GOSPEL RESCUE MISSION
BRAND IDENTITY

GRAPHIC STANDARDS

-CHRIST, COMMUNITY & TRANSFORMATION-

Our Mission - Rescuing people from poverty in Jesus' name while applying Christian values to restore hope and a future to individuals and families. We are bound to proclaim Jesus Christ to the needy of Josephine County in a spirit of care, assisting with clothing, spiritual counseling, education, food, health care and shelter, accomplishing all this with an attitude of Commitment.

Our Visions - As an organization, we are an Evangelical, non-denominational Christian organization, privately funded and community focused. We aim to give food, clothing, shelter and the Gospel of Jesus Christ to those who are the most in need. Regeneration, repentance, reconciliation and restoration are seen as the goal for each resident.

Our Community - More than 40 local churches support the work of the Mission. "If we can't do it, we know who can!" This saying applies to programs like housing assistance, health insurance, full job skills training etc. By ourselves, we cannot take care of every single aspect of our residents lives, but we know who can. This is all done through hands on help with staff and volunteers, and through community partnerships. We work with local merchants and other organizations to help them understand homelessness, and we are a place for them to encourage homeless men and women to come for help.

-HOW TO USE THESE STANDARDS-

These guidelines will help you present every aspect of the Gospel Rescue Mission's brand in an appropriate manner that ultimately benefits all involved. Communicating the brand in a consistent, dynamic and engaging way helps everyone connect with the community and stand out in the marketing/visual realm.

Treat these standards with care, attention to detail, and in the spirit of building the best brand experience possible.

-WHY IS A BRAND IMPORTANT?-

A brand is more than a name, a logo or a collection of products.
It is also how it makes people think and feel about an organization as a whole, and it's the essence of what makes an organization unique.
A strong brand tells an organization's story in a unified voice through advertising, on the web, in print, in presentations and at events. Toward this end, the Gospel Rescue Mission messaging must resonate as one.

-THE Gospel Rescue Mission LOGO, LOGOTYPE & ICON-

The logos shown here are the ones that you will use most often.

The full color **Gospel Rescue Mission** full logo is the face of the brand. It provides a common link across all communications, and establishes instant recognition. It is one of our most valuable assets, and therefore cannot be altered under any circumstances.

The full color **Gospel Rescue Mission** full logo is the prefered branding. Like all **Gospel Rescue Mission** logos and logotypes, the **Gospel Rescue Mission** logo can also be used as a one-color logo (such as all-white or all-black). In such applications, all the letters and the icon must be the same color.

Gospel Rescue Mission Logo

-THE Gospel Rescue Mission LOGO, LOGOTYPE & ICON-

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The color **Gospel Rescue Mission** logotype is the text version of the brand. It provides a common link with the full logo to continue brand recognition.
It contains the tagline associated with the brand and therefore should not be altered under any circumstances.

The full color **Gospel Rescue Mission** logotype is the prefered branding. Like all **Gospel Rescue Mission** logos and logotypes, the **Gospel Rescue Mission** logotype can also be used as a one-color logo (such as all-white or all-black). In such applications, all the letters must be the same color.

Gospel Rescue Mission Logo

-THE Gospel Rescue Mission LOGO, LOGOTYPE & ICON-

The icons shown here are the ones that you will use most often.

The full color **Gospel Rescue Mission** icon is a stand-alone accent of the brand. It provides a common link with the full logo to continue brand recognition.
It is directly associated with the brand and therefore cannot be altered under any circumstances.

The full color **Gospel Rescue Mission** icon is the prefered branding.
Like all **Gospel Rescue Mission** logos and logotypes, the **Gospel Rescue Mission** icon can also be used as a one-color logo (such as all-white or all-black). In such applications, all the elements must be the same color.

Gospel Rescue Mission Logo

-INCORRECT LOGO USE-

Do not use incorrect colors.

Do not substitute a font text
to look like the logo.

Do not distort the logo.

These rules apply to all **Gospel Rescue Mission** logos, logotypes
and icons.

Gospel Rescue Mission Logo

-CLEAR SPACE-

The **Gospel Rescue Mission** logo and logotype always appears with space around it. **Gospel Rescue Mission** logo forms must always be surrounded on all four sides by a clear space of at least half the height of the letters. This is the minimum space needed between the logo and any other graphic element or type.

The illustration below explains the measurements of the elements that make up the **Gospel Rescue Mission** logo forms.
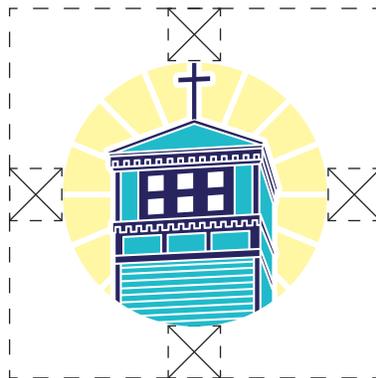
color palette

-LOGO COLOR USAGE-

This section shows the main colors for the **Gospel Rescue Mission** logo, logotype and icon. It is very important to reference this document to achieve a standard across various mediums. Color variations will occur with different methods of printing or displays, so this should be used as a guide to achieve the closest possible uniformed color.
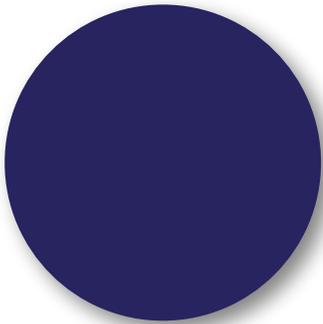
PANTONE 2756 C
CMYK – 100/100/30/21
RGB –41/37/98
WEB (HEX) – 282561
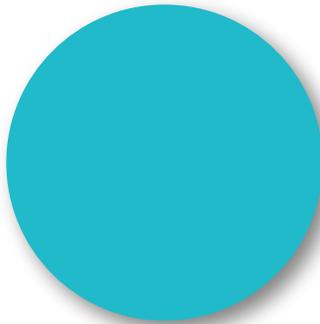
PANTONE 319 C
CMYK – 71/2/21/0
RGB – 25/185/202
WEB (HEX) – 1BB8C9
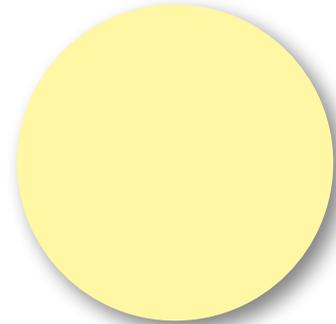
PANTONE Yellow 0131 C
CMYK – 0/0/45/0
RGB – 255/248/163
WEB (HEX) – FFF7A3

Gospel Rescue Mission typography

-TYPOGRAPHY-

A powerful brand tool, the right typeface reflects, and protects the integrity of the brand, while remaining flexible across different communication channels.
This suggested **Gospel Rescue Mission** typography is modern and confident.

Main Typeface

Nexa Bold

Nexa Bold is recommended as the primary typeface. Use it for headlines, subheads and body copy.

Nexa Light

Type is a powerful brand tool that can help build a consistent brand message.

-THE Gospel Rescue Mission Alternate Logo -

The alternate logo shown here may be used only when circumstances arise where the main logo cannot be utilized properly. All guidelines still apply while using this version of the logo.

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GOSPEL RESCUE MISSION

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