



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 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



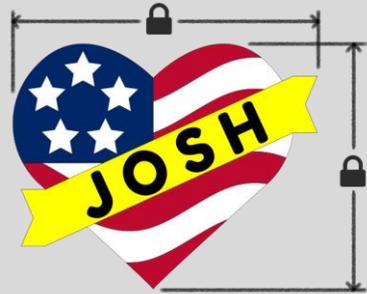
Black



Logo Do's and Don'ts

Do

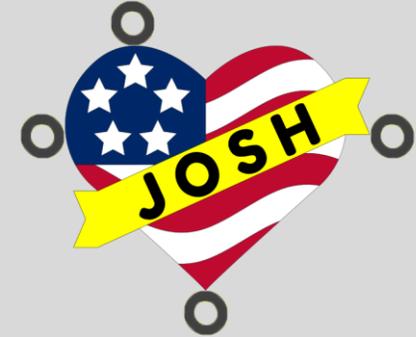
Keep our logo looking fit by locking the aspect ratio



Keep our logo standing at attention by keeping it level

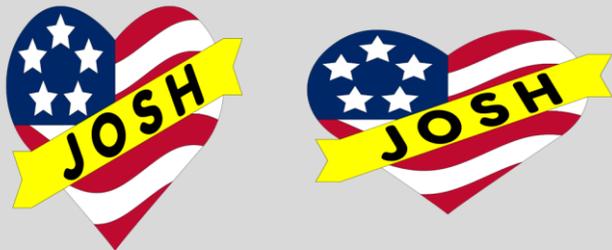


Keep our logo in the clear by ensuring an "O" worth of margin around the edges



Don't

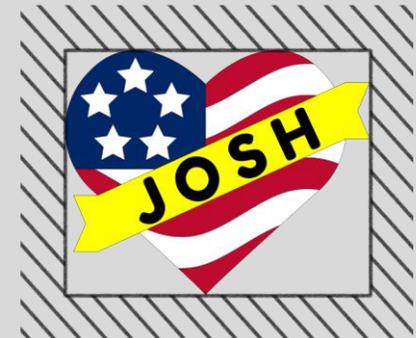
DO NOT squish or stretch our logo



DO NOT rotate our logo



DO NOT crowd or box in our logo



Font Family

J.O.S.H. uses the fonts found in this section for its marketing and branding materials.

Font Name	Use	Example
Fredoka One	Core font for spelling out the organizations name, URL, and major section website text.	Just Our Soldiers' Helpers GoJOSH.org
LUCKIEST GUY	Font on merchandise for showing troop support.	TROOP SUPPORTER
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.	