



**Just Our Soldiers' Helpers**

# Logo Usage Overview

The JOSH logo is our organizations symbol of excellence. We pride ourselves on delivering premium quality care packages to our deployed service members and every package is emblazoned with this logo. When service members see a care package with our logo, they know it was packed with a level of care and love unequaled in the community.

**You must obtain written permission to use our logo.**  
See [GoJOSH.org/logo](http://GoJOSH.org/logo) for legal details.

By using our logo you agree to use the same care and respect that we put into every care package. Please comply with the information found in this branding guide. Failure to do so will result in withdrawal of permission to continue use.

Should you have any questions or concerns please contact us.



# Logo Color Palette

The JOSH logo consists of five colors. In addition to true black and white, the colors include red, blue, and yellow.

The red and blue values are the same standard as those for the flag of the United States of America. They are included here for reference.

The yellow ribbon element is process (pure) yellow.



Red



RGB: 191 010 048  
CMYK: 0 95 75 25

Hex: BF0A30  
PMS: 193C

Blue



RGB: 000 040 104  
CMYK: 100 62 0 59

Hex: 002868  
PMS: 281C

Yellow



RGB: 255 255 000  
CMYK: 0 0 100 0

Hex: FFFF00  
PMS: Process Yellow

White



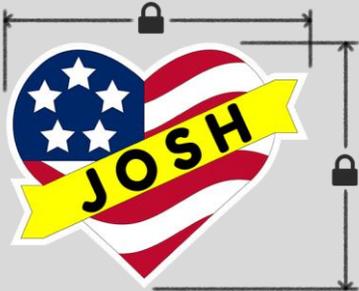
Black



# Logo Do's and Don'ts

## Do

Keep our logo looking fit by locking the aspect ratio



Keep our logo standing at attention by keeping it level

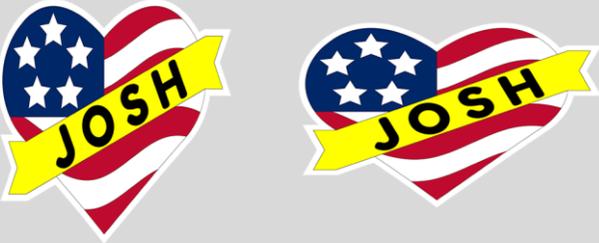


Keep our logo in the clear by ensuring an "O" worth of margin around the edges



## Don't

DO NOT squish or stretch our logo



DO NOT rotate our logo



DO NOT crowd or box in our logo



# Font Family

JOSH uses the fonts found in this section for its marketing and branding materials.

Font Name	Use	Example
<b>Fredoka One</b>	Core font for spelling out the organizations name, URL, and major section website text.	<b>Just Our Soldiers' Helpers GoJOSH.org</b>
<b>LUCKIEST GUY</b>	Font on merchandise for showing troop support.	<b>TROOP SUPPORTER</b>
Barlow (Font Family) Roboto (Font Family)	Font on body copy and headers when used in close proximity to Fredoka One and graphical differentiation is needed.	

# JOSH Website URL

Spelling out our website makes it hard for people to get to us, especially if they are trying to type it in on a mobile device.

We recommend using our shortened URL that redirects to the main website.

When referencing this URL, omit the leading `http://` or `https://`

# GoJOSH.org

