



2025

Brand Guidelines

www.vetjobs.org

About Brand Guidelines

Welcome to the VetJobs Brand Guidelines—your comprehensive resource for understanding and implementing the visual and messaging identity of our organization. These guidelines are designed to ensure that every interaction with VetJobs reflects our mission, values, and commitment to empowering veterans, military spouses, and transitioning service members.

Our Brand Philosophy

At VetJobs, we believe in the power of connection, support, and opportunity. Our brand is more than just a logo or a color palette—it's a reflection of the trust and hope we bring to the military community as they navigate their career journeys. Whether it's through our website, social media, marketing materials, or partnerships, our visual and verbal identity plays a crucial role in communicating who we are and what we stand for.



The Power of Consistency

These guidelines will provide you with everything you need to represent VetJobs consistently and effectively, including our color palette, typography, logo usage, imagery style, and tone of voice. By adhering to these standards, you help maintain the integrity of the VetJobs brand while creating a cohesive experience for our audience.

Building an Inspiring Brand Together

Together, let's continue to build a brand that inspires confidence, fosters community, and empowers the military community to achieve their career goals. Thank you for being part of this mission!
Let's get started.



Using logo

The VetJobs logo is a core element of our brand identity and serves as a visual representation of our mission to support veterans, military spouses, and transitioning service members. It symbolizes trust, professionalism, and empowerment, making it crucial that it is used consistently and correctly across all platforms and materials.

AS ICON



BLACK



WHITE



By using the logo correctly, you help reinforce the VetJobs brand and its commitment to connecting the military community with meaningful career opportunities.

| Color logo



Brand Color

Primary

The primary color serves as the "face" of the brand and is often the first element people associate with it, setting the tone for how the brand is perceived—whether it's professional, energetic, or trustworthy. It is consistently used across all branding touchpoints, including the logo, website, social media, business cards, and marketing materials, to ensure a cohesive and recognizable presence. Additionally, the primary color creates a psychological connection by evoking specific emotions and perceptions, carefully chosen to align with the brand's goals and the feelings it aims to inspire in its audience.

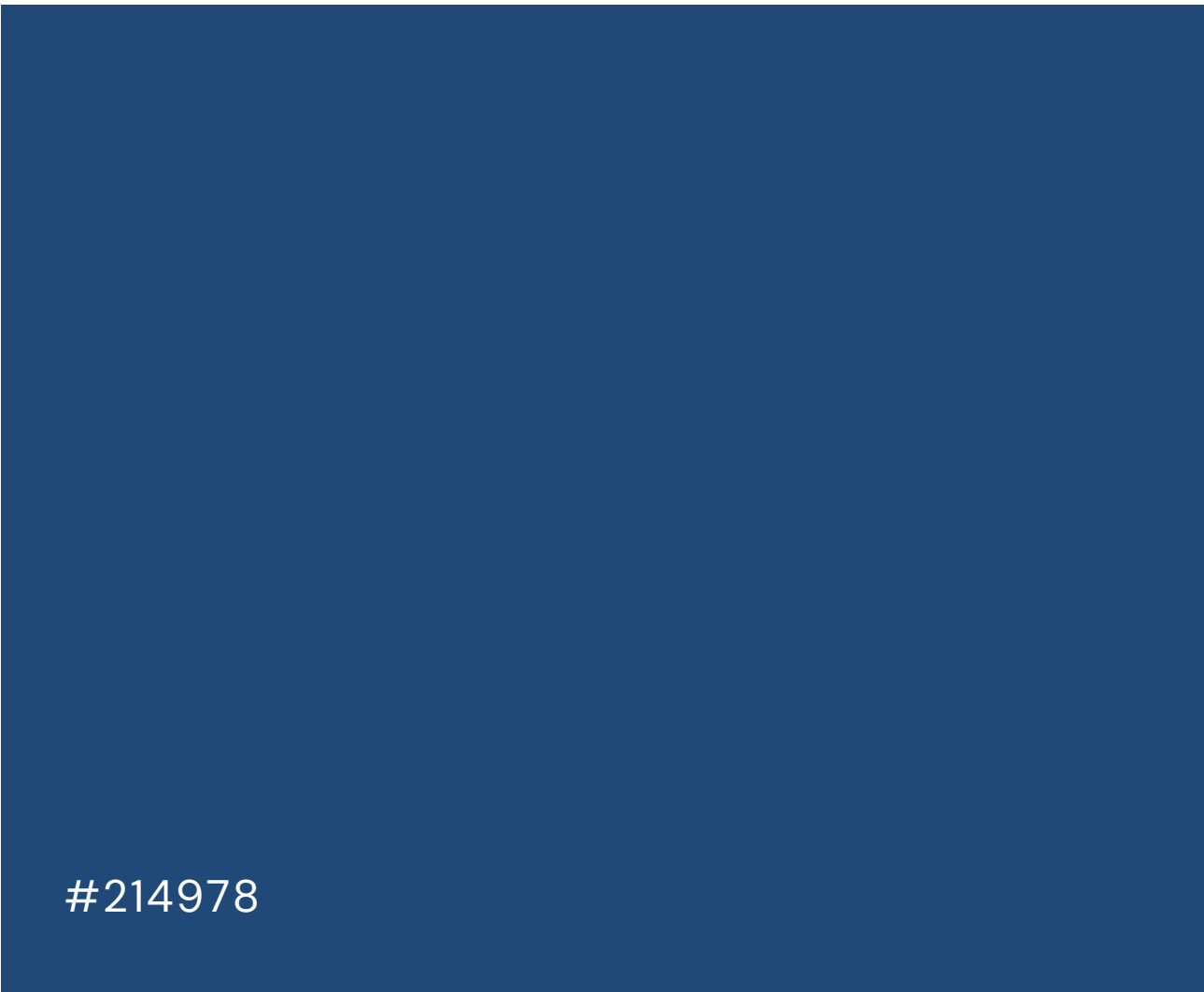
Secondary

Secondary colors complement the primary color, adding variety and depth to a brand's visual identity. They support the primary color by providing contrast and flexibility, enhancing visual interest across various platforms. Secondary colors are used for elements like subheadings, accents, and backgrounds, ensuring a balanced and engaging design. They also evoke emotions that align with the brand's message, helping to highlight specific aspects without overshadowing the primary color.

Secondary Color



Primary Color



Primary Font

Headline Typeface:

VetJobs League Spartan

VetJobs

VetJobs

Vetjobs

Aa	Bb	Cc
Dd	Ee	Ff
Gg	Hh	Ii
Jj	Kk	Ll

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Secondary Font

Body Text Typeface:

VetJobs DM-Sans

VetJobs

VetJobs

VetJobs

VetJobs

VetJobs

VetJobs

Aa Bb Cc

Dd Ee Ff

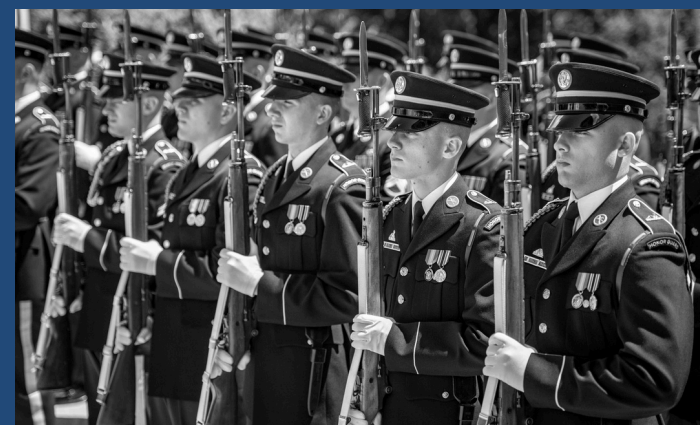
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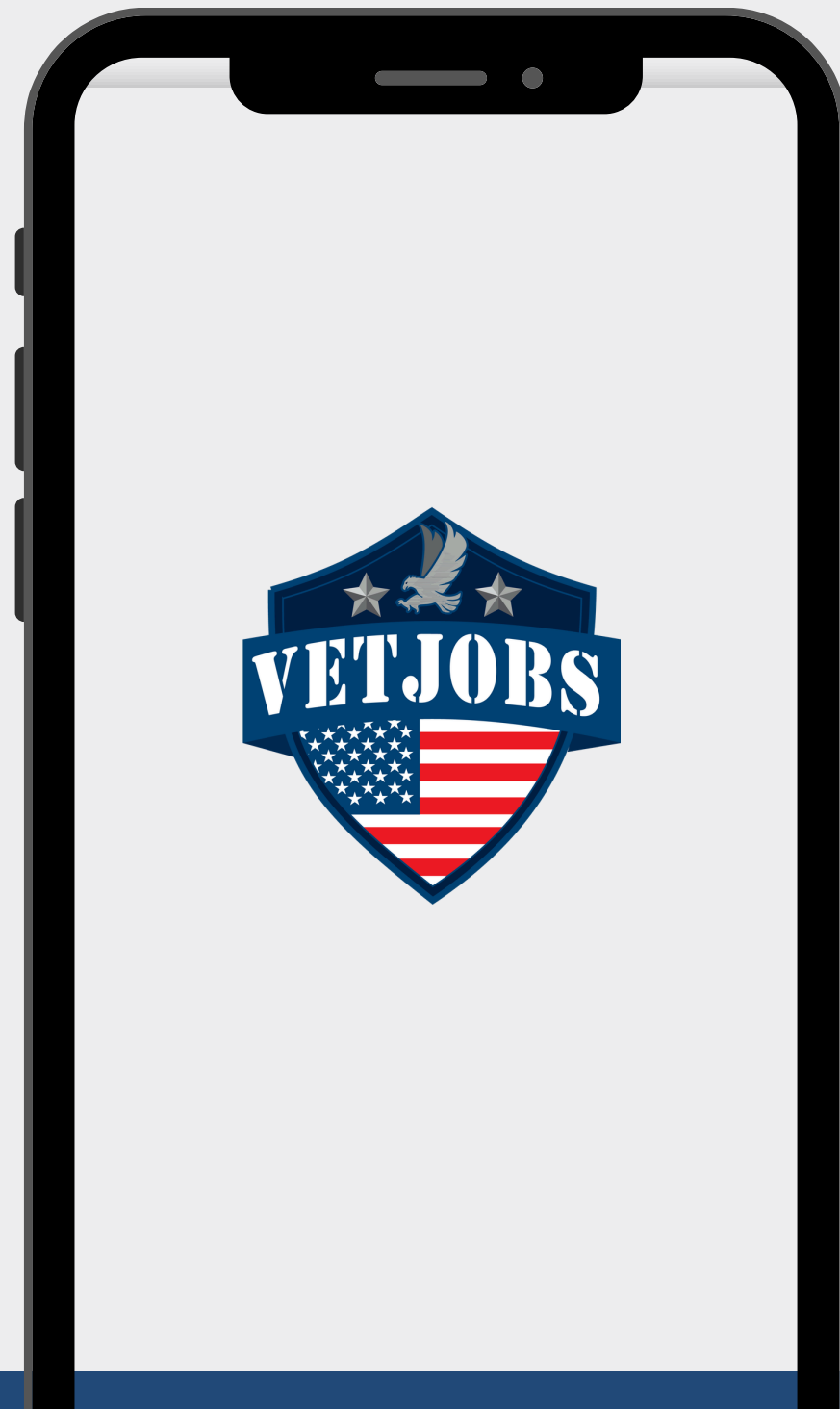
Image Style

Focus on photographs of veterans in professional settings, teamwork, and success stories, combined with subtle patriotic elements.



Brand Application

Brand implementation for VetJobs refers to how the organization's visual and verbal identity is consistently applied across various platforms, materials, and touchpoints. This ensures that VetJobs remains recognizable, cohesive, and impactful in every interaction with its audience, reinforcing its mission to support veterans in finding meaningful employment.



Legal Guidelines

Trademark Protection

Ensures the exclusive rights to use a brand's name, logo, slogan, or symbol, preventing others from using similar marks that could confuse. It safeguards the brand's identity, reputation, and value while allowing legal action against infringement.

Logo Usage Guidelines

1. Clear Space

- Ensure there is sufficient spacing around the logo. Use the height of the "V" and "J" in "VetJobs" as the minimum clear space around all sides of the logo.
- Capitalise V and J
- No text, images, or design elements should encroach on this clear space.

2. Size

- Minimum Size: The logo must be at least 1 inch (2.54 cm) wide for print or 72 pixels wide for digital use to ensure the text and details (e.g., stars, eagle, and flag) remain legible.
- Maximum Size: There is no fixed maximum size, but the proportions must remain consistent.

Legal Guidelines

Logo Usage Guidelines

3. Color Variations

- Full-Color Version: Use the provided navy blue, red, white, and gray version on light or white backgrounds.
- Monochrome Version: For grayscale designs, use a black or white version of the logo.
- Inverted Version: Use a white logo on dark backgrounds (e.g., navy blue or black).

4. Backgrounds

- To maintain contrast, use the logo only on solid, neutral backgrounds such as white, light gray, or navy blue.
- Avoid placing the logo on busy, patterned, or low-contrast backgrounds that obscure its details.

5. Prohibited Modifications

- Do Not:
 - Stretch, skew, or distort the logo.
 - Change the colors outside the approved palette (navy blue, red, white, gray).
 - Add gradients or other effects.
 - Remove or alter elements like the eagle, stars, or flag.
 - Rotate, flip, or tilt the logo.
 - Crop the logo or use only parts of it.

Legal Guidelines

Logo Usage Guidelines

6. File Formats

- Print: Use vector files (e.g., EPS or PDF) for high-resolution printing.
- Digital: Use PNG or SVG files for websites and digital platforms.
- Merchandise: Use high-resolution files (300 DPI or higher) for items like banners, T-shirts, or promotional materials.

Examples of Proper Usage

1. The full-color logo is used on a white business card.
2. The white logo is placed on a navy blue social media banner.
3. A black-and-white version is used for a grayscale flyer.

Examples of Improper Usage

1. The logo is stretched horizontally to fit a wide banner.
2. The logo is placed on a patterned or busy background, making it hard to read.
3. The colors of the logo have been changed to green and yellow.

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Legal Guidelines

Third-Party Content Usage

When allowing or licensing third parties to use the VetJobs logo, it's essential to establish clear rules to maintain brand integrity and consistency. Below are the detailed guidelines:

1. Authorized Use

Third parties may use the VetJobs logo only under the following conditions:

- They have received explicit written permission from VetJobs.
- The logo is used to represent an official partnership, sponsorship, or endorsement.
- The logo is used in marketing materials, websites, or promotional content that aligns with VetJobs' mission and values.

2. Prohibited Use

Third parties are strictly prohibited from:

- Using the logo in any way that misrepresents their relationship with VetJobs.
- Modifying the logo in any form (e.g., altering colors, removing elements, or adding effects).
- Using the logo in connection with offensive, illegal, or inappropriate content.
- Placing the logo on products, merchandise, or materials for resale without prior authorization.

3. Placement and Visibility

- The logo must always appear in its original proportions and design.
- It should be placed on a background that ensures visibility and legibility (e.g., solid white or navy blue).
- The logo must not be obscured by other design elements or text.

Legal Guidelines

Third-Party Content Usage

4. Attribution

- When using the logo, third parties must include a statement of ownership, such as:
- “The VetJobs logo is a registered trademark of VetJobs and is used with permission.”

5. File Formats for Third-Party Use

- VetJobs will provide third parties with the appropriate logo files for their specific needs:
 - Print: High-resolution vector files (EPS, PDF).
 - Digital: PNG or SVG files optimized for web use.
- Third parties must not recreate or redraw the logo.

6. Quality Control

- VetJobs reserves the right to review and approve any materials featuring the logo before publication or distribution.
- If the logo is used improperly, VetJobs may request immediate removal or correction.

7. Termination of Use

- VetJobs reserves the right to revoke permission for logo use at any time if:
 - The third party violates the guidelines.
 - The use is deemed harmful to VetJobs’ reputation or brand.

8. Examples of Acceptable Third-Party Use

- A partner organization includes the VetJobs logo on a co-branded event flyer with proper attribution.
- A sponsor displays the logo on their website to indicate their support for VetJobs.

9. Examples of Unacceptable Third-Party Use

- A third party alters the logo by removing the eagle or flag.
- The logo is used on a controversial or politically charged advertisement.
- A company uses the logo without permission to falsely imply a partnership.

Legal Guidelines

Privacy Statement

VetJobs values the privacy of its users and is committed to protecting their personal information. This Privacy Policy outlines how VetJobs collects, uses, discloses, and safeguards information when individuals visit the website or use its services. By accessing or using VetJobs, users agree to the terms of this Privacy Policy.

[Privacy Policy](#)

Marketing Compliance

To ensure all marketing activities align with legal requirements, ethical standards, and VetJobs' brand values, the following Marketing Compliance Guidelines must be followed. These guidelines apply to all marketing materials, campaigns, and communications created by or on behalf of VetJobs.

1. General Compliance Standards

All marketing activities must:

- Adhere to applicable laws and regulations, including but not limited to:
 - CAN-SPAM Act (for email marketing in the U.S.)
 - GDPR (for marketing to EU residents)
 - CCPA (for California residents)
 - FTC Truth in Advertising Guidelines
- Accurately represent VetJobs' offerings, services, and partnerships.
- Avoid false, misleading, or deceptive claims.

Legal Guidelines

Marketing Compliance

2. Email Marketing

When communicating with users via email:

- Consent: Obtain explicit consent (opt-in) before sending marketing emails.
- Opt-Out Mechanism: Include an easy-to-use unsubscribe link in all marketing emails. Honor opt-out requests promptly.
- Sender Identification: Clearly identify VetJobs as the sender and include a valid physical mailing address.
- Transparency: Avoid misleading subject lines or headers.

3. Social Media Marketing

When promoting VetJobs on social media platforms:

- Authenticity: Ensure posts are truthful and reflect VetJobs' values.
- Disclosures: Clearly disclose partnerships, sponsorships, or paid promotions (e.g., use hashtags like #Ad or #Sponsored).
- Community Guidelines: Adhere to the terms of service and guidelines of each social media platform.
- Respect Privacy: Avoid sharing personal user information or testimonials without explicit consent.

Legal Guidelines

Marketing Compliance

4. Advertising Standards

For paid ads (online, print, or other media):

- Accuracy: Ensure all claims are substantiated and factually correct.
- Disclosures: Clearly state any terms, conditions, or limitations (e.g., eligibility for services).
- Targeting: Avoid discriminatory targeting practices based on race, gender, age, religion, or other protected characteristics.
- Compliance with Platforms: Follow advertising policies of platforms like Google Ads, Facebook Ads, etc.

5. Content Marketing

For blogs, articles, and other content:

- Originality: Ensure all content is original or properly attributed to its source.
- Disclosures: Clearly identify sponsored content or affiliate links.
- SEO Compliance: Avoid black-hat SEO tactics (e.g., keyword stuffing, hidden text).

6. Data Privacy and Security

When collecting or using user data for marketing purposes:

- Transparency: Clearly inform users about how their data will be used (e.g., in privacy policies or consent forms).
- Consent: Obtain explicit consent for data collection, especially for sensitive information.
- Security: Protect collected data with appropriate security measures to prevent unauthorized access or breaches.

7. Testimonials and Endorsements

When using testimonials or endorsements:

- Authenticity: Use only genuine testimonials from real users or partners.
- Consent: Obtain written consent before publishing testimonials.
- Disclosures: Clearly disclose if testimonials are incentivized or compensated.

Legal Guidelines

Marketing Compliance

8. Intellectual Property

When using third-party content (e.g., images, videos, music):

- Licensing: Ensure proper licenses are obtained for all third-party assets.
- Attribution: Provide proper credit where required.
- Trademarks: Avoid using trademarks or logos of other entities without permission.

9. Inclusive and Ethical Marketing

- Non-Discrimination: Ensure all marketing materials are inclusive and not perpetuate stereotypes or biases.
- Accessibility: Design digital content accessible to individuals with disabilities (e.g., following WCAG standards).
- Cultural Sensitivity: Avoid language, imagery, or messaging that may offend or alienate any group.

10. Monitoring and Accountability

- Approval Process: All marketing materials must go through an internal review process before publication.
- Training: Provide training to marketing staff on compliance requirements and ethical practices.
- Audits: Conduct periodic audits of marketing campaigns to ensure compliance with these guidelines.

11. Consequences of Non-Compliance

Non-compliance with these guidelines may result in:

- Removal of non-compliant marketing materials.
- Disciplinary action for employees or contractors involved.
- Legal consequences for violations of applicable laws.

Contact for Compliance Questions

For questions or concerns about marketing compliance, please contact:

Brian Wick bwick@vetjobs.org

Nancy Hudson nhudson@vetjobs.org

Legal Guidelines

Social Media Policy

This social Media Policy outlines the guidelines for VetJobs employees, contractors, and affiliates when using social media for professional and personal purposes. The goal is to ensure that all social media activity aligns with VetJobs' mission, values, and brand identity while protecting the organization's reputation.

[Social Media Policy 2024-2025](#)

Questions



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