



FAMILIES OF HONOR

Founded by veterans to serve veterans and their families

BRAND IDENTITY › LOGO DESIGN › WEBSITE DESIGN

Families of Honor

CLIENT	LOCATION	SERVICES	YEAR	LIVE SITE
Families of Honor	New York, NY	Branding · Web Design	2026	militaryfamiliesofhonor.org

01 — OVERVIEW

About the Project

Families of Honor is a New York-based nonprofit dedicated to supporting Veterans and Gold Star Families through community, service, and unwavering honor. They came to eslo nyc without a visual identity or digital presence — needing a brand that could communicate dignity, patriotism, and community to both supporters and donors.

The strategy was clear: build a brand and digital platform that could do two things at once — honor the gravity of their mission and actively drive engagement for their signature fundraising events, starting with Boxing Night.

The result is a fully branded nonprofit with a custom circular badge logo, a professional multi-page website, and a visual identity system built around navy, gold, and crimson — colors that evoke military honor while remaining bold enough to promote fundraising events at scale.

THE OPPORTUNITY

A brand-new identity and website gave Families of Honor the credibility and visibility to attract donors, sponsors, and volunteers — turning their mission into a movement people could rally behind.

CONTENT STRATEGY

Every page was written and structured to serve a purpose: the homepage builds trust, How We Serve educates, Boxing Night converts. The visual language — navy, gold, and red — evokes military honor while remaining bold enough to promote events.

DIGITAL AS EVENT ENGINE

The website was designed as the primary promotional vehicle for Boxing Night — with sponsorship tiers (\$500–\$25,000), a dedicated event page, and donation CTAs woven throughout the experience.

RESULTS

Families of Honor launched with a fully branded digital presence: a custom badge logo, a professional multi-page website, original copy, and a complete visual identity — going from zero to a credible, donor-ready nonprofit online.

1

Custom Badge Logo

1

Full Website Built

4+

Pages Designed

100%

Original Content

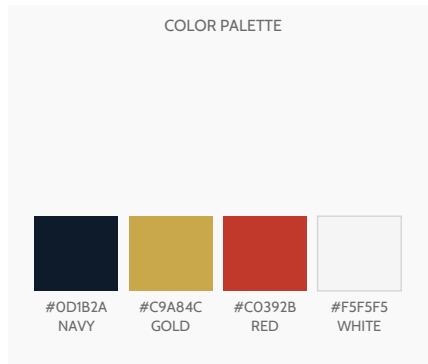
0 → 1

Brand Built From Scratch

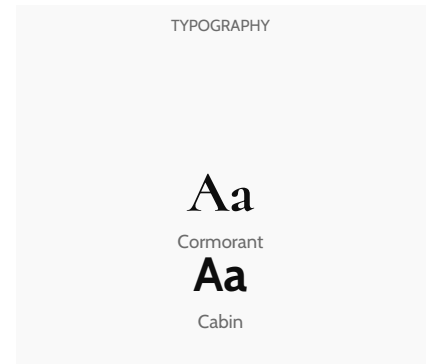
02 — BRAND IDENTITY



Circular Badge Logo



Color Palette



Typography System

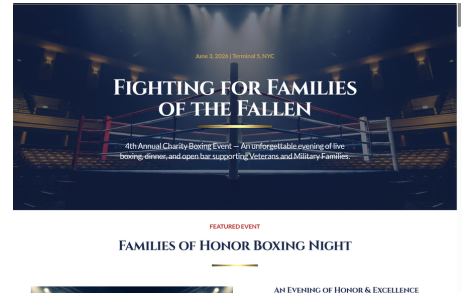
03 — WEBSITE DESIGN



Homepage Hero



How We Serve



Boxing Night

03 — DESIGN & CONTENT APPROACH

Logo & Visual Identity

The FOH circular badge logo was designed to honor all military branches — a bold, medallion-style emblem that communicates service, sacrifice, and community at a glance.

Original Copywriting

eslo nyc wrote every word on the site — from the homepage hero to individual service pages — in a voice that is patriotic, dignified, and action-oriented.

Website Architecture

The site was structured around the donor and volunteer journey: the homepage builds trust, How We Serve educates, and Boxing Night drives event registrations and sponsorships — every page with a clear purpose.

Event-Driven Design

The Boxing Night event page was built as a full fundraising engine — with tiered sponsorship packages (\$500–\$25,000), donation CTAs, and a visual identity that drives urgency and community pride.

04 — WHAT WAS DELIVERED

- Custom Circular Badge Logo
- Boxing Night Event Page

- Brand Color & Type System
- Donation & Volunteer CTAs

- Responsive Multi-Page Website
- Brand Guidelines Document

□ Visit the live site: militaryfamiliesofhonor.org

"From mission to movement — a brand built to honor, engage, and inspire."

eslo nyc · Brand Identity, Logo Design & Website Design