



SEATTLE'S UNION GOSPEL MISSION

BRAND GUIDELINES **2023**



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

MISSION DONORS



WHAT ALL OUR DONORS HAVE IN COMMON

MOTIVATED BY CHRISTIAN FAITH

BELIEF IN THE MISSION

PERSONAL CONNECTION TO HOMELESSNESS

LOGO GUIDELINES



The Seattle's Union Gospel 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

Logo can be downloaded at the following link. Please use the correct format for your needs or ask the Marketing team regarding format concerns:

www.ugm.org/missionlogos



FULL COLOR LOGO

PANTONE COATED

PMS Black C
PMS 2001 C (Yellow)
PMS 7417 C (Poppy) or
Pantone P 40-8 C Plus Series

CMYK

Black 100%
Yellow 40%
Poppy: C=0, M=83, Y=92, K=0

PANTONE UNCOATED

PMS Black U
PMS 2001 U (Yellow)
PMS 485 U (Poppy)

RGB

Gray: R=0, G=0, B=0 #000000
Yellow: R=254, G=215, B=121 #fed779
Poppy: R=241, G=90, B=41 #f15a29



2-COLOR LOGO

PANTONE COATED

PMS Black U
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 Art Director for approval on any items where the logo needs to be smaller.

GRAYSCALE VERSIONS



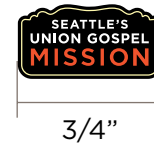
When printing the logo in grayscale, the word MISSION should be set to 40% black tint. Background color of the sign is 100% black.



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.

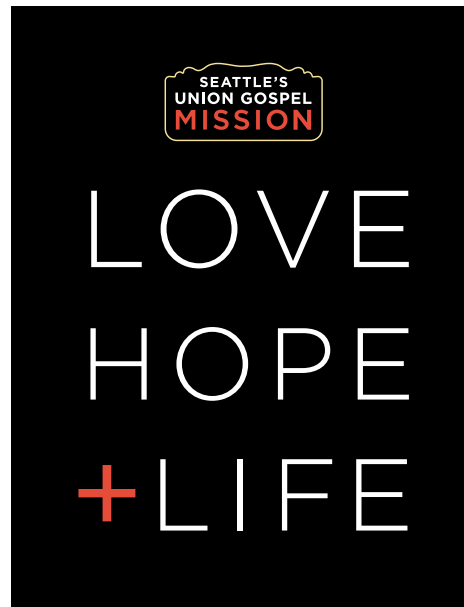


Do not add another shape behind the logo or over extremely busy backgrounds and photos.*

**Overlapping some elements may be permissible. Please contact the Marketing Department to discuss the design.*

MISSION TAGLINE

Love, Hope & Life is the official tagline for Seattle's Union Gospel Mission. Current use of the tagline is limited for use in designs. Please contact the Marketing team for permission on tagline use.



MISSION LOST + FOUND THEME

The Lost + Found advertisement with paired photography and words is our premium brand look. The use of this theme and photography is limited and will require permission from the Marketing team.



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

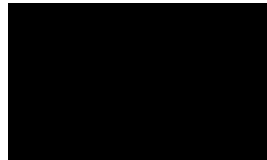
MAIN PALETTE

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



BLACK

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



COOL GRAY

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



WHITE

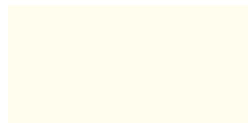
PMS White
 CMYK 0 / 0 / 0 / 0
 RGB 255 / 255 / 255
 HEX FFFFFFFF



WARM GRAY

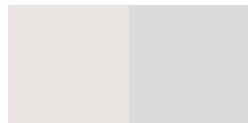
PMS Warm Gray 1 C&U
 CMYK 17 / 15 / 13 / 0
 RGB 240 / 237 / 234
 HEX FOEDEA

SECONDARY PALETTE



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



TEAL

Dental Clinic
 PMS 326 C & 326 U
 CMYK 88 / 0 / 70 / 25
 RGB 13 / 177 / 171
 HEX ODB1AB

**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. Please contact the Marketing team with any questions on how to use these colors.*



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