



# FOLDS *of* HONOR

BRAND STANDARDS

# LOGO COLORS



The following is a guideline for approved logo colors pertaining to Folds of Honor.

## PRIMARY LOGO



## SECONDARY LOGO



## 1 COLOR LOGO



## REVERSE LOGO



## 4-COLOR PROCESS

### BLUE

Cyan . . . . .100%  
Magenta . . . 67%  
Yellow . . . . .0%  
Black . . . . .23%

### BLACK

Cyan . . . . .0%  
Magenta . . . 0%  
Yellow . . . . .0%  
Black . . . . .100%

## 4-COLOR PROCESS - GRADIENT

### LIGHT BLUE

Cyan . . . . .100%  
Magenta . . . 53%  
Yellow . . . . .0%  
Black . . . . .0%

### DARK BLUE

Cyan . . . . .100%  
Magenta . . . 68%  
Yellow . . . . .0%  
Black . . . . .57%

## 1-COLOR SPOT

### BLUE

Pantone 7687 C

## 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

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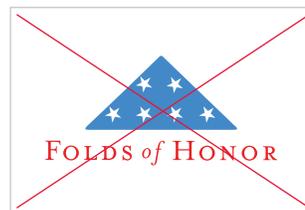
NEVER place the logo on backgrounds that do not provide sufficient contrast.



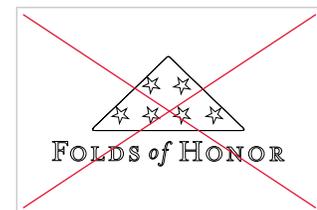
## Incorrect Use

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



Don't change logo colors



Don't outline the logo



Don't change logo element proportions



Don't place on distracting background



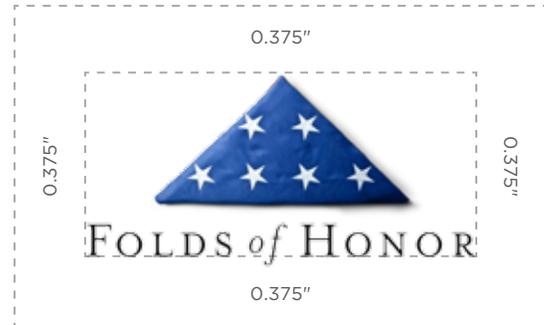
Don't stretch the logo



Don't skew or place logo at an angle

## Minimum Clear Space

For visibility, impact and overall integrity, it is important to retain a designated clear space around the logo. The minimum clearing space is 0.375". Clear space should never 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



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:**

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## HEADLINE SAN SERIF

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GOTHAM BLACK

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOP

QRSTUVWXYZ 1234567890

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## BODY COPY SAN SERIF

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GOTHAM BOOK

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOP

QRSTUVWXYZ 1234567890

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## HEADLINE SERIF

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ADOBE CASLON SMALL CAPS & OLDSTYLE FIGURES

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOP

QRSTUVWXYZ 1234567890

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## BODY COPY SERIF

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MRSEAVES ROMAN

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOP

QRSTUVWXYZ 1234567890

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

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ARIAL REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOP

QRSTUVWXYZ 1234567890

## Print Ad Example:



### HEADLINE

**IN THE SILENCE OF A FOLDED FLAG  
TRUE PATRIOTS HEAR A RESOUNDING CALL.**

### FONT:

Gotham Black,  
negative kerning,  
loose leading

### BODY COPY

### FONT:

MrsEaves Roman,  
Negative kerning,  
20% leading

The Folds of Honor Foundation provides educational scholarships to the military families of our fallen and disabled. Your ongoing support returns a life-changing difference in the children and families who've paid the brutal price of freedom.  
**WE NEED PATRIOTS. JOIN US. ★ FOLDSOFHONOR.ORG**



# ASSOCIATED LOGOS



The following are associated logos for Folds of Honor.



Our Wingman logo is to be used as a way to signify an individual is a monthly donor. All other usage of the logo is prohibited, unless approved by the Folds Brand Team.



Our Patriot Golf Day logo is to be used when hosting a Patriot Golf Day fundraiser. The logo should also be accompanied with the phrase "Benefitting Folds of Honor". All other usage of the logo is prohibited, unless approved by the Folds Brand Team.

The Folded Flag on the logo must be facing upwards.



The I Stand With logo is to be used outside of official corporate partnerships or to endorse support of Folds of Honor's mission. Grassroots Fundraisers are granted a non-exclusive right to use the I Stand With logo in promotional materials directly related to their fundraising event

## Master Brand Promise

We rally like-minded Americans to champion our cause and generously contribute to educational scholarships awarded to the families of fallen and disabled service members, ultimately giving recipients hope and the opportunity to live the very future their service member fought to secure.

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## Current Brand Perception

Folds of Honor provides educational scholarships to children and spouses of fallen and disabled service-members across this great country.

## Brand Message

We honor all service-members from each military branch who have given their life or became disabled in service to this country. We provide educational scholarships to their dependents as a way for us to say "Thank You" for your Sacrifice.

## 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 no family is left behind on the field of battle.

## Organizational Core Values

- Patriotism
- Honor
- Integrity
- Service
- Bravery

## Brand Attributes

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

## Direct Brand Influencers

- Our Wingman
- 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 are individuals who live and breath the Folds of Honor mantra, with a sense of pride. We're extremely appreciative to have such committed brand ambassadors; each determined to leave no family behind.

**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.

## 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.