

# BRAND GUIDE

Approved for use 2026-2027



OPERATION  
**warm**  
more than a coat

# Introduction

---

This Brand Guide is designed to be a resource for those creating marketing materials and content for Operation Warm, while ensuring that our brand maintains consistency and distinctiveness across all communication channels. It serves as a policy and support system, providing clear guidelines to follow when creating marketing materials for both internal and external use.

Please use good judgment in all creative executions and strive to use the brand effectively, reflecting our character, values, and mission.

**THE BRAND**

# Brand Overview

---

Operation Warm provides brand-new essential apparel to children in need. Through our core programs—coats, shoes, and FLY:FWD—we help kids feel comfortable, included, and ready to engage in school, activities, and daily life.

Our brand reflects a unified commitment to confidence, empowerment, and readiness, expressed through clear messaging and a streamlined visual identity.

**VOICE**

# Core Voice Principles



## Human

Use clear, conversational language that feels warm and approachable without being casual or slang-heavy.



## Hopeful

Focus on possibility and forward momentum. We highlight what becomes possible when children have what they need.



## Grounded

Lead with tangible impact and real outcomes. We balance emotion with credibility by anchoring our messaging in facts, clarity, and lived experience.



## Clear

Keep language simple and direct. Avoid jargon, overly poetic language, or technical complexity.

# Elevator Pitch

---

Operation Warm provides brand-new essential apparel to children in need, delivering the first layer of confidence every child deserves. Through our core programs—coats, shoes, and FLY:FWD—we bring our pillars of **Warmth, Confidence, and Hope** to life. By meeting a basic need, we help children feel comfortable, included, and ready to engage in school and daily life.

# PR Boilerplate

Operation Warm is a national nonprofit that provides brand-new essential apparel to children in need. The organization's core programs include **Coats, Shoes, and FLY:FWD**, each designed to help children feel comfortable, included, and ready to engage in school and everyday life. Through partnerships with community organizations, schools, and companies, Operation Warm delivers the first layer of confidence every child deserves.

# TYPOGRAPHY

# Font

---

Primary font for print and web is Calibri (Roman, Black).

Calibri is a friendly typeface that retains accessibility standards at all sizes. It can be used in all typographic hierarchy, including headlines and body copy.

- Calibri Light
- *Calibri Light Italic*
- Calibri Regular
- *Calibri Italic*
- **Calibri Bold**
- ***Calibri Bold Italic***

AaBbCcDdEeFf

GgHhIiJjKkLlMm

nNnOoPpQqRr

SsTtUuVvWwXx

YyZz

1234567890!

@#\$%&\*()?.,"

# Logo Usage

---

## Primary Logo

The stacked logo should be used most frequently on all print and digital applications.

Clear space frames the logo and separates it from other elements including text and edges of paper. The logo must be surrounded by a minimal measurement of the letter “a” of the logo.

Use only the provided files of the logo, [linked here.](#)



# Logo Usage

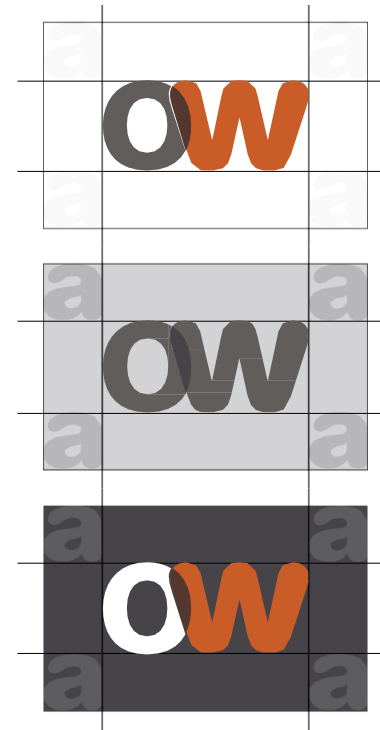
## Horizontal Logo

The primary logo lockup is the Horizontal Logo. Follow the guidelines outlined throughout the section to ensure proper legibility.



## Brand Mark

Our short logo option is used for web icons or as accents in the header or footer of print documents.



# FLY:FWD Logo Usage

---

## Horizontal Logo

The primary logo lockup is the Horizontal Logo. Follow the guidelines outlined throughout the section to ensure proper legibility.



## Stacked Logo

The stacked logo should be used most frequently on all print and digital applications.



# Improper Logo Usage

Incorrect usage of the brand mark and logo type compromises their integrity and effectiveness.

Here are common improper usage of the logo to avoid.

**X** Do not remove or modify elements of logo.



**X** Do not modify the color of logo.



**X** Do not distort or rotate logo.



**X** Do not add new elements to logo.



# Sample Co-branded Collateral

Operation Warm utilizes special care in its partnerships to ensure that brand identities are not compromised by one another.

Co-branding represents an exchange of credibility between brands and an approval process is in place in order to ensure that happens.

**OPERATION warm** | YOUR LOGO  
more than a coat®

**Warmth, Confidence, & Hope**  
We Are #MoreThanACoat

- 23 YEARS & Counting
- 2,100 COMMUNITIES Served
- 4.6 MILLION Kids Served
- 1,900 NATIONAL Partners
- 95% PROGRAM Efficiency

**About Us**

Operation Warm is a national nonprofit that provides warmth, confidence, and hope to children in need through basic need programs that connect underserved families to the community resources they need to thrive.

**Coat Programs**  
Every child, regardless of circumstance, deserves the gift of something new, made just for them. We manufacture our coats to the strictest industry standards ensuring that kids love the way they look and feel.

**Shoe Programs**  
Our high-quality, athletic-style shoes, specifically made for children Pre-K to 3rd grade, aim to inspire confidence and outdoor play, in a range of colors and sizes for kids and toddlers. The gift of brand new shoes empowers children by sparking confidence and self-pride.

**Ways to Get Involved**

- Corporate Partnerships:** We offer corporations opportunities for employee volunteering, turnkey charitable giving, and cause marketing programs.
- Community Partnerships:** We partner with first responders, faith based organizations, service clubs, and other community organizations to help children in their communities.
- Influencers:** We offer influencers the opportunity to use their platform to raise awareness for Operation Warm and our mission.
- Support our Wish list:** Every year Operation Warm receives hundreds of thousands of requests for coats and shoes from children in need.

TO LEARN MORE VISIT [WWW.OPERATIONWARM.ORG](http://WWW.OPERATIONWARM.ORG)

Logo lock-up:

**OPERATION warm** | YOUR LOGO  
more than a coat®

# Icons

---



WARMTH



CONFIDENCE



HOPE



COATS



SHOES



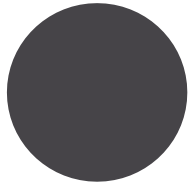
FLY:FWD

**COLOR**

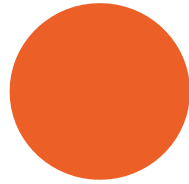
# Colors

---

## Primary

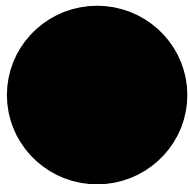


CMYK: 69,61,54,39  
RGB: 70,71,77  
Hex: #46474d

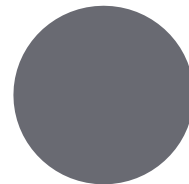


CMYK: 0,64,100,0  
RGB: 236,96,39  
Hex: #ed6126

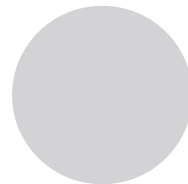
## Secondary



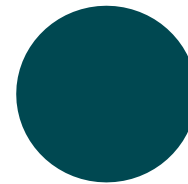
CMYK: 74,71,64,87  
RGB: 0,0,0  
Hex: #000000



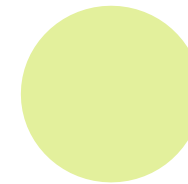
CMYK: 63,53,42,5  
RGB: 105,106,114  
Hex: #696a72



CMYK: 20,13,110,0  
RGB: 202,207,213  
Hex: #cacfd5



CMYK: 97, 21, 33, 73  
RGB: 0, 72, 81  
Hex: #004851



CMYK: 10,0,55,0  
RGB: 227, 240, 156  
Hex: #e3f09c

**PHOTOGRAPHY**

# Photography - Volunteers

## Do:

- Share group volunteer shots that show energy and participation
- Focus on volunteers working together and engaging in the experience
- Include wide shots of the full environment and setup
- Show scale, movement, and impact across the space

## Don't:

- Don't stage interactions that feel forced
- Don't crop too tightly. Keep the broader environment visible
- Don't overlook setup, materials, and behind-the-scenes moments



# Photography - Kids

## Do:

- Focus on non-identifiable moments wherever possible
- Show hands-on activity, movement, and interaction without showing faces
- Highlight the experience, not an individual child
- Make sure green name tags are visible if a child's face is identifiable and permissions are confirmed

## Don't:

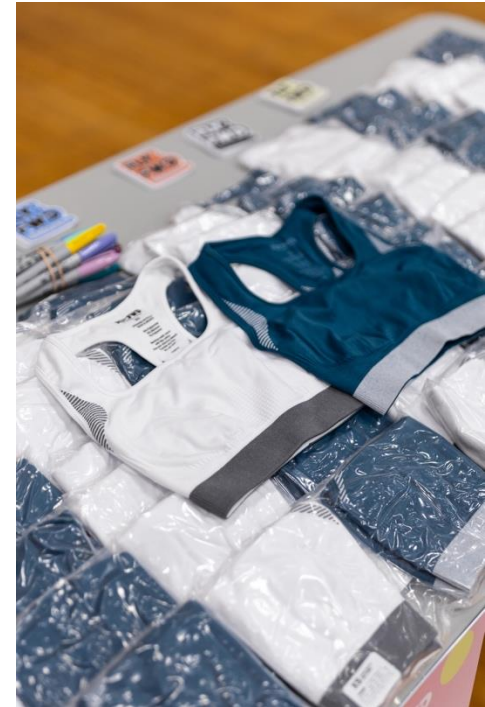
- Don't highlight identifiable close-up shots of kids without confirmed permissions
- Don't use photos of kids with red name tags
- Don't center individual children as the main subject unless approved

Only use photos of kids wearing **green** name tags. Kids with **red** name tags do not have valid photo waivers.



# Photography – OW Products

- Product photos should be orderly, with products folded, hanging on racks, or well organized.
- Photos should be well- lit, in focus.



# Social Media



Tag **Operation Warm** in your content using our handles & hashtags below

## Handles:

- ✓ Facebook [@OperationWarm](#) and [@FLY:FWD](#)
- ✓ Instagram [@operationwarm\\_coatsforkids](#) and [@flyfwd\\_athletics](#)
- ✓ X (Twitter) [@OperationWarm](#) and [@flyfwd\\_](#)
- ✓ LinkedIn [@OperationWarm](#) and [@FLY:FWD](#)
- ✓ YouTube [@OperationWarm](#)

## Hashtags:

- ✓ [#MoreThanACoat](#)
- ✓ [#OperationWarm](#)
- ✓ [#FLYFWD](#)

OPERATION<sup>®</sup>  
**warm**

---

more than a coat<sup>®</sup>