



SEATTLE'S UNION GOSPEL MISSION

BRAND GUIDELINES 2020

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:



Do not squish or stretch any elements of the logo.



Do not crop any elements of the logo.



Do not scale down any elements of the logo.



Do not change colors to any elements of the logo.



Do not remove any elements from the logo.



Do not distort or rotate the orientation of the logo.



Do not add effects such as drop shadows to the logo.



Do not add another shape behind the logo.*

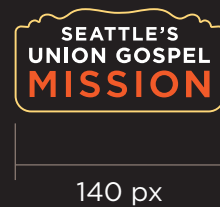
**Overlapping some elements may be permissible. Please contact the Senior Graphic Designer to discuss the design.*

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).

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

FF MILO OFFC COLLECTION

For body copy, typically larger than one paragraph.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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



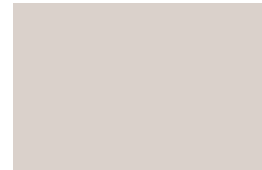
COOL GRAY

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 FFFFFFFF



WARM GRAY

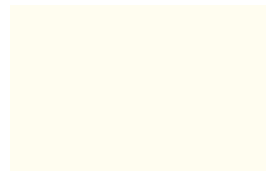
PMS Warm Gray 1 C&U
 CMYK 12 / 13 / 19 / 0
 RGB 182 / 167 / 151
 HEX E2D6C1

SECONDARY PALETTE



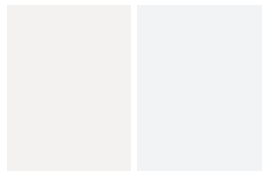
BLACK

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 FFFDFO



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/AACB0DmT06yQjixQuHnCI-TBa?dl=0>

 Homelessness / Shelter Transitional Housing	 Hunger	 Poverty	 Addiction	 Legal	 Search & Rescue / Emergency aid
 Volunteer	 High Impact Volunteers	 Donated goods / blankets / Search & Rescue	 You're invited / Email	 Donation	 Estate gift / Legacy
 Church partnerships	 Education / legal	 Graduation	 Safe shelter / beds	 Employment	 Social / Groups
 Mental health	 Professions of faith / Bible study	 Prison ministry	 Dental	 Corporations	 Mother child / Love
 Undesignated or retired programs					

Survival			
 Outreach Programs	 Search and Rescue		
 Shower Trailer	 Mental Health Outreach		
Recovery			
 Men's Recovery Program at Riverton Place	 Women's Recovery Program at Hope Place		
 Domestic Violence Program	 Team Mission Fitness Program	 Teen Mom Residential Program	
Stabilization			
 Men's Shelter	 KentHOPE Day Center & Shelter	 Post-Hospital Recovery	 Spanish Ministries
 Prison Ministries	 Dental Services	 Legal Services	 Art From the Streets
Post Graduation			
 Son Rise House (Transitional Housing)	 Re:Novo (Transitional Housing)		
 Continuing Education	 Job training & Placement		



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