

LAST UPDATED 4/11/23

HEROSTOCK

2023

BRAND GUIDE





HEROSTOCK

2023

HOW (AND WHY) TO USE THIS GUIDE

Whether you're creating apparel, signage, marketing materials, or updating the website, this brand guide provides the tools and information you need to promote the right image of HEROSTOCK.

Consider this guide as a way to ensure you're putting HEROSTOCK in the best possible light.

The image we put forth as a company is what the world sees. That's why it is important to use this brand guide whenever you are communicating internally, developing marketing materials, or creating anything the public will view.

NAME CHANGE

In order to ensure consistency in the way the event is presented, it is important the event name—HEROSTOCK—is written in all capital letters.

MISSION

HEROSTOCK is a registered non-profit 501c3 that provides support and pays tribute to the heroes of our community and country by organizing an annual event in their honor complete with food, music, and comradery.

PITCH

Herostock is an annual event created to recognize and honor the heroes of our community and country. The founders and supporters of HEROSTOCK understand the importance of providing veterans and community heroes with a time and space to disconnect from their duties, connect with like-minded individuals who share their experiences and struggles, and live in the moment.

The event serves as an opportunity to pay tribute to those who have served and continue to serve while also acknowledging the sacrifices made by their families. Herostock is a chance for veterans, law enforcement personnel, firefighters, rescue workers, EMS personnel, and Gold Star families to unite and network while discovering organizations providing support and services.

ENJOY

Plan to enjoy a day of food, fun, and entertainment that is designed to celebrate the heroes in our communities and our country. Mark your calendars for September 9, 2023, and join us for HEROSTOCK, a memorable day of camaraderie, laughter, and celebration.

We welcome veterans, firefighters, rescue workers, EMS personnel, law enforcement, and Gold Star families to join us. This annual event is dedicated to honoring your service and sacrifice for our country and communities. At HEROSTOCK, you and your families will have the opportunity to gather together, socialize, and connect with others who have an unspoken understanding of the true sacrifices you make.

RELAX

HEROSTOCK is a chance to kick back and relax. No obligation. No competition. No pressure. Your commitment to helping keep our families safe has earned you a day of rest. We invite you to be part of an annual event inspired by your sacrifices.

Veterans, law enforcement officers, firefighters, rescue workers, EMS personnel, and Gold Star families, you're invited to take a break from the rigors of your daily responsibilities and enjoy the day. You can look forward to a relaxing event, with a wide range of activities your whole family can enjoy. HEROSTOCK recognizes the sacrifices made by brave individuals in service to their communities and country.

CONNECT

HEROSTOCK provides an opportunity for you to connect with others who have similar experiences, challenges, and victories. By coming together in a supportive environment, you can build friendships, compare stories, share insights, and gain a greater sense of community.

HEROSTOCK is a celebration of the courage, devotion, and selflessness of our nation and community heroes. We are bringing people and organizations together that offer assistance and support to your and your loved ones. We aim to create a fun and meaningful experience for all who attend. We look forward to welcoming our honored guests to HEROSTOCK 2023.

APPROVED TAGLINE

Providing Support For A Stronger Tomorrow.

Brand Colors



PANTONE 534 C
CMYK 99.85.36.27
RGB 28.53.94
HEX #1C355E

HEROSTOCK
2023

PANTONE 1795 C
CMYK 10.98.93.1
RGB 215.41.46
HEX #D7292E

Brand Fonts



HEROSTOCK

Artegra Sans Condensed Bold

2023

Termina Medium

PROVIDING SUPPORT FOR A
STRONGER TOMORROW

Termina Bold

Artegra Sans Condensed Bold available at myfonts.com/products/cond-bold-artegra-sans-234149

Termina is an Adobe Font available to sync at fonts.adobe.com/fonts/termina

Stacked w/ Full Name

Full Color Process

This version should be used in applications where the logo will be placed in a square or vertical space.



HEROSTOCK

2023

Stacked w/ Full Name

Full Color Process + Reversed Type



HEROSTOCK

2023

1-Color Blue Pantone



HEROSTOCK
2023

1-Color Red Pantone



HEROSTOCK
2023

Black



HEROSTOCK
2023

White



HEROSTOCK
2023

Stacked w/ Full Name and Tagline

Full Color Process

This version should be used in applications where the logo will be placed in a square or vertical space.



HEROSTOCK

2023

PROVIDING SUPPORT FOR A
STRONGER TOMORROW

Stacked w/ Full Name and Tagline

Full Color Process + Reversed Type



HEROSTOCK

2 0 2 3

PROVIDING SUPPORT FOR A
STRONGER TOMORROW

1-Color Blue Pantone



HEROSTOCK

2023

PROVIDING SUPPORT FOR A
STRONGER TOMORROW

1-Color Red Pantone



HEROSTOCK

2023

PROVIDING SUPPORT FOR A
STRONGER TOMORROW

Black



HEROSTOCK

2023

PROVIDING SUPPORT FOR A
STRONGER TOMORROW

White



HEROSTOCK

2023

PROVIDING SUPPORT FOR A
STRONGER TOMORROW

Horizontal w/ Full Name

Full Color Process

This version should be used in applications where the logo will be placed in a horizontal space and the full name is needed.



HEROSTOCK
2 0 2 3

Horizontal w/ Full Name

Full Color Process + Reversed Type



HEROSTOCK
2023

1-Color Blue Pantone

1-Color Red Pantone



HEROSTOCK
2023



HEROSTOCK
2023

Black

White



HEROSTOCK
2023



HEROSTOCK
2023

Horizontal w/ Full Name and Tagline

Full Color Process

This version should be used in applications where the logo will be placed in a horizontal space and the full name is needed.



HEROSTOCK

2 0 2 3

PROVIDING SUPPORT FOR A
STRONGER TOMORROW

Horizontal w/ Full Name and Tagline

Full Color Process + Reversed Type



HEROSTOCK

2023

PROVIDING SUPPORT FOR A
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1-Color Blue Pantone

1-Color Red Pantone



HEROSTOCK
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PROVIDING SUPPORT FOR A
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HEROSTOCK
2023

PROVIDING SUPPORT FOR A
STRONGER TOMORROW

Black

White



HEROSTOCK
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Standalone Mark

Full Color Process

The standalone mark should be used in applications where the logo will be displayed at a very small size, such as a web browser icon, mobile app icon, social media profile image, etc. It can also be used as a design element on branded marketing materials.



1-Color Blue Pantone



1-Color Red Pantone



Black



White



Clear Space + Guidelines

Clear space is the minimum “breathing room” that must be maintained around the logo.

This clearance—on all versions of the lockups—should be equal to or more than the height of ‘H,’ as indicated here.

Much effort has been made to create a custom design with consistent letter spacing, line spacing, and alignment of elements. **NEVER rearrange the copy, adjust the line spacing or letter spacing. NEVER alter, redraw, distort, or rebuild the logo in any case.**

The logo must always be recognizable and readable. Never display at a size too small for legibility. There is a large family of logo variations for optimum display at any size.



Formats Explained

The following instructions describe when to use the different color and file formats provided in this brand guide.

PANTONE (PMS or SPOT)

The Pantone Matching System is an extensive library of standardized color swatches that ensure consistency in color when working in print. Typically, these logo formats are used in press printing for large quantity print runs where exact color matching is needed.

When working with a printer or vendor, they may specifically request your unique Pantone colors or Pantone logo files. This format is not meant for use in digital applications or on the web.

CMYK

The CMYK color format is used when working in print. This format is typically used in digital printing for small quantity print runs, or where specific color matching is not needed. This format is not meant for use in digital applications or on the web.

RGB & HEX

RGB and HEX color values are used for display on the web and in digital applications. This format is not meant for use in print applications.

EPS

The file format .EPS is what is known as a vector graphic. This file type is only used for design and printing purposes and may be requested when working with a printer or vendor. Designers, printers, and vendors can open and edit this file type using specialized design software.

PNG

The file format .PNG can be used and opened universally by any user. It is meant for use on the web, and in digital applications.