



FOUNDATION

PR & BRANDING GUIDELINES

Q1 2025



MISSION STATEMENT

The Home Depot Foundation, a nonprofit supported by 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 \$550 million in veteran causes and improved more than 65,000 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



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



[@HomeDepotFound](https://twitter.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:



VETERANS

Serving those who have served us well





SERVING VETERANS

Talking Points:

- The Home Depot Foundation focuses on providing safe, accessible housing solutions for our nation’s veterans. This includes:
 - Facilitating the new construction and rehabilitation of permanent supportive housing units for veterans exiting homelessness;
 - Investing in critical home repairs to help ensure safe living conditions for disabled, senior and low-income veterans;
 - Providing mortgage-free smart homes to catastrophically combat wounded veterans.
- Thousands of our store associates volunteer with Team Depot in communities across the country to help ensure our nation’s veterans have access to housing that fits their needs.

Key Stats:

- Nearly 33,000 veterans face homelessness on any given night, and approximately 3 million currently live in inadequate housing.
- To date, The Home Depot Foundation has donated more than \$550 million to veteran causes – and the Foundation is committed to investing \$750 million by 2030.
- Since 2011, The Home Depot Foundation has improved more than 65,000 veteran homes and facilities.

Soundbite



Tens of thousands of Home Depot associates are veterans or military spouses, so giving back to veterans is deeply personal to us and rooted in our values.”



MAKING A DIFFERENCE FOR VETERANS



Impact

More than
\$550M
awarded to veteran
nonprofit partners

65,000+
veteran homes &
facilities positively
impacted or enhanced



Importance

~33,000
veterans are
homeless on
any given night¹

~3M
veterans are living in
inadequate housing²

1.5M+
post-9/11 veterans
have significant
service-connected
disabilities³

Commitment

\$750M
to veteran causes
by 2030



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

² Housing Assistance Council

³ Bureau of Labor Statistics

DISASTER RELIEF

Helping to rebuild hope





DISASTER RESPONSE

Talking Points:

- The Home Depot shows up for our communities, customers and associates from beginning to end of a natural disaster.
- In collaboration with our nonprofit partners, The Home Depot Foundation and Team Depot pre-stock partner warehouses and Home Depot distribution centers with relief supplies for quick deployment in the immediate wake of a disaster.
- Our associate volunteer force, Team Depot, works in disaster-impacted areas alongside the Foundation’s local and national nonprofit partners to help deliver supplies, support cleanup efforts and assist communities as they recover and rebuild.

Key Stats:

- During the 2024 disaster season, The Home Depot Foundation committed more than \$9 million to support preparedness, response and long-term recovery for communities impacted by natural disasters.
- In 2024, The Homer Fund, The Home Depot’s associate assistance program, granted more than \$1.8 million to support more than 4,200 associates impacted by natural disasters.

Soundbites

“

Our #1 priority is being there to help our communities and associates when disaster strikes.”

“

As the impact of natural disasters increases, The Home Depot and The Home Depot Foundation will continue to support communities as they prepare for, respond to and rebuild after a storm, wildfire or flood.”



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

\$9M

for disaster response, preparedness and long-term recovery during the 2024 disaster season.



Importance

27

billion-dollar disasters in 2024, according to NOAA.



A photograph of two construction workers in a workshop. A woman in the foreground is wearing a grey long-sleeved shirt with a logo, blue jeans, a black tool belt, and a bright orange hard hat. She is also wearing safety glasses and green work gloves. She is kneeling and looking towards the camera. To her right, a man is also kneeling, wearing a grey t-shirt, blue jeans, a black tool belt, and a bright orange hard hat. He is wearing safety glasses and is focused on working with wooden planks. The background shows a wooden wall with several black tool bags hanging on it. The overall scene is a professional construction or carpentry workshop.

PATH TO PRO

Building a Path to Pro



PATH TO PRO

Talking Points:

- The Home Depot Foundation’s skilled trades training program, Path to Pro, aims to address the growing skilled labor shortage in the U.S.
 - For every five plumbers or electricians who retire, there is only one qualified skilled tradesperson to take their place.
- Through our trades-focused partnerships, Path to Pro seeks to train the next generation of skilled tradespeople and help diversify the industry to ensure we’re filling this gap now and developing a robust labor pipeline to keep up in the years to come.
- The Foundation offers training and hands-on experience, pre-apprenticeship certification (PACT) curriculum, scholarships and entrepreneurship programming to youth, high school students, underserved communities and separating U.S. military and their families.

Key Stats:

- In the U.S., there are nearly 400,000 open jobs requiring skilled plumbers, carpenters, electricians and HVAC specialists.
- The Home Depot Foundation has committed \$50 million to skilled trades training through Path to Pro, and since 2018, the program has:
 - Introduced more than 316,000 to skilled trades professions
 - Trained more than 44,000 participants, such as youth, high school students, underserved communities and separating U.S. military

Soundbites



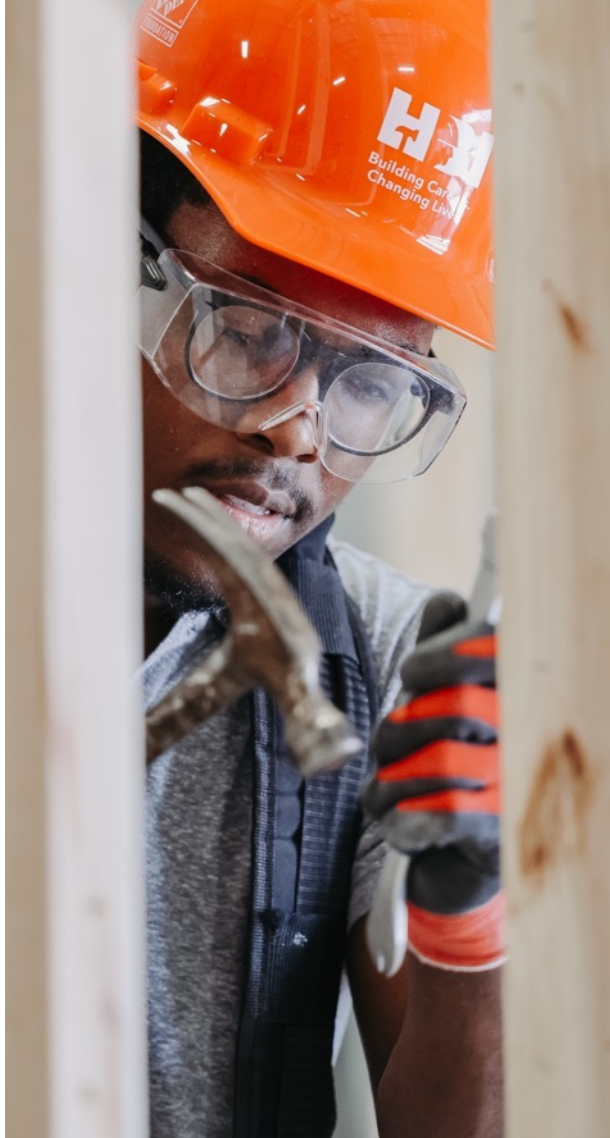
Over the next decade, there will be more than 3.9 million open skilled trades jobs across the plumbing, carpentry, electrical and HVAC industries.”



The Home Depot and The Home Depot Foundation are committed to investing in the next generation of skilled talent to help bridge this gap for years to come.”



MAKING A DIFFERENCE THROUGH PATH TO PRO



Impact

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

To date,
316,000+
introduced to skilled trades

44,000+
trained participants



Importance

~400,000
skilled labor job openings¹

Only
11%
of construction workers are women²

Black tradespeople represent only

7%
of the construction, architecture and engineering workforces³

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



¹ Bureau of Labor Statistics Job Openings Survey (Construction Sector)

^{2 & 3} Bureau of Labor Statistics from 2020

TEAM DEPOT

Supporting communities nationwide





TEAM DEPOT

Talking Points:

- Team Depot, The Home Depot’s associate volunteer force, works alongside The Home Depot Foundation’s national and local nonprofit partners to serve our local communities all year.
- Team Depot extends the Foundation’s mission by investing sweat equity in communities across the country.
- Giving back is one of the core values our company was founded on, and these projects reflect that desire to help address the immediate needs of our communities.

Key Stats:

Since 2011, Team Depot has worked with more than 13,000 nonprofits and volunteered more than 2.5 million hours of sweat equity in our local communities.

Soundbites

“

For more than 30 years, our associate volunteer force, Team Depot, has leaned into our core value of giving back by working alongside our nonprofit partners and investing sweat equity into the communities we call home.”

“

Here at The Home Depot, we don’t just cut a check for the causes and organizations we support, but we are deeply committed to making a difference by engaging the thousands of associate volunteers that make up Team Depot.”

VISUAL BRAND GUIDELINES

Creating consistency across communications





LOGO

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.

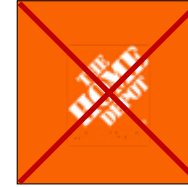


Do use the white logo on an orange background.

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

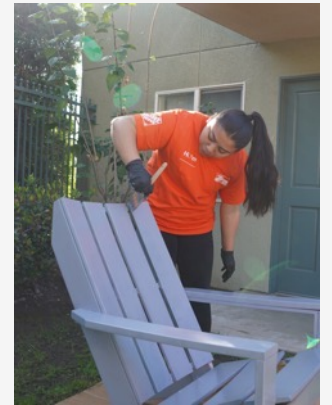
Materials in this folder are approved for internal and external use and are updated quarterly: thd.co/pr

Content Guidelines

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

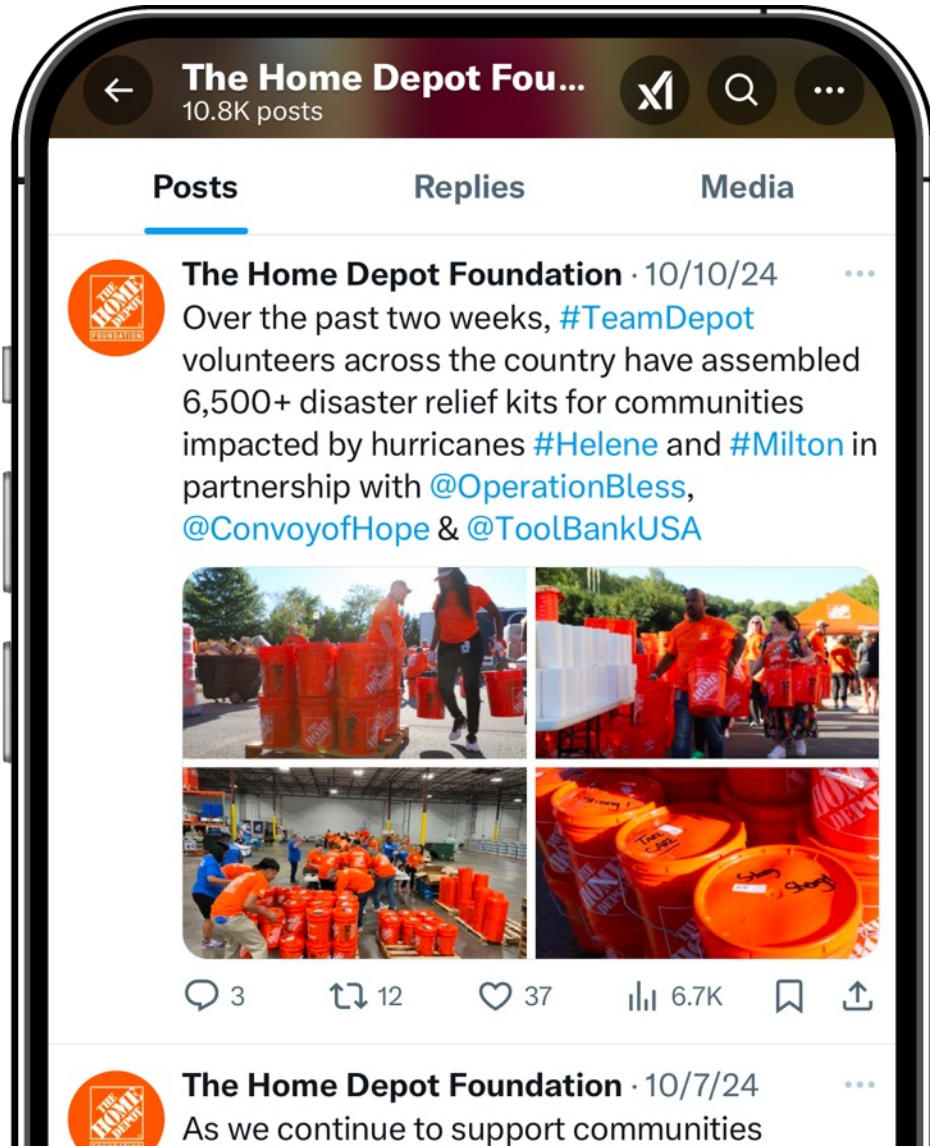
- Take all photos and videos horizontally
- Capture impactful, surprise moments
- Take photos and videos of associates in action
- Take a group photo of volunteers
- Capture volunteers interacting with the recipient
- Videos should each be around 10 seconds long

Please share photos and videos as individual files with us at 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

QUESTIONS?

Please email TeamDepotPR@homedepot.com

