



# MILITARY FRIENDLY<sup>®</sup>

## BRANDING GUIDE

Congratulations on your Military Friendly<sup>®</sup> award! You should take great pride in this honor as an organization committed to employing and supporting our nation's veterans. As a Military Friendly<sup>®</sup> member, you are able to use your 2025 Military Friendly<sup>®</sup> logo in your communications.

We do not require preapproval of digital communications, but do require any digital usage must contain a live link back to your company profile on [MilitaryFriendly.com](https://MilitaryFriendly.com). We may from time to time review them to ensure our guidelines are being

followed. Any misuse of the logo will result in revocation of logo usage. Please read on for additional information. Should you have any questions about proper product trademark or logo usage, please contact your representative. >>



e.g.  
1

## TEXT & LOGO FORM

1) You may reference your business as a “2025 Military Friendly® Employer” or a “2025 Military Spouse Friendly Employer®” with the registered trademark (®) placed accordingly in the text. If you earned a Gold, Silver or Bronze designation, place this part after the year.

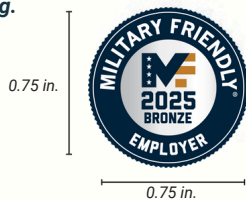
e.g.  
1.2



## MILITARY FRIENDLY® PLEDGE

1) Pledged employers gain unlimited digital usage of the Military Friendly® Pledge logo, but must link back to their Military Friendly® profile. Pledged members can remain in Pledge status for only one year, at which point they must become designated or awarded. This allows employers sufficient time to gather data and implement processes necessary to earn a full Military Friendly® Rating.

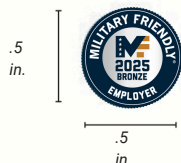
e.g.  
2



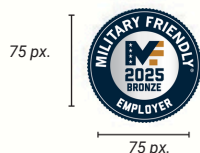
## SIZING & RESTRICTIONS

- 1) Do not use any Military Friendly® logo in a confusing way, including suggesting contests, or in a way that confuses Military Friendly® with another brand.
- 2) When used in print advertising, THE LOGO MUST be sized 0.75 in. (e.g. 2), unless if the logo is being placed in a 1/4th, 1/8th or 1/16th ads; then it can be 0.5 in. (e.g. 3).
- 3) When using the logo for the web, the logo can be no smaller than 75 px by 75 px (e.g., 4) and must contain a live link back to your profile on MilitaryFriendly.com.
- 4) The logo can be made bigger if used in environment design/large format printing (e.g., banners, wall mounts, or retractables).
- 5) When using our logo, keep a 0.15 in. distance from accompanying text and logos (e.g. 5)
- 6) Please try to place the logo on a solid background to ensure easy visibility.
- 7) When placing the logo, do not do the following:

e.g.  
3



e.g.  
4



e.g.  
5



## AVAILABLE FILE FORMATS

The logo included will all award status's and designation levels is available in PNG format and can be downloaded from your company portal on MilitaryFriendly.com. ESP file formats and additional file usage is made available to premium members through the portal. Plaques can be purchased through our website or through the guide at [www.Militaryfriendly.com/MFCguide](http://www.Militaryfriendly.com/MFCguide).

Logotype was created for optimum use in the medium. Please use the appropriate format for your end use.

• Military Friendly® logos have been created at a particular size dimensions and should never be re-rasterized.



To download the correct logo claim your account here:  
[CLICK HERE](#)



## Marketing License Agreement

By entering into this agreement, the member (either free or paid), hereinafter referred to as the "Licensee," acknowledges that their company has been vetted and approved as a member of Military Friendly. The Licensee is granted an exclusive, non-transferable, non-sublicensable right to use the Military Friendly ratings logo(s) [Pledge, Designated, and Awards] as outlined in the following terms and conditions:

### Permitted Use:

- Tier 1 Usage: Both free and paid Licensees are permitted to use the Military Friendly logo(s) in Tier 1 digital and print media.
  - Digital Use: The logo(s) may be displayed on the Licensee's website, social media platforms, and in emails, provided it includes an active link back to the Licensee's MFTX profile on [militaryfriendly.com](http://militaryfriendly.com).
  - Print Use: The logo(s) may also be featured in marketing collateral, such as brochures and print advertisements.
- Tier 2 Usage: Paid Licensees are eligible for expanded digital and print usage under Tier 2; however, all use cases require prior approval to ensure compliance with Military Friendly's guidelines.

### Term of License:

- This license is valid for one (1) year from the date of issuance.

### Renewal and Participation:

- Renewal of this agreement and continued program participation at any level, including pledge status, are required to maintain the right to use the logo(s) before the expiration date.
- Renewal is also essential for continued use and advancement in developmental programs. The Pledge logo may only be used during the Licensee's first year as either a free or paid member.

### Logo Usage Guidelines:

- The Licensee may not alter the appearance of the logo(s) without express written approval from Military Friendly.
- When displayed on the Licensee's website, the logo(s) must include an active hyperlink to the Licensee's profile on [militaryfriendly.com](http://militaryfriendly.com) or MFTX.
- All links associated with the logo(s) must direct users back to the Licensee's profile or general listing on Military Friendly's websites.

### Compliance:

- Any digital use of the logo(s) that lacks a hyperlink back to the Licensee's profile may be deemed misleading. Military Friendly reserves the right to restrict, revoke, or otherwise deny licensing permissions for current, future, or prior use of the logo(s) and associated designations under such circumstances.
- Whenever space allows, the following copyright notice must accompany the logo(s):
  - "Military Friendly is a registered trademark of Neptune Holdings."

### Violation of Terms:

- Non-compliance with the terms and conditions of this agreement constitutes a breach and may result in the removal of eligibility for Military Friendly program participation, membership, or designation with Military Friendly, Neptune Holdings, and Victory-owned media entities.
- By using the logo in any and all material, the Licensee acknowledges and agrees to adhere to all terms and conditions stated herein.