

## Logos

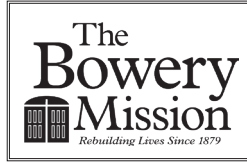
### Primary



1. Primary (preferred)



2. Primary Inverted



3. Primary B&W



4. Primary B&W Inverted

### Dimensions

The minimum size for each logo is 3/4" tall & 1 5/16" wide. Allow a minimum of 7/23" of white space on all four sides of the logo.

### Linear



1. Linear (preferred)



3. Linear B&W



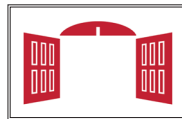
2. Linear Inverted



4. Linear B&W Inverted

All logos should only be used as shown.

### Red Doors



\*The open Red Doors should only be used in video assets and in internal presentations.

As we continue to build awareness of The Bowery Mission brand, the Red Doors will be used more often as a standalone logo.

The Red Doors HOPE logo is used on our social and peer-to-peer platforms, and for premium items.

## Color Breakdown



**Red (PMS 200)**  
RGB - 186, 12, 47  
CMYK - 3, 100, 70, 12  
HEX - #b22222



**White**  
RGB - 255, 255, 255  
CMYK - 0, 0, 0, 0  
HEX - #FFFFFF



**Black**  
RGB - 0, 0, 0  
CMYK - 0, 0, 0, 100  
HEX - #000000

## Typography

<b>Name and use</b>	Adobe Caslon Pro should be used for headlines or titles	Proxima Nova/Proxima Nova Rounded should be used for body text
<b>Weights</b>	Regular or <b>Bold</b> for headers <b>Bold</b> or <i>Italic</i> for emphasis	Regular for body copy <b>Bold</b> or <i>Italic</i> for emphasis
<b>Alternatives</b>	Use Georgia when Adobe Carlson Pro isn't available	Use Arial when Proxima Nova/Proxima Nova Rounded isn't available
<b>Note</b>	Always capitalize the "T" in The Bowery Mission.	

## Tone of Voice

This is who we are as a faith-based nonprofit organization. There are numerous characteristics that define The Bowery Mission, but keep these four key characteristics in mind when you're sharing about the work we do.

**Caring.** This refers to the compassionate aspect of our brand, but in a more personal way. Caring implies a more intimate concern for our guests, clients, volunteers and donors—coupled with action. Caring infers being gracious, empathic, open, inviting—and loving well.

**Savvy.** Tempered with humility, savvy reflects The Bowery Mission's expertise, excellence, innovation, practical understanding and commitment. Our savvy comes with a strong confidence in what we do to transform lives through God's grace.

**Optimistic.** This captures the hopeful nature of our brand, infusing everything we do and say with a sense of possibility. We are optimistic—even enthusiastic—based on our confidence in God's promises and plans, the strength of our guests and clients to choose help, and the determination of our supporters to make a difference.

**Real.** We are authentic, grounded and reflective of the challenging nature of our work, but resolute to work alongside and meet the needs of everyone who walks through our Red Doors.

## Our Purpose

The Bowery Mission is called to minister in the New York metro area to men, women, and children caught in the cycles of poverty, hopelessness and dependencies of many kinds, and to see their lives transformed to hope, joy, lasting productivity and eternal life through the power of Jesus Christ.

## Our Goal

To be the most effective provider of compassionate care and life transformation services for hurting people in the New York metro area.

## Our Impact

Each year, The Bowery Mission provides more than **653,500** hot meals, **167,300** nights of shelter, **46,400** articles of clothing, **13,300** showers and **1,300** onsite medical, dental and optometry exams.

## Our Vision

### Compassionate Care

Compassionate Care Invite Guests to **Choose Help**. Through hospitality, food, safe shelter, clothing, showers, and medical care — tangible expressions of God's love — we meet the immediate needs of each person who walks through our Red Doors.

### Residential & Community Programs

Residential & Community Programs help clients **Make Progress**. Clients access comprehensive services for physical, emotional, psychological, and spiritual healing — all in the context of a safe, supportive community.

### Transitional Housing & Alumni Programs

Transitional Housing & Alumni Programs inspire graduates to **Sustain & Grow**. Through transitional housing and ongoing access to services, graduates are equipped to find success beyond the walls of our programs.

### Children's Programs

Children's Programs empower children to **Thrive & Succeed**. Year-round opportunities for enrichment culminate in an unforgettable weeklong experience at our 200-acre camp in the Poconos Region of Pennsylvania, where they encounter the love of their Creator.

## Media Release Boiler Plate

The Bowery Mission has served New Yorkers experiencing homelessness and hunger since the 1870s. Each year, the Mission provides more than 653,500 hot meals, 167,300 nights of shelter, 46,400 articles of clothing, 13,300 showers and 1,300 onsite medical, dental and optometry exams. Each meal and every service is an invitation to residential and community programs that help clients make progress. Each year, the Mission serves 350 adults in its residential recovery programs and 800 more at the Community Hope Resource Center. To empower children to thrive and succeed. The Bowery Mission also offers year-round opportunities for enrichment through City Camp, culminating in summer camp for 900 children in the Poconos Region of Pennsylvania.

In order to more effectively combat the epidemic of homelessness in the New York metro area, New York City Rescue Mission and Goodwill Rescue Mission have joined forces with The Bowery Mission. Together, as one organization with nine campuses within New York, New Jersey and Pennsylvania, we offer new hope for a sustainable solution by sharing resources, collaboratively fundraising, and providing an enhanced continuum of care to men, women and children. As a result, we say "yes" to more people, more often, with better services, and love well. [www.bowery.org](http://www.bowery.org).

## Our Core Values

Honor God in everything we do.

Build relationships based on trust and respect.

Maintain integrity and excellence in programs and services.

Practice responsible stewardship.