INTRODUCTION

OUR MISSION

Active Heroes is an IRS approved 501c3 Charity with the mission to support all U.S. military service members, veterans and their families through physical, educational, and emotional programs in an effort to eliminate suicide.

Our vision is to eliminate military/veteran suicide through exposure to national activities, peer support and resources for military heroes and their families.

In order to ensure the proper and consistent use of the Active Heroes logo, the following brand guidelines have been established.
THE LOGO
ELEMENTS / CLEAR SPACE

The Active Heroes logo is the primary visual representation of the Active Heroes brand. It consists of both text and graphics and should never be used independent of one another.

In order to prevent the logo from being visually diminished by text or imagery, a safe area must be included whenever it is used. This safe area is equal to the height of the first figure on the left of the logo.

activeheroes.org
THE LOGO

ACCEPTABLE USE

To ensure brand consistency, the versions shown here are the only logos acceptable for use.

Whenever possible, the red and blue variation should be used. Solid black may also be used if color is restricted.

SOLID COLOR BACKGROUND
When a solid red or blue background is used, the partially-reversed logos shown here should be used. When a solid color background other than red or blue is used, the reversed (white) logo should be used.

PHOTOGRAPHIC BACKGROUND
The Active Heroes logo can be placed on a photograph, as long as there is sufficient contrast between the logo and the photo to allow clear visibility of the logo. For darker photographs, use the reverse logo. For lighter, use the red and blue version.

activeheroes.org
THE LOGO
UNACCEPTABLE USE

The appearance and usage of the Active Heroes logo must be consistent and should only be reproduced using files provided. These are only a few of the more common instances of misuse.

The logo may not be altered in any way.

activeheroes.org
EVENT LOGOS

Active Heroes hosts nearly 500 events across the United States annually to connect military families. These events often serve as the first introduction to the Active Heroes organization, and as such their logos are an important visual representation of the Active Heroes brand.
AIMING FOR ZERO
ELEMENTS / CLEAR SPACE

The Aiming For Zero logo is a visual representation of the Active Heroes brand. It consists of both text and graphics and should never be used independent of one another.

In order to prevent the logo from being visually diminished by text or imagery, a safe area must be included whenever it is used. This safe area is equal to the height of the letter ‘A’ in ‘Aiming’.

activeheroes.org
AIMING FOR ZERO
ACCEPTABLE USE

To ensure brand consistency, the versions shown here are the only logos acceptable for use.

Whenever possible, the red and blue variation should be used. Solid black may also be used if color is restricted.

SOLID COLOR BACKGROUND
When a solid red or blue background is used, the partially-reversed logos shown here should be used. When a solid color background other than red or blue is used, the reversed (white) logo should be used.

PHOTOGRAPHIC BACKGROUND
The Aiming For Zero logo can be placed on a photograph, as long as there is sufficient contrast between the logo and the photo to allow clear visibility of the logo. For darker photographs, use the reverse logo. For lighter, use the red and blue version.

activeheroes.org
AIMING FOR ZERO
UNACCEPTABLE USE

The appearance and usage of the Aiming For Zero logo must be consistent and should only be reproduced using files provided. These are only a few of the more common instances of misuse.

The logo may not be altered in any way.
CARRY THE FALLEN
ELEMENTS / CLEAR SPACE

The Carry The Fallen logo is a visual representation of the Active Heroes brand. It consists of both text and graphics and should never be used independent of one another.

In order to prevent the logo from being visually diminished by text or imagery, a safe area must be included whenever it is used. This safe area is equal to the height of the primary figure in the Active Heroes logo.

activeheroes.org
CARRY THE FALLEN

ACCEPTABLE USE

To ensure brand consistency, the versions shown here are the only logos acceptable for use.

Whenever possible, the red and blue variation should be used. Solid black may also be used if color is restricted.

SOLID COLOR BACKGROUND

When a solid red or blue background is used, the partially-reversed logos shown here should be used. When a solid color background other than red or blue is used, the reversed (white) logo should be used.

PHOTOGRAPHIC BACKGROUND

The Carry The Fallen logo can be placed on a photograph, as long as there is sufficient contrast between the logo and the photo to allow clear visibility of the logo. For darker photographs, use the reverse logo. For lighter, use the red and blue version.

activeheroes.org
CARRY THE FALLEN
UNACCEPTABLE USE

The appearance and usage of the Carry The Fallen logo must be consistent and should only be reproduced using files provided. These are only a few of the more common instances of misuse.

The logo may not be altered in any way.

CARRY THE FALLEN

DO NOT ADD SHADOWS OR EFFECTS
DO NOT ALTER THE TRANSPARENCY
DO NOT CHANGE THE COLOR

DO NOT ADD TO OR COVER THE LOGO
DO NOT PLACE IN A SHAPE
DO NOT TILT

DO NOT REMOVE THE GRAPHIC ELEMENTS
DO NOT FILL WITH A TEXTURE OR GRAPHIC
DO NOT STRETCH

DO NOT CHANGE THE FONT
POUND CHALLENGE
ELEMENTS / CLEAR SPACE

The Pound Challenge logo is a visual representation of the Active Heroes brand. It consists of both text and graphics and should never be used independent of one another.

In order to prevent the logo from being visually diminished by text or imagery, a safe area must be included whenever it is used. This safe area is equal to the height of the blue triangle.

activeheroes.org
POUND CHALLENGE

ACCEPTABLE USE

To ensure brand consistency, the versions shown here are the only logos acceptable for use.

Whenever possible, the red and blue variation should be used. Solid black may also be used if color is restricted.

SOLID COLOR BACKGROUND

When a solid red or blue background is used, the partially-reversed logos shown here should be used. When a solid color background other than red or blue is used, the reversed (white) logo should be used.

PHOTOGRAPHIC BACKGROUND

The Pound Challenge logo can be placed on a photograph, as long as there is sufficient contrast between the logo and the photo to allow clear visibility of the logo. For darker photographs, use the reverse logo. For lighter, use the red and blue version.

activeheroes.org
POUND CHALLENGE
UNACCEPTABLE USE

The appearance and usage of the Pound Challenge logo must be consistent and should only be reproduced using files provided. These are only a few of the more common instances of misuse.

The logo may not be altered in any way.
STAND AT ATTENTION
ELEMENTS / CLEAR SPACE

The Stand At Attention Competition logo is a visual representation of the Active Heroes brand. It consists of both text and graphics and should never be used independent of one another.

In order to prevent the logo from being visually diminished by text or imagery, a safe area must be included whenever it is used. This safe area is equal to the height of the primary figure in the Active Heroes logo.

activeheroes.org
STAND AT ATTENTION

ACCEPTABLE USE

To ensure brand consistency, the versions shown here are the only logos acceptable for use.

Whenever possible, the red and blue variation should be used. Solid black may also be used if color is restricted.

SOLID COLOR BACKGROUND

When a solid red or blue background is used, the partially-reversed logos shown here should be used. When a solid color background other than red or blue is used, the reversed (white) logo should be used.

PHOTOGRAPHIC BACKGROUND

The Stand At Attention Competition logo can be placed on a photograph, as long as there is sufficient contrast between the logo and the photo to allow clear visibility of the logo. For darker photographs, use the reverse logo. For lighter, use the red and blue version.

activeheroes.org
STAND AT ATTENTION
UNACCEPTABLE USE

The appearance and usage of the Stand At Attention logo must be consistent and should only be reproduced using files provided. These are only a few of the more common instances of misuse.

The logo may not be altered in any way.
WORKOUT OF THE DAY
ELEMENTS / CLEAR SPACE

The Workout Of The Day logo is a visual representation of the Active Heroes brand. It consists of both text and graphics and should never be used independent of one another.

In order to prevent the logo from being visually diminished by text or imagery, a safe area must be included whenever it is used. This safe area is equal to the height of one side of the dumbbell.

activeheroes.org
WORKOUT OF THE DAY

ACCEPTABLE USE

To ensure brand consistency, the versions shown here are the only logos acceptable for use.

Whenever possible, the red and blue variation should be used. Solid black may also be used if color is restricted.

SOLID COLOR BACKGROUND
When a solid red or blue background is used, the partially-reversed logos shown here should be used. When a solid color background other than red or blue is used, the reversed (white) logo should be used.

PHOTOGRAPHIC BACKGROUND
The Workout Of The Day logo can be placed on a photograph, as long as there is sufficient contrast between the logo and the photo to allow clear visibility of the logo. For darker photographs, use the reverse logo. For lighter, use the red and blue version.

activeheroes.org
WORKOUT OF THE DAY

UNACCEPTABLE USE

The appearance and usage of the Workout Of The Day logo must be consistent and should only be reproduced using files provided. These are only a few of the more common instances of misuse.

The logo may not be altered in any way.
**ALL LOGOS**
**COLOR / FILE TYPE**

The red and blue used in ALL Active Heroes logos is the same, and is specific and exact. The Pantone (PMS) designations and CMYK and RGB breakdowns are included here.

Logos are provided in file formats specific to printing (EPS) or web/digital use (PNG/JPEG).

**FOR PRINT**
*Use the PMS colors whenever possible.* Otherwise, use the CMYK versions of the logo. EPS files should only be used when printing, as they can be scaled to any size without loss of quality.

**FOR WEB/DIGITAL**
*Use the RGB versions of the logo.* PNG or JPEG file formats are both appropriate for web or digital use, the only difference being that logos saved as a JPEG are embedded on a field of white, while PNG files can have a transparent background.

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PMS: 2756c
CMYK: c92, m89, y31, k20
RGB: r51, g53, b102

PMS: 7626c
CMYK: c14, m94, y89, k4
RGB: r202, g51, b50

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