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## THE EVOLUTION OF OUR NAME & LOGO

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Special Ops Survivors was founded in 2002 under its original name “Frog Friends.”

Initially focused on helping the surviving spouses of fallen Navy SEALs, Frog Friends eventually expanded its focus to include serving the surviving spouses of all Special Operations personnel and became the United Warrior Survivor Foundation (UWSF). Under that name, our organization had three different logo designs during the course of nine years.

In the spring of 2011, the organization decided to embark on a comprehensive communications and branding audit with experts in the field.

The project began by surveying the survivors we serve, resulting in the decision to begin a process that led to new name and logo. Our survivors were the primary reason we decided to pursue a more in-depth change.

What we heard from our survivors was that the image of the organization did not match how they felt about the organization. It was also clear to us that we needed to differentiate our brand from other nonprofits that serve the military (some of which had similar sounding names which resulted in confusion at times).

In March 2012, the organization announced the much-anticipated results of our re-branding process to those who helped us get where we are. Like with our programs, everything we do is in response to the needs of those we serve. They took part in every phase of the 10-month project, proving guidance and clarity. They were even invited to vote on the final new name.

We also sought input from partner organizations, long-time supporters, and experts in nonprofit branding and public relations.



Every opinion was considered and every detail was carefully thought out. The logo icon captures three key elements in one simple design: a circle, embracing arms and the tip of a spear. The circle design conveys how the organization makes those it serves feel – they literally embrace the survivors. A circle also illustrates a sense of wholeness and strength. Blue was chosen as the logo color because it is not only a color from the American flag, but it communicates tradition and hopeful futures. The “Survivors” font was selected because it leans to the right, conveying a moving-forward feeling.

The result of this collaboration is the launch of the new name ‘Special Ops Survivors’ and the new tagline ‘Embracing & Empowering Spouses of Our Fallen Heroes.’”

We are very proud of the new name, logo and tagline and salute those who helped us with the process that led to this important change – moving our mission forward as we are about to mark our 10<sup>th</sup> anniversary.