

OPERATION FINALLY HOME

Brand Guidelines

A framework for the visual, verbal and strategic expression of our brand.



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THIS IS A BLUEPRINT

These brand guidelines serve as the foundational blueprint for our organization—the “rules of engagement” for how we communicate our brand to the world. They are designed to be a resource to ensure that our voice remains consistent, compelling and perfectly aligned with our singular goal: to build a foundation of hope.

By adhering to these standards, we do more than just maintain visual or verbal consistency; we build trust. Every piece of communication is an extension of our professional integrity and our commitment to those we serve. Whether we are drafting a grant proposal or sharing a veteran’s story, when we speak with a unified, resolute, and unwavering tone, we strengthen our brand’s reputation as an elite organization that delivers on its promises, ensuring that our impact is felt clearly and consistently across every audience we reach.

PROTECTING OUR HOUSE

A brand is essentially one thing: A strong emotional connection.

It's what someone says about you when you're not in the room.

Having a strong and consistently communicated brand
increases recognition and awareness.

It has a significant impact on driving that emotional connection
to accelerate referrals, conversions and trust.

This guide is intended to empower you to go beyond usage guidelines
and to help create value for our brand.

BRAND MISSION

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The mission statement defines our purpose, outlining who we serve, what we do, and the calling that guides our daily actions.





OUR MISSION

At Operation Finally Home, we build a foundation of hope for America's veterans, first responders and surviving spouses by providing mortgage-free homes and life-changing home modifications, meeting one of their most critical needs—a safe place to call home.

BRAND WHY

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What makes our work impactful is not what we do,
but why we do it.



WHY

**WE ARE CALLED TO SERVE
THOSE WHO HAVE SERVED US.**

HOW

With a servant's heart, we provide professionally-built homes and home modifications to restore independence and safety to those who have served our country.

WHAT

Operation Finally Home delivers life-changing, mortgage-free homes and home modifications to America's veterans, first responders and surviving spouses. With our team of professionals with expertise across military and construction industries, we build a place of peace where they can feel their freedom, strength and honor is restored.

BRAND PLATFORM

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An objective foundation for messaging.
Serves as a value proposition for the brand.



TARGET AUDIENCE	For those who feel called to serve our veterans who have selflessly sacrificed...
FRAME OF REFERENCE	Operation Finally Home is a nonprofit organization called to transform veterans' lives through the foundation of a safe, comfortable and accessible home.
POINT OF DIFFERENCE	Our team of professionals, with expertise across construction industries and the military, provide individualized housing solutions to meet the unique needs of veterans from every era of military service and war.
BENEFIT	Through your generosity, lives are restored through regained independence and newfound potential that comes from owning a new mortgage-free home, receiving a critically-needed modification or assistance with transitional housing.
SELECTED REASONS TO BELIEVE [RTBS] (RTBs can be added or adjusted based on audience)	● Our building and construction expertise allows us to build professionally built homes that maximize your dollar and the number of veterans reached ● Our team is made up of residential building professionals and senior U.S. military leaders across all branches ● 20+ year history and 500 projects completed ● Partnership with national, regional and local builders ● National reach

BRAND PROMISE



Shelter is essential.

But too often it's unattainable for those who have earned it most.

Having the foundation of a safe, accessible and stable home
sets the stage for endless possibilities.

WE BUILD A FOUNDATION OF HOPE FOR VETERANS.

We fight for the dignity and potential earned by our underserved veterans.

Never a one-size-fits-all approach, rather custom builds
and home modifications that restore hope.

It's a battle fought with hammers, nails and humility.

And won when hope is restored.

ELEVATOR SPEECH

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A quick and effective way of communicating who we are, what we do and how it impacts our audiences.



1 FLOOR

Operation Finally Home is a nonprofit organization called to transform the lives of veterans.

From modifications to new builds, every project is crafted to meet individual needs and provide a foundation to thrive because those who served deserve a home that serves them.

3 FLOORS

Operation Finally Home is a nonprofit organization called to transform the lives of veterans. We believe those who served deserve a home built to serve them.

From modifications to new builds, every project is crafted to meet individual needs and provide a foundation to thrive. Leveraging our experience across building and military professions, we are committed to building a place where hope, safety and purpose is restored.

BRAND VOICE AND TONALITY

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The expression of our personality in written communication and how we use it to connect authentically with our partners, donors and heroes.

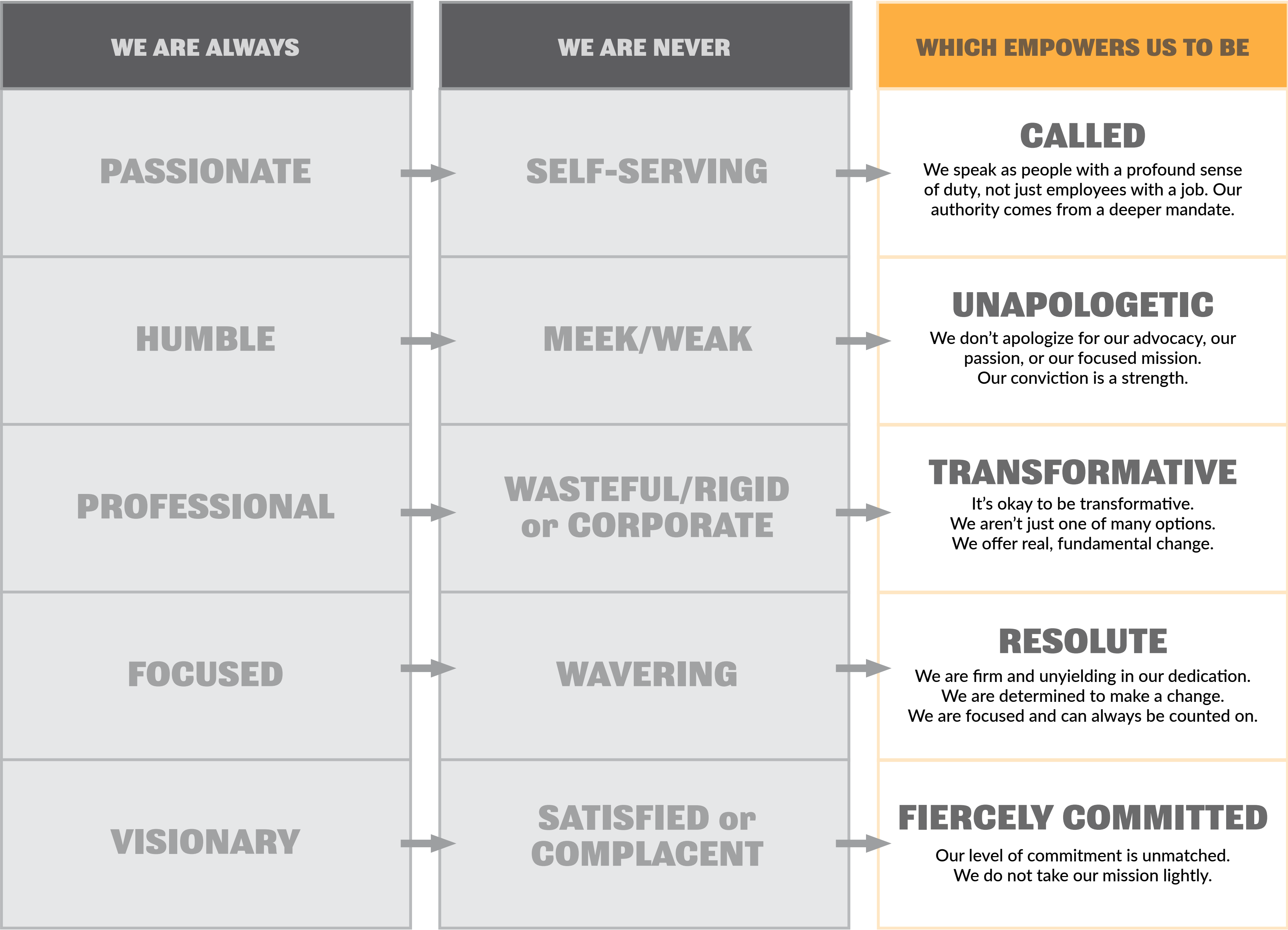


TONALITY

Parameters to ensure we speak with a consistent tonality to all audiences.

By holding ourselves to the standards of the “Always” and avoiding the “Never,” we earn the right to be powerful and distinct.

This allows us to cut through the noise and stand out from competitors.



OUR VOICE

Our brand voice is the expression of our personality in words. We maintain a consistent voice for all audiences (veterans, donors, partners and the public).

We speak like a trusted peer and an expert advocate. Our tone is knowledgeable but approachable, firm but compassionate. We are direct and clear. Like a briefing, we get to the point. We avoid flowery language or complex jargon unless necessary for precision.

WHEN WE ARE	WE SOUND	WE <u>DON'T</u> SOUND
SPEAKING TO VETERANS AND FIRST RESPONDERS	PEER-TO-PEER, RESPECTFUL, UNDERSTANDING AND DIRECT. WE ARE A RESOURCE AND A BROTHER/SISTER-IN-ARMS.	PATRONIZING, BUREAUCRATIC, OR "PITYING." WE NEVER TREAT VETERANS AS VICTIMS.
SPEAKING TO DONORS/PARTNERS	EXPERT, EFFICIENT, MISSION-FOCUSED AND RESULTS-ORIENTED. WE DEMONSTRATE STEWARDSHIP AND LASTING IMPACT.	BEGGING, SELF-AGGRANDIZING OR CORPORATE. OUR MISSION, NOT OUR ORGANIZATION, IS THE HERO
ADVOCATING PUBLICLY	BOLD, CLEAR-EYED AND FACT-BASED. WE ARE "CALLED" TO SPEAK TRUTH TO POWER.	EMOTIONAL WITHOUT PURPOSE, POLITICALLY DIVISIVE OR MEEK.

BRAND HOUSE



Overall
Brand Platform/
Promise:

Brand core that
drives emotional
connection

Delivered to
Different Audeinces:

Brand core
uniquely adapted to
meaningfully connect
with your audiences

Brand Strategic POV/Brand Why

Brand Positioning/Promise

Authenticity

Brand Tone

Brand RTBs

Audiences

Value Proposition

WE
ARE CALLED
TO SERVE THOSE
WHO HAVE SERVED US.

Team of professionals with expertise
across military and construction industries.

A HOME IS THE FOUNDATION OF HOPE.

Called. Unapologetic. Transformative. Resolute. Fiercely Committed.

Team of Professional Building Partners. Construction Expertise and Military Leadership. 20+ Year History.
500 Completed Projects. National Reach. Professionally Built Homes.

VETERANS

The hearts behind the mission.

We provide, transform and modify homes for America's veterans, addressing the tangible needs that make daily life safe and functional.

With guidance from our military leaders and over 20+ years of organizational experience, we deliver professionally built, new, modified and transitional homes nationwide.

Our focus is to provide veterans and their spouses homes that restore independence and hope because those who served deserve a home built to serve them.

DONOR PARTNERS

The fuel behind the mission.

Your support builds more than homes, it builds a foundation of hope.

Each dollar transforms lives through tangible, life-changing impact for veterans and their spouses.

With over 20+ years of organizational experience, 500+ completed projects and a national network of builder partners, your generosity restores hope, transforms lives and honors those who served us.

INDUSTRY PARTNERS

The hands that make it possible.

Your skills build more than homes—they are the foundation to restore hope, independence and purpose.

Every project is proof that even small changes can create life-changing impact.

Join our team of experienced building, construction and military professionals, alongside a national network of professional builders, to contribute to projects that make a tangible difference for veterans and their spouses.

LOGO USAGE STANDARDS



FULL LOGO SYSTEM

Advocacy requires visibility. This robust suite eliminates technical limitations, allowing our message of hope to remain the hero, regardless of the medium, scale, or production method.

To ensure brand consistency, select the logo variation that best fits your available space and viewing distance.

Use the Primary Logo (stacked) as the default for centered layouts like covers or signage where impact is priority.

Switch to Secondary Horizontal versions for narrow headers, website navbars, or document footers to maximize legibility.

Reserve the Submark for social media avatars and small-scale accents where the brand is already established, and utilize the Submark with Abbreviation for internal collateral or merchandise where space is limited but text recognition is still required.



PRIMARY LOGO



SECONDARY LOGO 1



SECONDARY HORIZONTAL LOGO



SECONDARY LOGO 2



PRIMARY LOGO



PRIMARY LOGO



PRIMARY LOGO

PRIMARY LOGO

Our brand system is more than a logo; it is **the visual architecture of our promise.**

For our veterans and first responders, this consistency builds trust. For our partners, it represents a professional standard of excellence.

Good design ensures that when a hero looks for help, they recognize a home before a single brick is even laid.



**OPERATION
FINALLY HOME**

SAFE ZONES:

The “O” Rule: A mandatory minimum safe space is defined by the height and width of the “O” in “OPERATION.”

Application: This space must be maintained on all four sides of the logo. No other graphic elements, text or page trims should infringe upon this zone.

Why it matters: By using the “O” as our unit of measure, the logo’s protection scales proportionally. Whether on a business card or a site banner, the brand retains its silhouette and proportion.



HORIZONTAL LOGOS

Our horizontal lockups are engineered for clarity in **low-profile spaces**—such as digital navigation bars or physical site signage.

This configuration prioritizes the relationship between our icon and the wordmark on a single plane, ensuring the brand name is immediately scannable without requiring vertical eye movement.

The horizontal lockup provides a grounded, stable presentation of our identity. To maintain this, **ensure the logo is never ‘crowded’** against edge boundaries by utilizing The “O” Rule to establish safe zones.



OPERATION FINALLY HOME



**OPERATION
FINALLY HOME**



**OPERATION
FINALLY HOME**

SUBMARKS WITH ABBREVIATION

Modern brand environments require responsiveness. These submarks/abbreviations are engineered for high-impact visibility **where horizontal space is limited.**

By condensing our visual identity into a vertical stack (like the home-shaped lockup on the left.) or the OFH abbreviation, we ensure the brand remains clear across all scales, from mobile favicons to large-format event banners.

Strategic versatility defines our toolkit. While our full wordmark establishes our professional name, **the OFH abbreviation serves as our primary shorthand.**



SUBMARK

By merging the chevron of service with the stability of a rooftop, we create a singular symbol of transition.

At micro-scales, such as embroidery, promotional hardware, or digital favicons, the complexity of text can compromise brand clarity.

In these instances, the standalone submark serves as our primary identifier.

By stripping away the wordmark, we prioritize the physical integrity of the mark, ensuring the 'rooftop' and 'chevron' remain sharp and **recognizable even in the most restricted spaces.**



MINIMUM SCALE: .7" | 18mm

DEFINING LOGO MISUSE:

Consistency is the foundation of trust. To resolve legacy confusion and maintain professional standards, **our logo must never be altered, reimagined or decorated.**

These violations compromise the clarity of our mission and the integrity of our visual signature.

Use only approved assets without modification.

 DO NOT ROTATE OUR LOGO	 DO NOT DISTORT/SKEW OUR LOGO	 DO NOT RE-COLOR OUR LOGO OTHER THAN DIRECTED	 DO NOT USE GRADIENTS OR 3D/TEXTURE EFFECTS ON OUR LOGO
 DO NOT APPLY A SHADOW TO OUR LOGO	 DO NOT CROP OFF ANY PART OF OUR LOGO	 DO NOT OUTLINE OUR LOGO	 DO NOT INVERT THE STRUCTURAL FORMAT OF OUR LOGO

COLOR PALETTE



Consistent color usage strengthens brand recognition, builds trust, and creates a cohesive experience across every touchpoint. While primary colors serve as the core visual foundation of the brand, secondary and tertiary colors have been selected to support and enhance the palette—adding flexibility, depth, emphasis, and visual interest without overshadowing the primary identity.

PRIMARY	SECONDARY	TERTIARY
GOLD MEDAL C-00 M-36 Y-83 K-00 R-253 G-175 B-56 HEX-fdaf42	CONCRETE C-53 M-45 Y-48 K-11 R-122 G-121 B-117 HEX-7a7975	LUMBER C-48 M-56 Y-75 K-34 R-106 G-85 B-61 HEX-6e5439
SLATE C-68 M-61 Y-59 K-46 R-64 G-64 B-65 HEX-404041	KHAKI C-28 M-31 Y-41 K-00 R-186 G-167 B-147 HEX-bea690	STEEL C-28 M-22 Y-28 K-00 R-186 G-184 B-176 HEX-bab8b0
PICKET FENCE C-00 M-00 Y-00 K-00 R-255 G-255 B-255 HEX-FFFFFF	CHARCOAL C-71 M-64 Y-63 K-63 R-45 G-46 B-46 HEX-2d2e2e	NEW LAWN C-50 M-00 Y-82 K-00 R-141 G-182 B-94 HEX-00000C

UX/UI or CTA ONLY

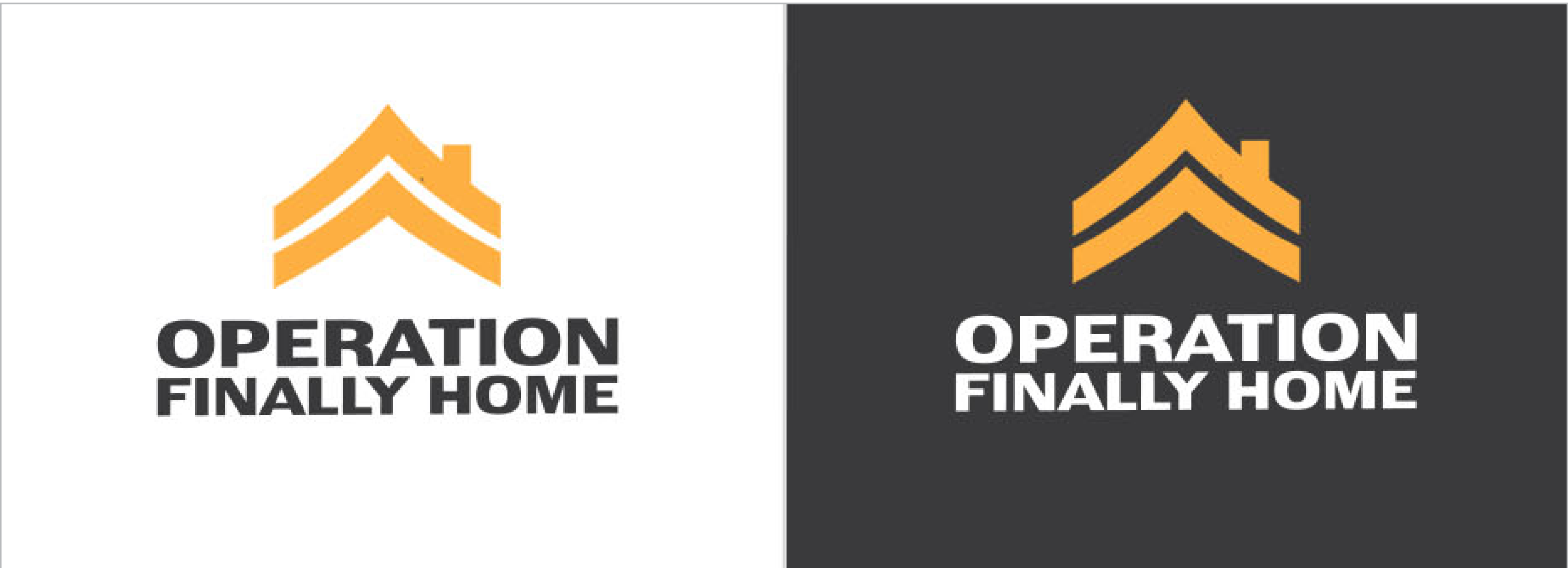
PRIMARY LOGO COLORWAYS:

Full Color:

- **Light Mode:** Slate wordmark and gold submark.
- **Dark Mode:** White wordmark and gold submark.

Two Color:

- **Light Mode:** Slate wordmark and submark.
- **On Yellow:** Slate wordmark and submark.
- **Dark Mode:** White wordmark and submark.



PRIMARY LOGO FULL COLOR (LIGHT MODE)

PRIMARY LOGO FULL COLOR (DARK MODE)



PRIMARY LOGO 2 COLOR (LIGHT MODE)

PRIMARY LOGO 2 COLOR (ON YELLOW)

PRIMARY LOGO 2 COLOR (LIGHT MODE)

PRIMARY LOGO COLORWAYS:

- **Priority on Contrast:** Logos must always maintain high visual contrast with their background.
- **Primary Brand Colors Only:** Utilize only **Slate**, **Gold Medal** and **Picket Fence** in logo.
- **Note:** When the logo is placed over photography, ensure the area is uncluttered and provides sufficient contrast. If the image is too busy, utilize a solid color brand block behind the logo.



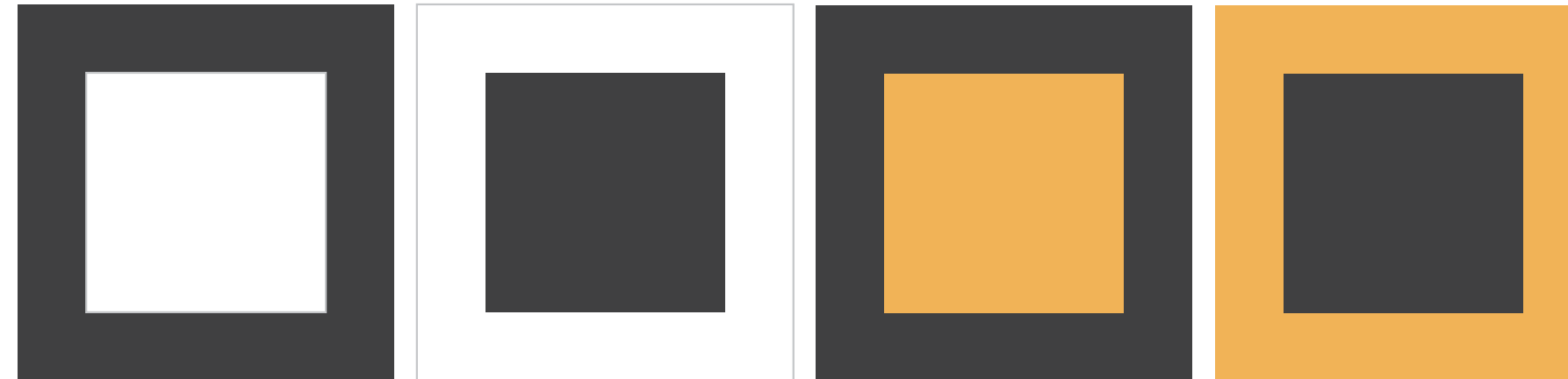
ACCESSIBILITY GUIDE



THE GOLD STANDARD:

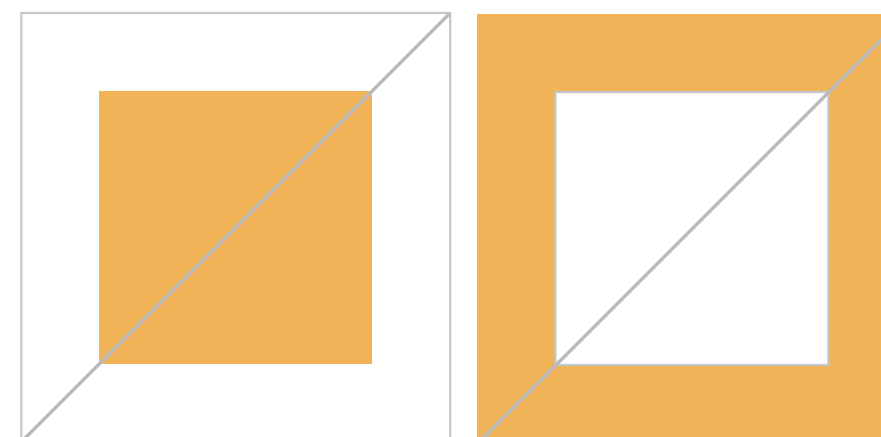
- **Prioritize High Contrast:** Always use Charcoal or White as the primary anchor for text.
- **The Gold Standard:** Only pair Gold with Slate (or Charcoal).
- **Avoid Low Contrast:** Never use Gold and White together; the lack of contrast fails accessibility requirements.
- **Tip:** When in doubt, lean on Charcoal for text. It provides the necessary weight and authority to our brand voice while remaining universally accessible.

ACCESSIBLE COMBINATIONS FOR TEXT



THIS IS ACCESSIBLE

NOT ACCESSIBLE COMBINATIONS FOR TEXT



THIS IS NOT ACCESSIBLE

TYPOGRAPHY SYSTEM



TITLES
HEADER

BIG TITLES

Grange - Bold Extended - Capital Letters

HEADLINE

THE HEADLINE

Grange - Heavy - Capital Letters

WEB-SAFE ALT

THE HEADLINE

Franklin Gothic ATF - Heavy - Capital Letters

B O D Y C O P Y

Example Paragraph of Body Copy:

Lato - Regular

Puda nos dereium volorrurum estor molut utem
dolore peribus cipidit offic temquodissit moluptatis
niminihicium quos ea vellor sam etur, unt faccatas re,
consequ eeatatem faciisq uodipsunt quam qui beatiis ea
verro beruptatios et expliquis ea accusdam qui tem re
eariassequis doluptat erum hit, volenda solupta acescia
tibeatur?

Biti quibusam ium cullab ipitem aut facest min comnimus
alibusd aescim et aut harum re re eum dollore peribeati
rem. Ut laudemolor sus rendebis consequ il ipiendigenda
sant, simporum aute qui sequam estem aspid unt ut
quoditi odis moditatur, ipsamusci untunt.
Tem fugia niet pre, optate ne doles aliaerumqui sam

DESKTOP

Style	Size	Line Height	Font Weight	Sample
H1	72px	1.2	Heavy	
H2	50px	1.2	Heavy	
H3	42px	1.2	Bold	
H4	34px	1.2	Medium	
H5	22px	1.2	Heavy	
H6	14px	1.2	DBItalic	
Link	16px	1.5	Bold	

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

The quick brown fox jumps over the lazy dog

MOBILE

Style	Size	Line Height	Font Weight	Sample
H1	40px	1.2	Heavy	
H2	30px	1.2	Heavy	
H3	26px	1.2	Bold	
H4	22px	1.2	Medium	
H5	16px	1.2	Heavy	
H6	12px	1.2	DBItalic	
Link	14px	1.5	Bold	

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

The quick brown fox jumps over the lazy dog

PHOTOGRAPHY DIRECTION



VIBRANT VALOR

The greatest way to show gratitude for service is to ensure **the life that follows it is lived in full color.** Our photography should feel active, not archival.

By utilizing high contrast and a vibrant, saturated palette, we visually signal the transition from the uniform to the individual—**bringing the “human-ness” of our families into sharp focus.**

Use this collage of example edited images and the guidance of the next slide to retouch/color edit photography for any application.



Contrast: Favor deep charcoal and bright whites. This adds “weight” to the image, honoring the strength of our heroes. Avoid “flat” lighting.

Saturation: Boost the warmth ever so slightly. We want skin tones to look vital and landscapes to look lush. Color is our proof of life; it’s how we show that the “gray” of transition has been replaced by the “vividness” of life at home.

The “Why?”: Desaturated photos live in the past. Full-color photos live in the present. We show gratitude by ensuring our families are seen in the brightest, most human light possible.



LAYOUT PRINCIPLES AND DESIGN PATTERNS



IMAGE CONTAINERS

Every image tells a story of transition. Our containers utilize a “directional edge” logic, specifically the signature “squevron,” to symbolize progress and the move toward a stable future.

We **don’t** use circles and organic forms because they lack a clear sense of direction; our mission is about moving heroes from one chapter of life to the next.

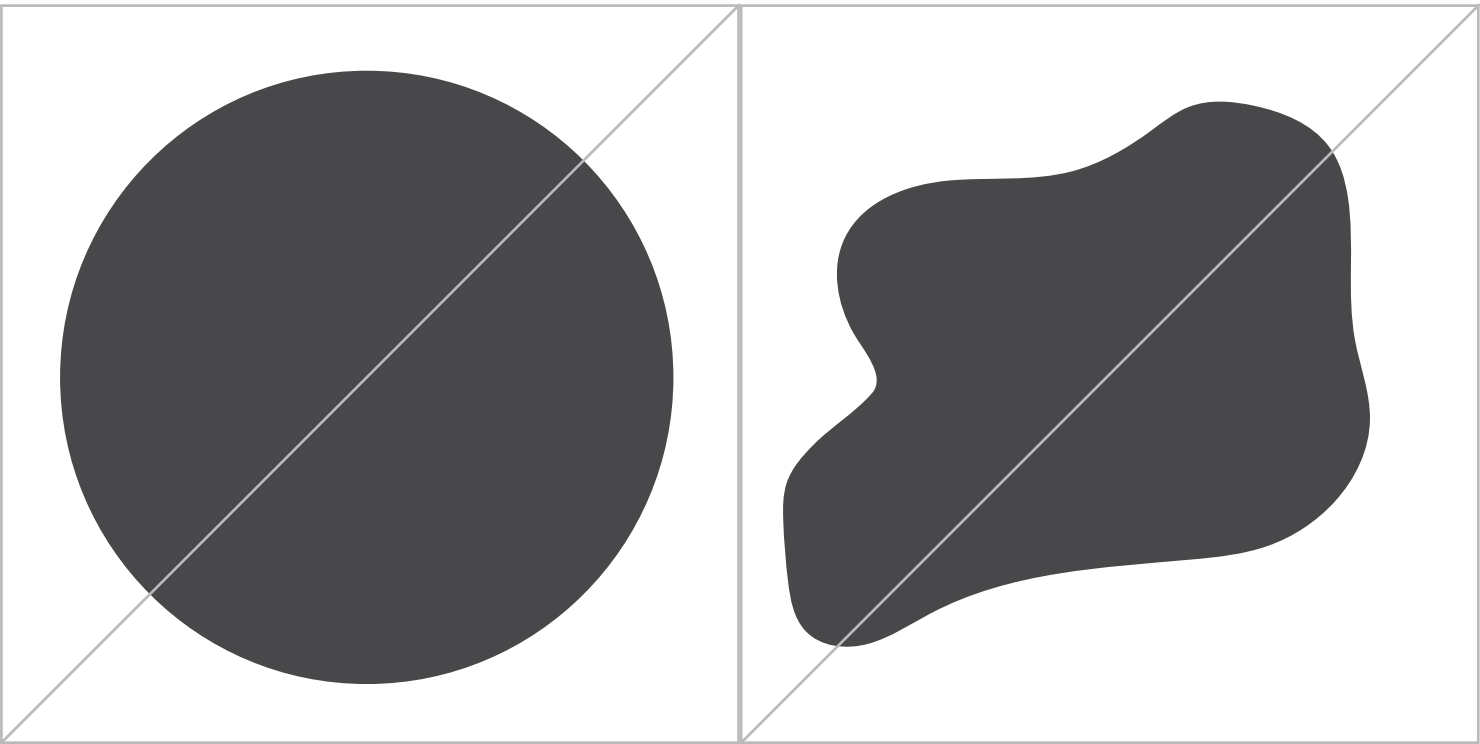
LAYOUT PRINCIPLES AND DESIGN PATTERNS



“SQUEVRON”



“SQUEVRON”



DO NOT PLACE A PHOTO IN
A ROUND OR OVAL SHAPE

DO NOT PLACE A PHOTO IN
A CUSTOM OR ORGANIC SHAPE

THE GOLDEN "SUPPORT BEAM"

Our primary tool for emphasis is the vertical gold bar, or the "support beam." Just as a home relies on a strong beam structure, our layouts use this motif to anchor key information.

We use the "support beam" to lead the eye into pull quotes or to add structure to interactive components. It serves as a structural anchor for the most vital parts of our story.

(black when on a yellow background)

LAYOUT
PRINCIPLES
AND DESIGN
PATTERNS



HOME'S MISSION: HOME MODIFICATIONS. One
The modifications may seem small, but they make a big difference in the lives of the veterans and first responders we serve. Often such bath insta repa rema raise

"They created a comfortable, safe environment for me to live and enjoy my life,"

Neeley said, describing his updated home, which features a new subfloor and flooring, wider doorways, repaired ductwork and more. Operation Finally Home completed the project with the help of partners



"Quote style here - Lorem ipsum dolor sit amet, consectetur adipiscing elit."



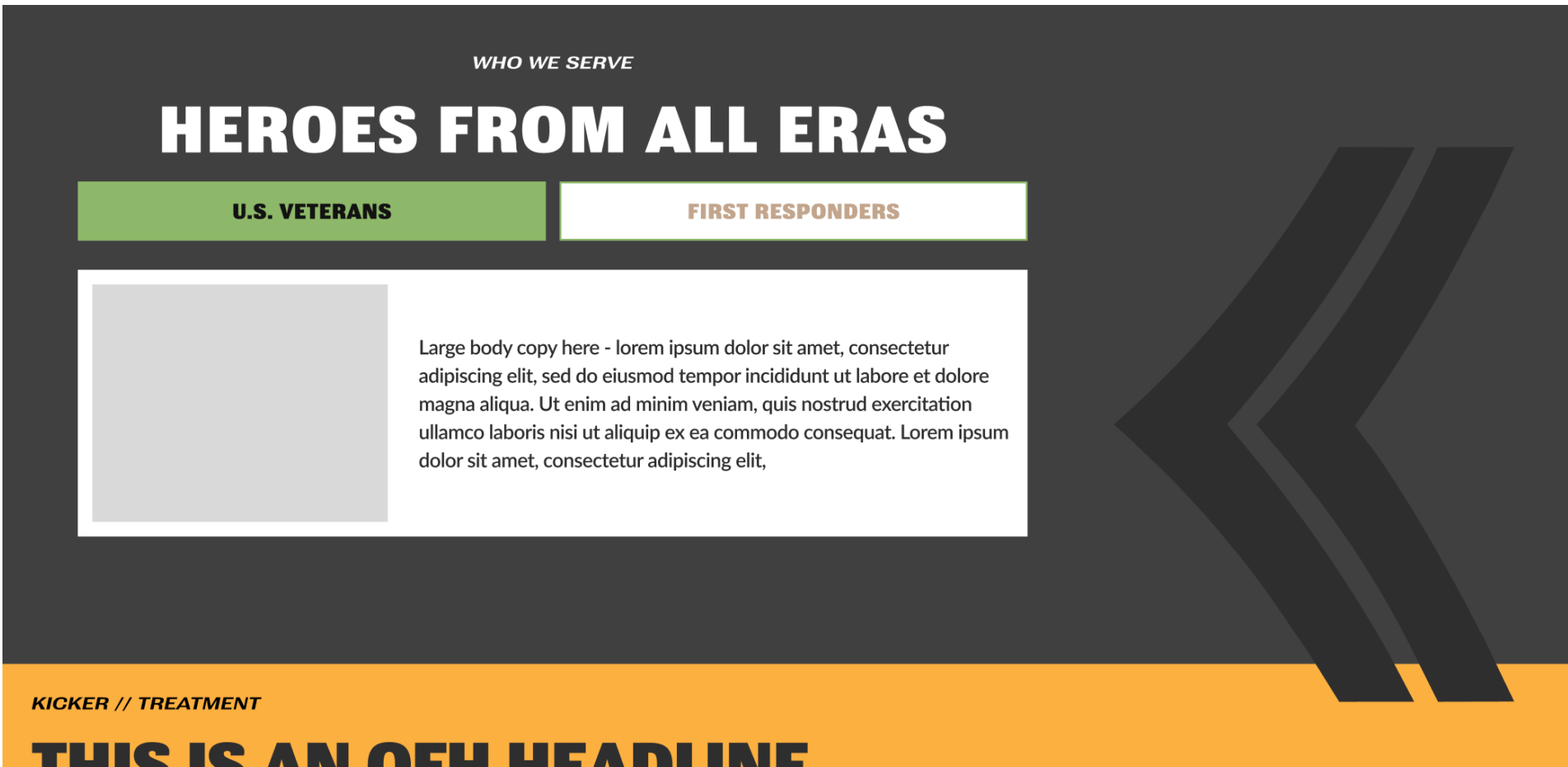
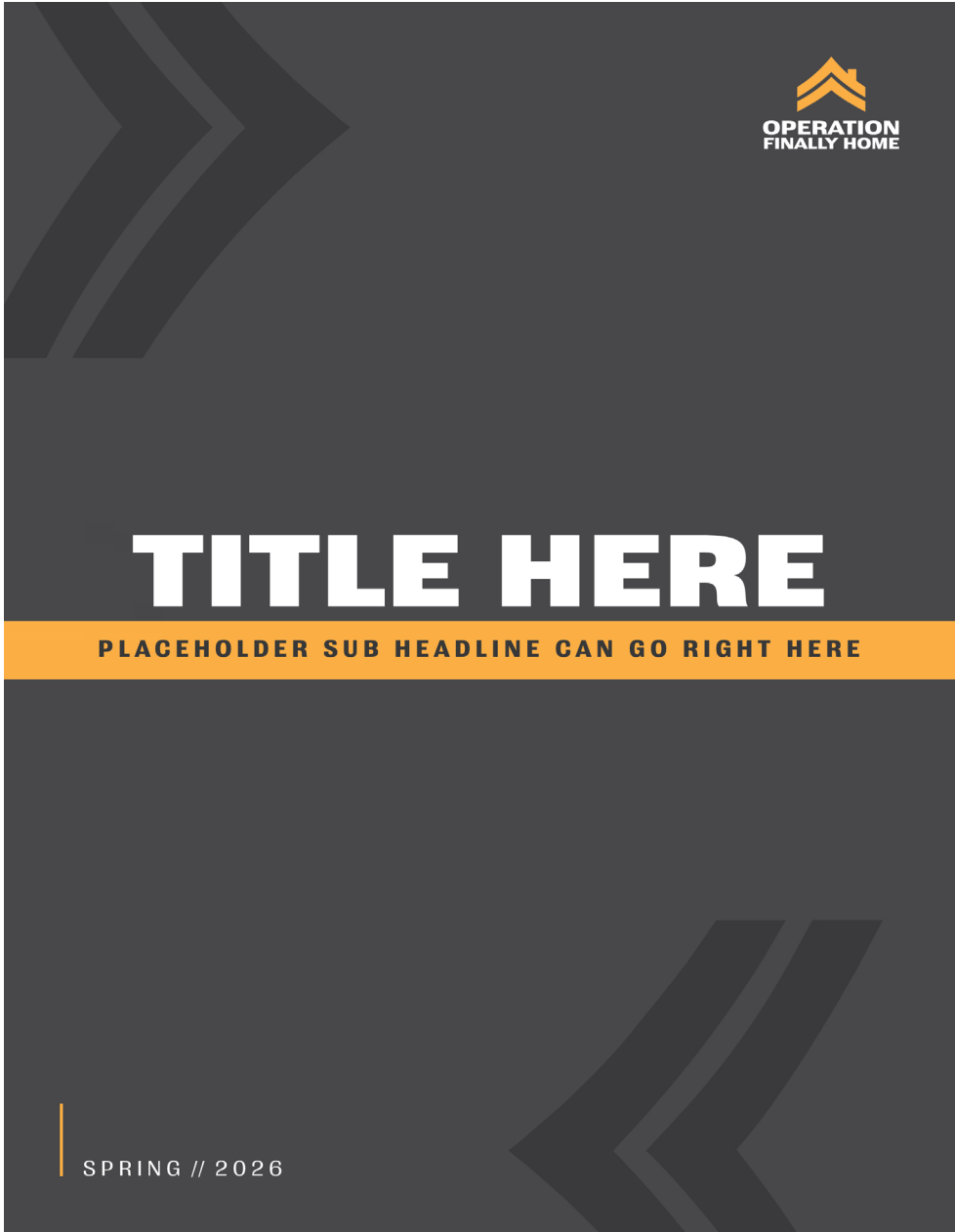
E. Honda
U.S. ARMY VETERAN

CHARCOAL CHEVRON

The charcoal chevron is our **primary tool for visual mapping**. Whether used as a full-directional shape or a cropped corner anchor, it guides the eye toward headlines and calls to action.

We use overlapping elements to create depth and connection, ensuring our graphic DNA and hero stories are physically woven together rather than sitting in isolation.

LAYOUT PRINCIPLES AND DESIGN PATTERNS



HEADLINE TREATMENTS

All headlines must use **Grange** in **Heavy weight All Caps** to convey strength and permanence. For maximum emphasis, ground titles on a gold “**foundation bar**.”

When floating, headlines must maintain a strict high-contrast relationship with the background—refer to our **Color Accessibility Guide** slide on page XX for approved pairings. This ensures our message is readable and authoritative across every platform.

LAYOUT PRINCIPLES AND DESIGN PATTERNS

KICKER // TREATMENT

AN OFH HEADLINE

Lorem ipsum dolor sit amet consectetur. Tempor ultricies amet hendrerit

“FOUNDATION BAR”



A FEW WORDS FROM DAN

One of the greatest privileges of leading Operation Finally Home is seeing

WHO WE SERVE

HEROES FROM ALL ERAS

U.S. VETERANS

FIRST RESPONDERS

BRAND PATTERNS

These elements create a rhythmic, architectural texture that adds depth to our layouts without distracting from our stories.

- **Geometric Grids:** Utilize the “gable” repeat to symbolize the community and neighborhoods we build.
- **Brand Camo:** A proprietary blend of our geometric motifs. It honors the tactical roots of our heroes through a modern, clean aesthetic.
- **Application:** Patterns should be used as tonal overlays or subtle grounding elements. Maintain high contrast when layering type over patterns to ensure accessibility.

LAYOUT PRINCIPLES AND DESIGN PATTERNS



APPLICATIONS

