

BRAND TOOL KIT 2026

YOUR GUIDE

WEBSITE

www.militarispousejobs.org
www.vetjobs.org

EMAIL

Media@vetjobs.org
nudson@vetjobs.org



This Tool Kit is designed to help you effectively promote our brand with precision and clarity. By providing essential resources, guidelines, it ensures that all advertising efforts align with our brand identity and messaging.

Whether you're creating social media posts, flyers, or digital ads, the Tool Kit equips you with the tools necessary to maintain consistency and maximize impact. With this support, you can confidently engage your audience and enhance our brand presence in the market.

MILITARY SPOUSE JOBS & VETJOBS PARTNER QUICK REFERENCE GUIDE

ESSENTIAL INFORMATION FOR PARTNERS



Who We Are

VetJobs (21 years, 118,000+ placements): Expanding employment opportunities for service members and veterans through expert career placement, skill training, resume optimization, and employer partnerships. All services completely free.

Military Spouse Jobs (20+ years, 118,000+ combined placements): Empowering military spouses, dependents, caregivers, and Goldstar families through personalized employment support, training, and direct employer connections. All services completely free.

Our Mission (Use This in Your Communications)

"Expanding employment opportunities for [service members/veterans/military spouses] through expert career support, skill development, and meaningful employer partnerships. All services completely free."

Logo Quick Rules

DO:

- ✓ Use official files from partner portal
- ✓ Maintain original proportions
- ✓ Ensure clear space around logos (white space)
- ✓ Use on solid, contrasting backgrounds
- ✓ Keep minimum sizes: 1" print / 100px web

DON'T:

- ✗ Recreate or modify logos
- ✗ Change colors (except approved B&W versions)
- ✗ Stretch or distort proportions
- ✗ Place on busy/low-contrast backgrounds
- ✗ Use outdated versions



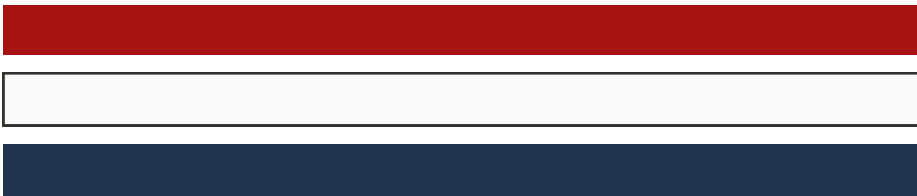
VetJobs Colors:

- Primary: Professional Blue (#214978)
- Secondary: Dark Blue (#102d50)
- Accent: Red (#e51015)



Military Spouse Jobs Colors:

- Primary: Deep Red (#a51412)
- Secondary: Light Grey (#fbfafa)
- Accent: Deep Blue (#21334d)



Fonts to Use

- **Headlines: League Spartan**
- Body Text: DM-Sans
- Always maintain professional appearance

Approved Tone

- Professional but warm and human
- Military-understanding (respect service)
- Empowering and action-oriented
- Direct and honest (avoid over-promising)
- Respectful of sacrifice and service



Key Messaging Points (Use These!)

For Employers:

"VetJobs connects you with qualified military talent—vetted, trained, and ready to succeed"

"Our military-affiliated job seekers bring discipline, reliability, and leadership—qualities employers value."

"118,000+ successful placements prove military hiring works."

For Veterans:

"VetJobs connects service members and veterans with meaningful employment and career advancement support all completely no Cost."

"Your military experience is your greatest asset. We help you translate it to civilian success"

For Military Spouses:

"Military Spouse Jobs removes barriers to employment that military families face—free career coaching, skill training, and direct employer connections."

"Your career matters. Your future matters. We're here to help."

Approval Processes

How to **request standard use of logos** on job postings, event promotion, emails, normal marketing

- Email: htrosclair@vetjobs.org
- Subject: "Logo Approval Request – [Your Use]"
- Include: Organization name, use description, timeline

ROUTINE APPROVAL (2 - 3 BUSINESS DAYS)

How to request **Time-sensitive materials**, media appearances, urgent announcements for Expedited Approval (Same business day if possible)

- Email: nhudson@vetjobs.org with "URGENT" in subject
- Include: Full context and why urgency is needed

EXPECTED RESPONSE: WITHIN 4 BUSINESS HOURS
DURING BUSINESS HOURS

What You Can Do Without Approval

- ✓ Include our logos on job postings (VetJobs and your company logo side-by-side)
- ✓ Share our mission statement in your communications
- ✓ Include our logo on your website's partner page
- ✓ Use approved quotes and descriptions in marketing
- ✓ Promote job fairs or career events featuring our services
- ✓ Link to our websites from yours
- ✓ Mention partnership in press releases (standard format)
- ✓ Use approved email templates for communication
- ✓ Share approved social media graphics

What You CANNOT Do Without Explicit Approval

- ✗ Modify, recreate, or recolor our logos
- ✗ Use our logos to imply endorsement of products/services not employment-related
- ✗ Use in political campaigns or partisan materials
- ✗ Use in religious proselytizing materials
- ✗ Create merchandise with our logos
- ✗ Integrate logos into software or apps
- ✗ Use in materials making false or misleading claims
- ✗ Register our logos as your trademark or use in domain names
- ✗ Use in documentaries, films, or major media productions
- ✗ Combine logos into hybrid marks with other organizations

5 MOST COMMON USE CASES (PRE-APPROVED)



1. Job Posting

What: Posting open position(s) to veterans/military spouses through our network

Logos Needed:

- Your company logo
- VetJobs or Military Spouse Jobs logo

Text:

"Join [Company]. Actively hiring veterans and military spouses. Apply through VetJobs [or Military Spouse Jobs]."

Approval: Usually automatic (2–3 days if any questions)

Platform: Job boards, LinkedIn, company website, emails to candidates

2. Sponsorship Recognition

What: Naming company as sponsor of event or program

Logos Needed:

- VetJobs/Military Spouse Jobs logo (primary)
- Your logo (at sponsorship tier size)

Text: "[Company Name] – [Sponsorship Tier] Sponsor of [Event/Program Name]"

Approval: Usually automatic (2–3 days)

Platform: Event materials, websites, press releases, social media

3. Website Partner Page

What: Logo and description of partnership on your website

Logos Needed:

- VetJobs/Military Spouse Jobs logo
- Your logo

Text: Company-provided description of partnership + our mission

Approval: Usually automatic (2–3 days)

Platform: Your website only

4. Email Communication

What: Emails to candidates or employees about career services

Logos Needed:

- VetJobs/Military Spouse Jobs logo in header or footer
- Optional: Your logo

Text: Use pre-approved email templates or approved mission statement

Approval: Usually automatic (pre-approved template use doesn't require approval)

Platform: Email marketing (Mailchimp, Constant Contact, etc.)

5. Social Media Promotion

What: Promoting job opportunities or partnership on social media

Logos Needed:

- VetJobs/Military Spouse Jobs logo incorporated into graphic
- Optional: Your logo

Text: Short announcement of opportunity/partnership + CTA

Approval: Usually automatic (2–3 days if custom graphics)

Platform: LinkedIn, Facebook, Twitter, Instagram



Most Important Rules

- **Use Official Files Only:** Never recreate or modify logos—always download from portal
- **Maintain Proportions:** Never stretch, compress, or distort logos
- **Request Approval First:** If you're unsure if something's allowed, ask before you create it
- **Clear Space Matters:** Logos need white space around them—don't crowd them with other elements
- **Keep It Professional:** Our brand represents serious mission work; maintain professional quality in all applications
- **Use Current Version:** Always use the most current toolkit and logo files
- **When in Doubt, Contact Us:** Better to ask questions than to violate guidelines

Key Takeaway

- You're not just using logos. **You're representing a 21+ year mission to empower service members, veterans, and military families** through meaningful employment.
- Every time you display our branding, you're telling the world that you're committed to this mission. **Professional, accurate representation of our brand helps us build trust and deliver on our promise.**
- Thank you for partnering with us. Thank you for honoring our mission. **Let's build careers and change lives together!**



Q: "I need a logo in a size or format not provided. Can I resize the JPG?"

A: Please don't. Email media@vetjobs.org with your specific needs. We may be able to provide a custom version at the right resolution.

Q: "Can I modify the logo to fit my branding?"

A: No. Logos must remain unmodified. If you need a specialized version, request it through the approval process, but understand we may not be able to accommodate all requests.

Q: "How do I get my organization's logo used alongside ours?"

A: Partnership logos are approved on a case-by-case basis. Contact htrosclair@vetjobs.org with details about your organization and partnership focus.

Q: "Can I use the logo to promote a fundraiser or event?"

A: Usually yes—this is routine approval. Email htrosclair@vetjobs.org with event details and logo placement plan.

Q: "What if I've already used logos incorrectly? Should I be worried?"

A: Contact us immediately at htrosclair@vetjobs.org. We work collaboratively to correct issues. Honesty and immediate action to fix mistakes is better than trying to hide violations.

Q: "How often do these guidelines change?"

A: We update annually. You'll receive email notification of significant changes. Check the toolkit version number (in footer) to ensure you have the current version.

Questions?

- Quick answers: Check this Quick Reference or the full toolkit
- Logo files: Email Media@vetjobs.org
- Branding questions: Email nhudson@vetjobs.org
- Partnership questions: Email EEP@vetjobs.org
- Urgent issues: Email htrosclair@vetjobs.org