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.
The primary logos should be used whenever possible.

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)  
- White: #FFFFFF (R255G255B255)
- Black: #001C34 (R6G28B50)
- Navy Blue: #0C293F (R12G41B63)
- Dark Blue: #080504 (R159G164B99)
- Cyan Green: #8BD8BD (R12G41B63)
- Orange: #EE9823 (R238G152B35)

**Neutral Palette**
- Light Gray: #F7F7F7 (R247G247B247)
- Medium Gray: #999999 (R153G153B153)
- Dark Gray: #666666 (R102G102B102)

**Accent Palette**
- Button Blue: #00ACD3 (R0G172B211)
- Blue Dots: #A2B7D5 (R162G182B213)
- Green Font: #61CE70 (R97G206B112)
- Blue Font: #6EC1E4 (R110G193B228)

www.veteransec.org
Colors

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

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

www.veteransec.org
Colors

Example: Website

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 to transitioning into cybersecurity. We 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 skills, and provide our members the mentorship to get there.

What We Offer

01 Join Our Community

VetSec is a home for those who served — those who are transitioning into or wanting to upload 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.

02 Learning Paths

The best way to learn is from your peers, side-by-side for cybersecurity, the military transition process, mental claims, etc. Sign up for a mentor. There's even a chat channel for mental health.

03 Jobs Board

Have our community help you with your resume, then apply to our job 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 InsideOUT conference that brings the country and veterans together on a broader audience.

We Need Your Support

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

www.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)
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

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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.

<table>
<thead>
<tr>
<th>Bold</th>
<th>Regular</th>
<th>Bold Italic</th>
</tr>
</thead>
<tbody>
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<td>M N O P Q R S T U V W</td>
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<td>x y z 1 2 3 4 5 6 7 8 9 0</td>
<td>x y z 1 2 3 4 5 6 7 8 9 0</td>
</tr>
</tbody>
</table>

[www.veteransec.org](http://www.veteransec.org)
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
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