



BRAND BOOK

The City Mission

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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 110 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,



Linda Uveges







01

WHO WE ARE

History
Mission
Vision
Core Values

110 YEARS OF HOPE IN CLEVELAND

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.

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

- We are called to serve Christ and others
- We believe God transforms lives
- We commit to steward well
- We succeed by working together
- We care for every person knowing all are made in the image of God



02

EDITORIAL GUIDELINES

Phrasing
Capitalization
Abbreviation

NAME TREATMENT

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. Listed here are the full names of each ministry with their appropriate capitalization, followed by appropriate short names and abbreviations where applicable.

When one of our ministries is referenced for the first time, 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."

THE CITY MISSION

Phrasing and Capitalization: The City Mission

Short Name: the Mission

Abbreviation: TCM

Important Notes:

- After its first reference, The City Mission 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

Important Notes:

- After its first reference, Laura’s Home Women’s Crisis Center can be shortened to “Laura’s Home” for the sake of repetition.

CROSSROADS MEN’S CRISIS CENTER

Phrasing and Capitalization: Crossroads Men’s Crisis Center

Short Name: Crossroads

Important Notes:

- After its first reference, Crossroads Men’s Crisis Center can be shortened to “Crossroads” for the sake of repetition.

PATHWAYS FAMILY SERVICES

Phrasing and Capitalization: Pathways Family Services

Short Name: Pathways

Important Notes:

- After its first reference, Pathways Family Services, can be shortened to “Pathways” for the sake of repetition.

NEW HORIZONS

Phrasing and Capitalization: New Horizons

Short Name: N/A

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 HISTORY BEHIND OUR LOGO

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



THE CITY MISSION

REACHING HEARTS | CHANGING LIVES

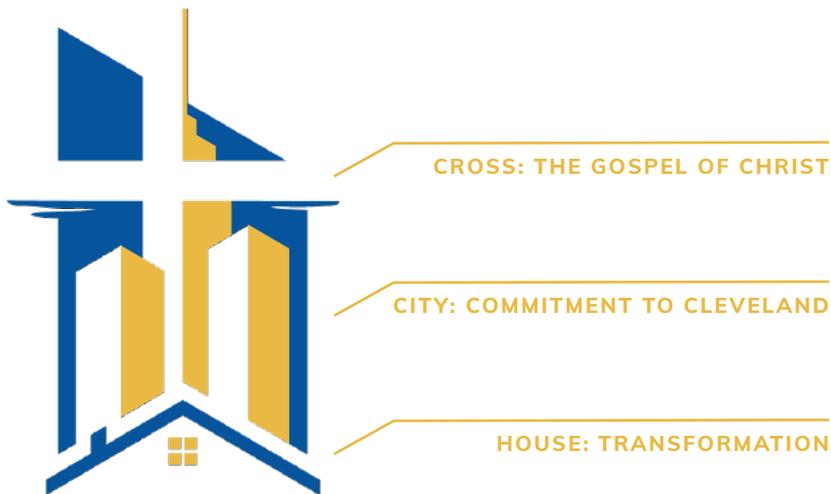
Adapting to shifting needs and demographics often leads to major changes in a short amount of time. In 2018, we felt these changes were significant enough to call for a fresh start in the way we present our brand.

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 110 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 next few pages to understand proper use of our logo.

LOGO ELEMENTS & GUIDELINES

Our logo is comprised of three apparent elements: a cross, a city, and a house. 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.



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 homeless to housed is not enough. True transformation is moving someone from homelessness to home.

The slashes in the "Y" "M" and "N" of "City Mission" are to be treated as their own logo element. There are few cases in which they should be omitted if the full logo is being used.



CITY MISSION

REACHING HEARTS | CHANGING LIVES



"Reaching Hearts | Changing Lives" ought to be kept in tact with the full logotype whenever possible.

LAYOUTS

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



PRIMARY BRAND COLORS

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

BLUE

HEX: #00549b

CMYK: 99% 75% 8% 1%

RGB: 0 84 155

PANTONE: 2945 C



Blue has been associated with our brand 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 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.

SECONDARY BRAND COLOR

LIGHT BLUE

HEX: #C0D2E4

CMYK: 23% 10% 4% 0%

RGB: 192 210 228





04

TYPOGRAPHY

Primary Font
Font Use

MULI

PRIMARY TYPEFACE: **MULI EXTRABOLD**

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 representative typeface of The City Mission because it communicates our message in a friendly way, while remaining relevant, strong, and legible.

Muli is used extensively and almost exclusively across our website, and should be used in other online and print applications as the go-to font whenever appropriate.

With its clean design and variety of weights, Muli functions excellently as a heading or body text. It pairs well with itself or with a wide range of both serif and sans serif fonts.

This typeface can be downloaded for free through most online font platforms.

Muli Muli Muli **Muli** Muli **Muli** Muli
Muli Muli Muli Muli Muli Muli Muli



05

LANGUAGE PHOTOGRAPHY

Tone
Inspiration
Online Standards

THE POWER OF WRITTEN AND VISUAL COMMUNICATION

Our deep desire is to intentionally communicate how the transformative power of Christ's love affects the lives of our residents, 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.













06

BRAND ARCHITECTURE

Iconography
Event Branding
Rise
Moms with The Mission

ICONOGRAPHY

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 our very own icon family, and are used online and in print materials. They are a part of a larger icon library that was carefully crafted in-house. The design qualities of these minimalist icons partner well with our logo. The same theme of incomplete lines in the icons are also used in the logotype of our name on the "Y" "M" and "N" of "City Mission".

Please contact the Marketing and Development Team for access to our full icon library.

HELP

to be safe and secure



HEART

to heal and renew hope



HOME

to move toward
self- sufficiency





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 resident'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 residents in finding practical ways to remain self-sufficient - primarily through obtaining adequate income and housing. When a resident has healed from their crisis and achieves these goals, they are equipped to transition to a meaningful, healthy life after The City Mission.

RUNNING WITH A MISSION

This annual fundraiser has been a favorite event on our calendar since 2011. It focuses on raising money for homeless Clevelanders and bringing the community together. Each year, this event features a 5k run and 1 mile walk.

In an effort to increase the awareness and success of Running with a Mission, we have implemented the following brand standards:

COLORS



TCM BLUE
HEX: #00549b



TCM YELLOW
HEX: #E8BA44



TCM LIGHT BLUE
HEX: #C0D2E4

See page 20 for additional color code details.

LOGO



RISE

Rise, the women's philanthropy initiative at The City Mission, was formerly known at the Women's Auxiliary and is inspired by their efforts from 1951-2004. The latest group of women will come together with a shared purpose: helping men, women, and children experiencing homelessness in Cleveland to rise up from their circumstances. Members will pool together resources and time to reach, inspire, sustain, and empower both the individuals they serve and the other group members. The initiative will be grounded in its values of unity, impact, and hope.

The Rise logo features the yellow from our primary brand in an array of tints, along with a bright, energetic blue. It utilizes the playful serif font Catamaran from type designer Pria Ravichandran. It is available for download online.



BRIGHT BLUE

HEX: #00AEEF

CMYK: 69% 14% 0% 0%

RGB: 0 174 239



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 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 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 together
in Christ, we will continue to reach hearts
and change lives in Cleveland.**



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