MILITARY FRIENDLY SCHOOLS®
BRANDING GUIDE

Congratulations on earning the **Military Friendly® School** designation! You should take great pride in this honor as an institution committed to educating and supporting our nation's veterans.

As a Military Friendly® School, you are able to use the Military Friendly® School designation and logo in your communications. We do not require preapproval of communications, but may from time to time review them to ensure our guidelines are being followed.

Please read on for additional information. Should you have any questions about proper product trademark or logo usage, please contact your representative. >>
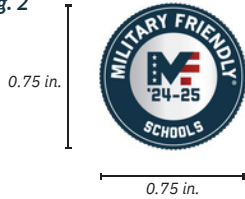
e.g. 1

Military Friendly® School Guidelines

TEXT & LOGO FORM
1) You may reference your business as a "2024-25 Military Friendly® School" or "2024-25 Military Friendly Spouse School®", with the registered trademark (®) symbol placed accordingly in the text." If you earned a Gold, Silver or Bronze designation, place this part of the designation after the year.
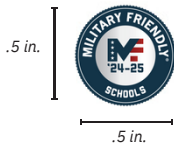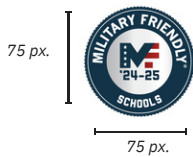
e.g. 2

0.75 in.

0.75 in.

SIZING & RESTRICTIONS
1) Do not use any Military Friendly® logo in a confusing way, including suggesting contests, or in a way that confuses Military Friendly® with another brand.

2) When used in print advertising, **THE LOGO MUST** be sized 0.75 in. *(e.g.2)*, unless if the logo is being placed in a 1/4th, 1/8th or 1/16th ads; then it can be 0.5 in. *(e.g. 3)*.

3) When using the logo for the web, the logo can be no smaller than 75 px. by 75 px. *(e.g. 4)*.

4) Logo can be made bigger if used in environment design/large format printing (e.g., banners, wall mounts or retractables).

5) When using our logo, keep a 0.15 in. distance from accompanying text and logos *(e.g. 5)*.

6) Please try to place the logo on a solid background to ensure easy visibility.

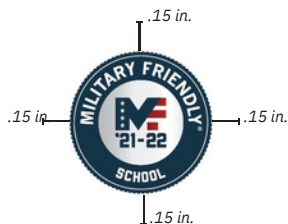**7)** When placing the logo, **do not do the following**:

e.g. 3

.5 in.

.5 in.

e.g. 4

75 px.

75 px.

DISTORT

ROTATE

PUT IN A FRAME

CHANGE COLOR

e.g. 5

.15 in.

.15 in.

.15 in.

.15 in.

ALTER TYPEFACES

CROP

CONVERT TO GRAYSCALE*

REMOVE BACKGROUND GRADIENT

* Grayscale conversion is acceptable if a print job can only be produced using black and white. All color prints and online uses must contain the color rendition.

To download the correct logo visit:

[CLICK HERE]

AVAILABLE FILE FORMATS
The logo is available in two file formats, each one specifically created for use in print and Web. Each logotype was created for optimum use in the medium. Please use the appropriate format for your end use.

EPS for Printed Materials
• Use only the EPS (Encapsulated PostScript) file format for all printed materials (ads, brochures, flyers, reports, etc.). The logotype was created as vector line art. Because of this, the EPS version of the logo is of the highest quality and may be easily resized without pixelization. If you are a PC user, you may not be able to open this file to view it. A printer or graphic designer will have software to view and import the file.

JPEG for Web
• JPEG (Joint Photographic Experts Group) are the lowest quality files, and should only be used for Web application. The Military Friendly® School logo has been created at a particular size dimension and should never be resized or re-rasterized.