

MARINE TOYS FOR TOTS®

PROGRAM



BRANDING GUIDE

2023

INTRODUCTION

The U.S. Marine Corps has long valued the strong ties binding Community, Country and Corps, and continually strives to strengthen the connection between America's Marines and the public it serves through community engagement.

Established in 1947, Toys for Tots® is the U.S. Marine Corps' premiere community action program and America's most popular Children's Christmastime Charity. Toys for Tots® is the combined efforts of the U.S. Marine Corps Reserve and the Marine Toys for Tots® Foundation. Our mission today is the same as it was in 1947: to bring the joy of Christmas to America's less fortunate children.

Toys for Tots® is a national program with local reach—we have over 830 local toy collection and distribution programs in most major market areas in all 50 states, Washington DC and U.S. Territories, and we annually distribute an average of 18 million toys to 7 million children in need.

Last year, the Toys for Tots® Program celebrated its 75th year and achieved a new record in terms of children supported. Our Marines and volunteers distributed over 24 million toys to 10 million less fortunate children. The Toys for Tots® Program exemplifies the qualities and standards the U.S. Marine Corps has held in high regard since 1775. As an official activity of the U.S. Marine Corps, it is imperative that the Toys for Tots' widely known name and logo are used and affiliated with in a manner that protects the image and reputation of both the Marine Corps and the Toys for Tots® Program.

It is the hard work of the Marines and many volunteers, combined with the incredible generosity of the American public and support from national and local partners that allows the Toys for Tots® Program to help so many less fortunate children each year.

As a valued community partner integral to the success of our program, we greatly appreciate your support and offer this guide to help simplify your engagement with Toys for Tots®.

Semper Fi!



Ted "Migs" Silvester
Colonel, USMC (Ret)
Vice President Marketing & Development
Marine Toys for Tots® Foundation



THE FOUNDER and the LOGO CREATOR

The Founder of Toys for Tots® was the late Colonel William L. Hendricks, USMCR (Ret). In the middle of the 1940's, Bill Hendricks was the Director of Public Relations for Warner Brothers Studio and concurrently a Major in the Marine Corps Reserve. In the fall of 1947, Bill, with the assistance of members from his Marine Reserve unit, collected and distributed toys to the less fortunate children of Los Angeles, CA. Bill Hendricks' pilot project was such a success that the Marine Corps adopted it and expanded it nationwide in 1948.



Colonel William L. Hendricks
USMCR (Ret)

As a favor, Bill's personal friend, Walt Disney, designed the first Toys for Tots® poster, which included a miniature three car train. The train was subsequently adopted as the Toys for Tots® logo.



Walt Disney



Original Poster Designed by Walt Disney

The Toys for Tots® NAME and LOGO are Registered Trademarks

The Toys for Tots® name and logo are registered with the U.S. Patent and Trademark Office of the U.S. Department of Commerce (Name - Reg. No. 1,680,712; Logo - Reg. No. 1,929,756). Accordingly, no individual or organization can use either the Toys for Tots® name or logo without the authorization of an approved local coordinator of the U.S. Marine Corps Reserve Toys for Tots® Program or by a representative of the Marine Toys for Tots® Foundation.



IDENTITY GUIDELINES

In its 75-year history, Toys for Tots® has become the country's premiere children's Christmastime charitable cause. The success of the program in the number of children supported year after year can be directly attributed to the generosity of the American public. Toys for Tots® logo and a U.S. Marine wearing his/her dress blue uniform is the face of the program, and is imperative that the name and reputation be held to the high standards of the U.S. Marine Corps.

Because the Toys for Tots® brand cannot be compromised, we have created this guide to assist your marketing initiatives that will preserve the integrity of our image. To ensure consistency and appropriate use, all materials that include a mention of the Toys for Tots® name and/or logo must be shared with and approved by the Toys for Tots® Foundation (for national use) or by a local Toys for Tots® coordinator (for local use).

APPROPRIATE LOGO OPTIONS

As the primary expression of the brand, it is important to ensure you are using the correct logo versions presented below. No product bearing the Toys for Tots® name or logo shall be offered for sale and no marketing materials using the Toys for Tots® name or logo shall be distributed until submitted to the Marine Toys for Tots® Foundation for review and approval.



DOWNLOAD LOGOS

The Toys for Tots® logos can be downloaded by visiting [ToysForTots.org/promotional_media](https://www.ToysForTots.org/promotional_media)

BRAND SPECIFICATIONS

The Marine Toys for Tots® logo is one of our most visible and valuable assets. Always position the logo for maximum impact and give it plenty of room for its placement. This will help to ensure the visibility and legibility of the logo.

The minimum clear space for the Marine Toys for Tots® logo is defined as half the height of the logo. Understanding the clear-space rule is essential; it is the standard for logo positioning and scaling on most printed communications. The clear-space rule should be maintained as the logo is proportionately enlarged or reduced in size.



MINIMUM CLEAR SPACE = HALF THE HEIGHT OF THE MARINE TOYS FOR TOTS® LOGO

BRAND COLORS



PANTONE 185c RED
C=0 M=100 Y=81 K=11
HEX #e4002b RED
R=230 G=13 B=46



LOGO VARIATIONS

Black & White Logo

The black and white logo can be used as a solid black logo against a solid white background. This version is typically used in black and white printing when color is not an option.



Reversed Logo

The white and black logo can be used on solid black or solid colored backgrounds. The color of the letters may be changed to match the ad theme, but only after review and approval.



MINIMUM CLEAR SPACE = HALF THE HEIGHT OF THE MARINE TOYS FOR TOTS® LOGO

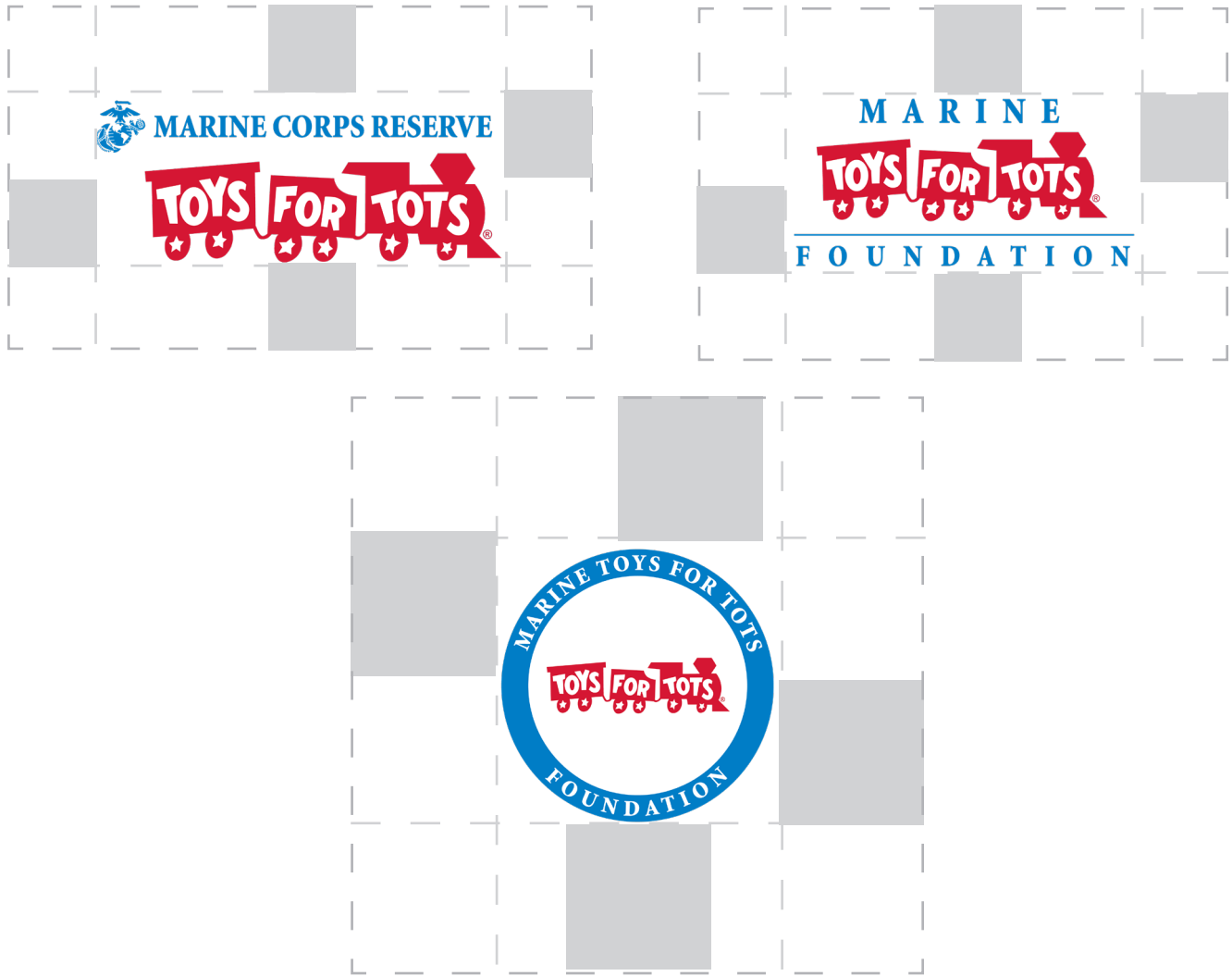
Transparent Logo

The transparent logo may be used over your creative, allowing the Toys for Tots® letters and stars to match the ad color, but only with approval from a Toys for Tots® Foundation marketing representative.



LOGO VARIATIONS

The logos below are generally not for public use and typically reserved for Foundation and/or local Toys for Tots® chapter use. These variations may be used with permission from the Marine Toys for Tots® Foundation, or from your corresponding local Toys for Tots® Campaign Coordinator.



NAME USAGE

When typed out, Toys for Tots® is presented in three words:



There are several appropriate usage options when referring to Toys for Tots®:

- | | |
|---|---------------------------------------|
| Toys for Tots | Marine Toys for Tots Foundation |
| Marine Toys for Tots | Toys for Tots Literacy Program |
| Marine Corps Reserve Toys for Tots | Toys for Tots Native American Program |
| U.S. Marine Corps Reserve Toys for Tots | |

LOGO MISUSE

Due to the broad range of application requirements, our logo is vulnerable to misuse. A well-intentioned treatment of our logo can be categorized as misuse. This usually occurs simply due to lack of awareness of correct logo use standards. To help avoid misuse, do not modify or distort the logo and follow all guidelines provided in this guide and always use approved artwork.

The uses shown below are all **unacceptable** treatments to the logo. Most questions about logo usage will be answered by reviewing the improper examples below.



Do not add additional trains or change the words in the trains



Do not change the shape of the train



Do not incorporate the USMC Eagle, Globe and Anchor logo in any form; usage requires permission from Headquarters, Marine Corps



Do not outline the logo



Do not use alternate text or train



Do not change the color of the stars. Gold stars are reserved for the 50th Anniversary and Silver stars are for the 75th Anniversary

LOGO APPROVAL

Once the logo has been incorporated into your materials, please share the final creative with

- Foundation Marketing staff for Regional or National use, or
- Your local Toys for Tots® Coordinator for local-only use

Contact info available at end of this guide



About the MARINE CORPS RESERVE TOYS FOR TOTS® PROGRAM

Toys for Tots®, a 75-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to less fortunate children during each Christmas holiday season. The toys, books and other gifts collected and distributed by Marines and volunteers offer these children recognition, confidence, and a positive memory for a lifetime. We believe it is such experiences that help disadvantaged children become responsible citizens and caring members of their community.

Each year, the Marine Corps fulfills the holiday hopes and dreams of an average of 7 million less fortunate children in over 830 communities nationwide. Since 1947 over 291 million children have been assisted. For more information, visit ToysForTots.org.

MISSION: The mission of the U. S. Marine Corps Reserve Toys for Tots® Program is to collect new, unwrapped toys during October, November, and December each year and distribute those toys as Christmas gifts to less fortunate children in the community in which the campaign is conducted.

GOAL: The primary goal of Toys for Tots® is to deliver, through a new toy at Christmas, a message of hope to less fortunate youngsters that will assist them in becoming responsible, productive, patriotic citizens.

OBJECTIVES: The objectives of Toys for Tots® are to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable resources—our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to better communities in the future.

ACTIVITIES: The principal Toys for Tots® activity which takes place each year is the collection and distribution of toys in the communities in which a Marine Corps Reserve Unit is located. In communities without a Reserve Unit, the campaign can be conducted by a Marine Corps League Detachment or group of men and women, generally veteran Marines, authorized by Marine Toys for Tots® Foundation to conduct a local Toys for Tots® campaign. Local Toys for Tots® Campaign Coordinators conduct an array of activities throughout the year, which include golf tournaments, foot races, bicycle races and other voluntary events designed to increase interest in Toys for Tots®, and concurrently generate toys and monetary donations.



About the MARINE CORPS RESERVE TOYS FOR TOTS® FOUNDATION

The Marine Toys for Tots® Foundation, an IRS recognized 501(c)(3) not-for-profit public charity, is the fundraising, funding, and support organization for the U.S. Marine Corps Reserve Toys for Tots® Program. The Foundation was created at the behest of the U.S. Marine Corps and provides support in accordance with a Memorandum of Understanding with the Commander, Marine Forces Reserve, who directs the U.S. Marine Corps Reserve Toys for Tots® Program. The Foundation has supported Toys for Tots® since 1991 and supplemented local campaigns with tens of millions of toys valued at over a billion dollars.

GOVERNANCE: The Marine Toys for Tots® Foundation is governed by a board of directors, all of whom are successful business leaders from throughout the nation. All directors served as U.S. Marines. The Foundation's professional staff is headquartered in the Cooper Center, which is located just outside the main gate of Marine Corps Base, Quantico, about 35 miles south of Washington, DC.

MISSION: The mission of Marine Toys for Tots® Foundation is to assist the U. S. Marine Corps in providing a tangible sign of hope to economically disadvantaged children at Christmas. This assistance includes supporting the U.S. Marine Corps Reserve Toys for Tots® Program by raising funds to provide toys to supplement the collections of local Toys for Tots® campaigns, to provide promotional and support material and defray the costs of conducting annual Toys for Tots® campaigns. Other Foundation support includes providing administrative, advisory, financial, logistic and promotional support to local Toys for Tots® Coordinators; managing funds raised and monies donated based on the use of Toys for Tots® name or logo; providing other support the Marine Corps, as a federal agency, cannot provide; and conducting public education and information programs about Toys for Tots® that call the general public to action in support of this patriotic community action program.

GOAL: The primary goal of the Foundation is the same as that of the overall Toys for Tots® Program: to deliver, through a new toy at Christmas, a message of hope to less fortunate youngsters that will assist them into becoming responsible, productive, patriotic citizens.

OBJECTIVES: The objectives of the Foundation are the same as those of the overall Toys for Tots® program: to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable resources—our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to improving communities in the future.



ACTIVITIES: The Foundation engages in two categories of activities: Program Services and Support Services.

PROGRAM SERVICES

- **Toy Distribution:** This is the process of obtaining and delivering toys to local Toys for Tots® Coordinators and providing the support and assistance those Coordinators need to conduct effective toy collection and distribution campaigns in their communities. Toys are a combination of those purchased by the Foundation and those donated by corporations.
- **Support of Local Coordinators:** This involves arranging the creation, publication, manufacture, and delivery of an array of promotion and support materials to local Coordinators. It includes managing all financial matters for local Coordinators as well as updating and publishing a manual for the conduct of local programs. Concisely stated, this activity encompasses providing a wide range of support to over 800 local Toys for Tots® Coordinators and their support groups. Today, there are nearly 40,000 Marines, Marine Corps League members, veteran Marines and volunteers involved in annual campaigns.
- **Education:** The Foundation conducts an annual public information and education campaign. This activity is designed to give the public a clear understanding of the benefits that accrue to individuals, communities, and the nation from Toys for Tots®. It increases visibility and name recognition and calls the public support of Toys for Tots®. The campaign includes distributing a series of news releases, distributing TV and radio public service announcements, publishing newsletters arranging media events and appearances, arranging for national corporations to incorporate information about Toys for Tots® into their paid advertisements, conducting special events, maintaining a website, and distributing educational material about Toys for Tots® to the public.

SUPPORT SERVICES

- **Management and General Activities:** This involves accomplishing the spectrum of business management activities necessary to make an organization efficient and effective and to ensure the program and the Foundation operate in compliance with IRS regulations, federal and state laws, and charitable standards.
- **Fundraising:** The Foundation pursues a range of fundraising projects each year. Projects include national corporate sponsors, a direct mail campaign, the Combined Federal Campaign, special events such as golf tournaments; and special projects such as “in memory of/in honor of” donations and Internet donations.



CONTACTS

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How to find your local Toys for Tots Coordinator

- Visit ToysForTots.org
- Click “Find your Local Campaign”
- Choose your state and your county from the drop down menu

From there, you can submit a request to

- Become a Toy Drop Site
- Offer pro bono warehouse space
- Provide vehicle support
- Provide other support as requested by the local coordinator

As a seasonal charity, local Toys for Tots® coordinators and their websites are often inactive until the end of summer; however, Marine Toys for Tots® Foundation staff members actively support Toys for Tots® all year.

For Additional Information

WEBSITE ToysForTots.org



Facebook.com/ToysForTots



@ToysForTots_USA



Linkedin.com/company/marine-toys-for-tots-foundation



@MarineToysForTotsFoundation