

Beyond the Yellow Ribbon Logo and Brand Image Policy

Last revision date: 9 July 2012

The image of Beyond the Yellow Ribbon is profoundly dependent on the visual impression created when we communicate with printed materials. Uniformity is required to effectively communicate our image visually. Therefore, the following standards have been developed by the Deployment Cycle Support Public Affairs Office and approved by the chief of Deployment Cycle Support:

Name Use: The correct name of the organization at the state level is Beyond the Yellow Ribbon. When a Yellow Ribbon community, or one working to become Yellow Ribbon wants to use the name, it should be directly connect to their community (i.e. Beyond the Yellow Ribbon of Hugo, Yellow Ribbon Network of Hugo or Hugo Yellow Ribbon Network). The name Beyond the Yellow Ribbon, acronym BTYR or our logo cannot be used in direct connection to fundraising activities. Internal documents and correspondence may refer to the organization by the acronym BTYR after the initial use of Beyond the Yellow Ribbon in the document. URL will ALWAYS be stated as www.BeyondTheYellowRibbon.org, with a capital B,T,Y and R, (not BTYR.org).

Typography: Beyond the Yellow Ribbon has adopted typographic standards for its communications. Continuity in typography will support and enhance the organization's visual identity. The preferred font for use in all documents created by Beyond the Yellow Ribbon, or on its behalf, is Times New Roman within main body copy and Verdana Bold for headers and subheads. The font in the logo is Optima Extra Black.

Logo: The Beyond the Yellow Ribbon logo must appear on everything produced by the organization – regardless of the audience or purpose. In addition, the logo will be used on materials produced by other entities in which Beyond the Yellow Ribbon is collaborating with, as arranged. The logo can be used by Yellow Ribbon communities, or those working to become Yellow Ribbon communities on t-shirts, pens, signs, etc. that are given away, not in direct connection to fundraising activities.

The variations of the logo approved for use are:



**Beyond the
Yellow Ribbon**

BTYR Logo- L



BTYR Logo- LT



Beyond the Yellow Ribbon
www.BeyondtheYellowRibbon.org

BTYR Logo- LTU

The logo may not be altered or reconfigured in any way except by the Deployment Cycle Support Public Affairs Office. For example the color cannot be altered or individual elements of the image used alone.

So that it is always clearly recognizable, the logo should never be displayed on top of a busy background of other art or photography, a graduated screen or other patterned paper stock. Text may not be placed over any part of the logo. A minimum of 1/4" buffer area will surround the logo, unless the layout has been approved by the Deployment Cycle Support Public Affairs Office.

Beyond the Yellow Ribbon appreciates partners using the logo in printed materials and websites. The use of the Beyond the Yellow Ribbon logo on materials produced by other organizations should be approved by the Deployment Cycle Support Public Affairs Office prior to use. The intent of the logo is to create a visual awareness to community support of Servicemembers.

Examples: The following examples illustrate how you may add to the logo, while maintaining the continuity and integrity of the logo.

No Go



No Go



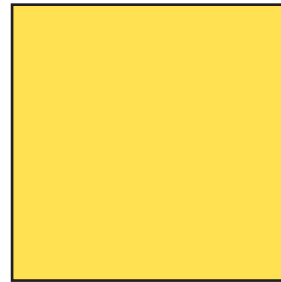
Go



Colors: The following colors make up the foundation of Beyond the Yellow Ribbon's communications.



Fort Minnesota Blue
Pantone 541
C: 100 M: 57 Y: 0 K: 38
R: 0 G: 70 B: 127



BTYR Yellow
Pantone 7404
C: 0 M: 9 Y: 79 K: 0
R: 255 G: 255 B: 82

Web Address: The web address should be included on every publication exactly as shown:
www.BeyondTheYellowRibbon.org

Fundraising: The logo can be used by Yellow Ribbon communities, or those working to become Yellow Ribbon communities on t-shirts, pens, signs, etc. that are given away. The name Beyond the Yellow Ribbon, acronym BTYR or our logo CANNOT be used in direct connection to fundraising activities.

When a Yellow Ribbon community, or one working to become Yellow Ribbon wants to use the name in a fundraising capacity, it should be directly connect to their community (i.e. Beyond the Yellow Ribbon of Hugo). If your usage is approved, make it clear that you are NOT part of the MNNG Beyond the Yellow Ribbon, you are your own Yellow Ribbon Network.

Photos: All photos used on the Beyond the Yellow Ribbon website and web photo gallery are public domain, courtesy of the MN National Guard, Beyond the Yellow Ribbon.

More information: This logo, and phrase "Beyond the Yellow Ribbon" is pending a trademark.

Requests for use of any Beyond the Yellow Ribbon articles, graphics and information, as well as other requests or special permissions should be directed to the Deployment Cycle Support Public Affairs Office at 651-282-4289 or to patrick.g.loch.mil@mail.mil.