



NATIONAL
MEDAL of HONOR
MUSEUM



BRAND BOOK





“OUR FREEDOM, ENVIED THE WORLD OVER, WAS ATTAINED AT GREAT PERSONAL SACRIFICE – WE CANNOT ALLOW IT TO WITHER AWAY THROUGH APATHY.”



THOMAS J HUDNER
MEDAL OF HONOR RECIPIENT

CORY CROWLEY | VICE PRESIDENT, EXTERNAL AFFAIRS
CELL: 703-963-6182 | OFFICE: 817-274-1861
1905 EAST RANDOL MILL ROAD | ARLINGTON, TEXAS 76011

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IDENTITY

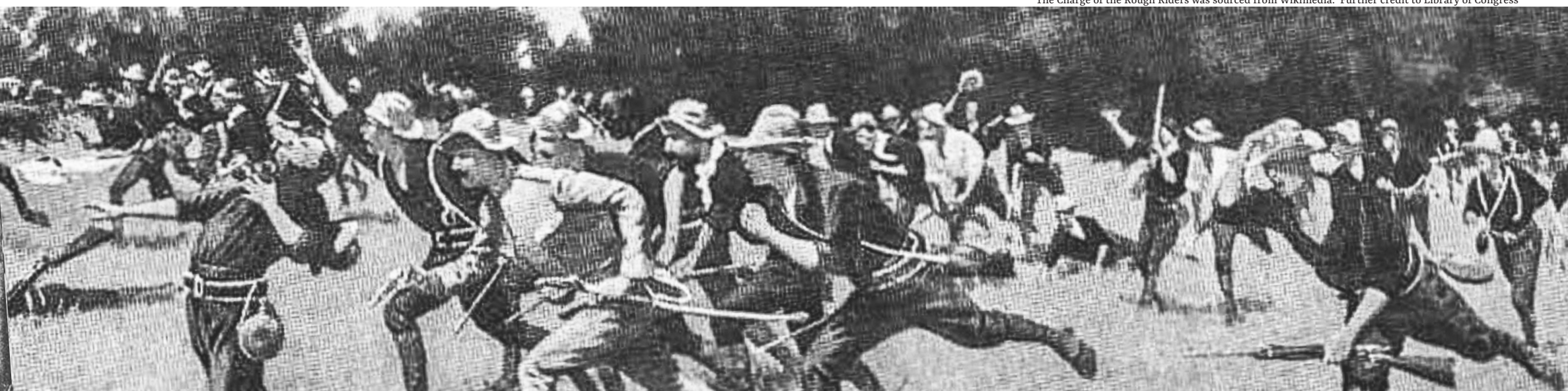
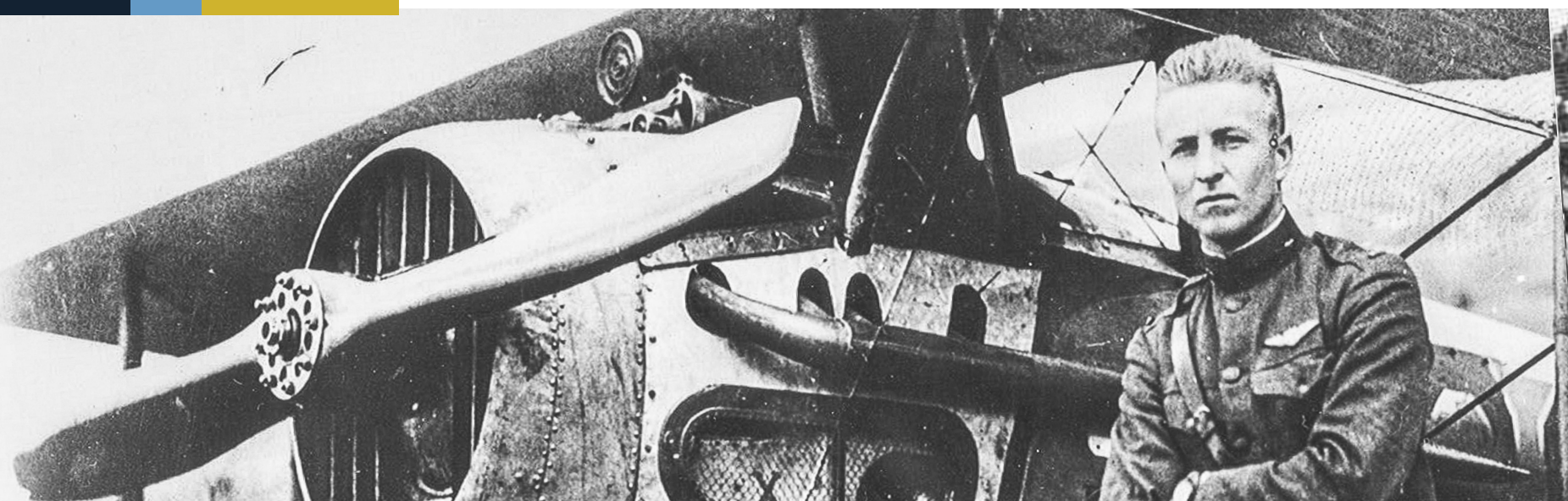
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The Charge of the Rough Riders was sourced from Wikimedia. Further credit to Library of Congress





SETTING THE STAGE, SETTING EXPECTATIONS

WHAT IS THIS BOOK FOR?

This is the National Medal of Honor Museum, Monument, and Leadership Institute Brand Guide

Here you'll find everything you need to know about what our brand is, what it represents, how we talk about it, and how it looks.

WHO IS IT FOR?

It's for you. It's for any of us who at any time need to represent the National Medal of Honor Museum brand.

For us to have a strong, recognizable brand that is consistent, everyone who represents us in any way should adhere to the standards in this guide. This includes employees, contractors, and anyone who represents us in the media, on social media or in fundraising efforts.

WHY DO WE NEED THIS?

Educating people about the National Medal of Honor and the values it represents isn't the same thing as selling sneakers or soda. Why would we need to worry about branding?

We need a strong brand identity exactly because we're not selling sneakers or soda. We're educating the public about what the National Medal of Honor and its recipients stand for. We're empowering the public to go out and make a difference, exceeding their own expectations. We're honoring incredible sacrifice and valor.

To do this well, and to avoid weakening our message, we need a strong brand identity. This way, everyone speaks the same language and represents the National Medal of Honor Museum Foundation in a unified consistent way.



WHAT ARE THE GOALS OF THIS GUIDE?

We have one driving goal with this guide: **alignment.**

We are the most effective when we all use the same language and imagery, and when we all speak from the same foundational brand values and idea.

Whether we're talking to donors, giving interviews, or leading a tour of the museum, we speak in the same language and work to the same goals.





WHAT WE STAND FOR, HOW WE SAY IT.

WHO ARE WE?

We are the National Medal of Honor Museum Foundation.

We honor over 3,500 recipients of the National Medal of Honor and the more than 40 million Americans who have served in the armed forces since the Civil War.

We educate the public about the National Medal of Honor and the values it represents.

We empower people to exceed their own expectations and accomplish the extraordinary.

We are the leading authority on the Medal of Honor and the heroes who received it.

We help everyone see their potential to achieve extraordinary.



VALUES & VALOR

Medal of Honor recipients embody the values, valor and vision that empower ordinary people to accomplish extraordinary things.

Honoring their acts of valor pays tribute not only to the recipients, but also to the brothers and sisters in arms who they acted to protect.

Learning their stories helps us understand that Medal of Honor recipients are ordinary Americans who come from the same backgrounds and communities as the rest of us.

What can we learn from them about how our own actions impact the world?



EVERY PERSON IS BORN
WITH THE POTENTIAL TO BE
EXTRAORDINARY

★ *LT. COL. WILLIAM SWENSON*
MEDAL OF HONOR RECEIPT





ENDURING VALUES
EXTRAORDINARY ACTION
SIMPLE HUMANITY



ENDURING VALUES

The Medal of Honor Values are our values:
Courage and Sacrifice,
Commitment and Integrity,
Citizenship and Patriotism.

This is our foundation.

This is exemplified by Medal of Honor recipients, the colleagues they wear the medal for, and the more than 40 million Americans who have served in the armed forces since the Civil War.



EXTRAORDINARY ACTION

Potential without action is never realized. Action without purpose is meaningless.

There must be a catalyst to transform potential into action within each of us.

For Medal of Honor recipients, this catalyst was hardship, loyalty and the crucible of combat.



SIMPLE HUMANITY

Beyond the harrowing stories and courageous acts, Medal of Honor recipients are sons, daughters, parents, spouses, friends, citizens.

These members of the Army, Navy, Air Force, Marines and Coast Guard have served and they have sacrificed. When we see that these great acts of valor were accomplished by regular people like us, we see that we carry that same potential.

The human story, the honest story of doubt, fear, friendship and love, engages and makes connections. We believe every story we tell should be shared at the human scale.



STRONG

HONEST

TRANSFORMATIVE

WE ARE DIRECT.
OUR STRENGTH IS QUIET.
OUR STRENGTH IS IN OUR CHARACTER.

WE TELL THE TRUTH,
EVEN WHEN ITS UNCOMFORTABLE

WE EMPOWER PEOPLE TO TRANSFORM
POTENTIAL INTO ACTION.





HOW WE TALK ABOUT OURSELVES, HOW WE LOOK, AND WHY IT MATTERS.

OUR BRAND VOICE

We are All-Americans for All Americans. We sound like real people talking to real people. We're not stuffy, but we're not overly casual.

The Medal of Honor values and our beliefs of Extraordinary Action and the Human Story drive everything we say, and how we say it. All of our communications should be held to this standard: Does it serve our values and beliefs?

The core of our voice is centered in our Brand Ideal and Beliefs, and colored by our Brand Personality.

Everything we say serves our ideal that all people are born with the potential to be extraordinary.

RULES OF THUMB

- Write in simple, easy-to-understand language.
- Remember the 5 W's: Who, What, When, Where, Why
- Include a clear call to action with a verb:
"Share Your Story," "Visit us on June 1," "Click Here for More"
- Always focus on the human story over the historic event
- Cut out unnecessary phrases: "as you have seen," "in order to"

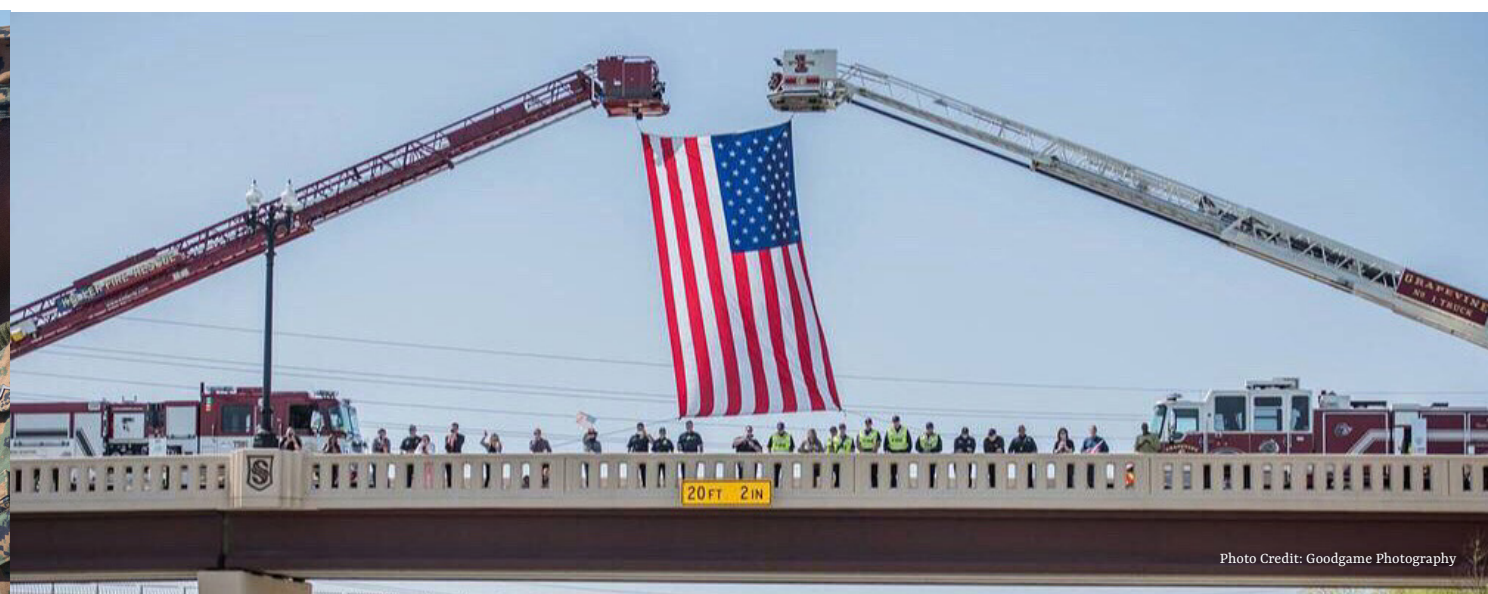
DO'S AND DON'TS

DO

- Use short sentences with strong verbs
- Use active verbs and active voice
- Be concise, be precise
- Speak about the brand in the present tense
- Speak in easy-to-understand language for people of all experiences, backgrounds and abilities

DON'T

- Use passive voice
- Use big words when small words will get the job done
- Use jargon and language that may be confusing
- Use catch phrases and buzzwords
- Use words that can be misunderstood, for example "blast," "mind-blowing," "action-packed," "pulse-pounding," etc



OUR VOICE AT WORK

DO

Medal of Honor recipients embody the values and valor that empower ordinary people to accomplish extraordinary things. (Active voice, concise, uses brand words like “empower” and “extraordinary”)

Honoring their acts of valor pays tribute to the recipients, and also to the brothers and sisters in arms they acted to protect. (Active voice, present tense, concise, appeals to emotions)

Learning their stories helps us understand Medal of Honor recipients are ordinary Americans who come from the same diverse backgrounds and communities as all of us. (More personal and warm, includes the “we” of the museum with the “we” of the audience)

What can we learn from them about how our own actions impact the world? (Rephrasing to a question invites emotion, creativity and curiosity)

DON'T

The values and valor that are embodied by the recipients of the National Medal of Honor are the values that allow ordinary people to accomplish extraordinary things. (Problems: passive voice, wordy, repetitive)

To best pay tribute to the recipients, we will honor their acts of valor. Subsequently, this will also honor the members of the armed services who Medal of Honor recipients acted to protect. (Problems: passive voice, impersonal word choices, confusing sentence structure)

The stories of Medal of Honor recipients will be told so that audiences can better understand how recipients are ordinary Americans who come from similar backgrounds and communities. (Problems: passive voice, confusing structure, wordy, feels didactic and cold)

If this is successful, then visitors will leave with an idea of how they might better impact their communities. (Problems: Cold, didactic)

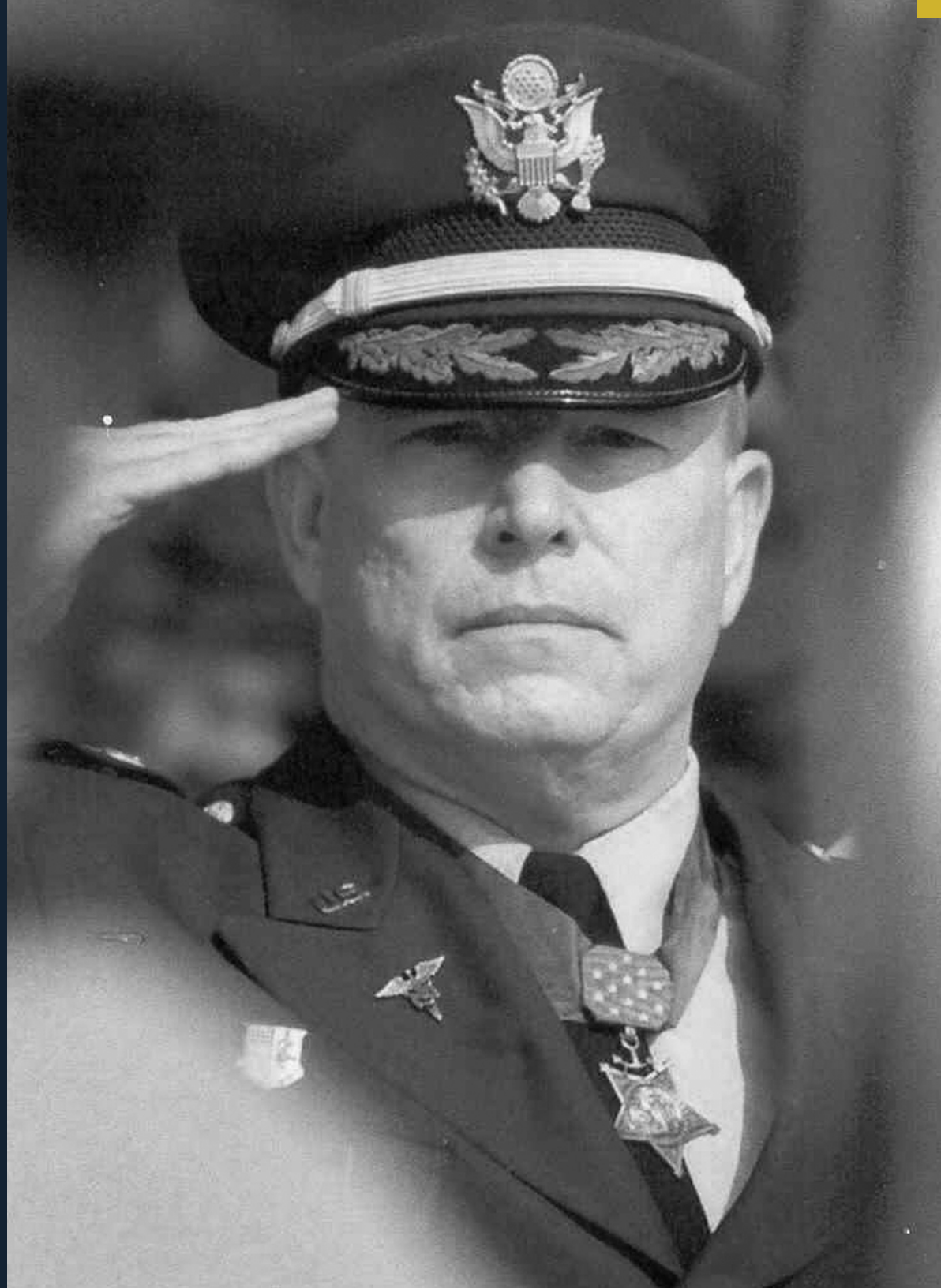


VALUE PROPOSITION

WE BRING LEGACY TO LIFE

We honor the person behind the patriotism and the values behind the Medal.

In collaboration with medal recipients, we explore their stories and share their humanity. We are the national source on the Medal of Honor.



“ I LIVED MY LIFE WITH A PURPOSE THAT WAS AND IS TO SERVE OTHERS; I DON’T HAVE A LIFE THAT I CAN CALL MY OWN.”



DONALD “DOC” BALLARD

MEDAL OF HONOR RECIPIENT

EDITORIAL STYLE GUIDELINES

- First reference in a document should always use the long form National Medal of Honor Museum. Thereafter it is acceptable to shorten to “NMOHM” or “The Museum”
- When referencing the organization that builds, fundraises, designs, and operates the Museum and Monument, the first reference in a document should always use the long form of “National Medal of Honor Museum Foundation”. Thereafter it is ok to shorten to the “Foundation”
- Use “Museum” when referencing the physical museum/location in Arlington and Monument when referencing the physical monument in DC.
- “The” is never capitalized when referencing the Medal of Honor or the National Medal of Honor Museum or the National Medal of Honor Monument.
- NMOHM can be used interchangeably for an abbreviated reference to the Museum and the Foundation.
- When using the acronym, always include “National” or “N” in NMOHM
- When using the tagline in paragraph format, it should be used capitalizing the first letter of each word, “On a Mission to Inspire America”.
- “President & CEO”, “Chairman”, and “Vice Chairman” always used for title reference (as opposed to CEO, Chair or Vice Chair)
- “Medal” should be capitalized when shortened from “Medal of Honor” or referencing the Medal of Honor, other references can be stylized as “medal”
- The Medal of Honor is **awarded**, not won.

USE OF VALUES OF THE MEDAL OF HONOR

The Medal of Honor values are an important part of the NMOHM brand. The values should be used in the following order and in the respective pairs when in print and verbally during presentations.

COURAGE & SACRIFICE

COMMITMENT & INTEGRITY

CITIZENSHIP & PATRIOTISM



TAGLINE

The official tagline for the National Medal of Honor Museum Foundation is “**ON A MISSION TO INSPIRE AMERICA**”. Where possible, it should be used as a graphic with the appropriate typography.

When graphic is not an option, ON A MISSION TO INSPIRE AMERICA should be written in font **Trade Gothic** and “INSPIRE” should be written in **Rasa**.



ON A MISSION TO **INSPIRE** AMERICA

ON A MISSION TO INSPIRE AMERICA





IDENTITY

The NMOHM logos are not just logos, they are part of the overall NMOHM brand. Keeping the brand consistent both in messaging and graphics is critical to our marketing efforts. Simply put, the NMOHM logos should not be modified in any way, shape or form. We will provide versions of the logos that will allow plenty of flexibility in your marketing materials. 4 Color and Pantone logos should be used for all printing and merchandise applications. RGB logos are best used for power point presentations, website and television applications. The black and white NMOHM logos should only be used for purposes where the printing purposes do not allow for the NMOHM logos to be printed in full color or the background color will interfere with the integrity of the logo. The use of any National Medal of Honor Museum Foundation, Museum, Institute, Monument property logo requires the prior approval of NMOHM. If you have any questions or need assistance, please contact NMOHM.



IDENTITY MARKS

USE CASES

APPAREL, PROMOTION,
SIGNAGE, ADVERTISING,
MARKETING MATERIALS

PRIMARY



NATIONAL
MEDAL of HONOR
MUSEUM FOUNDATION

SECONDARY



PRIMARY



NATIONAL
MEDAL of HONOR
MUSEUM FOUNDATION

SECONDARY



USE CASES
APPAREL, PROMOTION,
SIGNAGE, ADVERTISING,
MARKETING MATERIALS

PRIMARY



SECONDARY



PRIMARY



SECONDARY



USE CASES
APPAREL, PROMOTION,
SIGNAGE, ADVERTISING,
MARKETING MATERIALS

PRIMARY



SECONDARY



PRIMARY



SECONDARY



USE CASES
APPAREL, PROMOTION,
SIGNAGE, ADVERTISING,
MARKETING MATERIALS

PRIMARY



SECONDARY



PRIMARY



SECONDARY



HOW TO APPLY THE LOGO

Our logo is, and should always be, the most consistent component in our communications internally and to the public. In order to maintain this consistency, a few simple guidelines should be followed.

The logo is a specific mark that, like a personal signature, should never be forged. Totally distinct from type or fonts, it is an image object that must be imported into a layout. No other letterforms may substitute for the logo, and the logo itself should never be altered in any way.

CLEAR SPACE

Clear space is a design term for the area of whitespace around a logo, and it's used so that the logo does not clash with other elements in the layout. Please remember that this is the minimum space allowed, and that it is best advised to give the logo as much whitespace as possible.



MINIMUM SIZES

For legibility issues it is important that each logo asset does not get scaled down past a certain size. They each have a breaking point where they will become illegible when reduced too small. The smallest sizes are listed next to each logo on this page. At the same time, do not scale up the logos too large on the page. Use your best judgment when placing logos.

FULL LOGO

PRINT | 1.375 IN. WIDE
DIGITAL | 99 PX WIDE



MARK

PRINT | 1.375 IN. WIDE
DIGITAL | 99 PX WIDE



WORDMARK

PRINT | 1.375 IN. WIDE
DIGITAL | 99 PX WIDE

NATIONAL MEDAL of HONOR MUSEUM

HORIZONTAL LOGO

PRINT | 1.375 IN. WIDE
DIGITAL | 99 PX WIDE



INCORRECT LOGO USAGE

Consistent application of the logo across digital and print media creates an engaging narrative for donors and members as well as museum staff.

Be considerate of integrity and legibility of the logo and avoid placing on a busy background. Never recreate, rotate, stretch, alter or distort the logo in any way. These principles apply to any identity element within the NMOHMF system: primary marks, secondary mark, typefaces, and any lockup.

ROTATE

DO NOT ROTATE
OR FLIP THE LOGO



BAD CONTRAST

DO NOT USE THE
COLOR LOGO OVER
COLORED OR BUSY
BACKGROUNDS.



STRETCH

DO NOT STRETCH,
CONDENSE, SKEW,
BEND OR CHANGE THE
DIMENSIONS OF THE
LOGO.





MEDAL OF HONOR MEDAL ICON

Established in December 1861, the Medal of Honor is our nation's highest military decoration for valor. Since its creation, more than 3,500 members of the armed forces, who distinguished themselves conspicuously by gallantry and intrepidity at the risk of his or her life above and beyond the call of duty, have been awarded the medal.

The Medal of Honor is awarded by the President, in the name of Congress, and is the only military decoration worn around the neck. Its recipients, our most gallant heroes, are the only individuals whom the President and military of all ranks salute as a matter of custom.

STAR

A historic symbol of great sacrifice and courage, the Medal of Honor has remained largely unaltered in appearance for over 150 years. There are currently three variations of the Medal: Army, Navy and Air Force. Though similar in style, each has its own rich narrative.

Even in design, the Medal of Honor differentiates itself. It's unique upside-down design has five points: one point aims down, and two points attach to the ribbon, providing symmetry and balance as it adorns the recipient's neck.

STRIPES

The center portion of the ribbon - the most important part as it holds the Medal - is inscribed with 13 white stars representing the original 13 colonies of the Union.

Since 1944, the Medal of Honor has been attached to a light blue colored moiré silk neck ribbon. Placed around the recipient's neck, the blue ribbon signifies vigilance, perseverance, and justice.



USE CASES

APPAREL, PROMOTION,
SIGNAGE, ADVERTISING,
MARKETING MATERIALS

NATIONAL MEDAL *of* HONOR MUSEUM

NATIONAL LEADERSHIP COUNCIL

NATIONAL MEDAL *of* HONOR FOUNDATION

NATIONAL MEDAL *of* HONOR MUSEUM

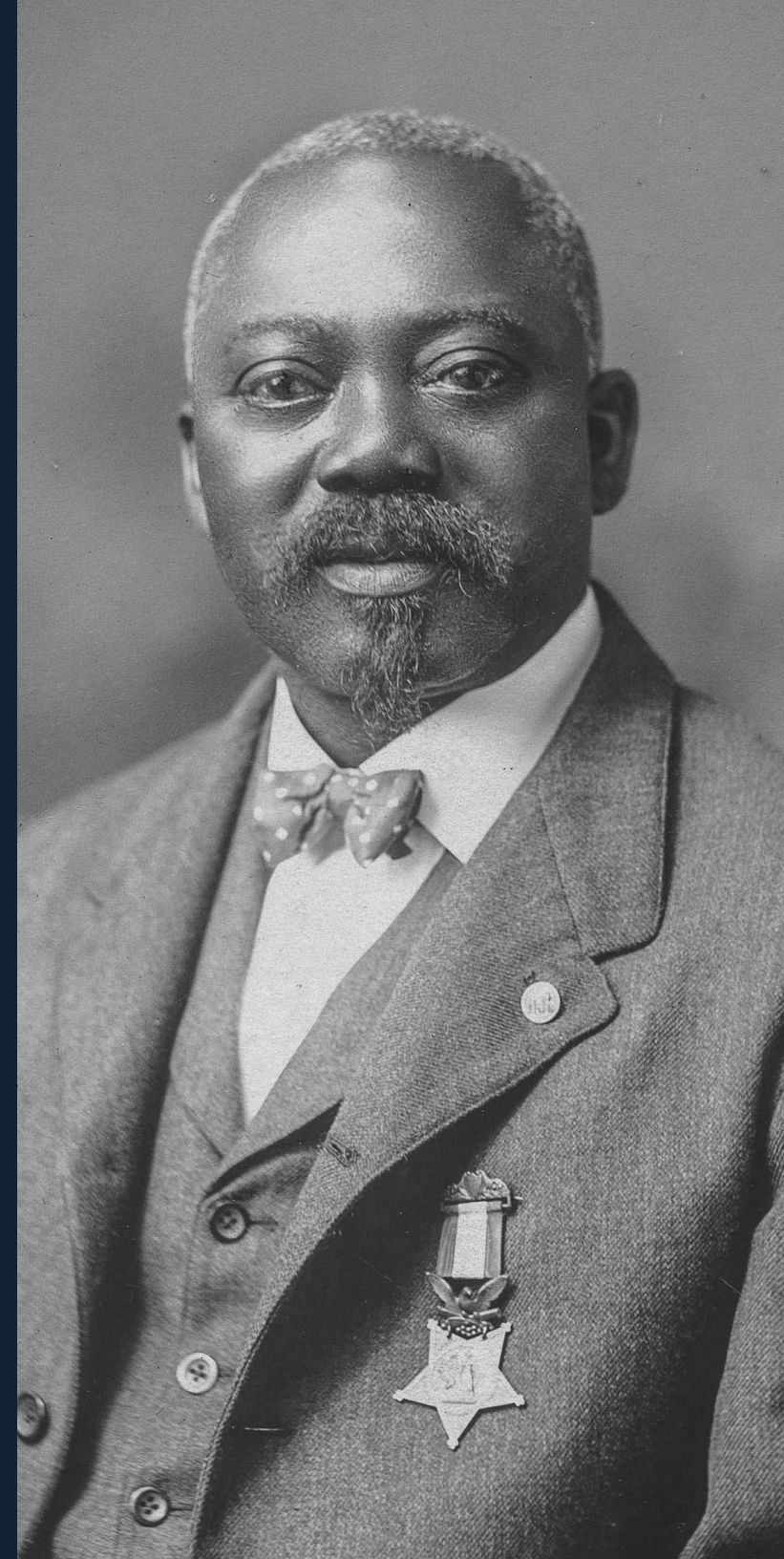
NATIONAL LEADERSHIP COUNCIL

NATIONAL MEDAL *of* HONOR FOUNDATION

USE CASES
MERCHANDISE ONLY



When using the brand marks, do not use grey, light blue, or gold as a background color



COLOR

Carefully chosen colors are one of the most powerful forms of visual shorthand we have to tell our story. Navy, white, light blue, and gold are the official colors of National Medal of Honor Museum Foundation brand family.

It's critical that they be used uniformly throughout. We may draw on our secondary colors when needed.

NAVY BLUE

WHITE

GOLD

LIGHT BLUE



PRIMARY COLORS

Navy Blue
Print Digital
PMS: Pantone 289 C
HEX: 0E2436
C 90 R 14
M 68 G 36
Y 33 B 54
K 58

White
Print Digital
PMS: Pantone 000 C
HEX:
C 0 R 255
M 0 G 255
Y 0 B 255
K 0

SECONDARY COLORS

Gold
Print Digital
PMS: Pantone 10120 C
HEX: CBE229
C 22 R 206
M 25 G 178
Y 100 B 41
K 0

Light Blue
Print Digital
PMS: Pantone 542 C
HEX: 699CC0
PMS: Pantone 542 U
C 61 R 105
M 17 G 156
Y 7 B 192
K 3

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

When used consistently, fonts can add visual strength to our story. They can also help establish the right mood for our marketing and communications efforts and make them a pleasure for our audiences to read.

You can choose from three main typefaces:

- **Trade Gothic**
- **Rasa**
- **Bookmania**
- **P22 Underground**

Trade Gothic is a headline font and should be used liberally in our materials, including uniforms, apparel, facility graphics, gameday materials, and specialty items.

Rasa is an adobe font that should be used for body copy and captions.

Bookmania should be used for only Medal of Honor Recipient's names.

Trade Gothic and Rasa can be used throughout our communications.

P22 can be used as an alternate to Bookmania in limited use cases.

TRADE GOTHIC

TRADE GOTHIC CONDENSED NO 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&*()?

TRADE GOTHIC CONDENSED NO 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()?

TRADE GOTHIC CONDENSED NO 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&*()?

TRADE GOTHIC CONDENSED NO 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&*()?

TRADE GOTHIC BOLD NO. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&*()?

Primary Typeface
of the NMOHM brand

Use Case:
Titles, donor,
names, quotes, dates

Trade Gothic was
designed in 1948 by
Jackson Burke, a book
and type designer
from California. The
typeface is a simple
grotesk that remains
a common choice for
books, magazines, and
newspapers due to its
spacious counters and
legibility. It portrays a
wonderful character and
sturdiness, especially in
condensed weights.

RASA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

RASA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

RASA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

RASA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

RASA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

BOOKMANIA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

BOOKMANIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

BOOKMANIA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

BOOKMANIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

P22 UNDERGROUND DEMINBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

P22 UNDERGROUND HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?



NATIONAL MEDAL *of* HONOR FOUNDATION

Trade Gothic Bold

TRANSFORMATIVE EXPERIENCE

Rasa Bold

We empower people to transform potential into action

Rasa

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Rasa

COPYRIGHT 2021. ALL RIGHTS RESERVED.

Trade Gothic Bold Condensed 20 Oblique

“THIS IS WHAT A QUOTE WOULD LOOK LIKE”

JOHN MAPES ADAMS

Trade Gothic Bold Condensed 20 Oblique

Alternate Medal of Honor Recipient Typeface
Limited Use - Must receive approval before use

P22 Underground DemiBold

John Mapes Adams

Rasa Bold

Medal of Honor Recipient

Trade Gothic Bold No 18

Donor Name

Trade Gothic Bold No 2

ROTUNDA OF HONOR

Trade Gothic Bold Condensed 20

1908-1996

Rasa

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Rasa

COPYRIGHT 2021. ALL RIGHTS RESERVED.

NATIONAL MEDAL *of* HONOR FOUNDATION

Trade Gothic
Bold

TRANSFORMATIVE EXPERIENCE

Rasa
Bold

We empower people to transform potential into action

Rasa

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