Brand Guide
For Partners
This is the primary logo choice and should be used most frequently on all print and digital applications.

This is the secondary logo choice to be used sparingly only in horizontal applications and formats.

This short option is used for web icons or as accents in the header or footer of print documents.
Logo Placements

Horizontal Logo

Square Logo

Short Logo

Logo positioning

Logo should only be placed top left corner, center, or bottom right corner.

Clear space frames the logo and separates it from other elements including text and edges of paper. The logo must be surrounded by a minimal measurement of the letter “a” of the logo.
Colors/Fonts

Color Palette

Primary
CMYK: 69,61,54,39
RGB: 70,71,77
Hex: #46474d
CMYK: 2,77,95,0
RGB: 236,96,39
Hex: #ec6027

Secondary
CMYK: 71,56,46,23
RGB: 79,92,102
Hex: #505b66
CMYK: 64,47,40,11
RGB: 101,115,126
Hex: #65737e
CMYK: 20,13,110,0
RGB: 202,207,213
Hex: #cacfd5

Fonts
Primary Font for web/print
Calibri (Light, Roman, Black)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ
Imagery

Photos should be well-lit, in focus, and in action—such as an act of giving. Avoid bad lighting—placement of logo should be visible in top left, center, or bottom right.
Social Media

Click here for access to our Best of 2020 - 2021 Google Photo Album

Handles:
- Facebook @OperationWarm
- Instagram @operationwarmevelopesforkids
- Twitter @OperationWarm
- LinkedIn @OperationWarm
- YouTube @OperationWarm

Top Hashtags:
- #MoreThanACoat
- #operationwarm
- #coatsforkids
- #communityheroes
- #warmschools