



**FOUNDATION**

# **PR & BRANDING GUIDELINES**

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**Q2 2024**



# MISSION STATEMENT

The Home Depot Foundation, the nonprofit arm of The Home Depot, works to improve the homes and lives of **U.S. veterans**, support **communities** impacted by **natural disasters** and train skilled **tradespeople** to fill the labor gap. Since 2011, the Foundation has invested more than \$500 million in veteran causes and improved more than 60,000 veteran homes and facilities. The Foundation has pledged to invest \$750 million in veteran causes by 2030 and \$50 million in training the next generation of skilled tradespeople through the Path to Pro program.

To learn more about The Home Depot Foundation:



[HomeDepotFoundation.org](https://www.HomeDepotFoundation.org)



[@HomeDepotFoundation](https://www.facebook.com/HomeDepotFoundation)



[@HomeDepotFound](https://www.x.com/HomeDepotFound)



[@HomeDepotFoundation](https://www.instagram.com/HomeDepotFoundation)



# FOUNDATION PARTNERS

We partner with thousands of national and local nonprofit partners across the nation **to make a difference.**  
 National partners include:



**COMMUNITY SOLUTIONS**





# VETERANS

Serving those who have served us well



# SERVING VETERANS TALKING POINTS

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- The Home Depot Foundation focuses on providing affordable and accessible housing solutions for our nation's heroes.
- More than 35,000 veterans continue to face homelessness on any given night. To combat veteran homelessness, The Home Depot Foundation supports the new construction and rehabilitation of permanent supportive housing units for veterans.
- The Home Depot Foundation also invests in critical home repairs, such as roof and window replacement, HVAC and radiator repair, ADA enhancements and more, to help ensure safe and affordable living conditions for disabled, senior and low-income veterans.
- Through our smart home program, the Foundation provides mortgage-free smart homes to catastrophically combat wounded veterans. These specially adapted homes fit the individual needs of the veteran homeowner, often with features like widened doorways, wheelchair-accessible kitchens and bathrooms and tablet-controlled air conditioning and lighting.
- Thousands of our store associates volunteer with Team Depot in communities across the country to help ensure our veterans have safe and accessible housing.
- To date, The Home Depot Foundation has donated more than \$500 million to veteran causes – and the Foundation is committed to investing \$750 million by 2030.



# MAKING A DIFFERENCE FOR VETERANS



## Impact

More than  
**\$500M**  
awarded to veteran  
nonprofit partners

**60,000+**  
veteran homes &  
facilities positively  
impacted or enhanced



## Importance

**35,000+**  
veterans are  
homeless on  
any given night<sup>1</sup>

**~3M**  
veterans are living in  
inadequate housing<sup>2</sup>

**1.5M+**  
post-9/11 veterans  
have significant  
service-connected  
disabilities<sup>3</sup>

## Commitment

**\$750M**  
to veteran causes  
by 2030



<sup>1</sup> U.S. Department of Housing and Urban Development 2020 "Annual Homeless Assessment Report"

<sup>2</sup> Housing Assistance Council

<sup>3</sup> Bureau of Labor Statistics

# DISASTER RELIEF

Helping to rebuild hope





# DISASTER RESPONSE TALKING POINTS

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- The Home Depot Foundation is committed to supporting communities with natural disaster preparedness, short-term response and long-term recovery.
- The Home Depot Foundation supports communities impacted by natural disasters with the help of Team Depot and nonprofit partners including the American Red Cross, Team Rubicon, Convoy of Hope and Operation Blessing.
- With the help of our nonprofit partners, The Home Depot Foundation and Team Depot pre-stock nonprofit partner warehouses and Home Depot distribution centers with relief supplies for quick deployment in the immediate wake of a storm.
- Our merchandising, supply chain and operations teams work around the clock to move necessary product and equipment to stores caught in the path of the storm, and our stores often become command centers for relief agencies.
- In 2023, The Home Depot Foundation committed more than \$8 million for disaster preparedness, response and long-term recovery in communities impacted by natural disasters.
- In 2023, The Homer Fund, The Home Depot's associate assistance program, granted over \$850K to support more than 700 associates impacted by natural disasters.



# MAKING A DIFFERENCE DURING DISASTERS



## Impact

### Providing help where it's needed most

Rebuilding hope for communities impacted by natural disasters through immediate on-the-ground assistance as well as long-term recovery support

## Investment

The Home Depot Foundation committed more than

**\$8M**

for disaster response, preparedness and long-term recovery in 2023.



## Importance

Record-breaking

**28**

billion-dollar disasters in 2023, according to NOAA.



# PATH TO PRO

Building a Path to Pro





# PATH TO PRO TALKING POINTS

- In the U.S., there are more than 400,000 open jobs requiring skilled plumbers, carpenters, electricians and HVAC specialists.
- The Home Depot Foundation's skilled trades training program, Path to Pro, launched in 2018 with a \$50 million commitment to train the next generation of skilled tradespeople, diversify the trades industry, and address the growing labor shortage in the U.S.
- The Foundation's trades-focused partnerships have introduced more than 210,000 people to the skilled trades and have trained more than 42,000 participants through programming available to youth, high school students, underserved communities and separating U.S. military.
- The Path to Pro high school and youth program offers pre-apprenticeship certification (PACT) curriculum and hands-on experience to 11th and 12th grade students in partnership with HBI; provides kindergarten through 12th grade trades training curriculum in Georgia with Construction Ready; and engages youth through pilot programming with 100 Black Men of America.
- The Path to Pro military program is currently offered on 10 U.S. military bases and provides exiting service members access to a free, 12-week program that provides industry-recognized PACT and OSHA 10 certifications.
- In 2020, the Foundation launched the community-based Path to Pro academy program, which offers training and certification for diverse adult populations and underserved communities. Path to Pro academies have successfully trained nearly 1,900 students.
- The Home Depot Foundation is furthering its mission to fill the skilled labor pipeline through additional programs and partnerships, such as the Path to Pro scholarship program with SkillPointe Foundation and an adult training program with Construction Ready in the city of Atlanta.



# MAKING A DIFFERENCE THROUGH PATH TO PRO



## Impact

Training the next generation of skilled tradespeople and diversifying the trades industry

To date,  
**210,000+**  
introduced to skilled trades

**42,000+**  
trained participants



## Importance

**400,000+**  
skilled labor job openings<sup>1</sup>

Only  
**11%**  
of construction workers are women<sup>2</sup>

Black tradespeople represent only

**7%**  
of the construction, architecture and engineering workforces<sup>3</sup>

## Commitment

Introduce more people to skilled trades and continue to help certify program participants to succeed in new careers

Work to train diverse talent to support the labor shortage



<sup>1</sup> Bureau of Labor Statistics Job Openings Survey (Construction Sector)

<sup>2 & 3</sup> Bureau of Labor Statistics from 2020



# TEAM DEPOT

Supporting communities nationwide

# TEAM DEPOT SWEAT EQUITY TALKING POINTS

- The Home Depot's associate volunteer force, Team Depot, extends the mission of the Foundation in our local communities.
- Team Depot works alongside The Home Depot Foundation's national and local nonprofit partners to serve the needs of communities across the country all year long.
- Since 2011, Team Depot has worked with more than 10,000 nonprofits, volunteering more than 2 million hours of sweat equity to address the immediate needs within local communities.
- In 2023, more than 54,000 associate volunteers helped further the mission and impact of The Home Depot Foundation by completing more than 2,200 projects in communities across the country.



**The Home Depot Foundation** is a nonprofit organization that funds Team Depot volunteer efforts.



**Team Depot** is our associate volunteer force.

# VISUAL BRAND GUIDELINES

Creating consistency across communications



**HOUSEPROUD**  
Keeping neighbors warm, safe and dry

PROPERTY NO  
NO  
VIOLATION WILL BE PROSECUTED

**THE HOME DEPOT**  
**FOUNDATION**

**THE HOME DEPOT** **TEAM DEPOT**

**#TEAMDEPOT**



# LOGO

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The Home Depot Foundation logo is the primary visual symbol of our brand. It should be the first choice when choosing a graphic element for any type of representation.



*Primary logo on light background*



*White logo on orange background*



*Primary logo on light photo background*



*Primary logo with keyline on dark photo background*



# LOGO DOS & DON'TS

## DOs



Do use the primary logo on a white or light background.



Do use the color logo (with white keyline) on a dark color background that provides sufficient contrast.



Do use black logo on a white background.



Do use the primary logo on a black background.



Do use the primary logo on a light background image if it's legible.



Do use the keyline logo (with white keyline) on a dark background image if it's legible.



Do use the color logo (with white keyline) on a low-contrast background.

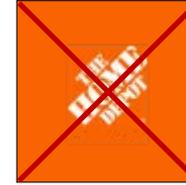


Do use the white logo on an orange background.

## DON'Ts



Don't use the logo on a pattern or background that obscures the logo.



Don't use the color logo on an orange background without the white keyline.



Don't use the black logo on a dark background that obscures the logo.



Don't rotate the logo.



Don't use the color logo on a low-contrast background without the white keyline.



Don't stretch or distort the logo in any way.



Don't fill the inside of The Home Depot logo with the background image.

# COLOR & TYPOGRAPHY

<p><b>ORANGE</b></p> <p>PMS 165 HEX: #F96302 RGB: 249R / 99G / 2B CMYK: 0C / 74M / 100Y / 0K</p>	<p><b>REFLECTION WHITE</b></p> <p>PMS WHITE HEX: #FFFFFF RGB: 255R / 255G / 255B CMYK: 0C / 0M / 0Y / 0K</p>
<p><b>BLACK</b></p> <p>PMS BLACK HEX: #000000 RGB: 0R / 0G / 0B CMYK: 40C / 40M / 40Y / 100K</p>	<p><b>WARM GRAY DARK</b></p> <p>PMS Undefined HEX: #747474 RGB: 116R / 116B / 116G CMYK: 56C / 47M / 47Y / 12K</p>
<p><b>WARM GRAY LIGHT</b></p> <p>PMS Undefined HEX: #F5F5F5 RGB: 245R / 245G / 245B CMYK: 3C / 2M / 2Y / 0K</p>	<p><b>WARM GRAY MEDIUM</b></p> <p>PMS Undefined HEX: #C4C4C4 RGB: 196R / 196G / 196B CMYK: 23C / 18M / 19Y / 0K</p>

Headline Display  
Helvetica Neue LT Pro  
77 Bold Condensed

**THIS IS  
HELVETICA  
NEUE LT  
PRO BOLD  
CONDENSED**

Category Subheader  
Helvetica Neue LT Pro  
77 Bold Condensed

**We use it in different  
styles to ensure clear  
hierarchy and structure.**

Body Copy Bold  
Helvetica Neue LT Pro  
75 Bold

**We use both Bold and Regular versions  
of Helvetica Neue LT Pro.**

Body Copy  
Helvetica Neue LT Pro  
55 Roman

It allows us to stay bold, clear and consistent  
across our digital and print experiences.

Print Disclaimer Copy  
Helvetica Neue LT Pro  
57 Condensed

It allows us to stay bold, clear and consistent across  
our digital and print experiences.

Digital Disclaimer Copy  
Helvetica Neue LT Pro  
55 Roman

It allows us to stay bold, clear and consistent across our digital and print  
experiences.

# CONTENT GUIDELINES & SOCIAL MEDIA

Amplifying our story



# APPROVED PHOTOS & VIDEOS

Materials in this folder are approved for internal and external use and are updated quarterly: [thd.co/pr](https://thd.co/pr)

## Content Guidelines

We love to share photos of our associates, partners and veterans. **What we are looking for in photos and videos from projects:**

- Take all photos and videos horizontally
- Capture impactful, surprise moments
- Take photos and videos of associates in action
- Take a group photo of volunteers
- Capture volunteers interacting with the recipient
- Videos should each be around 10 seconds long

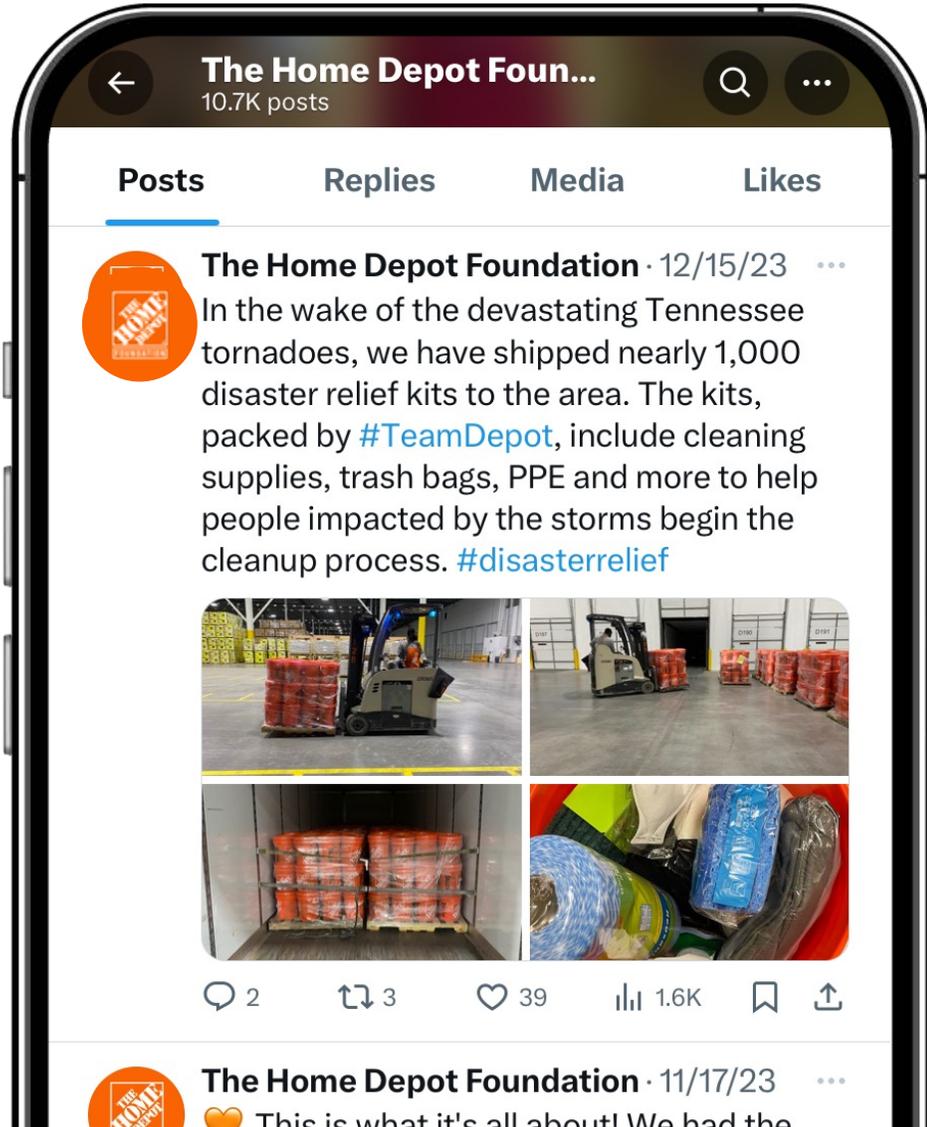
Please share photos and videos with us at

[TeamDepotPR@homedepot.com](mailto:TeamDepotPR@homedepot.com)





# SOCIAL MEDIA



[@HomeDepotFound](#)



[@HomeDepotFoundation](#)



[@HomeDepotFoundation](#)

Tag us in posts and use hashtag

**[#TeamDepot](#)**

Please send posts for approval at

**[TeamDepotPR@homedepot.com](mailto:TeamDepotPR@homedepot.com)**

# QUESTIONS?

Please email [TeamDepotPR@homedepot.com](mailto:TeamDepotPR@homedepot.com)

