



VetSec



Brand Guidelines

Our Brand

Our mission is to create a world where no veteran pursuing a career in cybersecurity goes unemployed.

We do this, first and foremost, through a world-class community of over 3,300 veterans working in or transitioning into cybersecurity. All of them have been in the shoes of those coming after them. Then we add first-rate training resources from our strategic partners, a jobs board from companies that want your talent, and provide our members the mentorship to get there.



Our Logo



VetSec



VetSec Green
#9FA463



White
#FFFFFF

Logo

Usage Specifications

Primary: Color and White



The primary logos should be used whenever possible.

Special Usage: Black



When color isn't an option or when the highest contrast is needed, use the black logo.



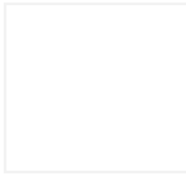
Colors

By Number: Use the following color codes for the VetSec color palette.

Primary Palette



VetSec Green
#9FA463
R159G164B99
C41M25Y74K2



White
#FFFFFF
R255G255B255
C0M0Y0K0



Black
#080504
R8G5B4
C73M68Y67K87



Navy Blue
#001C34
R6G28B50
C95M80Y50K63



Dark Blue
#0C293F
R12G41B63
C96M78Y49K52

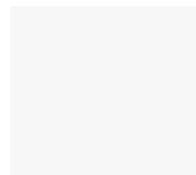


Cyan Green
#8BD8BD
R139G216B189
C44M0Y33K0



Orange
#EE9823
R238G152B35
C4M46Y99K0

Neutral Palette



Light Gray
#F7F7F7
R247G247B247
C2M1Y1K0



Medium Gray
#999999
R153G153B153
C43M35Y35K1



Dark Gray
#666666
R102G102B102
C60M51Y51K20

Accent Palette



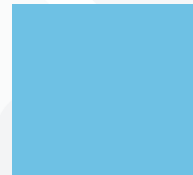
Button Blue
#00ACD3
R0G172B211
C74M11Y10K0



Blue Dots
#A2B7D5
R162G182B213
C36M21Y5K0



Green Font
#61CE70
R97G206B112
C60M0Y76K0



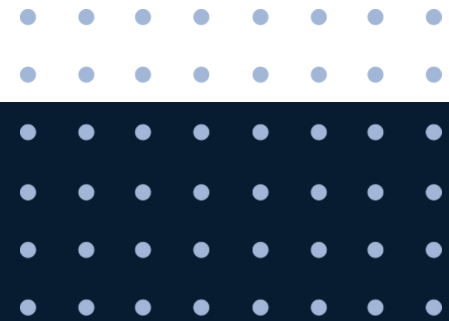
Blue Font
#6EC1E4
R110G193B228
C52M7Y4K0



Colors

06

Color Usage: For type, graphics, and icons



Headline Text in Unna, Bold, White

Copy in font Mada, medium weight, in the color medium gray #999999. Use this color for copy when using on a dark background.

Vivid Subheadings in Mada Bold Weight #6EC1E4

Vivid Subheadings in Mada Bold Weight #61CE70

Blue Dots #A2B7D5



Icons #8BD8BD

Headline Text in Unna, Bold, Navy

Copy in font Mada, medium weight, in the color dark gray #666666. Use this color for copy when using on a white background.

Vivid Subheadings in Mada Bold Weight #6EC1E4

Vivid Subheadings in Mada Bold Weight #61CE70

Button Blue #00ACD3

Colors

Example: Website

07

VetSec Home About Us Partners And Sponsors Our Resources Latest News Contact Us Login Join Us!

Welcome to VetSec, Inc.

Our mission is to create a world where no veteran pursuing a career in cybersecurity goes unemployed. We do this, first and foremost, through a world-class community of over 3,300 veterans working in or transitioning into cybersecurity. All of them have been in the shoes of those coming after them. Then we add first-rate training resources from our strategic partners, a jobs board from companies that want your talent, and provide our members the mentorship to get there.

What We Offer

VetSec is a home for those who served – those who are transitioning into or wanting to upskill into cybersecurity. We offer a community of like-minded veterans and a bridge to transition from the military into meaningful employment, with resources along the way to help you out.

01 Join Our Community

The best way to learn is from your peers. Join them for support on transitioning into cybersecurity, the military transition process, medical claims, etc. Sign up for a mentor. There's even a channel for mental health.

02 Learning Paths

Learn the domains of cyber and access cutting-edge training and resources, donated by our partners and developed by us, to put you on the right path to the career you want.

03 Jobs Board

Have our community help you with your resume, then apply to our own jobs board, featuring employers that work directly with us. If they're listed, they want to hire from our community.

04 Attend Conferences & Workshops

In addition to our own virtual **VetSecCon** every year, join us for the inside scoop on events around the country and network with an even broader audience.

[Donate Now](#)

We Need Your Support

Our resources will always be free to our military servicemembers. We rely on strategic partners, sponsors and donations from the general community, which are all tax-deductible. Please consider supporting us via a donation, volunteering your time, or sharing information about VetSec with your employer. For more information on how you may be able to help, please contact us at info@veteransec.org.

Typography

Primary Typeface: Unna for print and embedded fonts.

Unna

Unna is our headline font.

For large text, use Regular weight. For smaller text, use Bold weight. Unna font should not be used for body copy. (exception “Quotes” may use the Bold Italic weight)

Bold

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0

Regular

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0

Bold Italic

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0

Typography

Secondary Typeface: Mada for print and embedded fonts.

Mada

Mada is our body copy font.

Mada may be used in Bold weight for call-to-action, Medium weight for body copy, and Regular weight for larger subheadings and secondary headlines.

Bold

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0

Regular

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0

Typography

Web Safe Typeface: For online and editable documents.

Arial

Arial is our online web safe font.

Arial may be used in Bold weight, Regular, and Bold Italic to substitute for Unna and Mada fonts when unavailable.

Bold

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0

Regular

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0

Bold Italic

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0

Contacts and Help

If you have any questions about the VetSec, Inc. brand or the materials you are developing, please contact us.

We are happy to help!

Tom Marsland
Board Chair/CEO
info@veteransec.org

Jake Knowlton
Board Secretary
info@veteransec.org

