

## Logos

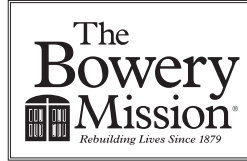
### Primary



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

### Use

Whenever possible, include an official logo on marketing deliverables.

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.

### Red Doors

The Red Doors logo is reserved for use in special situations and should not be used as an everyday replacement for the primary or all black versions of The Bowery Mission logos. Examples of special usage include the annual case statements, fundraising event stationary or when the full version (primary/linear) of the TBM logo is included elsewhere on the same material.

The Red Doors HOPE logo is used on our social media and peer-to-peer platforms, and on printed merchandise.

### Trademark & Tagline

For the full color and all black versions of the primary logo, the trademarked version must always be used. The tagline should only be removed when the logo is too small for it to be legible.

### Identifying Old vs. Current Logos

The easiest way to identify the old logo Bowery Mission primary logo, used prior to 2013, is by examining the "M" in Mission. The vertical lines in the old logo are positioned straight up and down. In the current logo, the vertical lines are slanted out slightly.

### Brand Approval

No employee may use The Bowery Mission's logo in a website, blog, video-sharing site, bulletin board or other social media without The Bowery Mission's written permission. Contact [marketing@bowery.org](mailto:marketing@bowery.org) to seek approval from the Brand & Content Marketing Team.

## Color Palette

### Primary Colors

The primary colors are used in The Bowery Mission's logos and sub-brand logos. No other colors should be substituted.



**Red (PMS 200)**  
RGB - 186, 12, 47  
CMYK - 3, 100, 70, 12  
HEX - #B22222



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



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

### Secondary Colors

The secondary colors are mostly used for background colors or icons.



**Beige (PMS 7604)**  
RGB - 227, 224, 216  
CMYK - 10, 8, 13, 0  
HEX - #E3E0D8



**Tan (PMS 7503)**  
RGB - 168, 151, 111  
CMYK - 35, 35, 62, 4  
HEX - #A8976f



**Gold (PMS 4017)**  
RGB - 212, 175, 52  
CMYK - 18, 28, 95, 0  
HEX - #D4AF37



**Grey (PMS 643)**  
RGB - 204, 214, 226  
CMYK - 19, 10, 6, 0  
HEX - #CBD6E2

## 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 savviness 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.

## Typography

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

## 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

Last year, The Bowery Mission provided more than **429,500** meals, **104,000** nights of shelter, **27,600** articles of clothing, **67,500** emergency showers and **1,500** onsite medical 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.

## 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.

## Media Release Boiler Plate

The Bowery Mission has served New Yorkers experiencing homelessness and hunger since the 1870s. Last year, The Bowery Mission provided more than 429,500 meals, 104,000 nights of shelter, 27,600 articles of clothing, 67,500 emergency showers and 1,500 onsite medical and optometry exams. Each meal and every service is an invitation to our Residential and Community Programs that help clients make progress toward a transformed life of faith, community, sobriety, sustainable income and independent living. To empower children to thrive and succeed, The Bowery Mission also offers year-round opportunities for enrichment through Mont Lawn City Camp, culminating in summer camp for hundreds of children in the Poconos Region of Pennsylvania. To learn more, visit [www.bowery.org](http://www.bowery.org).