

the BRAND

STANDARDS



**OPERATION
BBQ RELIEF**



Feeding Communities After Disasters. Enriching Heroes' Lives Every Day.

In 2011, after a tornado devastated Joplin, Mo., a handful of pitmasters from Kansas City and 8 other states came together to feed their neighbors in need.

For 13 days, they fed their smokers, slept in their cars, and served families and first responders 120,000 hot meals - bringing comfort and hope when it was needed most.

That Spirit Lives On.

Since then, Operation BBQ Relief® (OBR) has delivered The Healing Power of BBQ nearly 13 million times across 42 states and internationally. We can't erase devastation, but we can offer nourishment and a sense of home when everything else feels lost.

Beyond the Storms.

Through Camp OBR™ and The Always Serving Project®, we empower veterans, first responders, and their families with Culinary Therapy. Operation Restaurant Relief™ supports food-insecure communities and small businesses.





TABLE OF CONTENTS

- Mission Statement • 4
- Brand Position • 5
- Audience Personas • 6
- Programs • 8-11
- Logo Usage • 13-14
- Color Palette • 15

- Fonts • 18
- Design Elements • 19-20
- Photography • 21-22
- Messaging • 23-25
- Signage • 27
- Co-Branding • 28



MISSION

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

VISION

Building Stronger Communities,
One Meal at a Time.

VALUES

Our Values Drive Our Mission

Honesty. Compassion. Friendship.
Hard Work. Respect.

At Operation BBQ Relief®, these values shape our actions and inspire positive change in every community we serve.

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

Operation BBQ Relief provides comfort to those in need by connecting, inspiring, serving, and educating in communities far and wide. We honor our heroes—military members, veterans, first responders, and families of the fallen—who embody courage and compassion, enriching their lives every day.

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.

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

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

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 ENTHUSIAST

Donors/Volunteers

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



LOYALIST

Donors

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



GROUP/ TEAM

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"



YOUNG ADULT

Potential

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



CELEBRITY

Brand Ambassador

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



Flying out of Bakersville, N.C., we flew over the mountains and saw the destruction that Hurricane Helene had left on the small communities and the landscape. Reaching our landing zone, we were met with smiling faces, gratitude, and some tears for the turkey, mashed potatoes, vegetables, and pies OBR prepared so the recovery teams could enjoy a traditional Thanksgiving dinner. The OBR motto 'Feeding Communities After Disasters. Enriching Heroes' Lives Every Day' came full circle for me that day.

- Don E. | Volunteer

DISASTER RESPONSE TEAM



Operation BBQ Relief: Bringing Comfort in Crisis

When disaster strikes, Operation BBQ Relief® (OBR) is there—serving The Healing Power of BBQ with compassion, connection, and care. Since 2011, disaster response has been at the core of our mission, offering nourishment and hope in the moments people need it most.

How We Help:

- ▶ **A Hot Meal, A Human Touch:** From families who've lost everything to first responders working tirelessly on the front lines, our meals offer comfort, dignity, and a reminder that no one is forgotten.
- ▶ **Rapid Deployment, Big Impact:** With a powerful network of volunteers, equipment, and partners, OBR mobilizes fast to reach communities in crisis.
- ▶ **Stronger Together:** We team up with local groups, emergency teams, and businesses to make sure every meal reaches the people who need it most—efficiently and compassionately.

A Legacy of Impact:

- ▶ Nearly 13 million BBQ meals since 2011
- ▶ Relief delivered after hurricanes, wildfires, tornadoes, floods, and other disasters
- ▶ From the Bahamas after Hurricane Dorian to wildfire-stricken California



PROGRAMS



**Enriching Heroes' Lives through Culinary Therapy,
Connection, and Outdoor Adventures**

Our Purpose

Camp OBR™ is a tranquil retreat at Missouri's Lake of the Ozarks built to provide Military members, First Responders, Veterans, and their families—including the Gold Star Community—a place to reconnect, recharge, and heal. Through culinary therapy, outdoor adventures, and programs supporting mental well-being, Camp OBR™ fosters connection, growth, and lasting memories.

Culinary Therapy

Good for the Body, Better for the Soul

At Camp OBR™, food is more than fuel—it's a way to heal, connect, and build community. Guided by expert chefs, participants learn to create meals while forging meaningful connections and sparking creativity.

Who We Serve

Camp OBR™ is dedicated to those who serve or have served, including:

- Military members and Veterans
- First Responders
- Families of heroes, including the Gold Star Community—families who have lost a loved one in service to our country

What We Offer

Culinary Therapy: Guided by expert chefs, participants explore the art of cooking as a means of connection and healing. Every meal is a chance to bond, build community, and ignite creativity.

Outdoor Adventures: From hiking and fishing to water sports and ATV rides, Camp OBR™ offers meaningful, fun-filled ways to reconnect with nature and each other.

Mental Health & Well-Being: Programs and activities are designed to promote mental health, strengthen relationships, and foster a renewed sense of purpose.

Our Commitment

Thanks to private funding and partnerships, Camp OBR™ provides all of its programs at no cost to participants.

THE ALWAYS SERVING PROJECT®

The Always Serving Project® is an extension of Operation BBQ Relief dedicated to serving **military members, veterans, first responders, and the fight against hunger**. This year-round initiative connects, inspires, educates, and serves communities with the **Healing Power of BBQ**.



BBO ACADEMY

You're always serving. So are we.

The BBQ Academy equips service members, veterans, and first responders with the tools to use BBQ as a way to give back to their communities and strengthen personal connections. Participants learn alongside OBR's Pitmasters and Chefs in a hands-on course that celebrates **The Healing Power of BBQ** as a way to serve, connect, and grow.

- **1-Day Classes:** Perfect for an introduction to BBQ skills and techniques.
- **2-Day Classes:** A deeper, immersive experience designed for those looking to hone their skills.
- **Virtual Classes:** Bringing the BBQ Academy to you—no matter where you are.

BBQ Academy is about more than cooking; it's about creating moments of connection, building confidence, and giving back to those who have given so much.



DAYS OF GIVING

Providing hot meals year-round to food-insecure communities, including the homeless and those still recovering from disasters.



MEALS OF GRATITUDE

Delivering meals to honor and thank service members and first responders for their dedication.

OPERATION RESTAURANT RELIEF™

Operation Restaurant Relief™ (ORR) brings communities together by empowering local restaurants to reopen, rehire, and serve those in need. This initiative, established in response to the COVID-19 pandemic, is about more than just meals— it's about providing hope and stability to restaurant workers and their communities during challenging times.

How it works:

Reopening Local Restaurants: OBR partners with closed restaurants, utilizing their kitchens and staff to prepare meals for the community.

Providing Stipends: Restaurants receive a small stipend to facilitate reopening and help rehire laid-off employees.

Supplying Resources: OBR provides the food and necessary supplies, ensuring restaurants can focus on preparing meals efficiently.

Serving Communities in Need: Meals are distributed in collaboration with national and local organizations to support:

- Homeless Individuals
- Veterans
- First Responders
- Individuals facing food insecurity
- Healthcare professionals





“

“I feel more connected to my brother now despite him not being here, because I could learn to do what he did every time he visited - barbecue!”

- Camp OBR Attendee | Sister to a Fallen Hero

LOGOS

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. Use only logos provided by OBR. Do NOT edit on your own!

the Standard

WHERE TO USE:

These are Operation BBQ Relief's main logos and should be used in most instances on material.



other Logos:

WHERE TO USE:

These are used at the discretion of OBR and are not for common use.



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



WHERE TO USE:

Occasionally a single color logo is needed. These can be used in black or white.



LOGOS

**DISASTER
RESPONSE
TEAM**

**DISASTER
RESPONSE
TEAM**

**DISASTER
RESPONSE
TEAM**

**OPERATION
RESTAURANT RELIEF™**

**OPERATION
RESTAURANT RELIEF™**

**OPERATION
RESTAURANT RELIEF™**

OPERATION RESTAURANT RELIEF™
OPERATION RESTAURANT RELIEF™
OPERATION RESTAURANT RELIEF™

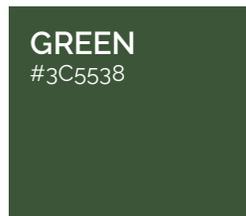
**THE ALWAYS
SERVING PROJECT™®**

**THE ALWAYS
SERVING PROJECT™®**

**THE ALWAYS
SERVING PROJECT™®**



Main Logo for
Camp OBR™



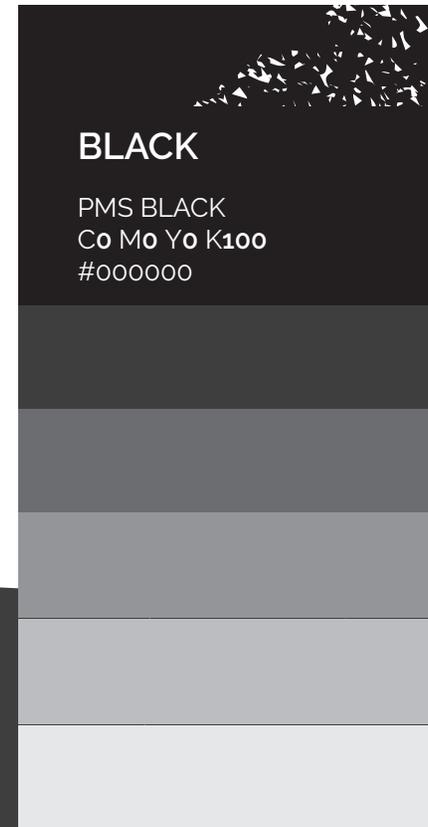
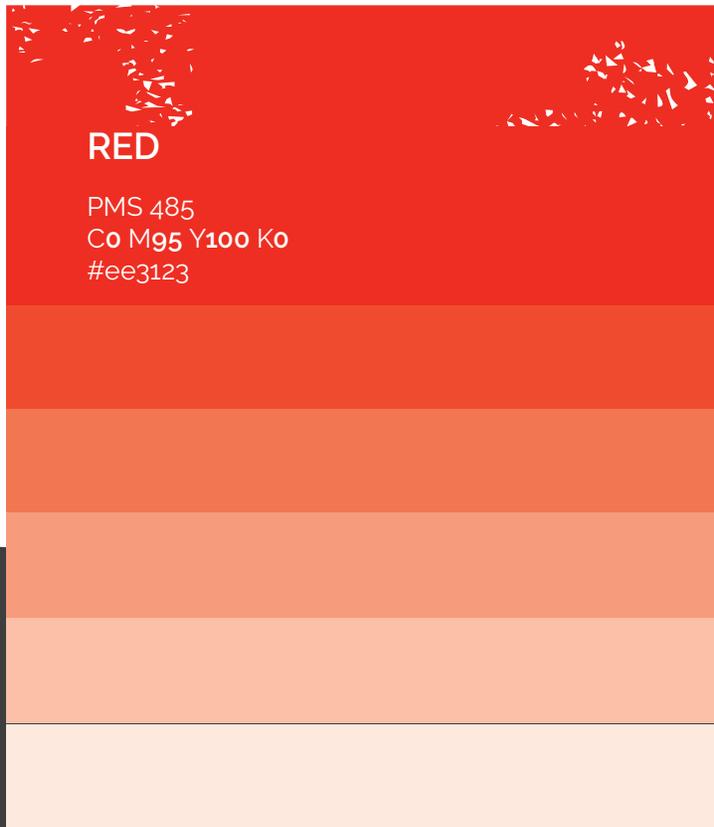
Camp OBR™:

The green and camo are only to be used for Camp OBR™ materials and events. The Red and Black colors are still permitted to be used on Camp OBR™ items. Use the main logo or logo with tagline as your first options. Only use the reverse white logo when absolutely necessary.

The Always Serving Project®:

Materials for The Always Serving Project® and its sub-brands should reflect a bold, dark, and dynamic design style. Use Capture-IT font for headlines, larger fonts for emphasis, dark gray or black tones, and iconography that aligns with the program and official events.

COLOR PALETTE



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

MAROON
PMS 484

YELLOW
PMS 7406



Operation Restaurant Relief changed everything for us. When a disaster turns your world upside down, you need to do something. You need to help. OBR's program gave us a way to step up for our community when they needed us most—and when we needed to feel like we could make a difference, even in small ways.

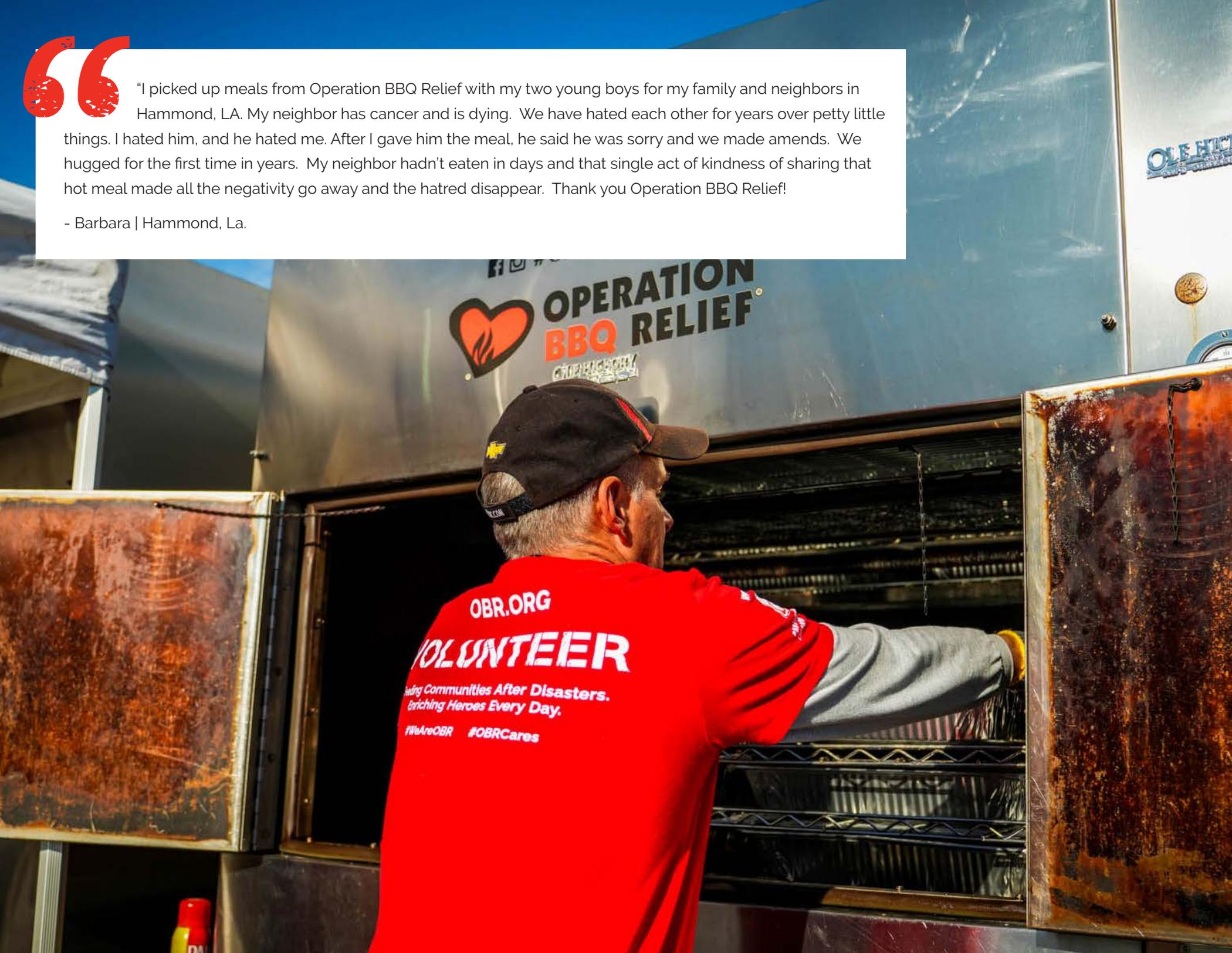
- Neil Ghosh | Owner and Founder, Slingers | Los Angeles, Calif.





"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.



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

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 & Texture

The stamp & texture are prominent elements in our collateral. They 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

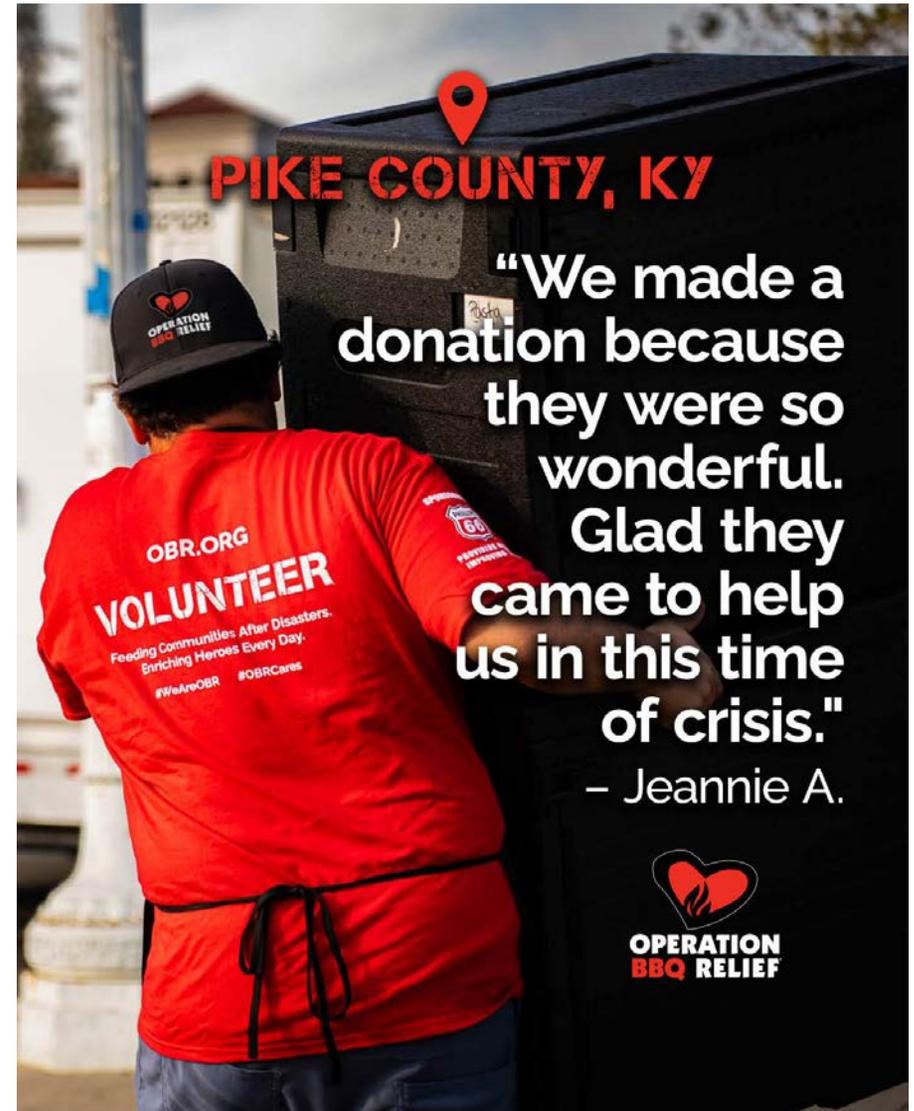


OPERATION BBQ RELIEF

HEROES GOLF CLASSIC

Overland Park, KS
May 19, 2025

PLAY. SUPPORT. HONOR.



PIKE COUNTY, KY

"We made a donation because they were so wonderful. Glad they came to help us in this time of crisis."
– Jeannie A.

OPERATION BBQ RELIEF

OBR.ORG
VOLUNTEER
Feeding Communities After Disasters.
Enriching Heroes Every Day.
#WeAreOBR #OBRcares

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

★ Great quality photo



★ Impact Focused



★ Background adds to the visual story



★ Community focused

MESSAGING

Barbecue is about more than just food—it's about bringing people together, offering comfort, and providing hope during challenging times. At Operation BBQ Relief[®], we believe a hot barbecue meal nourishes the body and feeds the soul.

Whether it's supporting communities devastated by natural disasters, helping communities through difficult seasons, or honoring those who serve our country, we empower our volunteers and team members to provide the one hot meal that matters

Core Messages:

- **Comfort and Compassion:** We provide nourishment and a sense of home when everything else feels lost.
- **Honoring Heroes:** We enrich the lives of military members, veterans, first responders, and families of the fallen by empowering them through culinary therapy, service, and connection.
- **Community Connection:** We unite friends, families, and communities in fellowship to serve a hot meal that matters.
- **Beyond Disasters:** Our impact extends beyond emergencies. Through Camp OBR™, The Always Serving Project[®], and Operation Restaurant Relief™ we support veterans, first responders, families of fallen heroes, food-insecure communities, and small businesses year-round.

Taglines for Promotional and Branding Material:

- "Feeding Communities After Disasters. Enriching Heroes' Lives Every Day."
- "Culinary Therapy. Good For The Body. Better For the Soul."
- "The Healing Power of BBQ"
- "The One Hot Meal that Matters"
- "Serving Those Who Serve Us."

TONE

Operation BBQ Relief[®] speaks with warmth, compassion, and inclusivity. We connect with supporters and volunteers like family, fostering a sense of belonging and purpose. Our voice is friendly, welcoming, and heartfelt, reflecting the unity and love within the Operation BBQ Relief family—a dedicated network of staff, volunteers, pitmasters, partners, and sponsors.

We communicate with hope and empathy, emphasizing the healing power of barbecue and the impact of a shared meal. Our messaging is always respectful, uplifting, and focused on making a positive difference.

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 provides barbecue meals to communities in need.

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

We use storytelling to amplify the impact of The Healing Power of BBQ, highlighting the communities we serve and the heroes who inspire us. Our communication is always authentic, real, and powerful. It should invite action, not just attention.

Audiences

We engage with a variety of audiences, including:

- Donors and Sponsors – Who make our mission possible through their generosity.
- Volunteers – Who give their time, skills, and heart to serve others.
- Beneficiaries – Communities and heroes who receive comfort, hope, and connection through our meals.

Communication Style

Our messaging is clear, concise, and purpose-driven. We always include a compelling call-to-action to inspire involvement and support. We believe in the power of community and strive to create messages that resonate, motivate, and unite.



Sample Calls-to-Action

Heart of the Mission

At Operation BBQ Relief, we believe BBQ can do more than feed the body—it can nourish the soul. Please visit OBR.org to support our mission to feed communities after disasters and enrich the lives of heroes every day.

.....

Disaster Response (General)

Operation BBQ Relief is on the ground providing hot meals to those impacted by [disaster] in [location]. Volunteer or donate at OBR.org to support our mission.

.....

Volunteer Recruitment

We need volunteers! No experience needed—just a big heart. Sign up at OBR.org or through the “OBR Volunteers” app.

.....

Camp OBR

You've heard of art and music therapy—but at Camp OBR, we believe culinary therapy is one of the most universally accessible paths to healing. Learn more about how we're using The Healing Power of BBQ to enrich the lives of heroes and their families at CampOBR.org.

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

.....

“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 previous pages for specific logo questions. Please direct other questions and requests to 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



-or-





OPERATION BBQ RELIEF®

OBR.ORG

