

UPDATED AUG 2025  
EXTERNAL VERSION

# Fallen Patriots

# Brand Guidelines

Children of Fallen Patriots Foundation





## WHO WE ARE

Children of Fallen Patriots provides college and trade school scholarships, educational assistance, and career support to military children who lost a parent in the line of duty.





# OUR CHANNELS

Official accounts to  
tag in social posts



[fallenpatriots.org](https://fallenpatriots.org)



[Children of Fallen  
Patriots Foundation](#)



[/fallenpatriots](#)



[@fallenpatriots](#)



[@fallenpatriots](#)



[@FallenpatriotsOrg](#)

# Name Reference

Children of Fallen Patriots Foundation, Children of Fallen Patriots, Fallen Patriots, CFP are the only acceptable name references in copy/print.



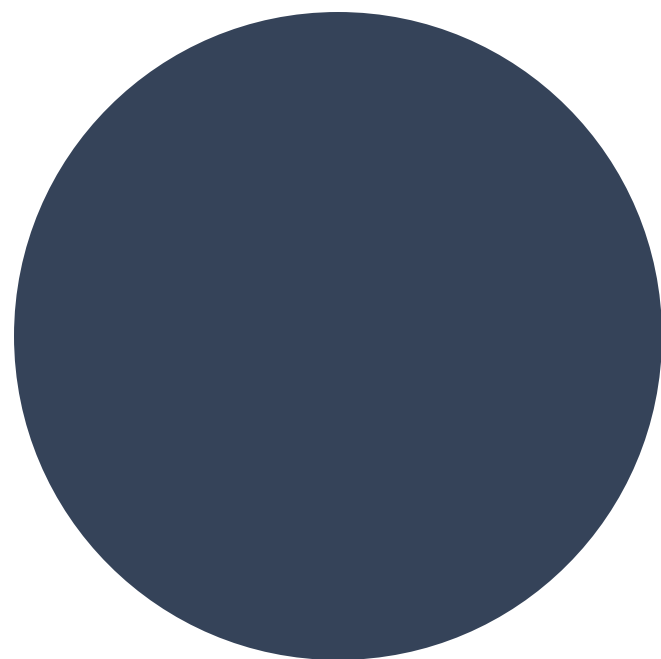


# TONE

Our mission is sacred and all content should honor the sacrifice of our fallen heroes by focusing not on the weight of loss, but on the strength, resilience, and success of the children left behind.

Content should lead with hope and gratitude, uplifting our scholars' stories as powerful tributes to their parents' legacies.

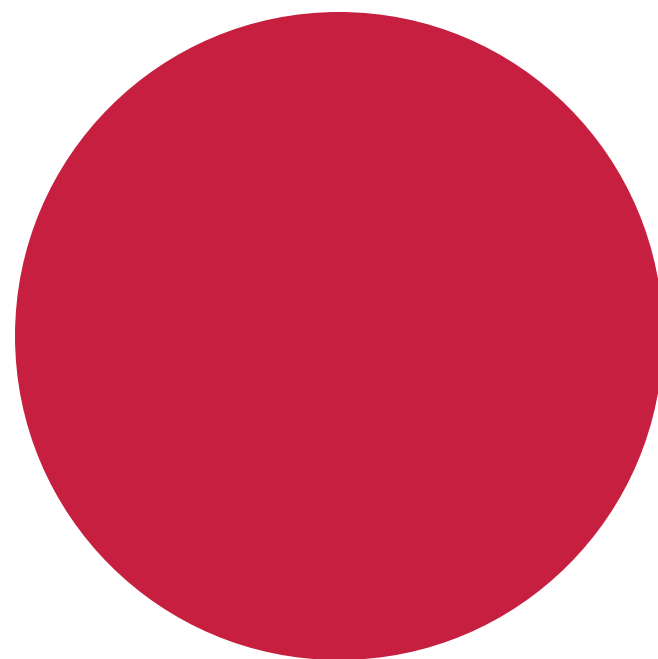
# BRAND COLORS



#354359

(R:53, G:67, B:89)

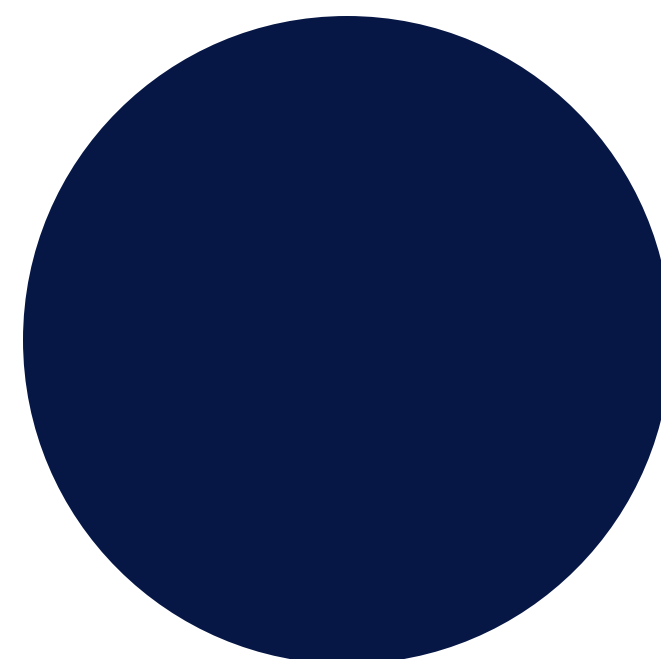
Pantone 2379C



#C71f3f

(R:199, G:31, B:63)

Pantone 193C



#071745

(R:7, G:23, B:69)

Pantone 2767C

# LOGO + USAGE

[LINK TO DOWNLOAD](#)



**Logo with ® and tag line**



**Split Face Logo**



# INCORRECT USAGE



## Logo without tag line

Logo should always have the tagline present



## Logo with ™ symbol

All logos should contain the “Registered” ® , NOT the “Trademark” ™

# Heading – Geared Slab

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## Subheading – Futura in Bold

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Body - ITC Franklin Gothic LT



# PARTNER POST EXAMPLE

LINKEDIN, INSTAGRAM, FACEBOOK

## Post Copy

Meet Hayden — one of the many inspiring students we support through our mission to honor the children of our fallen heroes.

We're proud to welcome Emerson as a new corporate partner. Their multi-year commitment means students like Hayden are not only supported today, but throughout their entire college journey. This kind of sustained investment helps ensure the children of our fallen have the chance to pursue their dreams and graduate without the burden of debt.

Thank you, Emerson, for helping us fund futures and honor legacies.

The image is a screenshot of a LinkedIn post from the 'Children of Fallen Patriots Foundation'. The post header shows the organization's logo, name, 3,754 followers, and a post from 2 weeks ago. The main text of the post reads: 'Meet Hayden — one of the many inspiring students we support through our mission to honor the children of our fallen heroes.' Below this is a link to a document titled 'Scholar Spotlight - Hayden V.' with 4 pages. The document preview shows a 'SCHOLAR SPOTLIGHT' section with a portrait of a young man, Hayden V., and text identifying him as the 'SON OF U.S AIR FORCE MASTER SGT. KELLY V.' with a 'READ HIS STORY' link. To the right of the main document preview is a smaller section titled 'HAYDEN V. MASTER SGT. WHO PASSED AWAY' with a photo of a man in a military uniform and a partial description of his story. The post footer shows 20 reactions (likes, hearts, etc.) and 2 comments and 1 repost.

**Children of Fallen Patriots Foundation**  
3,754 followers  
2w •

Meet Hayden — one of the many inspiring students we support through our mission to honor the children of our fallen heroes. ...more

Scholar Spotlight - Hayden V. · 4 pages

**SCHOLAR SPOTLIGHT**

  
**HAYDEN V.**  
SON OF U.S AIR FORCE MASTER SGT. KELLY V.  
READ HIS STORY →

**HAYDEN V. MASTER SGT. WHO PASSED AWAY**

With the help of Emerson, Hayden is studying engineering at Emerson College, is the co-president of the Vice President's Council.

20 reactions • 2 comments • 1 repost



# APPROVED BRAND IMAGES

[LINK TO DOWNLOAD](#)





# APPROVED TALKING POINTS

- An estimated 20% of children who lose a parent graduate college. With Fallen Patriots support, that number rises to 91%.
- More than 25,000 military children have lost a parent in the line of duty
- The peak need is now: children affected by the severe losses in Iraq and Afghanistan, are now of college age and rely on Children of Fallen Patriots' help to bridge the gap between government benefits and the true cost of higher education
- \$25,000 is the average unmet need per student for 4 years of college
- Since its founding in 2002, CFP has provided \$78 million in scholarships to over 3,800 students
- 96%\* of Revenues to Programs Spend



\*Board donations cover almost all administrative and fundraising expenses such that only 4% of donations go to those areas



# CONTACT US

## Headquarters

1818 Library Street, Suite 500, Reston, VA 20190

## Phone

(866) 917-2373

## Email

[media@fallenpatriots.org](mailto:media@fallenpatriots.org)

