



**OPERATION  
BBQ RELIEF**



**YETI**  
**OPERATION  
BBQ RELIEF**  
**DISASTER  
RESPONSE  
TEAM** OBR.org

the  
**BRAND**  
**STANDARDS**

Operation BBQ Relief is a 501(c)(3) nonprofit organization that was founded in May 2011 in response to a need for tornado relief efforts in Joplin, Missouri. Competitive pitmasters from eight different states answered the call to feed displaced families and first responders. Together, they were able to serve over **120,000 meals in a 13-day period**. This experience of building a network to feed individuals in need has been the inspiration for Operation BBQ Relief. To date, Operation BBQ Relief has provided over 9 million meals throughout the United States and internationally following natural disasters, COVID-19 response, and through The Always Serving Project®, benefiting the homeless, first responders, veterans, and members of the military.

## LOOK AT OUR IMPACT SINCE THEN...



**30 States**



**9+ Million Meals**



**14,000 Volunteers**





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## MISSION

Operation BBQ Relief provides comfort to those in need by connecting, inspiring, serving, and educating in communities far and wide.

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## VISION

We want to engage and serve every community by being the volunteer charity of choice.

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## VALUES

We value honesty, compassion, friendship, hard work and respect for others and for resources with which we are provided. Decisions and actions of Operation BBQ Relief will always be made and carried out with these values in mind. We want the communities we serve to be able to state without reservation that Operation BBQ Relief upheld these values while making a positive impact..

# BRAND POSITIONING

Operation BBQ Relief is Comfort | Operation BBQ Relief is Service | Operation BBQ Relief is Inspiration  
Operation BBQ Relief is Education | Operation BBQ Relief is Connection

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Operation BBQ Relief provides comfort to those in need by connecting, inspiring, serving, and educating in communities far and wide.

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Operation BBQ Relief is absolutely committed to pursuing our charitable mission guided by the principles of equality, justice, inclusion, and sustainability. We believe that together we can do great things.

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Operation BBQ Relief believes that service to others is LOVE and there is no place in our home for anything other than LOVE.

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Operation BBQ Relief provides hope, compassion, and friendship during challenging times.

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Operation BBQ Relief unites friends, families, and communities in fellowship together to provide the one hot meal that matters during times of need.

# AUDIENCE PERSONAS



## BBQ ENTHUSIASTS

### Donors/Volunteers

- Community focused
- Want to turn hobby into impact
- Casual and fun



## LOYALISTS

### Donors

- Small gift donors
- Care about their legacy
- Biggest advocates



## GROUPS/ TEAMS

### Volunteers/Donors

- Emotionally Driven
- Want to see their difference
- Casual and fun



## FIRST RESPONDER/ MILITARY

### Volunteers

- Community focused
- Want to see their difference
- Great recruiters



## CORPORATE

### Donors / Volunteers

- Want to show impact
- Want employee engagement
- Like "perks"



## MILLENNIALS

### Potential

- Want to make a difference
- Great recruiters
- Emotionally driven

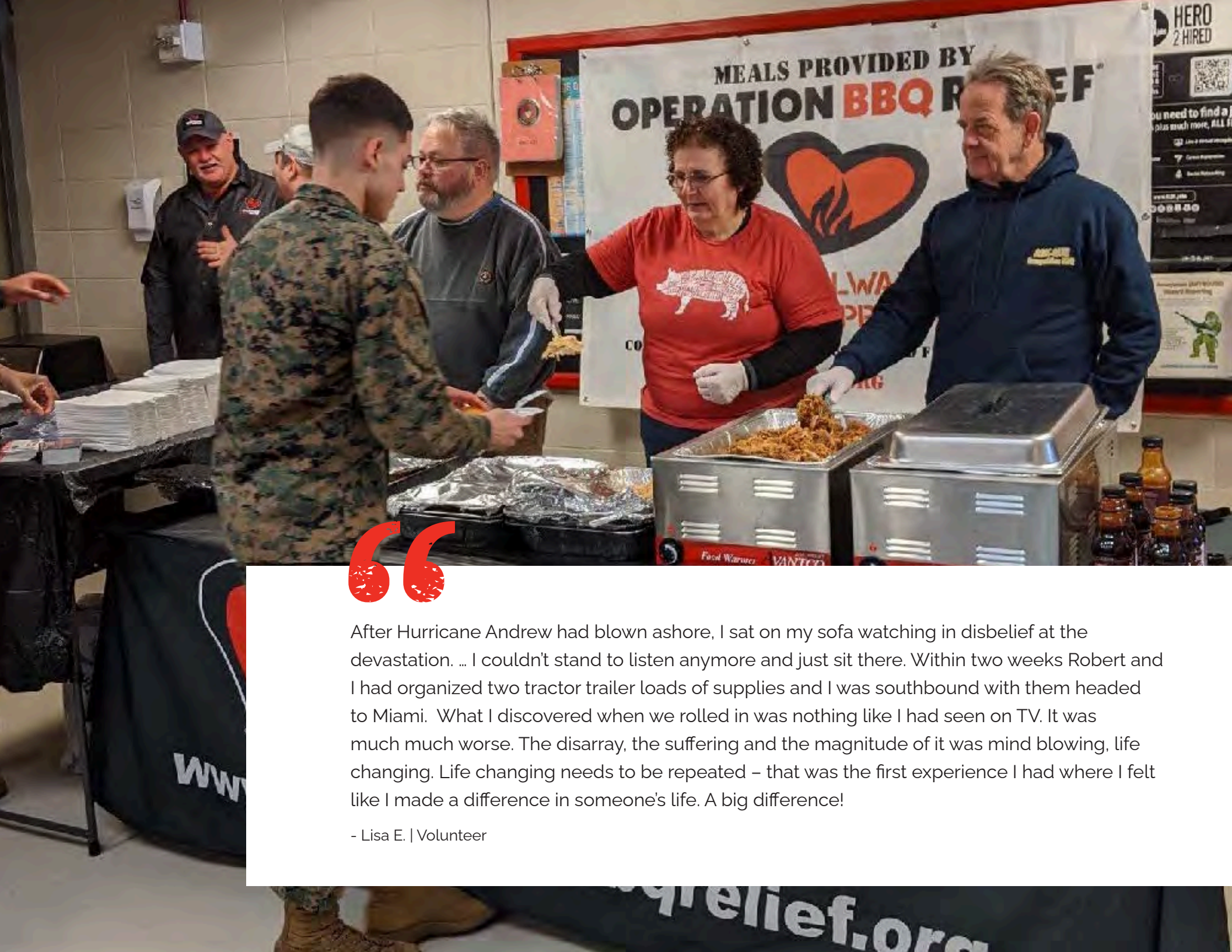


## CELEBRITY

### Brand Ambassador

- Private donors
- Want local engagement
- Send swag for social activation





“

After Hurricane Andrew had blown ashore, I sat on my sofa watching in disbelief at the devastation. ... I couldn't stand to listen anymore and just sit there. Within two weeks Robert and I had organized two tractor trailer loads of supplies and I was southbound with them headed to Miami. What I discovered when we rolled in was nothing like I had seen on TV. It was much much worse. The disarray, the suffering and the magnitude of it was mind blowing, life changing. Life changing needs to be repeated – that was the first experience I had where I felt like I made a difference in someone's life. A big difference!

- Lisa E. | Volunteer

www.relief.org

## PROGRAMS

# DISASTER RESPONSE TEAM



### Disaster Relief

Operation BBQ Relief supports communities following natural disasters with hot barbeque meals to those in need and on the front lines.

### Operation Restaurant Relief™

- Serves meals to communities.
- Provides a stipend to reopen closed restaurants.
- Helps rehire laid-off restaurant workers.
- Operation BBQ Relief utilizes a restaurant's kitchen and staff.
- Restaurants receive a small stipend to participate which will facilitate rehiring of some of their laid-off employees.
- Operation BBQ Relief provides the food and some of the necessary supplies to cook a specific number of meals per day for a specific number of days.
- In collaboration with national and local organizations, meals have been distributed to the homeless, veterans, first responders, healthcare workers, and families.





# THE **ALWAYS SERVING** PROJECT®

The Always Serving Project® is an extension of Operation BBQ Relief serving military, first responders, and the fight on hunger. Together we will connect, inspire, educate and serve communities throughout the year with the healing power of BBQ. The Always Serving Project®, and its sub-brands, have a more bold and dark design style. When designing pieces for these programs use The Capture-IT font for headlines, larger fonts for headlines, more dark gray/black tones and the iconography that represents the program and these official events.



## **BBQ BASICS**

You're always serving. So are we. We want to give you the tools to make an impact in your own communities by teaching the Healing Power of BBQ to those who serve over a two-day course working side-by-side with our Pitmasters and Chefs.



## **DAYS OF GIVING**

Each year from Thanksgiving through the New Year, we will be providing meals to those in need with events during the holiday season.

# LOGOS

There are three approved logo styles for Operation BBQ Relief. We'll give you the 411 on each one below. Each logo must have a clear space border of .5". All use of Operation BBQ Relief trademarks and logos must be pre-approved by emailing [marketing@obr.org](mailto:marketing@obr.org).

## the Standard



### WHERE TO USE:

This is Operation BBQ Relief's main logo and should be used in most instances on material. There is also a stacked layout available.

## the Coin



### WHERE TO USE:

The coin is used when specifically requested by Operation BBQ Relief and where space can allow the tagline to be at least 6pt font.

## the Heart



### WHERE TO USE:

The heart can be separated from the logo and used in some large text applications or as a social media profile image.

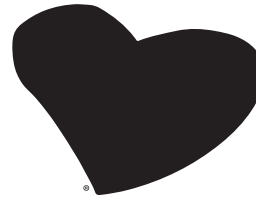




Here are ways you can and can't use the logos below:



**DO** feel free to use all black versions logos when necessary. Provided by Operation BBQ Relief.



**DON'T** change the colors in any of the logo forms.



**DON'T** use this logo. It has been replaced



**DON'T** stretch or scale the logo unproportionately



**DO** use the logo in any format provided by Operation BBQ Relief.

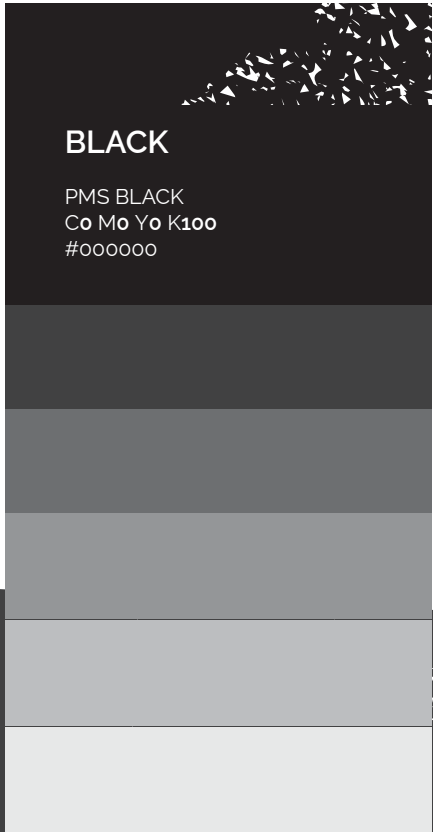


**OPERATION  
BBQ RELIEF**

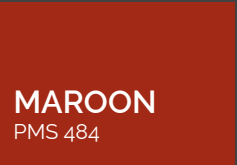


**DO** use the logo with a white outline for the heart on a dark background format . Provided by Operation BBQ Relief.

# COLOR PALETTE



**Secondary Colors:** To be used sparingly when an extra accent or highlight is needed







“

After the tornado hit Moore, OK in 2013, many people descended on the area to help. Most brought water and snacks which is great, but Operation BBQ Relief was different. They cooked hot meals for ALL volunteers and those affected. I had the privilege to deliver those meals in the disaster areas and the response from the people was incredible. Operation BBQ Relief was a huge blessing to our community during a very difficult time.

- John W. | Farmers Insurance





“

"I picked up meals from Operation BBQ Relief with my two young boys for my family and neighbors in Hammond, LA. My neighbor has cancer and is dying. We have hated each other for years over petty little things. I hated him, and he hated me. After I gave him the meal, he said he was sorry and we made amends. We hugged for the first time in years. My neighbor hadn't eaten in days and that single act of kindness of sharing that hot meal made all the negativity go away and the hatred disappear. Thank you Operation BBQ Relief!

- Barbara  
Hammond, LA

KORY  
S  
ypits.com

www.olehickorypits.com

OLEHICKORY

OperationBBQRelief.org  
**VOLUNTEER  
DISASTER  
RESPONSE  
TEAM**  
#OBRcares

4



# FONTS

## Raleway BOLD

Header copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Raleway Regular

Body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

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## CAPTURE IT

This font represents the Always Serving Project® and sub-initiatives

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

# DESIGN ELEMENTS



## the Stamp

The stamp texture is a prominent element in our collateral. It can be used on typography, solid bands of color or photography.



## Iconography

There are icons to represent the Operation BBQ Relief programs. Any symbols or icons used cannot compete with the program iconography.

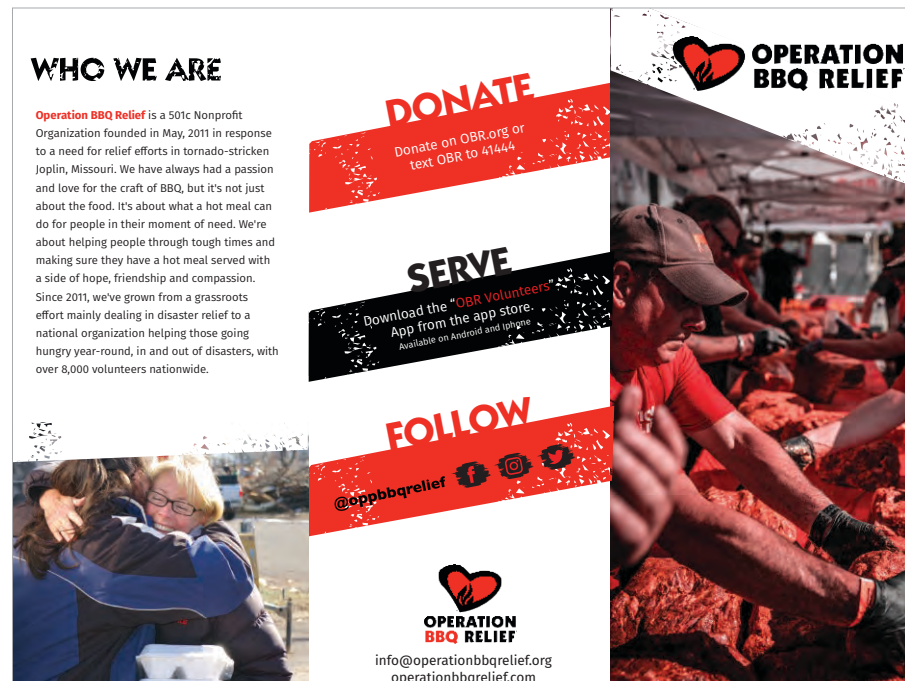


## Color Washes

Color washes are a part of Operation BBQ Relief branding, but used mainly for Title Elements or where many full-color photos are also used. Do not use for backgrounds with a lot of text.



# DESIGN EXAMPLES

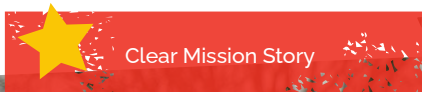




# PHOTOGRAPHY

Photography is the emotional pull for the Operation BBQ Relief brand. We use a mixture of food, service, and community focused imagery to engage our target audiences. Use images that match the messaging in the piece. Candid photos with a shallow depth of field backgrounds are preferred, unless the background adds to the visual story.

When possible use a professional camera or reach out for a local photographer to take photos, but if you are using a smartphone make sure it is saving on the largest size possible and also send original size assets.





# PHOTO EXAMPLES



# MESSAGING

Barbecue is about bringing together friends, families, and communities. Barbecue is about comfort and compassion during times of hardship. Operation BBQ Relief believes that a hot barbecue meal nourishes the body and soul. Barbecue provides hope when families and communities are facing major obstacles. Whether it be the destruction of homes following natural disasters or the challenges of the COVID-19 pandemic or honoring a veteran that has served the United States, the team at Operation BBQ Relief empowers staff and volunteers to serve the one hot meal that matters to communities in need.

The following tag lines are used in promotional and branding material to highlight the messaging of the organization.

• The Healing Power of BBQ

• The One Hot Meal that Matters

• Connect, Inspire, Serve, Educate, and Feed Communities in Need

• Serving Those Who Serve Us

# TONE

Operation BBQ Relief is a one hundred percent (100%) inclusive organization. The ideologies of diversity, equal opportunity, and inclusion are our guiding principles. Operation BBQ Relief utilizes a personal tone that connects with supporters and volunteers like family. People describe Operation BBQ Relief as friendly, warm, and welcoming to all. Operation BBQ Relief often highlights the impact of the "Operation BBQ Family." From staff to volunteers to the network of pitmasters across the country, the Operation BBQ Relief Family is a solid group of brothers, sisters, partners, volunteers, and sponsors united in sharing the healing power of barbecue. The Operation BBQ Relief Family means utilizing skills and resources to provide millions of meals to communities that have been completely destroyed.

The Operation BBQ Relief Family is hope, compassion, and love.

# BARBECUE VS BBQ

## Barbecue\barbecuing

use this spelling when using as a verb or a noun.

Example:

We will be barbecuing in Nashville next weekend.

## BBQ

Use this only when referencing Operation BBQ Relief by name or tag line, "The Healing Power of BBQ"

Example:

Operation BBQ Relief serves barbecue meals to communities in need.

**Never use: barbeque, bar-b-q, bbq or other variations**

# ABBREVIATIONS

Abbreviations should not be used in formal print or electronic documents.

Example:

Use Operation BBQ Relief instead of OBR

Use The Always Serving Project® instead of ASP

Use Operation Restaurant Relief™ instead of ORR



## Audiences

Operation BBQ Relief has several main audiences: donors, sponsors, volunteers, and beneficiaries. We also have secondary audiences that include strategic partners, media, our staff and Board of Directors, restaurant owners, barbecue enthusiasts, and government agencies such as Federal Emergency Management Agency (FEMA).

Operation BBQ Relief utilizes storytelling and narratives to amplify the impact of serving the one hot meal that matters. The organization believes in transparency, equality, and strategic communication to highlight communities that have been impacted by Operation BBQ Relief.

**Operation BBQ Relief encourages a clear and concise call-to-action to be included in promotional materials and media releases.**



## Sample Call-to-Actions

Operation BBQ Relief needs your support as we connect, inspire, serve, educate and feed communities across the country.

Visit [obr.org](http://obr.org) to donate or sign up to volunteer.

.....

We are deployed right now in \_\_\_\_ following disaster \_\_\_\_\_. We need your assistance as we serve the one hot meal that matters to those who need it most.

.....

Visit Operation BBQ Relief on Facebook, Instagram, and Twitter to learn more about our latest events and programs.

## Sample Storytelling/Narratives

"Every country in the world has some form of barbecue. Not every country in the world has pizza, but every country has barbecue. Barbecue involves every walk of life and every experience. You can take a break from the world. There's no fighting, no politics. We are just people there wanting to help other people."

- David Keith, Operation BBQ Relief Volunteer

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"Strangers would hug you with tears in their eyes," David Burch reflects from his first deployment with Operation BBQ Relief following Hurricane Florence.

.....

"My family fell on hard times due to COVID-19 and were given two of your chicken, veggie, and mac and cheese dinners. I want to tell you they were as good if not better than homemade and delicious! Thank you for all you folks are doing for us. I know my family of 8 appreciates it!"

-Mom in Pennsylvania





There's nothing more American than helping those in need...except maybe good barbecue. And Operation BBQ Relief has combined them both.

-Guy Fieri

Chef, Restaurateur, Author and  
Host of Diners, Drive-ins and Dives



# SIGNAGE & APPAREL

All signage and apparel must prominently display an Operation BBQ Relief logo and must follow all other brand standards. Please refer to the logo usage rules on pages 10-11 for specific logo questions. Please direct other questions and requests to [marketing@obr.org](mailto:marketing@obr.org)





# CO-BRANDING

Co-branding represents a relationship between Operation BBQ Relief with another company or organization. Operation BBQ Relief highlights key collaborations with the usage of co-branded logos. Co-branded logos can be used on signage, products, apparel, and social media.

For questions or approval to use co-branded logos, please contact [marketing@obr.org](mailto:marketing@obr.org)



-or-





# OPERATION BBQ RELIEF®

OBR.ORG

