BRAND GUIDELINES

Identity, meaning, and everyday remembrance



A brand built to carry names forward.

One recognizable identity. A shared responsibility to honor the lives and legacies of the fallen, see the families who carry their memory, and invite communities into remembrance.

HONOR. HEAL. CONNECT.

Identity assets and usage standards | September 2026

BRAND FOUNDATION

MISSION

We create living memorials to honor those lost during or due to service so their memory will live on for generations. We provide meaningful experiences for the bereaved and opportunities for communities to pay their respects and learn from stories of courage, service, and sacrifice.

BRAND PROMISE

The fallen are remembered. Their families are seen. Their stories live on.

WHAT WE BRING TO REMEMBRANCE

We remember how they lived. Names, personalities, relationships, and stories stay present through meaningful experiences in everyday life. Every Day is Memorial Day expresses that year-round commitment.

HONOR

Keep names, lives, and stories present.

HEAL

Create meaningful space for families carrying loss. This expresses care and connection, not a promise of clinical treatment.

CONNECT

Bridge military and civilian communities through remembrance, including surviving teammates and battle buddies.

PRIMARY LOGO

Use the full logo when people need to identify Memories of Honor by name. Gold circles connect the primary full-color logo with the standalone brand mark.



FULL COLOR | GOLD CIRCLES



NAVY + RED



BLACK + GOLD



BLACK

THE BRAND MARK

The standalone symbol of Memories of Honor. Use it where the organization is already identified or where recognition has been established.



ONE EMBLEM, SHARED CONSTRUCTION

The eagle, large star, double circles, and three interior stars use the same original artwork as the full logo. One star sits on the eagle's chest; two sit within the lower main star. Keep these relationships fixed.

WHERE IT LIVES

Pins, patches, apparel, social profiles, engraving, signage, memorial installations, and merchandise. Select a size and production process that preserve the fine details.

WHEN TO USE THE FULL LOGO

Use the full logo on first introductions, media materials, and placements without nearby identification. The brand mark is a supporting identity, not a substitute for the name in every setting.

BRAND MARK SYMBOLISM

RED EAGLE

The Fallen / Sacrifice

At the center of the mark: the fallen and the sacrifice at the heart of the mission.

LARGE NAVY STAR

Service

Represents the men and women who answered the call to serve.

INNER GOLD CIRCLE

Family & Legacy

Represents who and what remain: families, stories, lives touched, and legacy carried forward.

THREE WHITE STARS

Tennessee Roots

Inspired by Tennessee's three-star visual language; a permanent anchor to where the movement was founded.

OUTER GOLD CIRCLE

Remembrance Without End

The unbroken promise that names, stories, and legacies will continue forward.

THE MARK AS A WHOLE

At its center is sacrifice. Behind it stands service. Within it live family and legacy. At its roots is Tennessee. Surrounding it all is an unbroken promise to remember.

OUR PROGRAMS

One mission, distinct ways to take part. Memories of Honor connects every program through remembrance, meaningful experiences, and community.

BOOTS OF HONOR

A living memorial using military combat boots to make remembrance visible, honor the fallen, and invite the public to learn the lives behind the names.

MUSIC REMEMBERS PROJECT

Brings remembrance into music and storytelling, creating opportunities for surviving families and communities to honor lives and connect through shared experiences.

PROJECT EPIC FORWARD

Brings surviving families, military veterans, and active-duty service members together through shared experiences such as hiking to honor, heal, and connect.

MD365

The home for Memories of Honor activations that do not fall under another named program. It carries everyday remembrance into a broad range of community experiences.

ATHLETES HONOR HEROES

Connects athletes and athletic communities with opportunities to carry the names and stories of fallen service members through participation.

CHOOSE THE PROGRAM BY ITS PURPOSE

Use the specific program identity when the activation belongs to that program. Use MD365 for other activations. Always make the connection to Memories of Honor clear in accompanying materials.

PROGRAM IDENTITIES

Memories of Honor is the umbrella organization. Program identities name distinct ways to participate in the same mission.



BOOTS OF HONOR

Use the supplied boots-and-laurel artwork for the memorial. Identify Memories of Honor in the accompanying page, caption, or event materials.



MUSIC REMEMBERS PROJECT

Use the complete supplied lockup when the program needs to be identified by name. Keep its original typography, colors, and musical-note illustration. The standalone mark is shown on the Program Logo Variants page.

Do not force program logos into the MOH emblem, recolor them to match, or create new combined logos. Use clear placement and accompanying language to show the relationship.

PROJECT EPIC FORWARD

Shared experiences that bring surviving families, veterans, and active-duty service members together to honor, heal, and connect.



MOVING FORWARD TOGETHER

The rising phoenix expresses renewal, resilience, and the possibility of moving forward while carrying memory with us. The name and Memories of Honor endorsement form one complete logo.

A SHARED EXPERIENCE, BEYOND ONE ACTIVITY

Hiking is one way to participate. Keep the identity broad enough for other shared experiences. Describe the actual activity, participants, and remembrance purpose in the event materials.

Use the complete supplied logo on white. Preserve the red phoenix, gold accent, navy lettering, and organization endorsement. Allow clear space of at least 10% of the visible artwork width.

MD365

The flexible identity for Memories of Honor activations that do not fall under another named program.



EVERYDAY REMEMBRANCE, MANY WAYS TO PARTICIPATE

MD365 gives these activations a consistent home while keeping Memories of Honor visible. Use the wordmark across community events, participation materials, and other qualifying activations.

NAME THE EXPERIENCE IN THE COPY

Pair the MD365 logo with a clear activity title, date, location, and invitation. Keep that information outside the logo. Explain how the experience honors the fallen and connects the people taking part.

KEEP THE PROGRAM SYSTEM CLEAR

When an activation belongs to Boots of Honor, Music Remembers Project, Project EPIC Forward, or Athletes Honor Heroes, use that program name. MD365 covers the remaining activations.

Keep MD365 on one line. Preserve the navy MD, red 365, gold rule, and Memories of Honor endorsement. Use the complete supplied file on white with clear space of at least 10% of the artwork width.

PROGRAM LOGO VARIANTS

Choose the supplied arrangement that fits the space. Keep the same artwork and colors across placements.

PROJECT EPIC FORWARD | LANDSCAPE

PROJECT
EPIC FORWARD
MEMORIES OF HONOR

Use the landscape logo in wide headers, banners, and other horizontal placements. The phoenix stays on the left; the full program name and Memories of Honor endorsement stay on the right.

MUSIC REMEMBERS PROJECT | STANDALONE MARK



The musical-note illustration may be used on its own when Music Remembers Project is already identified nearby or recognition is established.

For first introductions and media materials, use the full program logo. Preserve the original red, blue, white figure, and star. Do not add lettering inside the standalone mark.

COLOR SYSTEM

The gold-circle logo and brand mark share these flat digital colors. Use the supplied artwork to preserve their exact values.



NAVY

#022E57

RGB 2, 46, 87



RED

#B50E17

RGB 181, 14, 23



GOLD

#BE8F30

RGB 190, 143, 48

WHITE & NEGATIVE SPACE

White surrounds the emblem and defines its interior details. Place these assets on white backgrounds to keep the three interior stars and fine separations clear. Transparent PNGs retain open negative space; the background will show through.

EXISTING ALTERNATE LOGOS

The supplied navy/red variant retains navy #222953 and red #C1272D. The black/gold variant retains black and the pale gold sampled from the supplied JPEG (#D3C77F). These are complete alternate files; do not mix their colors with the gold-circle identity.

PRINT & SPECIAL FINISHES

HEX and RGB are digital specifications. Ask the printer to match the approved artwork with a physical proof for the chosen stock, ink, thread, or finish. Gold color does not specify metallic ink, foil, or a Pantone match.

TYPOGRAPHY

The logo lettering is original outlined artwork. Always place the logo file; never recreate its wording with a font.

SUPPORTING MATERIALS

Use Arial for new everyday documents and presentations. Helvetica is the equivalent supporting typeface used in this guide. Keep program logo lettering exactly as supplied.

Carry their stories forward.

HEADLINES | Arial Bold | 24–32 pt in letter-size documents

Every Day is Memorial Day.

SUBHEADINGS | Arial Bold | 12–16 pt

We remember the lives behind the names. Through living memorials and meaningful experiences, families and communities carry those stories into everyday life.

BODY | Arial Regular | 10.5–12 pt | generous line spacing

READABILITY

Use dark text on white, a clear heading hierarchy, and short paragraphs. Reserve all capitals for short labels. Avoid decorative typefaces, stretched lettering, and long passages of centered text.

PLACEMENT & CLEAR SPACE

Protect the full artwork, including the nine stars below the organization name.



CLEAR SPACE

Keep at least 10% of the artwork width clear on every side. Measure from the visible artwork, including the lowest stars.

STARTING SIZES

Full logo: at least 180 pixels wide on screen or 1.5 inches in print.

Brand mark: at least 96 pixels wide on screen or 0.75 inches in print.

CHECK THE ACTUAL PLACEMENT

These are starting minimums. Increase the size whenever the small stars, eagle details, or name become difficult to distinguish. Proof at actual size on the intended material. Embroidery, engraving, and signage need a production proof.

KEEP THE ARTWORK INTACT

Do not stretch, rotate, crop, rearrange stars, change ring proportions, alter lettering, add shadows, or outline the logo. Use the supplied black variant when a single color is required. Keep unrelated elements outside the clear space.

VOICE & POSITIONING

Human, direct, respectful, and action-oriented. Speak as people carrying a responsibility, with the lives being honored at the center.

LEAD WITH LIFE

Remember the person behind the name: their character, relationships, interests, service, and lasting influence. Loss is part of the story; it should not be the only story.

MAKE REMEMBRANCE PARTICIPATORY

Invite people into a specific action: carry a name, share a story with permission, visit a memorial, or take part in a program. Connect each invitation to the person or purpose being honored.

RESPECT THE PEOPLE CARRYING LOSS

Use the individual and family's preferred language. Confirm names, service details, and permission to share photographs or personal stories. Do not assume how someone feels or promise that participation will heal grief.

LANGUAGE IN PRACTICE

Use: “Join us in remembering the lives behind the names.”

Use: “Every Day is Memorial Day. Help carry a story forward.”

Avoid: treating remembrance as a once-a-year obligation, using grief for spectacle, or describing families only through loss.

ONE ORGANIZATION, MANY WAYS TO CONNECT

Connect Boots of Honor, Music Remembers Project, and other activations to Memories of Honor. Let the program explain the experience and the umbrella brand explain the shared purpose.

APPROVED MEDIA LANGUAGE

SHORT DESCRIPTION

Memories of Honor is a national nonprofit ensuring America's fallen service members are remembered and the families who carry their memory are seen and supported.

BOILERPLATE

Memories of Honor is a national 501(c)(3) nonprofit dedicated to ensuring the lives and legacies of America's fallen service members are never forgotten and the families who carry their memory are seen and supported. Founded in Tennessee in 2015, the organization creates living memorials and meaningful experiences that bring surviving families, veterans, and civilian communities together through remembrance. Memories of Honor believes remembrance is not confined to a single holiday: Every Day is Memorial Day.

CORE EXPRESSION

Every Day is Memorial Day.

HONOR. HEAL. CONNECT.

PRESS CONTACT

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ASSET LIBRARY

Use the current files together. Keep the identity consistent across documents, websites, event materials, and downloadable assets.

PRIMARY LOGOS

Four complete variants: full color with gold circles, navy/red, black/gold, and black. PNG for everyday use; SVG and PDF for scalable placement.

BRAND MARK

The shared original emblem in navy, red, and gold. The three interior stars and all proportions match the full logo. PNG, SVG, and PDF supplied.

PROGRAM IDENTITIES

Boots of Honor: refined 1,536 × 1,024-pixel PNG; earlier source retained separately. Music Remembers Project: 4,000-pixel-wide PNG exported from the supplied Illustrator artwork; original Illustrator source retained.

EPIC FORWARD & MD365

Large PNG exports (6,000 pixels on the long edge) and scalable PDF artwork. Use the complete logos with the Memories of Honor endorsement.

FILE HANDLING

Keep originals as source records. Send vendors the appropriate vector PDF or SVG for MOH, or the original Music Remembers Illustrator file. Keep the Boots of Honor PNG at its original resolution.

CONSISTENCY CHECK

Before release, confirm the correct variant, clear space, readable details, intact name and stars, and the same current artwork across the document and its downloads.

MOH assets are supplied as scalable vector artwork and large PNG exports. Keep a copy of the asset package with this guide so future materials use the same approved identity.