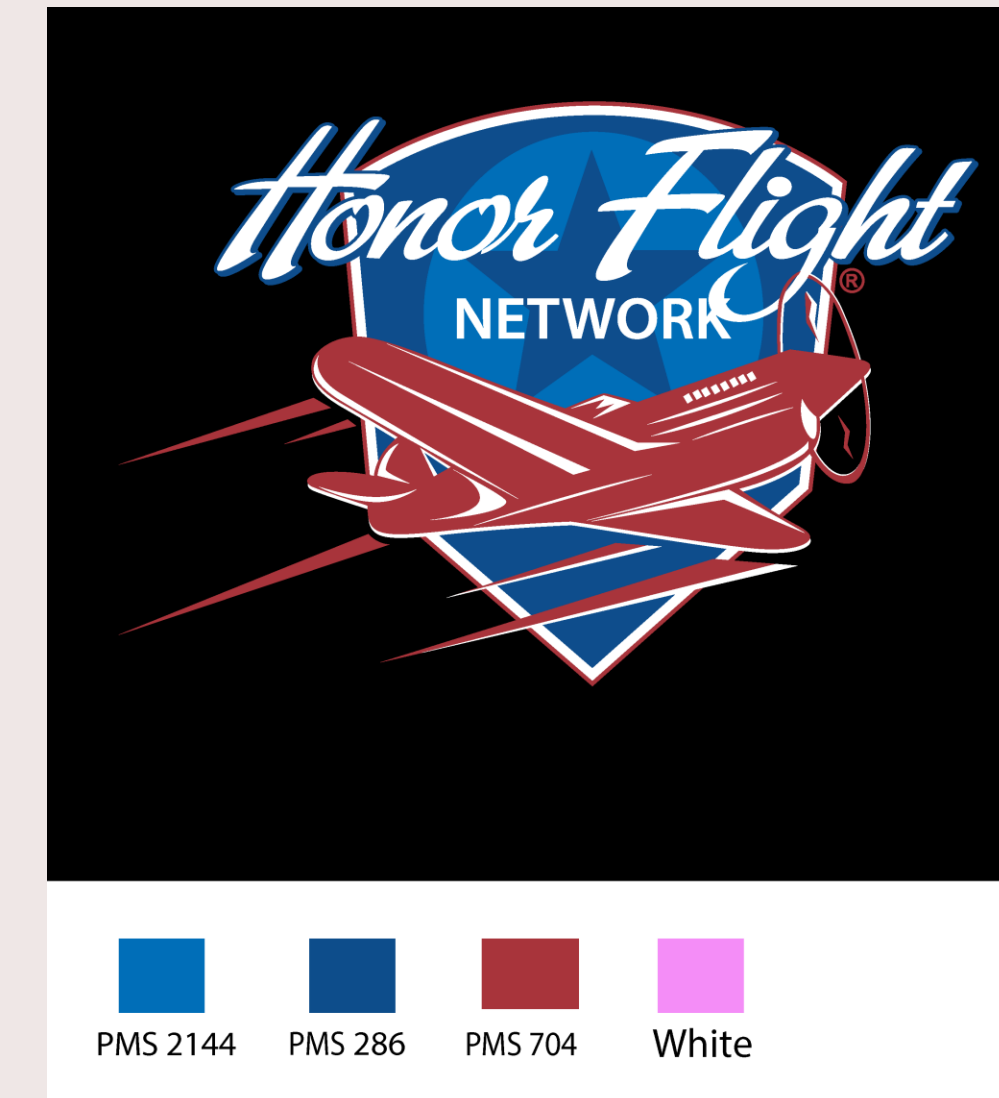
- Ensure that the logo maintains consistent proportions across all applications. Avoid stretching, compressing, or altering any individual elements, as this helps preserve its recognizable and balanced design.

- **Color Palette Adherence:**

- Adhere strictly to the specified color palette outlined in the brand guidelines. Use the approved primary and secondary colors to maintain a cohesive brand identity. Avoid introducing additional colors or altering the assigned color codes.

- **Clear Space Considerations:**

- Respect the designated clear space around the logo to prevent visual clutter. This clear zone is essential for maintaining the logo's visibility and impact. Avoid placing text, graphics, or other elements too close to the logo's boundaries.



Typography

Myriad Pro Regular

Aa

Bold

ABCDEFGHIJ
01234567890

Regular

ABCDEFGHIJ
01234567890

Incorrect Logo Usage

Our logo is the face of our brand, and it’s crucial to present it consistently for a strong and unified identity. Incorrect logo usage can dilute our brand image and create confusion. Please adhere to the following guidelines to avoid common pitfalls.

- Screening or Tinting:
 - Please avoid applying screens or tints to the logo.
- Outlining:
 - Do not use outlines around the logo.
- Watermark:
 - Refrain from using the logo as a watermark.
- Background Placement:
 - Avoid placing the logo on top of busy backgrounds, photos, or patterns.
- Previous Versions:
 - Only use the current, trademarked version of our logo. Avoid any non-trademarked versions.
- Alternative Logos or Graphics:
 - Do not use any logo or graphic identifier other than the current trademarked logo or its extensions.
- Distortion:
 - Do not alter, stretch, compress, or distort the logo in any way.
- Text Alteration:
 - Please refrain from altering the text. Use only the approved fonts as specified in our guidelines.



Honor Flight Network



Honoring Our Veterans

MISSION STATEMENT

Our Mission

To celebrate America's veterans by inviting them to share in a day of honor at our nation's memorials.

Our Vision

A nation where all of America's veterans experience the honor, gratitude, and community of support they deserve.