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# BRANDING GUIDELINES & COMMUNITY IMPACT

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Our Guide to a Consistent Look, Color & Logo Usage, and Who We Are

**[WWW.GRACEAFTERFIRE.ORG](http://WWW.GRACEAFTERFIRE.ORG)**

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# INTRODUCTION

**Grace After Fire (GAF) began as The Women's Heart by Stephanie Moles in 2002, with a focus on increasing access to healthcare services for Women Veterans, especially those who struggled with drug and alcohol abuse.**

**Over time, the leadership of the organization transitioned from Stephanie Moles to retired Air Force Colonel Kim Olson, then to US Navy Veteran Mea Williams.**

**As Grace After Fire matured, the focus of the organization shifted from the challenges of the Woman Veteran to the empowerment of the Woman Veteran. Grace After Fire's mission became centered on helping the Woman Veteran help herself by connecting her with the resources and the tools, she needs to be a productive citizen in her community, her work and her home after transitioning from the military.**

**Since 2008, Grace After Fire has been serving the Veteran community by providing community resource navigation, social events, and annual retreats to Women Veterans and their families. In 2012, GAF launched Table Talk™ Color Me Camo, a peer-to-peer support program designed specifically for Women Veterans. In 2017, GAF began providing financial basic needs assistance to Women Veterans and her family. And in 2021, GAF developed a Health and Wellness Program designed to be available for the convenience of Women Veterans through the GAF website.**

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## OUR MISSION

The mission of Grace After Fire is to provide the means for women Veterans to gain knowledge, insight and self-renewal.

## OUR VISION

To help Women Veterans help themselves.

## OUR MOTTO

We serve to protect the Veteran, connect the resource and renew the Women.

## GRACE AFTER FIRE TODAY

This Texas-based 501(c) 3 has been serving Veterans since 2008 and provides access to crisis support services for women Veterans and their family members. At Grace After Fire (GAF) we believe women Veterans are the core of the family unit and is a powerful force multiplier for the wellness of the spouse, children, and extended family.



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## OUR TEAM

- We value and respect all women Veterans seeking support.
- We demonstrate visionary leadership.
- We create an environment that fosters committed community integration, belonging and social connectedness, for the women we serve, our employees, key stakeholders and partners.
- We engage in and promote the access of resources to all women Veterans and improve their quality of life.
- We practice the highest ethical behavior and personal integrity.
- We implement responsible financial management in the development of resources and programs.

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# OUR SERVICES

## ***Peer-To-Peer Support Groups***

Designed specifically for Women Veterans in transition from military to civilian life.

## ***Community Resource Navigation***

Our outreach coordinators help Women Veterans navigate and find resources that meet their specific needs.

## ***Financial Basic Needs Assistance***

We provide financial assistance to Women Veteran and their dependents in Texas.

## ***Social Events & Annual Retreats***

Free social events for Women Veterans to connect with each other and take a moment to relax, reflect, and have fun.

## ***Wellness Program***

Yoga, fitness groups and creative classes. Join our GAF groups for healthy living activities.

**Our services are available to Women Veterans from all service eras, branches, and discharge statuses.**



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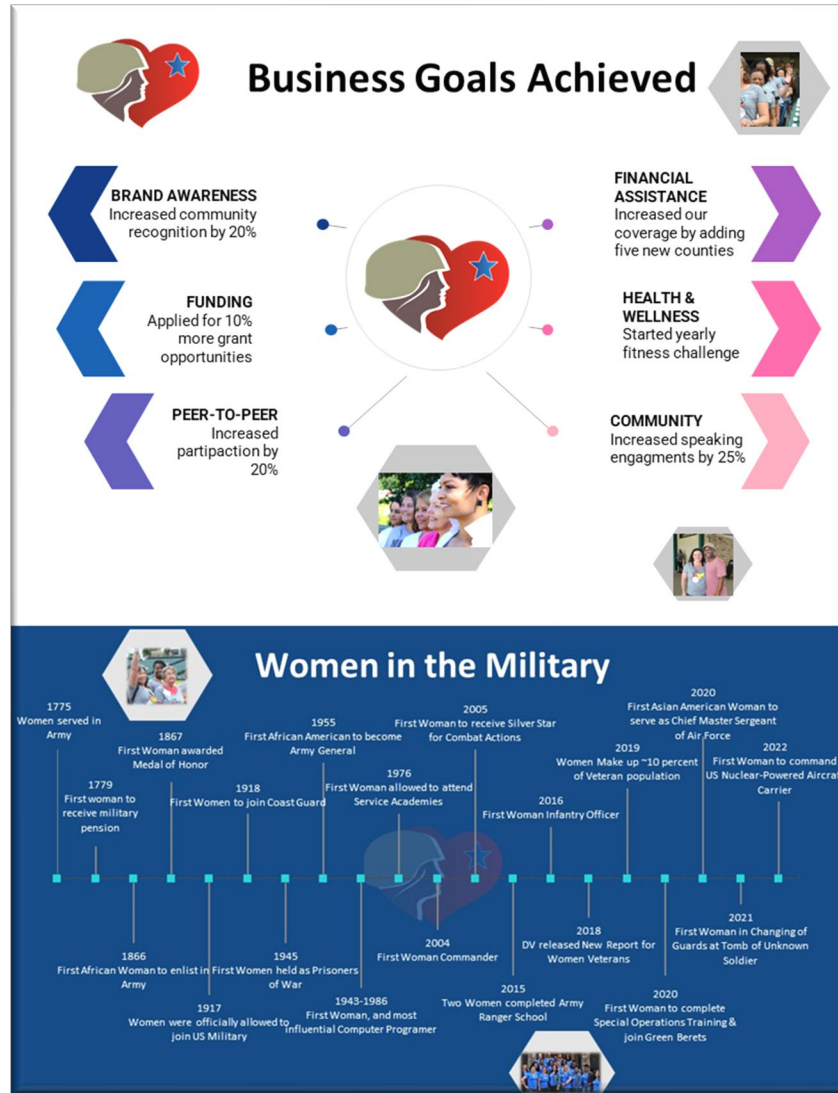
# OUR 2021 COMMUNITY IMPACT



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## OUR LOGO



The silhouetted ladies represent connecting Women Veteran's of all backgrounds and eras. The red heart is a symbol of hope; we are stronger together. The blue star symbolizes purpose; our mission to protect and serve the United States of America. Grace After Fire continues to empower Women Veterans through Hope, Connection, and Purpose.

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# OUR LOGO PLACEMENT



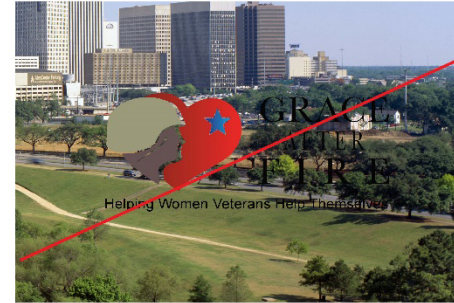
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## OUR LOGO USAGE



DO NOT alter the typeface.



DO NOT reproduce logo on complex backgrounds.



Helping Women Veterans Help Themselves

DO NOT re-arrange logo.



DO NOT distort, stretch or scale the height or width of the logo disproportionately.

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# OUR LOGO COLORS



## Primary Colors

999979	C0BFAB	E6E6DE	FFFFFF
RGB 153, 152, 121 CMYK 0, 0, 20, 40 PANTONE 452 U PANTONE 5773 C	RGB 192, 191, 171 CMYK 0, 0, 10, 24 PANTONE 7534 U PANTONE 5803 C	RGB 230, 230, 222 CMYK 0, 0, 3, 9 PANTONE COOL GRAY U PANTONE 7534 C	RGB 255, 255, 255 CMYK 0, 0, 0, 1

## Secondary Colors

342A2A	665253
RGB 52, 42, 42 CMYK 0, 19, 19, 79 PANTONE NEUTRAL BLACK U PANTONE 411 C	RGB 102, 82, 83 CMYK 0, 19, 18, 60 PANTONE 7631 U PANTONE 408 C

## Tertiary Colors

8C311D	EE2F27	2A357C	189DD6
RGB 140, 49, 29 CMYK 0, 65, 79, 45 PANTONE 2350 U PANTONE 180 C	RGB 238, 47, 39 CMYK 0, 96, 96, 0 PANTONE 2347 U PANTONE Warm Red C	RGB 42, 53, 124 CMYK 66, 57, 0, 51 PANTONE 2145 U PANTONE Reflex Blue C	RGB 24, 157, 216 CMYK 88, 27, 0, 15 PANTONE 2192 PANTONE 285 C

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## OUR LOGO FONTS



This is Baskerville MT Pro.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

This is Arial Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

This is a sample paragraph

48 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

24 pt

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## CONNECT WITH US ON SOCIAL MEDIA

Facebook: [GraceAfterFire](#)

LinkedIn: [graceafterfire](#)

Instagram: @graceafterfire

Twitter: @graceafterfire

YOUTUBE: [graceafterfire](#)

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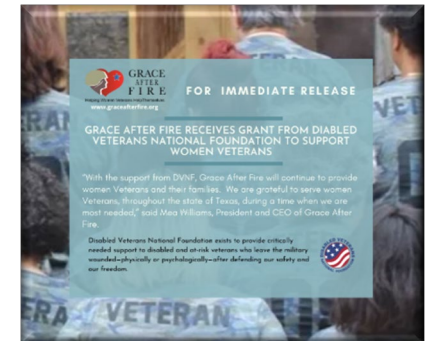
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# ADVERTISING | INFORMATION POSTING STYLE

When advertising or posting information, such as press releases, breaking news, etc., layout will start with a color photo or graphic as a background with color block that compliments photo and color bars to represent military colors. Logo to be placed prominently on top (except when pushing a campaign message where it will take second stage on bottom right). Always with “Hope. Connection. Purpose” at bottom below box. These templates will be available as resources. This does not limit style for social media marketing.

## EXAMPLES:



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## FONTS MOST USED IN ADVERTISING AND DAY TO DAY OPERATIONS

Calibri

*EXAMPLE:*

**Women Veterans Ops Report – Template [FONT: Calibri 14 pt.]**

Times New Roman (Military Looking Font)

*EXAMPLE:*

**RECON: WOMEN VETERAN – [FONT: Times New Roman 18 pt.]**

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**Thank you for your support!**  
**We could not make the impact we do – without you!**

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