



PR & BRANDING GUIDELINES

1H 2026



PROGRAM OVERVIEW

- **The Homer Fund** is a 501(c)(3) nonprofit that provides financial assistance to associates facing an unforeseen financial hardship.
- Every dollar an associate donates to The Homer Fund goes right back to an associate in need through the Direct Grant and Matching Grant programs.
- The Home Depot Foundation annually matches associate donations to the Fund between \$25 and \$1,000, up to \$3 million.

KEY STATS

- Since 1999, The Homer Fund has awarded nearly \$300 million to more than 200,000 Home Depot families needing support with basic living expenses.
- In 2025, The Homer Fund awarded more than \$14 million to more than 6,800 associates in need of assistance.
- In 2025, The Homer Fund granted over \$500,000 to support nearly 200 associates impacted by natural disasters.



More resources and information available at THDHomerFund.org.





HOW WE HELP

Associates in need can benefit from one or both of the following grant programs:

- ▶ **Matching Grant** (up to \$5,000)
- ▶ **Direct Grant** (up to \$10,000)



QUALIFYING EVENTS:



Illness or injury



Death



Crime



Major car repairs

(i.e., transmission or engine repair)



Loss of specific types of household income

(i.e., government subsidy, court-ordered child support)



Natural disaster or house fire



Involuntary unemployment



Unforeseen sale/ foreclosure of a home



Major home repairs

(i.e., roof and plumbing repairs)

For more information, visit [THDHomerFund.org](https://www.THDHomerFund.org)

Schedule an appointment through thd.co/hfconsult



LOGO

The Homer Fund 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

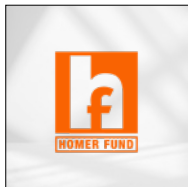
DOs



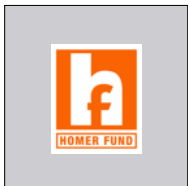
Do use the primary logo on a white or light background.



Do use black logo on a white background.



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



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



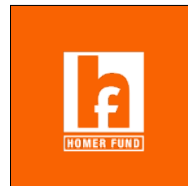
Do use the color logo (with white keyline) on a dark color background that provides sufficient contrast.



Do use the primary logo on a black background.



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



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.



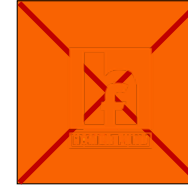
Don't use the black logo on a dark background that obscures the logo.



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



Don't fill the inside of the logo with the background image if it's not legible.



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



Don't rotate the logo.



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

COLOR & TYPOGRAPHY

ORANGE

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

ORANGE LIGHT

PMS 7507 C
HEX: #FFE7C7
RGB: 255R / 231G / 199B
CMYK: 0C / 9M / 22Y / 0K

TEAL

PMS 321 C
HEX: #008C95
RGB: 0R / 140G / 149B
CMYK: 100C / 21M / 42Y / 2K

TEAL LIGHT

PMS 7457 C
HEX: #CEE9EC
RGB: 206R / 233G / 236B
CMYK: 18C / 0M / 6Y / 0K

GRAY

PMS Cool Gray 6 C
HEX: #999999
RGB: 175R / 175G / 175B
CMYK: 0C / 0M / 0Y / 36K

GRAY LIGHT

PMS Cool Gray 1 C
HEX: #F5F5F5
RGB: 245R / 245G / 245B
CMYK: 3C / 2M / 2Y / 0K

Headline Copy
Dongle

THIS IS DONGLE

Subhead Copy
Helvetica Neue LT Pro
75 Bold

**Helvetica Neue LT Pro
is used 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

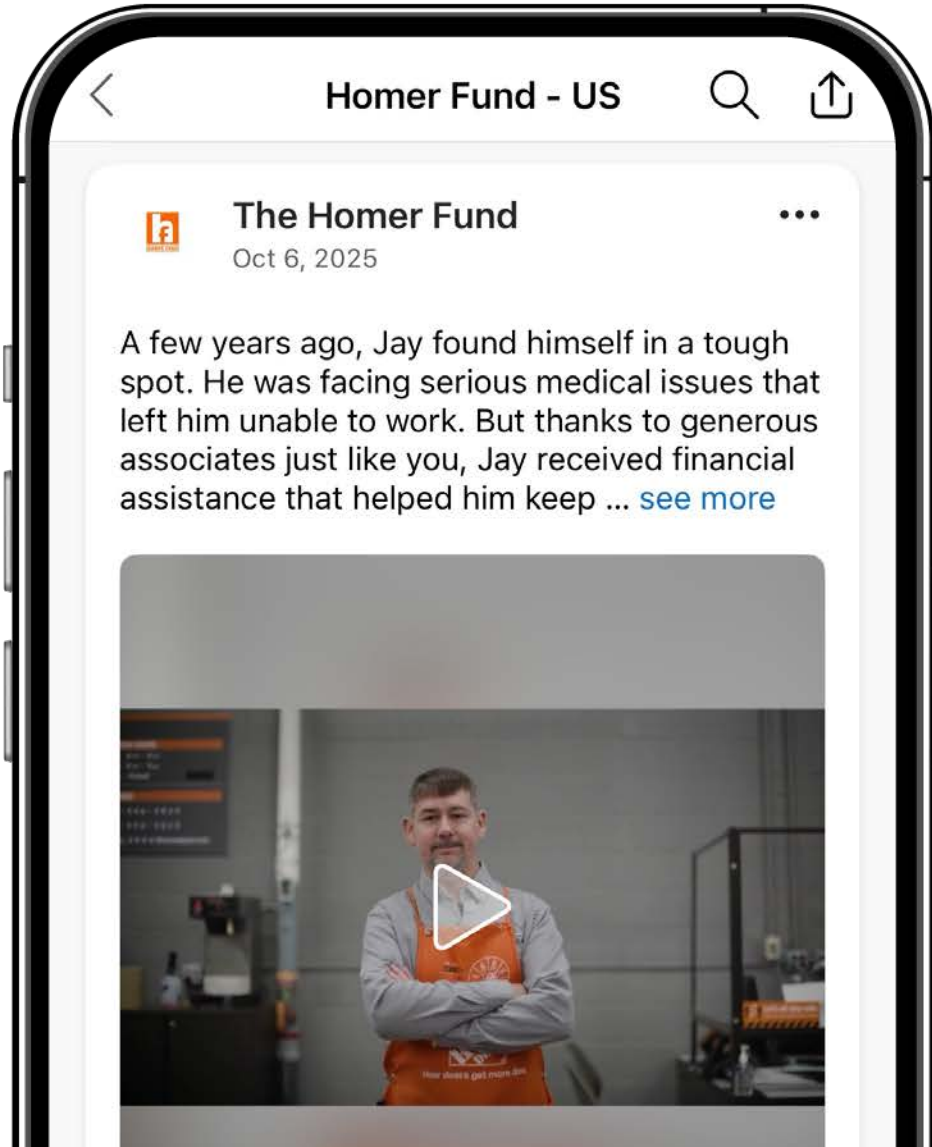
It allows us to stay bold, clear and consistent across
our digital and print experiences.

Highlight Copy
Playpen Sens

**Playpen Sens is used to highlight
certain words or phrases for emphasis.**



SOCIAL MEDIA



[HomerFund - US](#)



[@HomerFund](#)

*Tag us in posts and use hashtag
#HomerFund*

QUESTIONS?

Please email TeamDepotPR@homedepot.com

