



FOLDS *of* HONOR

IMPORTANT: Any collateral, including but not limited to advertisements, brochures, websites, and social media posts, utilizing our brand logo must be submitted to the marketing department for approval prior to publication or distribution. To ensure consistency and integrity of our brand identity, all materials featuring our logo must adhere to the guidelines outlined in this document. Failure to obtain approval may result in rejection or revision of the submitted collateral. For logo approval, please contact marketing@foldsofhonor.org and allow sufficient time for review. Thank you for your cooperation in maintaining the strength and consistency of our brand identity.

BRAND STANDARDS

2024

Our logo, the folded American flag, represents more than just a logo. It is a profound symbol of sacrifice, embodying the reverence and honor due to military and first responders who have served and sacrificed for our country. Each of the 13 folds carry the weight of duty, valor, and the ultimate price paid for our freedoms. This sacred symbol serves as a constant reminder of the bravery and selflessness of our recipient families and inspires our mission. The following is a guideline for approved logo colors pertaining to Folds of Honor.

4-COLOR PROCESS

BLUE	BLACK
Cyan100%	Cyan0%
Magenta . . . 67%	Magenta 0%
Yellow0%	Yellow0%
Black23%	Black100%

1-COLOR SPOT

BLUE
Pantone 7687 C

PRIMARY LOGO



SECONDARY LOGO



REVERSE LOGO



1 COLOR LOGO



LOGO USAGE

Background Control

The primary logo is designed for use on a light colored background.

When placed on a dark background, use the reversed logo.



Correct use on light background



Correct use on dark background

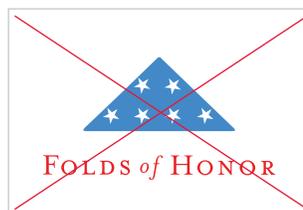


NEVER place the logo on backgrounds that do not provide sufficient contrast.

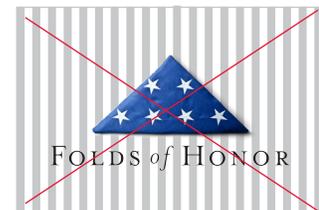
Incorrect Use

Incorrect usage of the logo can jeopardize the trademark rights and create confusion in the marketplace. These examples show how the logo should NOT be used:

- Do not change the appearance or shape of any elements in the logo
- Do not combine the logo with any other graphic elements
- Do not use any element of the logo as a substitute for the corporate identity or company brand name, such as in headlines, titles or text
- Do not split any element of the logo
- Do not use the logo as a design device or element, such as in a repetitive or three-dimensional manner
- Do not use colors other than those specified by the guidelines
- Do not rotate any single part of the logo
- Do not apply gradients, shadows, or other effects
- Do not apply distressed effects to the logo



Don't change logo colors



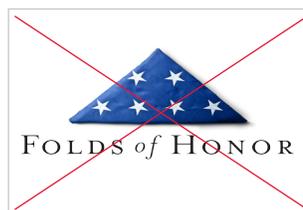
Don't place on distracting background



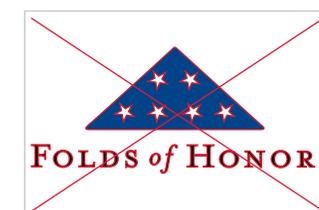
Don't change logo element proportions



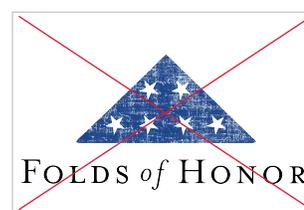
Don't skew or place logo at an angle



Don't stretch the logo



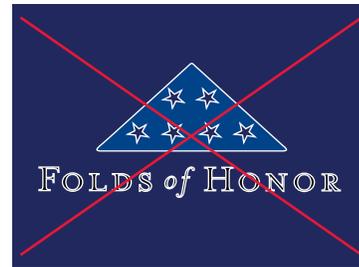
Don't outline the logo



Don't distress the logo

Incorrect Use (Outlined Logo)

- Do not outline the logo.
- Do not outline elements of the logo including the wordmark and stars.



Minimum Clear Space

For visibility, impact, and overall integrity, it is important to retain a designated clear space around the logo. Minimum clearspace should be equal to the height of the 'O' in Folds. This space should form a triangle around all three sides of the logo. Clear space should rarely be intersected or intruded upon by other graphic objects or an edge.



The Folds of Honor logo is available in a variety of file formats. The approved usage for these formats are as follows:

EPS & AI

There are two kinds of computer graphics: raster (composed of pixels) and vector (composed of paths).

A raster image (e.g. JPEG and GIF files) uses a grid of individual pixels where each pixel can be a different color or shade. Vector graphics use mathematical relationships between points and the paths connecting them to describe an image. Common types of vector graphics include Adobe Illustrator and EPS files.

The logos provided in EPS and AI format can be resized to any dimension with absolutely no loss of quality. This makes vector graphics ideal for logos, which

can be small enough to appear on a business card, but can also be scaled to fill a billboard.

To view the EPS or AI file, simply drag and drop the file onto a new word document. On a Mac, Apple Preview can be used to view the files. Adobe Acrobat can be used to open the files on either a PC or a Mac.

TIFF

TIFF is the format of choice for archiving important images. It is the leading commercial and professional image standard and the most universal and most widely supported format across all platforms (Mac, Windows, Linux, etc.). TIFF also preserves layers, alpha transparency and other special features when saved from Photoshop. A transparent TIFF has a transparent background. The logo remains visible and the background falls away, allowing you to drop the logo onto any background.

PDF

PDF (Portable Document Format) is a file format developed as a means of distributing compact, platform-independent documents. Each PDF document is self-contained, packing text, graphics and fonts into a single file. A PDF allows users to share files with others who don't have the same software and may use a different platform (Mac, Windows, Linux, etc.). The document remains consistent and maintains the same look on multiple computer systems.

JPEG

JPEG is best for photos when you need to keep the file size small and don't mind giving up some quality for a significant reduction in size, for example, websites or email. The JPEG file compresses the original data to a fraction of its size. The compression efficiency means that some image quality is lost when the data is saved and can never be recovered.

COLOR PALETTE



FOLDS of HONOR

All communication should maintain a consistent color palette. The approved colors for use in all applications are as follows:

	PANTONE	CMYK	RGB
PRIMARY COLORS	PMS 7687 C	100C 86M 15Y 3K	R30 G66 B138
	PMS 186 C	12C 100M 9Y 23K	R207 G10 B44
SECONDARY COLORS	PMS 2758 C	100C 94M 30Y 30K	R0 G30 B97
	PMS 285 C	100C 53M 0Y 0K	R0 G100 B185
	PMS 639 C	79C 28M 5Y 0K	R4 G148 B202
	PMS 7540 C	68C 59M 53Y 33K	R75 G79 B84
	PMS 422 C	40C 32M 32Y 0K	R160 G161 B162

All communication should maintain a consistent appearance. The approved fonts for use in headlines and text are as follows:

PRIMARY HEADLINE

RAJDHANI BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPO
QRSTUVWXYZ 1234567890

SECONDARY HEADLINE

RAJDHANI MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPO
QRSTUVWXYZ 1234567890

ALTERNATIVE HEADLINE

OSWALD BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPO
QRSTUVWXYZ 1234567890

HEADLINE SERIF

MRS EAVES ROMAN PETITE CAPS

ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPO
QRSTUVWXYZ 1234567890

BODY COPY SAN SERIF

ROBOTO REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPO
QRSTUVWXYZ 1234567890

WHEN PRIMARY FONTS ARE NOT AVAILABLE (TYPICALLY ON PC COMPUTERS):

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPO
QRSTUVWXYZ 1234567890

Example:

HEADLINE

FONT:
RAJDHANI BOLD



MEETING SACRIFICE WITH HOPE.

FOLDS of HONOR

Folds of Honor is a leading non-profit organization that provides educational scholarships for children and spouses of fallen or disabled American military service members and first responders.

Watch to learn more: FOH.ORG/FoldsAnthem

BODY COPY

FONT:
ROBOTO REGULAR

OUR EXPANDED MISSION: FIRST RESPONDERS

With over 240 million calls made to 9-1-1 each year, Folds of Honor is proud to stand with the brave Americans that protect our families:

800,000 LAW ENFORCEMENT OFFICERS | 1,062,800 FIREFIGHTER PERSONNEL | 241,000 FULL-TIME EMT AND PARAMEDICS

SECONDARY HEADLINE

FONT:
OSWALD, ALL CAPS

52,000

SINCE 2007, FOLDS OF HONOR HAS AWARDED OVER 52,000 EDUCATIONAL SCHOLARSHIPS.

\$244M

THOSE 52,000 EDUCATIONAL SCHOLARSHIPS TOTAL ABOUT \$244 MILLION IN EDUCATIONAL IMPACT.

45%

MINORITY RECIPIENTS REPRESENT 45% OF ALL SCHOLARSHIPS AWARDED.

91%

FOLDS OF HONOR IS PROUD TO HAVE A CUMULATIVE AVERAGE RATIO OF 91% OF EVERY DOLLAR RAISED GOING TO OUR SCHOLARSHIP PROGRAM.

★ THERE ARE MORE THAN 1 MILLION DISABLED AND FALLEN SERVICE MEMBERS AFFECTED BY WAR.

★ NEARLY 2 MILLION DEPENDENTS OF MILITARY HEROES ARE ADVERSELY AFFECTED BY WAR.

★ MORE THAN \$9 BILLION IS THE COST TO PROVIDE EDUCATIONAL SCHOLARSHIPS TO THE DEPENDENTS OF ALL FALLEN AND DISABLED SERVICE MEMBERS.

4-STAR

FOLDS OF HONOR IS PROUD TO BE RATED 4 OUT OF 4 STARS BY CHARITY NAVIGATOR.



FOLDS OF HONOR DEPT. #13, TULSA, OK 74182 | 918-274-4700 | CONTACT@FOLDSOFHONOR.ORG | FOLDSOFHONOR.ORG

Master Brand Promise

Our Mission: Honor their sacrifice. Educate their legacy.

Our Purpose: Meet sacrifice with hope.

Current Brand Perception

Since 2007, we've provided life-changing scholarships to the spouses and children of America's fallen or disabled military. And now, our mission expands to the families of America's first responders. On our watch, those who protect our freedoms and our families will know they are not forgotten by honoring their sacrifice and educating their legacy.

Desired Brand Perception

Folds of Honor is a generational foundation dedicated to giving back to the families of our nation's heroes. Through the support of great American companies and patriotic individuals, we're ensuring that we meet sacrifice with hope.

Organizational Core Values

- Trust
- Resilience
- Unity
- Enthusiasm
- Stewardship

Brand Attributes

- Nationally recognized, with strong local ties
- Unwavering commitment to our mission
- Strength/honor
- Trustworthy/diligent with donations

Direct Brand Influencers

- Our founder, employees and board members
- Our scholarship recipients and their families
- Corporate champions
- Partner marketing and advertising

Brand In Relationship

Donors: Our donors are the bread and butter of the foundation. These individuals who live and breathe the God and country mantra, without apology. We're extremely appreciative to have such committed brand ambassadors; each determined to meet sacrifice with hope.

Partners: Thanks to our corporate champions, we've grown exponentially since our inception. We are blessed to have some of America's finest corporations embracing the Folds of Honor mission. We're committed to maintaining and growing these relationships. We set ourselves apart from the competition by genuinely caring about a mutually beneficial relationship, rather than asking for a unilateral donation.

Scholarship Recipients: Our recipients are the life behind our organization - the very reason we do what we do. They've each experienced tremendous turmoil in their lives, and we vow to help fill that void by providing hope and opportunity.

Celebrities: Over the years, we've come to know a variety of great Americans, such as George W. Bush, Jack Nicklaus, Rascal Flatts, etc. Their involvement with the organization establishes a level of credibility that very few non-profits obtain.

Brand Tone

We are unapologetically patriotic. We speak with a sense of duty, as we realize our freedoms are courtesy of the 1% of Americans who have fought to defend the other 99%. Driven by the love of country, we evoke a sense of patriotism in our messaging, asking our supporters to go above and beyond the call to duty.