



FOUNDATION

PR & BRANDING GUIDELINES

Q3 2023

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 \$475 million in veteran causes and improved more than 55,000 veteran homes and facilities. The Foundation has pledged to invest half of a billion dollars in veteran causes by 2025 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://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 affordable and accessible housing solutions for our nation's heroes.

More than 33,000 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 \$475 million to veteran causes – and the Foundation is committed to investing half of a billion dollars by 2025.





MAKING A DIFFERENCE FOR VETERANS



Impact

More than
\$475M+
awarded to veteran
nonprofit partners

55,000+
veteran homes &
facilities positively
impacted or enhanced



Importance

33K+
veterans are
homeless on
any given night¹

3M
veterans are living in
inadequate owned housing²

1M+
post-9/11 veterans
have significant
service-connected
disabilities³

Commitment

\$500M
to veteran causes
by 2025



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 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.

So far in 2023, The Home Depot Foundation has committed more than \$5.6 million for disaster preparedness, response and long-term recovery in communities impacted by natural disasters.

In 2022, The Homer Fund, The Home Depot's associate assistance program, granted nearly \$2.2 million to support more than 4,300 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 has committed more than

\$5.6M

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



Importance

90

official disasters declared by FEMA in 2022



A photograph of construction workers in a wood shop. In the foreground, a worker wearing a blue hard hat and a grey t-shirt is focused on securing a metal bracket to a wooden beam. He has a large tattoo on his left forearm and is wearing grey work gloves. In the background, other workers in blue hard hats and grey shirts are visible, working on the wooden structure. The scene is filled with wooden beams and various construction materials.

PATH TO PRO

Building a Path to Pro

PATH TO PRO TALKING POINTS



In the U.S., there are nearly 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 200,000 people to the skilled trades and have trained more than 41,000 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 110 schools across more than 32 states in partnership with HBI; provides kindergarten through 12th grade trades training curriculum in more than 165 schools 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 more than 1,400 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,
200,000+
introduced to skilled trades

41,000+
trained participants



Importance

~400K
skilled labor job openings¹

Only
11%
of construction workers are women²

Black tradespeople represent only

6%
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 SWEAT EQUITY TALKING POINTS

“

The Home Depot’s associate volunteer force, Team Depot, extends the mission of the Foundation in our local communities.

This year, Team Depot is celebrating 30 years of investing sweat equity into serving the needs of the communities we live and work in.

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.

Team Depot is made up of associates who give of their time off to give back to the community.

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 2022, more than 45,000 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



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

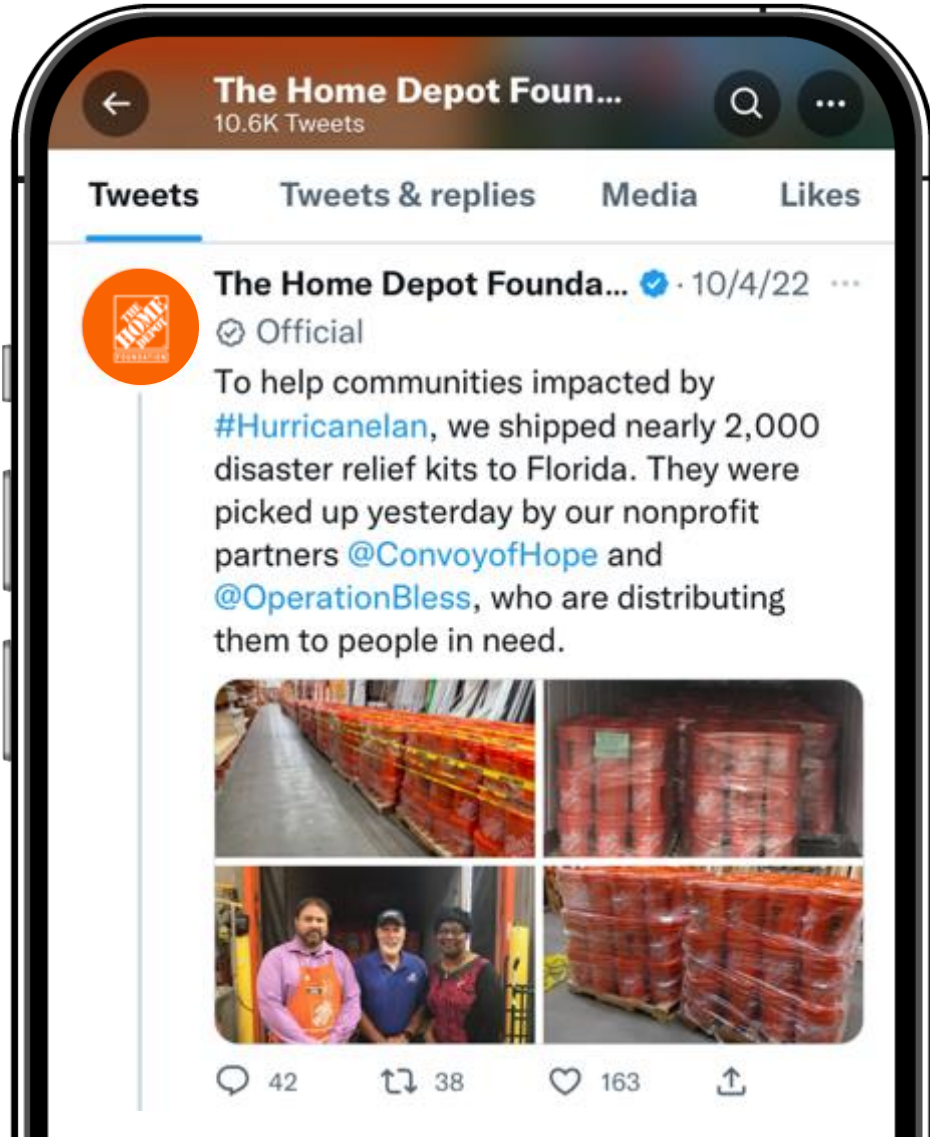
Please share photos and videos with us at

TeamDepotPR@homedepot.com





SOCIAL MEDIA



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



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



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

Tag us in posts and use hashtag
#TeamDepot

Please send posts for approval at
TeamDepotPR@homedepot.com

QUESTIONS?

Please email TeamDepotPR@homedepot.com

