FOUNDATION

PR & BRANDING GUIDELINES

2H 2026

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 $650 million in veteran causes and improved more than 70,000 veteran homes and facilities. The Foundation has pledged to invest $1 billion in veteran causes, and, alongside The Home Depot, create 15 million opportunities to explore skilled trades careers through the Path to Pro program by 2032. To date, the Foundation has surpassed $1 billion in total charitable giving.

To learn more about The Home Depot Foundation:

HomeDepotFoundation.org

@HomeDepotFoundation

@HomeDepotFound

@HomeDepotFoundation



INTERNAL USE

FOUNDATION PARTNERS

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

National partners include:

American Red Cross

BOYS & GIRLS CLUBS OF AMERICA

COMMUNITY SOLUTIONS

CONSTRUCTION READY

CONVOY OF HOPE

FOLDS of HONOR

GARY SINISE FOUNDATION

Habitat for Humanity

HBI Building Careers. Changing Lives.

HAC Housing Assistance Council

Inspiritus

HOMES FOR WOUNDED WARRIORS

MEALS on WHEELS AMERICA

NATIONAL COALITION for HOMELESS VETERANS

OPERATION BLESSING

OPERATION HOMEFRONT

PURPLE HEART HOMES

Scouting America

SEMPER FI & AMERICA'S FUND

SKILLED NATION

Syracuse University D'Aniello Institute for Veterans & Military Families

TEAM RUBICON DISASTER RESPONSE

Tool BANK

Tunnel to Towers Foundation T2T.ORG

U.S. VETS SERVING THOSE WHO SERVED

VOA

World Central Kitchen

INTERNAL USE



VETERANS

Serving those who served us all

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 and smart home modifications to make homes safer and more comfortable for 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 individual needs.

Key Stats:

- Nearly 33,000 veterans face homelessness on any given night, and more than 2.75 million currently live in inadequate housing.
- More than 1 million post-9/11 veterans live with service-connected disabilities.
- To date, The Home Depot Foundation has donated more than $650 million to veteran causes – and the Foundation is committed to investing $1 billion by 2032.
- Since 2011, The Home Depot Foundation has improved more than 70,000 veteran homes and facilities.

Soundbites

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

"2026 marks 15 years of The Home Depot Foundation helping veterans access safe housing. In 2011, the Foundation made its first commitment toward veteran housing, and we are now on the path to give $1 billion by 2032."

MAKING A DIFFERENCE FOR VETERANS



Impact

More than

$650M

invested in veteran causes

70,000+

veteran homes & facilities positively impacted or enhanced



Importance

~33,000

veterans are homeless on any given night[1]

2.75M+

veterans are living in inadequate housing[2]

1M+

post-9/11 veterans have significant service-connected disabilities[3]

Commitment

$1 BILLION

to veteran causes by 2032



[1] U.S. Department of Housing and Urban Development 2025 "Point-in-Time (PIT) Count"
[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:

- In 2025, The Home Depot Foundation committed nearly $9 million to support preparedness, response and long-term recovery for communities impacted by natural disasters.
- Since 1999, The Homer Fund, The Home Depot's associate assistance program, has granted nearly $33 million to support nearly 35,000 associates impacted by natural disasters.
- The Home Depot Foundation has assembled more than 56,000 disaster clean-up kits for our nonprofit partners to distribute to communities impacted by disasters.

Soundbites

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

"With the U.S. experiencing an average of 23 billion-dollar disasters a year since 2020, 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

During the 2025 disaster season, The Home Depot Foundation committed nearly

$9M

for disaster response, preparedness and long-term recovery.



Importance

23

Average number of annual billion-dollar disasters since 2020, according to NOAA.





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 are only two skilled tradespeople to take their place.
- Through our trades-focused partnerships, Path to Pro seeks to train the next generation of skilled tradespeople to ensure we're both filling this gap now and developing a robust labor pipeline to keep up in the years to come.
- The Foundation's nonprofit partners offer hands-on training, pre-apprenticeship certification (PACT) curriculum, scholarships and entrepreneurship programming to youth, high school students, career changers, underserved communities and separating U.S. military and their families.

Key Stats:

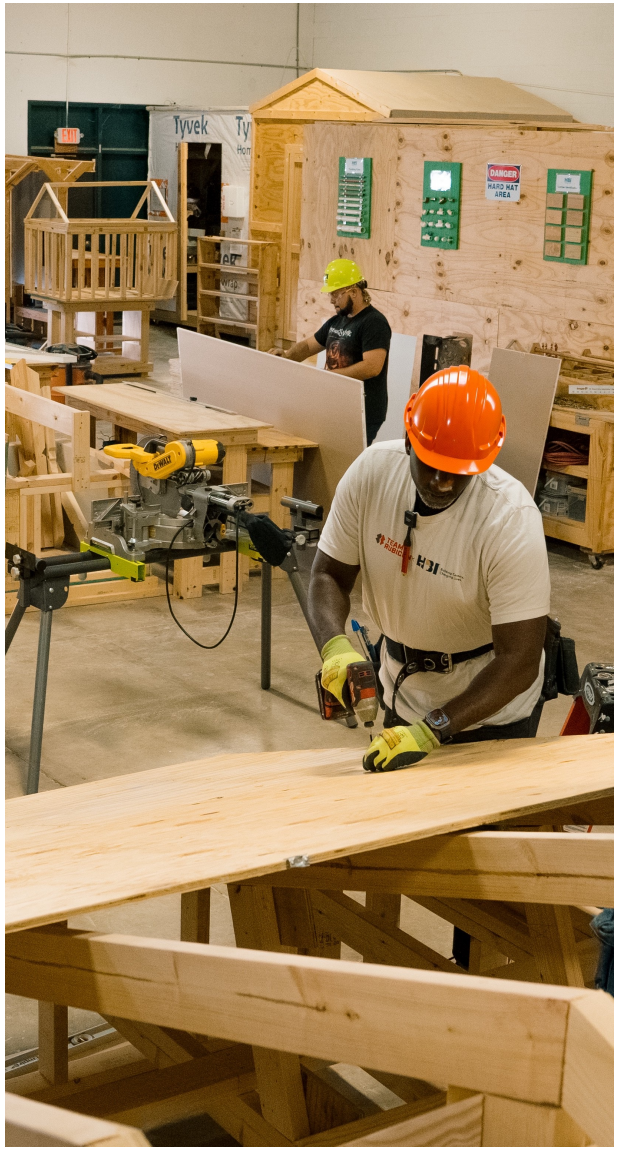
- In the U.S., there are more than 300,000 open jobs requiring skilled plumbers, carpenters, electricians and HVAC specialists.
- Over the next decade, this deficit is set to expand to 4.1 million job openings as 41% of the current construction workforce is set to retire by 2031.
- The Home Depot Foundation and The Home Depot have committed to create 15 million opportunities to explore skilled trades careers by 2032, and the Foundation is committed to facilitating 200,000 certifications.
- Since 2018, the program has:
  - Introduced more than 700,000 individuals to skilled trades professions.
  - Certified more than 70,000 participants and provided over 1,000 scholarships through partnerships with Home Builders Institute, Construction Ready, SKILLED Nation, Folds of Honor and more.

Soundbites

"Careers in the skilled construction trades are not only remarkably resilient to automation – AI is not going to replace your roof or sewer line – but also offer a direct pathway to financial stability and entrepreneurship."

"With college tuition costs continuing to skyrocket, the Path to Pro program offers opportunities to secure training at no cost to the individual and to pursue trade school, where skilled trades programs cost a third of a traditional four-year degree."

MAKING A DIFFERENCE THROUGH PATH TO PRO



Impact

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

To date,

700,000+

introduced to skilled trades

70,000+

certified participants



Importance

~300,000

skilled labor job openings[1]

41%

of construction workers are set to retire within the next decade

Only

4%

of construction workers are women[2]

Black tradespeople represent only

7%

of the construction, architecture and engineering workforces[3]

Commitment

15M

introductions to careers in the skilled trades alongside The Home Depot.

By 2032, facilitate

200,000

certifications across the construction trades

Work to train diverse talent to support the labor shortage

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

[2] The Home Builders Institute (HBI) Construction Labor Market Report, Fall 2025

[3] Bureau of Labor Statistics from 2025

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.
- 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 15,000 nonprofits, completing, on average, six projects a day 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."

"The Home Depot Foundation doesn't just cut a check for the causes and organizations we support. 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

INTERNAL USE

LOGO DOS & DON'TS

DO s



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.

DO N'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.

INTERNAL USE

COLOR & TYPOGRAPHY

ORANGE

PMS 165
HEX: #F96302
RGB: 249R / 99G / 2B
CMYK: 0C / 74M / 100Y / 0K

REFLECTION WHITE

PMS WHITE
HEX: #FFFFFF
RGB: 255R / 255G / 255B
CMYK: 0C / 0M / 0Y / 0K

BLACK

PMS BLACK
HEX: #000000
RGB: 0R / 0G / 0B
CMYK: 40C / 40M / 40Y / 100K

WARM GRAY DARK

PMS Undefined
HEX: #747474
RGB: 116R / 116B / 116G
CMYK: 56C / 47M / 47Y / 12K

WARM GRAY LIGHT

PMS Undefined
HEX: #F5F5F5
RGB: 245R / 245G / 245B
CMYK: 3C / 2M / 2Y / 0K

WARM GRAY MEDIUM

PMS Undefined
HEX: #C4C4C4
RGB: 196R / 196G / 196B
CMYK: 23C / 18M / 19Y / 0K

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
- Do not use a collage template
- Videos should each be around 10 seconds long

Please share photos and videos as individual files with us at **TeamDepotPR@homedepot.com**

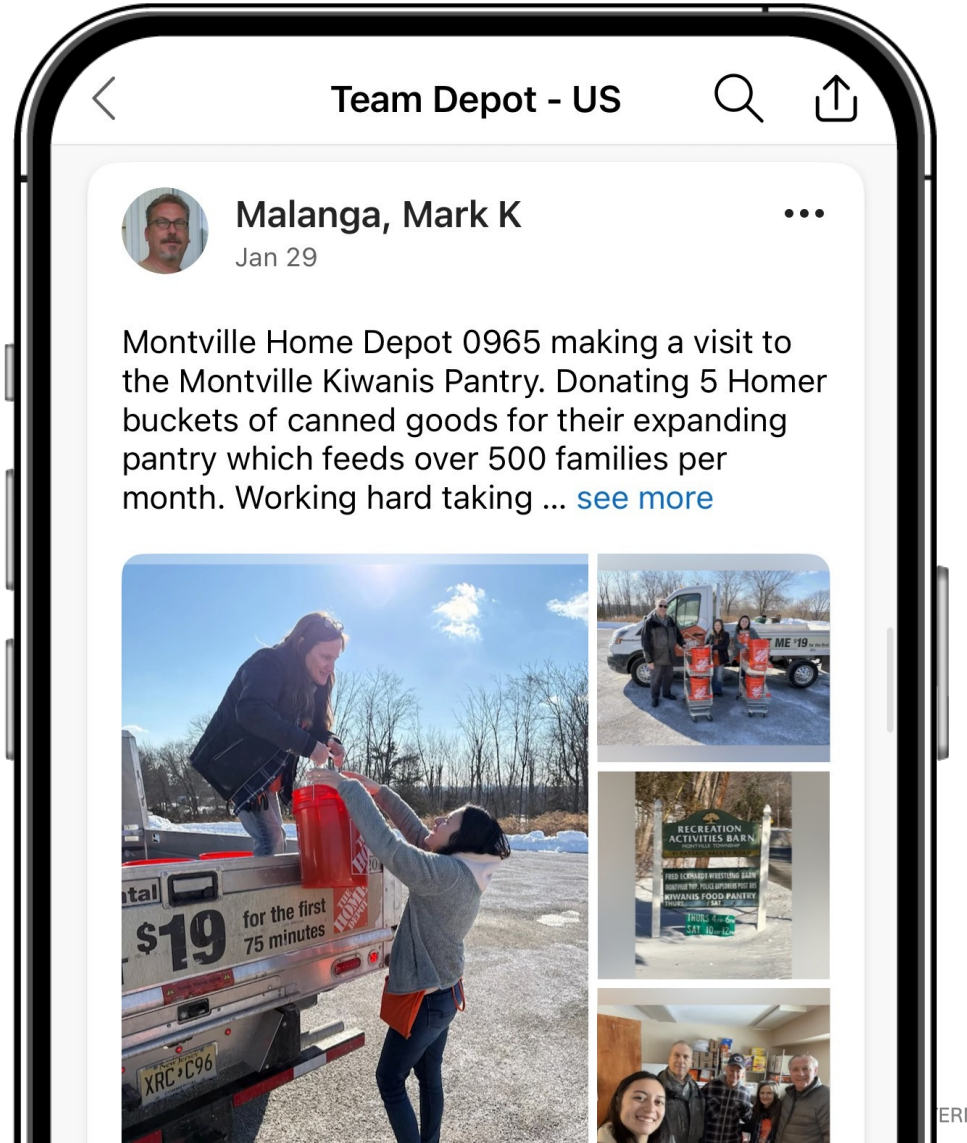






INTERNAL USE

SOCIAL MEDIA



@HomeDepotFound

@HomeDepotFoundation

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The Home Depot Foundation

Tag us in posts

Please send posts for approval at
TeamDepotPR@homedepot.com

ERNAL USE


QUESTIONS?
Please email TeamDepotPR@homedepot.com
FOUNDATION
#TEAMDEPOT
HONOR IN ACTION
DOING MORE FOR VETERANS