

GET TO KNOW

# CARRY THE LOAD

*Carry The Load Branding Standard*

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# THIS GUIDE

The route to a successful branding strategy is through consistent identity. The mission of this branding standard is to provide resources and guidelines to our Carry The Load staff, our partners, and our vendors.

Used correctly, this resource will provide the foundations for the Carry The Load brand identity. A foundation built on the core attributes of Carry The Load.

If you have any questions about any of the content, usage, or resources provided in this branding standard please contact:

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## **Carry The Load**

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[SECTION ONE]

# INTRODUCTION

# ABOUT US

**CARRY THE LOAD** is a non-profit organization that provides active ways to connect Americans to the sacrifices made by our military, veterans, first responders and their families.

- Carry The Load started as a grassroots effort by two Veteran U.S. Navy SEALs to restore the true meaning of Memorial Day.
- More than a decade later, Carry The Load has turned into a year-round, nationwide movement to honor and remember the service and sacrifice of our nation's heroes.

## TIMELINE

**2011:** Carry The Load began with a Dallas Memorial March for 20-hours and 11-minutes with 400 participants and raising nearly \$50,000 on Memorial Day

**2012:** Started the National Relay with a East Coast Route from West Point, NY to Dallas, TX covering 2,000 miles and 13 states

**2016:** Added a West Coast Route from Seattle, WA to Dallas, TX for a total 6,600 miles and 18 states

**2017:** Expanded to 50 City Rallies for a total presence in 19 states; started Carry The Flag, a Carry The Load Education Program

**2018:** Walked through 6 National Cemeteries in strategic collaboration with the VA National Cemetery Administration; expanded Memorial May footprint to 26 states

**2019:** Added a Midwest Route from Minneapolis, MN to Dallas, TX for a total 11,500 miles, 40 states and 60 Rallies, including 26 National Cemeteries

**2020:** Added a Mountain States Route from Minot, ND to Dallas, TX before pivoting Memorial May to 70+ Virtual Rallies and Dallas Memorial Drive

**2021:** Celebrated A Decade of Honor, by raising \$2 million in peer-to-peer fundraising, hosting the National Relay and Rallies in 44 states, including 43 National Cemeteries, and the Dallas Memorial March

**2022:** Added a New England Route from Burlington, VT to Dallas, TX, covering a total 20,000 miles across 48 states in 32 days

## OUR MISSION

To provide an active way to honor and celebrate our nation's heroes by connecting Americans to the sacrifices made by Military, Veterans, First Responders and their families.

## OUR VISION

Our vision is for all Americans to participate in honoring the sacrifices made by our nation's heroes.

## OUR GOALS

- To raise awareness of those who sacrifice for us daily by providing Americans an active way to remember, honor and celebrate them.
- To raise funds to be distributed to non-profit partners who provide healing services for the mind, body and soul of our warriors.
- To inspire patriotism in our youth by educating them about the American flag and the sacrifices made to honor it.

## OUR LOGO

Our current logo was developed in 2011. It has evolved minimally over the years to keep up with the ever changing market, but overall it has stayed true to its original form.

The graphic element is a pair of servicemen. One is carrying the other across his shoulders. Both are walking out of a field of blue and red. Flanking the servicemen on either side are the words CARRY THE LOAD. The typeface used is a clean military style stencil and block font. All but the servicemen who are breaking out of the top, are contained within a round box.

The tag line below the logo reads "WHO ARE YOU CARRYING?". This supporting typeface is a minimal sans serif and it is used to reinforce and elevate the logo.



[SECTION TWO]

# LOGO GUIDELINES

# EXCLUSION ZONE

It is very important that the Carry The Load logo maintain its legibility and not be covered or encroached upon in any application.

The minimum exclusion zone for our logo is based on the width of the letter "C" in the word "CARRY". Do not allow any type of graphic element to infringe into or on top of this area. Avoid crowding the logo into small spaces or against other elements.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No elements may encroach on this space except with approved branding for departments. Use good judgment when positioning the logo to ensure it's value and integrity.

\*\*Exceptions can be made when using the logo for apparel purposes. Processes like adding vintage distressing, unique textures, or unforeseen future techniques are possible but require prior approval.



The Exclusion zone equals the width of the letter "C" in the word "CARRY".

# MINIMUM SIZE

To ensure that our logo is not used too small to be legible, there is a minimum size requirement. Never use the logo smaller than the minimum size without prior approval.

**The minimum size for the logo is 1.25 inches or 90 pixels wide.**

In rare instances, such as coins, pens, lapel pins, etc., it may be necessary to use the logo at less than minimum size. However, any such non-conforming application must be approved in advance.

There is no maximum size of the logo. However, use the logo judiciously. Do not enlarge simply to fill space—rather, allow space around the logo to provide emphasis.



Minimum Size  
1.25 inches or 90 pixels wide

## ALTERNATE LOGO

Minimum Sizes can be an issue. The alternate logo option without the tag line can be a good alternative for tight spaces, but use of this logo needs prior approval. This is not the preferred way of displaying the Carry The Load logo.



Minimum Size  
1.25 inches or 90 pixels wide



# OUR COLORS

The patriotic color palette will play prominently into our brand moving forward. Dark blue and gold are the foundational colors and should be dominant in the majority of branded documents.

**The minimum embroidery size for the logo is 2.5 inches or 65 mm.**

How is the embroidery logo different from the standard logo:

- **DROP SHADOW REMOVED** - The black drop shadow has been removed from the words "CARRY" & "LOAD".
- **SIMPLIFIED DETAILS** - Many details in the servicemen have been removed or simplified.
- **ENLARGED LINES** - The line weights around the servicemen have a increased.
- **LETTER SPACING WIDENED** - The kerning of the word "THE" has been opened up.
- **ENLARGED REGISTRATION MARK**



**PANTONE 294 C**  
CMYK 100 69 7 30  
RGB 0 47 108  
HEX # #002F6F



**PANTONE 186 C**  
CMYK 2 100 85 6  
RGB 200 16 46  
HEX # C8102E



**PANTONE BLACK C**  
CMYK 0 0 0 100  
RGB 0 0 0  
HEX # 000000



**WHITE**  
CMYK 0 0 0 0  
RGB 255 255 255  
HEX # FFFFFFFF



**PANTONE 7680 C**  
CMYK 44 34 22 77  
RGB 83 86 90  
HEX # 53565A



**PANTONE 7680 C**  
CMYK 44 34 22 77  
RGB 83 86 90  
HEX # 53565A



**PANTONE COOL GRAY 11 C**  
CMYK 44 34 22 77  
RGB 83 86 90  
HEX # 53565A



**PANTONE COOL GRAY 8C**  
CMYK 23 16 13 46  
RGB 136 139 141  
HEX # 888B8D



**PANTONE COOL GRAY 5C**  
CMYK 12 8 9 23  
RGB 187 188 188  
HEX # BBBCBC



**PANTONE COOL GRAY 2C**  
CMYK 5 3 5 11  
RGB 208 208 206  
HEX # D0D0CE

[SECTION THREE]

# LOGO SLICK

## PRIMARY MARK

FULL COLOR MARK (VERSION A)  
on LIGHT (4 COLORS)



3 COLOR MARK (VERSION A)  
on LIGHT



1 COLOR MARK (VERSION A)  
on LIGHT



BLACK/WHITE MARK (VERSION A)  
on LIGHT



FULL COLOR MARK (VERSION B)  
on DARK (4 COLORS)



3 COLOR MARK (VERSION B)  
on DARK



1 COLOR MARK (VERSION B)  
on DARK



WHITE/BLACK MARK (VERSION B)  
on DARK



## ALTERNATE MARK (NO TAG LINE)

VERSION B on RED (4 COLORS)



VERSION B on RED



VERSION A on RED



BLACK/WHITE MARK (VERSION B)  
on RED



VERSION B on BLUE (4 COLORS)



VERSION B on BLUE



VERSION B on BLUE



VERSION B on BLUE



# Logo Usage

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## Usage Guidelines for Carry The Load Logos:

- Please only use the approved versions contained in this media kit
- Logos can be sized for use in various media, but please keep the dimensions consistent (proportional)

## The following logos have been provided:

*Logo with tagline and black border for use with light backgrounds*



*Logo with tagline and white border for use on dark backgrounds*



## Logo Colors:

Red:	C: 10	M: 100	Y: 100	K: 15
	R: 189	G: 27	B: 33	
	PMS: 186c			
Blue:	C: 100	M: 90	Y: 0	K: 25
	R: 24	G: 47	B: 124	
	PMS: 294c			
Black:	K: 100			
	R: 0	G: 0	B: 0	

## Tagline Font:

Helvetica Neue 77 Bold Condensed  
*PC-Compatible Font: Helvetica or Arial*

If you have any questions about usage, please  
contact: Matt Fryman

[Matt.Fryman@carrytheload.org](mailto:Matt.Fryman@carrytheload.org)