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

2025

LOGO COLORS

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

1-COLOR SPOT

BLUE
Pantone 7687 C

PRIMARY LOGO

SECONDARY LOGO

REVERSE LOGO

1 COLOR LOGO

LOGO USAGE

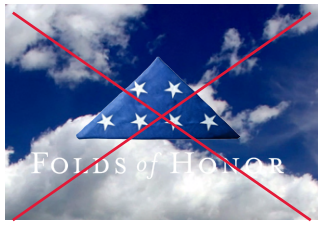
Background Control

The primary logo is designed for use on a light colored background. When placed on a darker background, use the reversed logo.

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

Correct use on light background

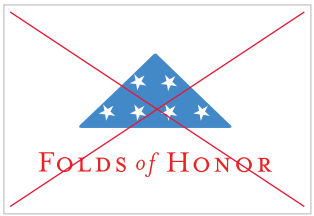
Correct use on dark background



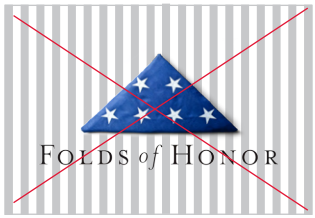
Incorrect Use

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 or remove the wordmark from the folded flag
- Do not use the logo as a design device or element, such as in a repetitive or three-dimensional manner
- Do not use colors others 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
- Do not outline elements of the logo including the wordmark and stars



Don't change logo colors

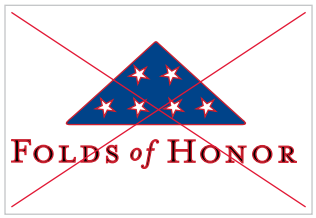


Don't place on distracting background

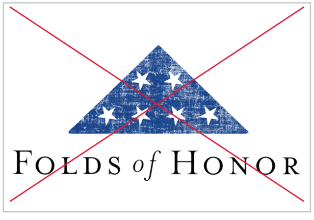
Don't change logo element proportions

Don't skew or place logo at an angle

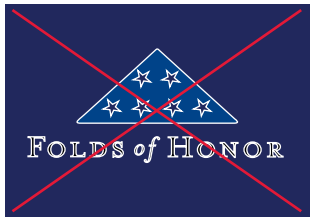
Don't stretch the logo



Don't outline the logo



Don't distress the logo

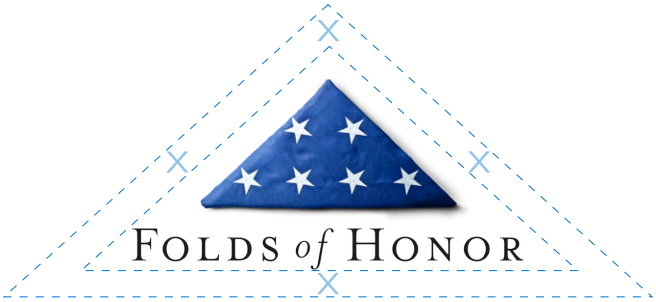


Don't outline the logo or any elements of the logo, including the wordmark and stars.

LOGO USAGE & FILE FORMATS

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.

PNG

PNG files are the most used file type at Folds of Honor. PNGs have a transparent background so you can layer it easily on top of different backgrounds. They are best used 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 PNG file compresses the original data to a fraction of its size.

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 91Y 3K	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

TYPOGRAPHY

Folds of Honor

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

PRIMARY HEADLINE

RAJDHANI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

SECONDARY HEADLINE

RAJDHANI MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

ALTERNATIVE HEADLINE

OSWALD BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

HEADLINE SERIF (FOR SPECIAL EVENTS)

Mrs Eaves (any variant)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

BODY COPY SAN SERIF

OSWALD REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

ROBOTO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

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

ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

TYPOGRAPHY

Example:

HEADLINE

FONT:
RAJDHANI BOLD

SECONDARY HEADLINE

FONT:
OSWALD, ALL CAPS

BODY COPY

FONT:
OSWALD REGULAR

FOLDS of HONOR

HONOR THEIR SACRIFICE. EDUCATE THEIR LEGACY.

BRINGING EDUCATIONAL DREAMS TO LIFE ACROSS THE NATION.

Tyler Humphrey
San Jose State University

Kadyn Casteel
Oklahoma State University

Taylor Spires
Newberry College

Folds of Honor is a leading non-profit organization that provides educational scholarships to the children and spouses of America's fallen or disabled military service members and first responders. Folds of Honor was founded in 2007 by Lt Col Dan Rooney and has grown from a vision into a movement. The folded flag is a constant reminder of those who have paid the ultimate price for our freedom. It inspires us to help equip and educate their loved ones in need of our support. Thank you for embracing the call.

FOLDS OF HONOR 2024 - 2025 ACADEMIC SCHOOL YEAR IMPACT

In the 2024 - 2025 academic school year, Folds of Honor has awarded nearly **10,000** educational scholarships.

Those 10,000 scholarships total about **$50 million** in educational impact.

While these awards set an all-time single-year record, approximately **7,000** qualified applicants did not receive full funding due to limited resources.

OUR MISSION IS UNWAVERING

HONOR THEIR SACRIFICE. EDUCATE THEIR LEGACY. UNITE AMERICANS AROUND ALL THOSE WHO SERVE.

Join us in supporting the families of our nation's heroes. With your help, we can continue to empower these deserving military and first responder families through educational scholarships. The need is great, but together we can be greater.

ABOUT FOLDS OF HONOR

62,000
Since 2007, Folds of Honor has awarded nearly **62,000** educational scholarships.

91%
A total of **91%** of every dollar we spend supports our scholarship program.

$290M
Those 62,000 scholarships total about **$290 million** in educational impact.

45%
Minority recipients represent **45%** of all scholarships awarded.

4-STAR
Folds of Honor is rated 4 out of 4 stars by Charity Navigator.

DONATE
Scan to donate to Folds of Honor.

Platinum Transparency 2024 Candid.

Charity Navigator FOUR-STAR

Folds of Honor Dept. #13, Tulsa, OK 74182 | 918-274-4700
CONTACT@FOLDSOFHONOR.ORG | FOLDSOFHONOR.ORG

BRAND MESSAGING

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. As of 2022, our mission expanded 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
- Unity
- Stewardship
- Resilience
- Enthusiasm

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 chamions, 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, Jelly Roll, 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.

Tips when talking about Folds of Honor

These guidelines are designed to help you speak in the Folds of Honor voice. The information here will help you understand the basics of the mission and the language and tone we use when talking about what we do.

2.3 LBS
The Official Weight Of The Folded Flag

In the folded flag, we see the heavy price of freedom. For families, the weight is immeasurable, seemingly unsurmountable. Yet it's also a symbol of hope, representing the enduring ideals that make this country a beacon of democracy.

We chose this logo because it reflects our mission – to honor the sacrifice of America's heroes while giving hope to the bearers of their legacy. Folds of Honor has grown from a vision into a movement. This folded flag is a constant reminder of those who have paid the ultimate price for our freedom. It inspires us to help equip and educate their loved ones in need of our support. Thank you for embracing the call.

Word choice is important. To respect the people we serve, we're careful to use appropriate terms when we talk about them. Here's a quick list of words not to use and some options to use instead.

- Soldiers is acceptable only with certain branches. Use "service members" instead.
- Never use the word killed when talking about those lost in service to our country. Use "fallen" instead.
- Never use the word wounded when talking about those injured by war. Use "disabled" instead.
- Avoid using the term assistance. Use "providing educational scholarships" instead.
- Avoid using the term support. Use "providing educational scholarships" instead.

Respectful Use Guidelines

We do not permit the use of images depicting memorial graves (such as Arlington or other VA National Cemeteries), caskets, funerals, or similar scenes for promotional materials, marketing activations, or commercial purposes. These images are reserved exclusively for use in solemn and respectful contexts—such as Memorial Day social media posts—to honor and commemorate those who have served.

Use of AI

The use of AI-generated images is strictly prohibited. Under no circumstances should AI-generated visuals be used in any branded materials, campaigns, or communications.