

BRAND BOOK



— THE —

CITY MISSION

REACHING HEARTS | CHANGING LIVES

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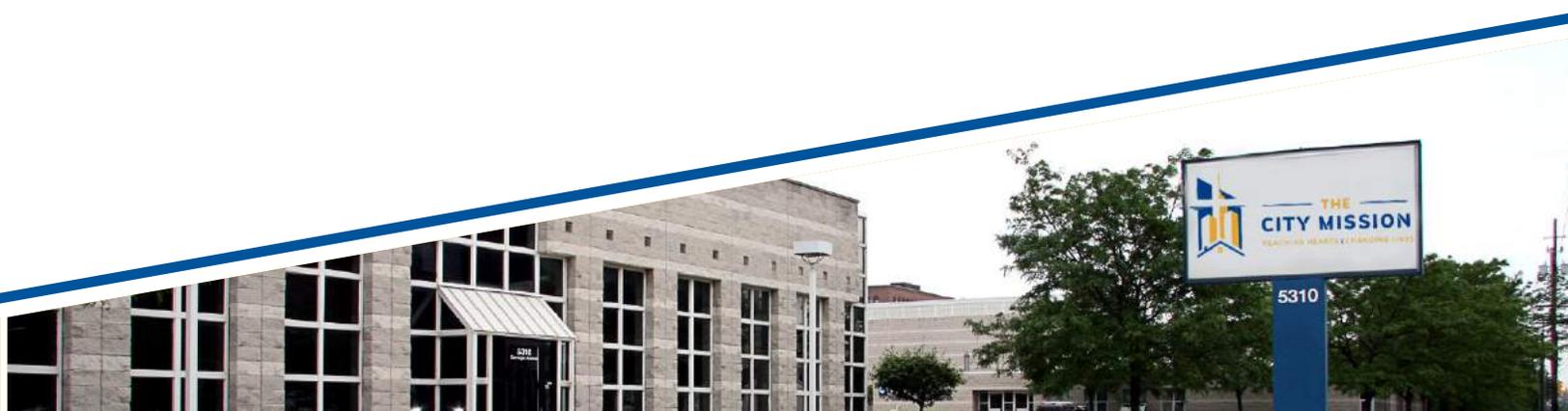
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Dear Friend,

For over one hundred years, The City Mission has come alongside men, women, and children experiencing crisis in the city of Cleveland. Though our addresses, appearance, and services have changed over time, our mission remains the same as it did in 1910: providing help and hope to all people through the transforming power of God's love.

Today, I'm excited to share our brand book with you - an idea 107+ years in the making - as a demonstration of how the Mission is adapting to meet the needs of the hurting and homeless in the 21st century. Our logo is designed to represent the full scope of who we are and how we're serving our community, while capturing the Mission's key characteristics - holding fast to the Gospel, caring for the city of Cleveland, and empowering the transformation of a whole person.

In the following pages, we visually establish this rich identity. You'll find reinforcement of our core values, and guidelines for content such as our logo, program names, and tone of voice. **We invite you to take ownership of these guidelines as you discover how to live out who The City Mission is in both technical and creative ways.**

I hope this brand book will provide years of inspiration and instruction as you come alongside us as not only a champion of this organization, but a champion of transformation.

Sincerely,



Rev. Richard Trickel







01

WHO WE ARE

HISTORY
MISSION
VISION
CORE VALUES

**REACHING HEARTS,
CHANGING LIVES**

FROM PROVIDING FOR BASIC NEEDS...

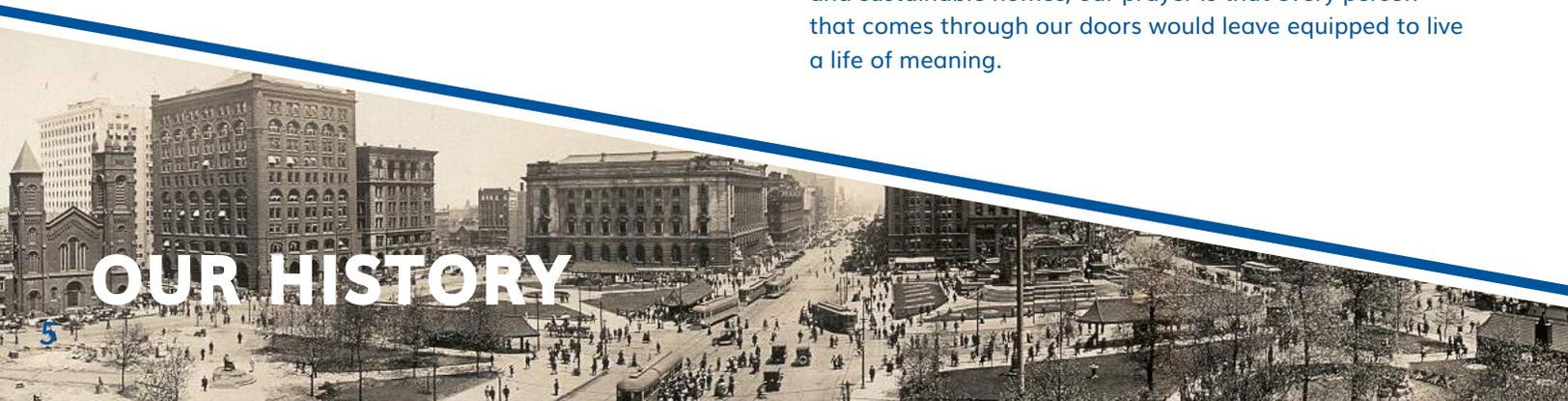
The City Mission was founded in October of 1910, when Mel Trotter, a former alcoholic turned mission planter, was encouraged by city leaders to do something to help the homeless in Cleveland. In just a few days of fundraising, The City Mission's ministry began in an abandoned saloon on Superior Avenue.

For a large portion of the 20th century, the Mission's services included Bible classes, prison ministry, food baskets, and other basic assistance for those experiencing homelessness. As the needs, demographics, and culture of those experiencing crisis changed, the Mission adapted to empower ever-shifting populations. We opened Cleveland's first women's shelter in 1981, and again

answered the call to an expanding women and children's homelessness crisis with the addition of Laura's Home in the 21st century. The Mission has also continued to serve hundreds of men every year since its founding, and in 1992 our men's facility - Crossroads Men's Crisis Center - and administrative offices moved to Carnegie Avenue in the Midtown district, where our headquarters remains today.

TO EMPOWERING FULL TRANSFORMATION

Through wars, economic recessions, and decades of change for Cleveland, the dedicated men and women of The City Mission endeavored to love and serve every person well. Today, we follow their example by implementing the most effective, relevant, wraparound care for our guests. By empowering individuals with practical help, restored hearts, and sustainable homes, our prayer is that every person that comes through our doors would leave equipped to live a life of meaning.



OUR HISTORY

5

Though we adapt the services we offer to our clients in order to be relevant and responsible to their needs, The City Mission will continue to be guided by our **Mission, Vision, and Core Values.**

MISSION Providing help and hope to all people through the transforming power of God's love.

VISION The City Mission, known for faithfully proclaiming the gospel of Jesus Christ, will be a catalyst for positive change in Cleveland resulting in the radical transformation of individuals and communities for generations to come.

CORE VALUES *Directed by the Bible* *Inspired by Responsibility*
Dedicated to Transformation *Energized by Collaboration*
Bound by Integrity *Strengthened by Commitment*

MISSION, VISION, AND CORE VALUES

DESTINY!

BELIEVE!

H O P E

02

EDITORIAL GUIDELINES

PHRASING
CAPITALIZATION
ABBREVIATION

The City Mission is named as such because our services and desire to reach hearts and change lives is directed locally toward the city of Cleveland. Consistent treatment of our name is important to the success of this organization. While alternate use of the names of our services and programs are acceptable, these noted substitutions can be

made after the complete names are used. Please adhere to the following guidelines when referring to The City Mission, its services, and programs. Included are the full names with their appropriate capitalization, followed by appropriate short names and abbreviations where applicable:

THE CITY MISSION

Phrasing and Capitalization: The City Mission

Short Name: the Mission

Abbreviation: TCM

Important Notes:

- After the first reference to The City Mission, the name can be shortened to "the Mission" and/or "TCM" for the sake of repetition.
- "The" should always be included and capitalized when referring to "The City Mission".

LAURA'S HOME WOMEN'S CRISIS CENTER

Phrasing and Capitalization: Laura's Home Women's Crisis Center

Short Name: Laura's Home

Abbreviation: N/A

Important Notes:

- After the first reference to Laura's Home Women's Crisis Center, the name can be shortened to "Laura's Home" for the sake of repetition.
- A commonly made error would be referring to Laura's Home as "Laura's House." Laura's Home should never be spoken or written of as Laura's House, so as to avoid confusing it with other organizations.

CROSSROADS MEN'S CRISIS CENTER

Phrasing and Capitalization: Crossroads Men's Crisis Center

Short Name: Crossroads

Abbreviation: N/A

Important Notes:

- After the first reference to Crossroads Men's Crisis Center, the name can be shortened to "Crossroads" for the sake of repetition.

INMATE OUTREACH SERVICES

Phrasing and Capitalization: Inmate Outreach Services

Short Name: N/A

Abbreviation: IOS

Important Notes: N/A

PATHWAYS FAMILY SERVICES

Phrasing and Capitalization: Pathways Family Services

Short Name: Pathways

Abbreviation: N/A

Important Notes:

- After the first reference to Pathways Family Services, the name can be shortened to "Pathways" for the sake of repetition.

IDENTIFYING OUR SERVICES AS MINISTRIES OF THE CITY MISSION

When one of our ministries is referenced in print, or mentioned in isolation, it should be referred to as "xyz, a ministry of The City Mission." For example, the first time Laura's Home is referenced in an article, it would follow the pattern above: "Laura's Home, a ministry of The City Mission."

www.thecitymission.org

When referring to The City Mission's website in print, the proper format is all lowercase: "www.thecitymission.org."





03

LOGO

HISTORY
ELEMENTS
COLOR



THE
CITY MISSION
REACHING HEARTS | CHANGING LIVES

1964



Although this logo looks simple, it was ahead of its time in both the marketing and rescue mission world. The cross clearly states The City Mission's values, and the three hands were implemented to represent the relationship between God, the Mission, and those in need.

2006



In the updated version of our 1964 logo, a distinctive font and blue field were added. The circle around the cross and hands was removed to eradicate any representations of limitation. The newly coined "Reaching Hearts. Changing Lives." tagline also became a part of this logo, as we sought to better express our modern identity and purpose in 2006.

2018

HISTORY OF THE LOGO



Adapting to shifting needs and demographics often leads to major changes in a short amount of time. In 2018, we felt these changes were significant enough to call for a fresh start in the way we present our brand.

Our current logo is not the perfect model of who we are at any given time, nor does it change who we've always been. Rather, **this logo came out of a collaborative effort to marry who we are today with our rich history of serving the city of Cleveland for over 100 years.**

Careful consideration has gone into the creation of this logo. We feel strongly that only the latest logo should be used when creating content, except in situations when referencing an old logo is appropriate - specifically, when discussing the history of The City Mission. Please take a look at the following guidelines for proper use of our logo.

LOGO ELEMENTS

Our logo is comprised of three apparent elements: a cross, a city, and a home. These components represent a commitment to the ideas that have been important to The City Mission's identity since our foundation, while communicating who we are in a fresh way.



THE GOSPEL OF CHRIST

COMMITMENT TO CLEVELAND

TRANSFORMATION

The slashes in "CITY MISSION" are to be treated as part of the logo. There is no case in which they should be omitted if the full logo is being used.

CITY MISSION

REACHING HEARTS | CHANGING LIVES

LOGO GUIDELINES

CROSS

The cross acts to communicate our foundation in the Gospel of Christ and our desire to see that grace and love transform the lives of everyone we come in contact with. We find our identity as an organization in Jesus and seek to live that out.

CITY

The City Mission is committed to Cleveland and collaborating with its people. These invaluable partnerships reveal themselves in four main categories: God, the Church, our clients, and our community. We do not simply seek to serve the city of Cleveland, but to truly be a part of it.

HOUSE

The house represents our goal for every client - that they would not only recover, but also move forward into stability and community. Moving someone from homelessness to housed is not enough. True transformation is moving someone from homelessness to home.

In cases where the graphic and text portions of the logo are kept together, or the text portion appears by itself, it is required that "REACHING HEARTS | CHANGING LIVES" always be kept intact with "THE CITY MISSION".

Our logo appears in square and rectangular formats. The square layout is preferred; however, the rectangular option is acceptable in cases where the square does not fit properly. No matter its use, the logo should never be made so small that it becomes unrecognizable.

SQUARE

RECTANGLE

FULL COLOR



ONE COLOR



LAYOUT

The City Mission's colors are representative of our pertinence in the 21st century, as well as our rich tradition and history.

BLUE

HEX: #00549b

CMYK: 99% 75% 8% 1%

RGB: 0 84 155

PANTONE: 2945 C



Blue has been associated with our logo for decades and remains the dominant color in our logo. It represents The City Mission's depth and stabilizing presence in Cleveland. The color blue is associated with trust, wisdom, confidence, faith, and truth - characteristics we hold dear and desire to present to our community. The blue featured in this logo is brighter and more modern than in our previous logo, an important change made to communicate our relevancy in today's world.

YELLOW

HEX: #E8BA44

CMYK: 9% 26% 85% 0%

RGB: 232 186 68

PANTONE: 2006 C



Yellow is a new addition to The City Mission's color palette. It was chosen to portray the energy, joy, and hope for a new day found throughout The City Mission's campuses. This golden yellow generates excitement and refreshment as we grow into the Mission's future, but maintains a muted tone to show our commitment to proven methods and Christian values.

These colors are allowed to change at the discretion of TCM's Marketing and Development staff, especially if colors are limited by the printing arrangement of a project. For example, printing in one or two colors.

COLOR USE

04

TYPOGRAPHY

PRIMARY FONT
SECONDARY FONT
FONT USE

MULI

PRIMARY FONT: **MULI EXTRA BOLD**

SECONDARY FONT: **MULI BOLD**

Muli, a minimalist sans serif, is designed for display and text font and can be used freely across all web browser formats. Muli is the chosen font of The City Mission because it communicates our message in a friendly way, while remaining relevant, strong, and modern.

Muli is used extensively and almost exclusively across our website, and should be used in other situations as the go-to font whenever appropriate. Muli can be downloaded for free through many online font platforms.

Extra Light AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Extra Light Italic *AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Light AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Light Italic *AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Regular AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Regular Italic *AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

SemiBold AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

SemiBold Italic *AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Bold AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Bold Italic *AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*



05

LANGUAGE
PHOTOGRAPHY

tone
INSPIRATION
ONLINE PRESENCE

THE POWER OF LANGUAGE

Our deep desire is to intentionally communicate how the transformative power of Christ's love affects the lives of our clients, volunteers, supporters, and staff. The Mission's language and photography consistently represents this desire through written, visual, and audible means. Our goal in photo composition and selection is to customarily emphasize the joy and strength found in a restorative process. While situations in which we might use photographs or language that show an individual in crisis occur, this choice is made to highlight the severity of

a former situation and how dramatically transformative The City Mission's programming has the potential to be.

No matter a person's status or the communication forum, we strive for a friendly, yet professional tone. We invite people to engage, but we do so with proper grammatical structure. Abbreviations are used sparingly and appropriately. Respectful, grace-filled language is used when communicating to the public and responding to online users. We understand that words have a profound impact, and we will consistently treat all people with dignity and respect.



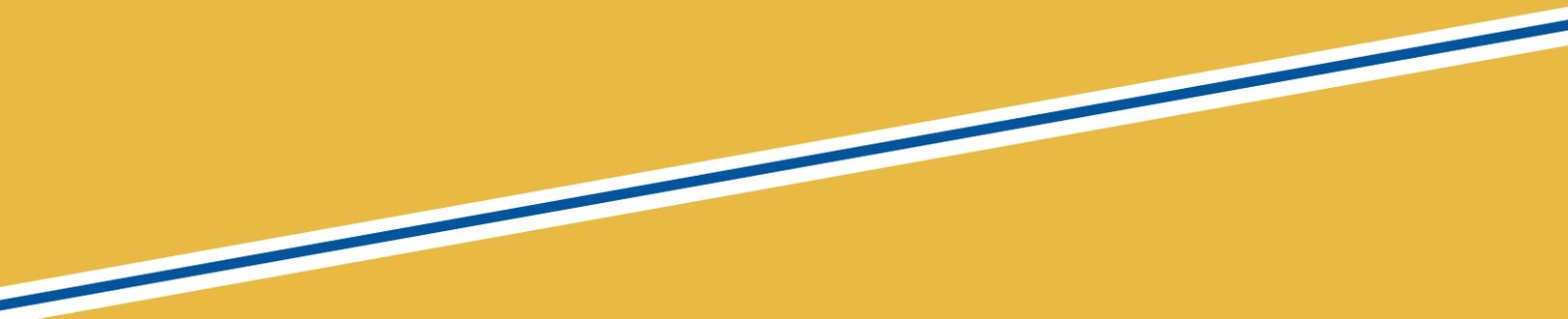
WYOMING STATE BOARD OF EDUCATION
MEMORIAL SERVICE
FOR
[Name of the deceased]
[Date of the service]











06

BRAND ARCHITECTURE

ICONOGRAPHY
MOMS WITH THE MISSION

At The City Mission, we strive to restore individuals by equipping them with the three key components of Help, Heart, and Home. These three components also act as pillars to our mission statement.

The representative icons for Help, Heart, and Home come from the "minimalist" iconography family, and are used on occasion in online and print materials. The design qualities of the minimalist family icons partner well with our logo. The same theme of incomplete lines in the icons are also used in the logo-ized version of our name on the "Y" "M" and "N" of "City Mission".

Read on to find out how we share Help, Heart, and Home in serving our guests.

HELP

to be safe and secure



HEART

to heal and renew hope



HOME

to move toward
self-sufficiency



ICONOGRAPHY

When an individual comes to The City Mission, we first work to meet their immediate needs of food, shelter, and clothing. When essentials are provided for a person, they can begin to move on from a place of crisis to a place of safety and security.

Once a client's basic needs are met, we provide the resources they need to heal from the trauma they have endured throughout their crisis. In this stage, our goal is for an individual to be transformed through spiritual, educational, and vocational programs that ground them in biblical knowledge and life skills.

This final pillar is focused on assisting clients in finding practical ways to remain self-sufficient - primarily through obtaining adequate income and housing. When a client has healed from their crisis and achieves these goals, they are equipped to transition to a meaningful, healthy life after The City Mission.

Our Moms With The Mission (MWTM) logo is representative of the community of women that are connected through their common desire to serve Laura's Home and educate their children about homelessness and poverty. The two navy figures show a mother and child united in love. The connection between mother and child, as well as

Laura's Home and family is further demonstrated by using a script font and uninterrupted lines.

This logo is only used for Moms With The Mission. As with The City Mission logo, the MWTM logo should never be skewed in length or width, and should never be made so small as to become unrecognizable. See below for proper color references and logo use:

ABBREVIATION AND CAPITALIZATION

Moms With The Mission is properly abbreviated "MWTM". Both "With" and "The" should always be capitalized when referring to the program.

NAVY

HEX: #003663

CMYK: 100% 84% 35% 25%

RGB: 0 54 99



PINK

HEX: #AE5452

CMYK: 25% 77% 64% 11%

RGB: 174 186 68



MOMS WITH THE MISSION

SQUARE

RECTANGLE

FULL COLOR



ONE COLOR



For consistency of use, all implementation of The City Mission's logo by staff, external partners, or those fundraising on our behalf should be directed by The City Mission's Marketing and Development staff. If ever necessary, an altering of these standards is acceptable pending approval from The City Mission's Marketing and Development team, with the Chief Executive Officer having the final say.

Staff should refer to guidelines given at the time of brand launch or employment for more office-specific cases and materials such as letterhead and email signatures.

An online version of these standards is accessible by going to www.thecitymission.org/brand-book.

Thank you for your partnership with
The City Mission. Our hope is that in
Christ, we will together continue to reach
hearts and change lives in Cleveland.



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