

AI Brand & Content Creation Toolkit

Wreaths Across America Volunteers



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Introduction

AI tools can help volunteers create meaningful graphics and social media content more easily than ever before. This toolkit is designed to ensure all materials created using AI remain aligned with the Wreaths Across America mission, values, and visual identity (brand). Inside you'll find brand colors, typography guidance, image standards, sample prompts, and a final review checklist.



1. Brand Foundation

Mission

Remember the fallen.
Honor those who serve.
Teach the next generation the value of freedom.

The yearlong mission remains constant: **Remember. Honor. Teach.**

Every image, caption, flyer, and post should reflect the heart of this mission.

Brand Personality

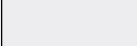
Wreaths Across America content should feel:

- Respectful
- Authentic
- Patriotic without being political
- Community-centered
- Hopeful
- Service-focused

2. Official Brand Elements

Approved Colors

Based on the [official style guide](#):

Color	HEX	RGB
 Navy Blue	#162F53	22/47/83
 Red	#A70D0D	167/13/13
 Green	#3F8D3E	63/141/62
 Black	#000000	000/000/000
 Dark Grey	#3C3C3E	60/60/62
 Light Grey	#EDED EF	237/237/239

AI Prompt Language for Colors

When prompting AI tools, the language you use shapes the visual output. Stick to these descriptors:

- muted patriotic palette
- deep navy and warm red
- natural evergreen tones
- respectful Americana colors
- subdued nonprofit aesthetic

Avoid:

- neon patriotic colors
- hyper-saturated red, white and blue
- glowing effects
- flashy military visuals

3. Typography

Approved Fonts

Note: These fonts may not be available on all computers. That is okay. Use the closest available alternative.

Headlines: Cinzel

Body Copy: Sorts Mill Goudy

For social media graphics, please use Trajan Pro, Allura, and Goudy Old Style.

AI Prompts

If AI tools generate text inside graphics:

- Use classic serif fonts
- Avoid stencil/military fonts
- Avoid decorative patriotic fonts
- Keep typography clean and readable — avoid cursive or overly decorative styles

4. Logo Guidelines

Important Rules

- Never alter the logo
- Never recreate the logo using AI
- Never stretch or distort it
- Use only approved files from WAA
- Avoid placing logos over busy backgrounds

Download Official Logos

[Volunteer Resource Page](#)

The official WAA logo is one of the organization's most important visual identifiers. Always use it as provided, without modification, and download only from the Volunteer Resource Page above.

5. AI Image Guidance

Approved pictures of the WAA veteran's wreath, including the icon we use, are available for download on the [Volunteer Resource Page](#). The look of the wreath does matter, please utilize these available resources.

Preferred Style

Use imagery that feels:

- Authentic
- Documentary-style
- Human-centered
- Emotional but not dramatic
- Community-focused
- Natural and respectful

Preferred Subjects

- Volunteers
- Veterans and families
- Real moments of remembrance
- Wreath-laying ceremonies
- Community gatherings
- Natural outdoor lighting

Avoid

- Cartoon-style military imagery
- Unrealistic AI faces
- Overly cinematic war imagery
- Aggressive military visuals
- Political symbolism
- Excessive flags
- Artificial emotional scenes
- Incorrect military uniforms or insignia

6. Approved AI Prompt Framework

Simple Prompt Formula

[Subject] + [Emotion] + [Setting] + [Lighting] + [Color Palette] + [Brand Tone]

Example: Wreaths Across America + happiness + cemetery + early morning + muted patriotism + authentic

Resulting image:



7. Sample AI Prompts

Event Promotion

"Create a respectful social media graphic featuring volunteers placing veterans' wreaths at a cemetery during golden hour lighting. Use muted patriotic colors with deep navy, evergreen green, and warm red accents. Style should feel authentic, documentary-style, emotional, and community-centered with room for event text."

Result:



Volunteer Recruitment

"Create an authentic community-focused image showing volunteers of multiple generations

gathered at a veterans' remembrance event. Natural lighting, nonprofit campaign aesthetic, respectful tone, realistic faces, clean composition, and muted patriotic colors."

Memorial Day

"Create a respectful Memorial Day tribute graphic honoring fallen servicemembers. Elegant and subdued patriotic tones, peaceful atmosphere, realistic imagery, soft natural lighting, and a focus on remembrance rather than celebration."

8. Social Media Messaging Templates

Monthly messaging guides are available on the Volunteer Resource Page and are updated throughout the year. Each guide includes suggested captions, hashtags, and post ideas tailored to upcoming WAA events and seasonal themes. .

[View and download here.](#)

9. AI Content Review Checklist

Before printing or posting, ask yourself:

- Does this feel authentic?
- Does this align with the WAA mission?
- Are uniforms and flags accurate?
- Does the image feel respectful?
- Is the logo used correctly?
- Would this reflect positively on Gold Star families, veterans, and volunteers?

10. Best Practices

AI should enhance storytelling, not replace authenticity.

The strongest WAA content will always include:

- Real stories
- Real volunteers
- Real communities
- Real emotion

Also remember to include your direct link to your Group or Location page whenever sharing content on social media or in flyers, so you get credit for your efforts!

Feel free to download photography from [this folder](#) for your own use, as well as images from your participating location.

REMINDER: If you are printing something, e.g., flyers, posters, t-shirt designs, etc., that are designed outside of regularly provided templates, send it to your Regional Liaison Team for review and approval. **If you are unsure if something meets brand guidelines, reach out to your Regional Liaison Team to confirm!**

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