OUR MISSION
To bring the love of Jesus and hope for a new life to our homeless neighbors

OUR VISION
Every homeless neighbor—beloved, redeemed, restored

CORE VALUES
Sacred Relationships
Passionate Urgency
Strategic Effectiveness
Courageous Belief
Innovative and Scrappy
MISSION DONORS

WHAT ALL OUR DONORS HAVE IN COMMON

BIGGEST PROBLEM FACING KING COUNTY
Homelessness

TOP REASONS FOR GIVING
Religious/Church
Health and Human Services

VALIDATION FOR DONATIONS
Proof their donations are used effectively
Confirmation of program impact

HOW THEY RESEARCH NON-PROFITS
Internet, church, and friends
LOGO GUIDELINES

The Mission’s logo is the exclusive property of the Mission. It is one of the organization’s most valuable assets. The appropriate use of the logo builds public awareness and builds on the Mission’s outstanding reputation in the community.
LOGO GUIDELINES

FULL COLOR LOGO

PANTONE COATED
- PMS 439 C (gray)
- PMS 2001 C (yellow)
- PMS 7417 C (Poppy) or Pantone P 40-8 C Plus Series

CMYK
- Gray: Black 90%
- Yellow: Yellow 40%
- Poppy: C=0, M=83, Y=92, K=0

PANTONE UNCOATED
- PMS 433 U (gray)
- PMS 2001 U (yellow)
- PMS 485 U (Poppy)

RGB
- Gray: R=48, G=48, B=48 #303030
- Yellow: R=254, G=215, B=121 #fed779
- Poppy: R=241, G=90, B=41 #f15a29

2-COLOR LOGO

PANTONE COATED
- PMS Black
- PMS 7417 C or Pantone P 40-8 C in the Plus Series

PANTONE UNCOATED
- PMS Black
- PMS 485 U
LOGO GUIDELINES

CLEARSPACE

The height of x, which is the height of the letter “N” in the word “MISSION”, is the amount of clearspace to be maintained around the logo to preserve its integrity.

A minimum of 1/4” clearspace is to be maintained around the logo when the height of “N” is at 1/10” or below.

SIZING

The logo may be enlarged as necessary, however it should not be reproduced smaller than a width of 3/4”.

Please contact the Senior Graphic Designer for approval on any items where the logo needs to be smaller.

GRAYSCALE VERSIONS

When printing the logo in grayscale, the word MISSION should be set to 40% black tint. Background color of the sign is 100% black.

Solid black logo should have the border line and words in solid white unless knock through is approved by Senior Graphic Designer.

Solid white logo should not be placed on heavy textures in order to avoid readability issues.
LOGO GUIDELINES

INCORRECT USES
Consistency in the presentation of the logo is very important. Changing the logo in any way degrades the brand. Here are examples of what not to do:

1. Do not squish or stretch any elements of the logo.
2. Do not crop any elements of the logo.
3. Do not scale down any elements of the logo.
4. Do not change colors to any elements of the logo.
5. Do not remove any elements from the logo.
6. Do not distort or rotate the orientation of the logo.
7. Do not add effects such as drop shadows to the logo.
8. Do not add another shape behind the logo.

*Overlapping some elements may be permissible. Please contact the Senior Graphic Designer to discuss the design.
DIGITAL DESIGN APPLICATION

LOGO ON BLACK BACKGROUND

Starting at 250 px, use thicker border and more saturated logo for digital design. This is adjusted in the file named “mission-iconicsignlogo-color-rgb_adjusted for digital.ai”. Please request this file from the Senior Graphic Designer.

Starting at 140 px, background can be removed - please continue to use the same colors from the above Illustrator file. Please make sure to keep adequate space around logo.
MISSION FONTS

GOTHAM
For headings all caps and sub-headings in sentence case or title case. Acceptable to use for single paragraphs. Avoid using Thin, Extra Light, Black, Ultra, and variations of italics if possible. (Thin and Extra Light work best on a larger scale).

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_-+=

FF MILO OFFC COLLECTION
For body copy, typically larger than one paragraph.

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_-+=

FONT LICENSES
Gotham must be purchased if used externally, with the exception of the Marketing Department and their contract designers. For a good substitute, Calibri can be used.

Gotham purchasing site:
www.typography.com/fonts/gotham/overview/

FF Milo Offc must be purchased if used outside of the Marketing Department. Alternate fonts used for PowerPoint presentations and Microsoft Word is Calibri.

Milo purchasing site:
www.fonts.com/font/fontfont/ff-milo/collection
MISSION COLORS

MAIN PALETTE

The main palette is for marketing towards the general public, aimed at evoking hunger, agitation, and change.

POPpy
PMS 7417 C & 485 U
CMYK 0 / 83 / 92 / 0
RGB 241 / 90 / 41
HEX f15a29

COOL GRAY
PMS 439 C & 433 U
CMYK 0 / 0 / 0 / 90
RGB 48 / 48 / 48
HEX 303030

WHITE
PMS White
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFF

WARM GRAY
PMS Warm Gray 1 C&U
CMYK 12 / 13 / 19 / 0
RGB 182 / 167 / 151
HEX E2D6C1

SECONDARY PALETTE

BLACK
PMS BLACK C & U
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX 000000

LIGHT CREAM
PMS 129C & 128U 7%
CMYK 0 / 0 / 7 / 0
RGB 255 / 253 / 240
HEX FFFDF0

ALL LIGHTER TINTS OF WARM GRAY, COOL GRAY, AND BLACK ARE ACCEPTABLE.

TERTIARY PALETTE

PLANT GREEN
Women & Children’s Ministries
PMS 2300 C & U
CMYK 42 / 0 / 87 / 12
RGB 169 / 194 / 62
HEX a9c23e

ROYAL BLUE
Men's Ministries
PMS 7685 C & 2146 U
CMYK 100 / 70 / 0 / 25
RGB 39 / 85 / 152
HEX 275598

Tertiary colors are reserved for internal use only, for program centric design. They were chosen specifically for our homeless guests to evoke calm moods, and are not to be used for public marketing and branding purposes.
MISSION ICONS

The following are frequently used line-style icons and labeled with the associated topic. Vector icons can be downloaded at:

https://www.dropbox.com/sh/29g0l80rgjrotv2/AACB0DmT06yQijxQuHnCI-TBa?dl=0

Homelessness / Shelter
Transitional Housing

Men's Shelter

Outreach Programs

Survival

Outreach

Programs

Search and Rescue

Shower Trailer

Mental Health Outreach

Recovery

Domestic Violence Program

Team Mission Fitness Program

Teen Mom Residential Program

Stabilization

Men's Shelter

KentHOPE Day Center & Shelter

Post-Hospital Recovery

Spanish Ministries

Post Graduation

Son Rise House

(Transitional Housing)

Renovo

(Transitional Housing)

Mental Health Outreach

Dental Services

Legal Services

Art From the Streets

Professions of faith / Bible study

Church partnerships

Education/ legal

Graduation

Safe shelter/ beds

Employment

Social/ Groups

Mental Health

Prison Ministry

Dental

Corporations

Mother child / Love

Undesignated or retired programs

Volunteer

High Impact Volunteers

Donated goods / blankets / Search & Rescue

You're invited / Email

Donation

Estate gift / Legacy

Unemployment

Re:Novo

(Transitional Housing)