



Communications and Branding Style Guide

May 28, 2014

Veterans Coming Home is a public media effort to support veterans in their successful transition to civilian life.

Working with national partners and experts, local public media organizations will better connect audiences to the veterans in their communities and better connect veterans with resources and services to support their successful transition and help them find a healthy path forward.

VeteransComingHome.org

Veterans Coming Home is made possible by the Corporation for Public Broadcasting.



Key Messages

About veterans and the challenge for communities

- Since 2001, 2.6 million service men and women have been deployed to support operations in Iraq and Afghanistan. More than half have already returned to civilian life and another 900,000 are expected to transition out of the military over the next 18 months.
- As service members transition out of the military, readjusting to civilian life can present significant stress and challenges, including higher rates of unemployment, divorce and suicide than the general population.
- Many veterans struggle to translate their military experience to civilian job skills or need additional educational credentials to secure stable employment.
- For many veterans, the transition is filled with complicated and confusing challenges. Some feel isolated and alone. Some struggle to find or hold a job. Many say they feel like they just don't fit in.
- These challenges affect individual veterans, their families and our communities.
- Many veterans have inspiring stories to tell. With a little inspiration and the right support, others can find success, too.

How public media is supporting veterans and military families

- Through compelling national TV and radio programming, public media celebrates and honors veterans' service and shares the stories of their challenges and triumphs.
- Public media pairs strong, national on-air content that informs and inspires with locally relevant service that can help address the needs of veterans in local communities.
- Veterans Coming Home builds on public media's strengths as trusted storytellers, curators and conveners to support veterans and help them continue contributing to their communities and their country in civilian life.
- By deploying their capacity, on-air, online, and on-the-ground, local stations can share the stories of veterans and their families, and bring local communities together to provide support and solutions where needed.
- With funding from the Corporation for Public Broadcasting, at least 12 stations will conduct local activities as part of Veterans Coming Home, a national public media effort to support veterans in making the transition to civilian life.
- Stations will work with community-based partner organizations to better coordinate and publicize local services for veterans, facilitate dialogue about local issues and solutions, and connect more veterans with local resources and support.
- Online, stations will aggregate relevant information about local services available to veterans in their communities.
- Veterans Coming Home is a national public media effort to support veterans made possible by the Corporation for Public Broadcasting.

Tone and Style

Veterans Coming Home focuses on supporting veterans and military families in making the transition to a healthy and productive civilian life, recognizing that many veterans have already made a successful transition and have inspiring stories to tell.

Veterans Coming Home aspires to be authentic, positive and inspiring. While acknowledging that many veterans and their families face significant challenges, Veterans Coming Home accentuates the positive and conveys a sense of hope.

Language

To maintain a consistent tone and style across markets, writers are encouraged to:

Choose language that is:

- Friendly, accessible, clearly written, concise, direct
- Authentic, credible, respectful and trustworthy
- Inspiring, encouraging, empowering, affirming and hopeful
- Realistic – acknowledge difficulty and challenge
- Inclusive of age, gender and service eras
- Nonpartisan
- Open, simple, clean
- An entry point, a start, a beginning

Avoid language that is:

- Institutional, stuffy, academic or officious
- Sensational, overly dramatic, irreverent, crass, crude or tries too hard to use military lingo
- Demoralizing, discouraging, dark, grim
- Condescending, patronizing, pitying
- Presumptive about one-size-fits-all experiences, challenges or solutions
- Partisan
- Confusing, cluttered, cramped, overwhelming
- A final point or end

See the social media section of this guide for more information about tone and style in social media.

Images

Since we often use images to connote emotion, action and locality, we recommend using these guidelines when choosing still images for use online or in other contexts:

Choose images that:

- Connote successful civilian life
- Suggest transition
- Demonstrate employment, entrepreneurship, learning, student life
- Depict healthy living and habits, such as exercise and an active lifestyle
- Portray interaction with others, especially family

Avoid images that:

- Depict combat, except when used in the context of a veteran's personal story
- Portray veterans as somehow broken or needy
- Emphasize injury, distress, substance abuse, or isolation
- Are unnecessarily dark, grim or sensational
- Portray veterans as "heroes" or props, such as ticker tape parades

Where possible, it's best to use images of real people in your community. Check to make sure the person is a veteran if you are presenting an image as such. Make sure you own or have permission to use the photo and, if necessary, include an appropriate photo credit.

Logo Elements

The Veterans Coming Home logo includes:

1. Veterans
2. Coming Home
3. Visual mark consisting of a ribbon and a medal
4. Trademark designation TM

The color full-horizontal (single line) logo is preferred and should be used when possible.



Some circumstances necessitate alternative treatments that allow for two- or three-line presentations.



The black and white version of the logo may be used in any context where other black and white logos are also used.



Local station logos may be positioned alongside to the right of any version of the Veterans Coming Home logo.

In co-branding situations, the black and white station logo is always preferred.



All versions may be resized, as long as proportions remain the same.

All versions of the logo are available in multiple formats and can be downloaded from stations.veteranscominghome.org

Typeface

The Veterans Coming Home logo font is Heron Serif Semibold. As it is not commonly available, Calibri or Arial font are recommended for written materials. Use only black font for body copy.




It is not necessary to use the green color palette for text, though the green colors may be used for headlines or backgrounds. When green is used in headlines or backgrounds, it should be consistent with the color palette.

Color Palette

Veterans Coming Home uses a subdued color palette and approach recognizable and understood by veterans. The color palette works across all military branches and all service eras.

White is the preferred color background for use with all versions of the logo.

Color logos are preferred. The color logo includes black for the words “Coming Home” plus these two colors for other elements:

		PMS	CMYK	RGB	HEX
	“veterans” green	392	11-10-74-40	151-142-66	978e42
	Symbol light green	397	15-10-75-26	172-165-78	Aca54e
	Symbol dark green	392	11-10-74-57	120-114-50	787232

All Veterans Coming Home logos and logo elements must use this color palette or be presented in black and white.

All versions of the logo are available in multiple formats and can be downloaded from stations.veteranscominghome.org (Password: vch2014!)

Using the Logo

Station co-branding with the Veterans Coming Home logo is encouraged.

When co-branding, the station logo should always be positioned to the right of the Veterans Coming Home logo.



Note: Recognizing that circumstances may merit a compelling exception to these guidelines, please work with Cristina Hanson at 608-263-0297 or cristina.hanson@wpt.org to request exceptions on a case by case basis.

Examples of Incorrect Logo Use

Note: Recognizing that rare circumstances may merit a compelling exception to these guidelines, please work with Cristina Hanson at 608-263-0297 or cristina.hanson@wpt.org to request exceptions on a case by case basis.

Do not change the elements, appearance, or color of the logo.



Do not rearrange the elements of the logo.



Do not stretch, squeeze or otherwise change the proportions of the logo.



Do not add text to the logo.



Do not place station logo to the left of the Veterans Coming Home logo.



Do not create or use alternate visual marks with the Veterans Coming Home title.



Online and Social Media

Social media is an important opportunity for encouraging veterans to connect with resources and services.

When using social media for Veterans Coming Home, keep the following in mind:

- As always, be sure to follow your organization's social media policy or guidelines.
- The tone and style of Veterans Coming Home should remain consistent across media. Though social media sometimes feels more casual, it's important to maintain the tone and style as laid out on page 4 of this document.
- Exercise sound judgment and sensitivity. Because we often use social media "in the moment," it's usually better to take a moment to review a post rather than wishing we had it back.
- It might be helpful to review the Veterans Coming Home tool "Guidelines for Working with Veterans" found at stations.VeteransComingHome.org. The tool is a great reminder of the issues and sensitivities to keep in mind when working with veterans.

Websites and Social Media

Online: www.VeteransComingHome.org (Capitalize the "V" the "C" and the "H" for readability.)

Station Resources: stations.VeteransComingHome.org (Password: vch2014!)

Twitter: @VetsComingHome

Facebook: Facebook/VETSComingHome

Commonly used hashtags: #veterans #veteran #VetsJobs #jobs4vets #Bestforvets #veteranspouses

CPB Recognition and Funding Credit

CPB Funding Credit

Below is the approved CPB funding credit for Veterans Coming Home.

Veterans Coming Home is made possible by the Corporation for Public Broadcasting.



CPB must be credited under the following conditions and in the following ways:

- Grantee stations are required to use the approved funding credit and CPB logo.
- Any materials that include the Veterans Coming Home name or visual identity (whether a grantee station or not) should include a CPB funding credit.
- The language (“Veterans Coming Home is made possible by the Corporation for Public Broadcasting”) and the logo should always appear together.
- The stacked CPB logo is preferred, as shown above. It is available on the station resource site at <http://stations.VeteransComingHome.org>
- For consistent style, the black and white CPB logo is always preferred for use with Veterans Coming Home.
- The credit may be used on-air and voiced with local talent. It may be adapted to say “[This program] is part of Veterans Coming Home, a public media effort to support veterans made possible by the Corporation for Public Broadcasting.”
- There is no animated funding credit.

Direct questions to Cristina Hanson at 608-263-0297 or cristina.hanson@wpt.org

CPB Boilerplate Language

About CPB

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,400 locally-owned and -operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program development for public radio, television and related online services