

# BRAND STANDARDS

updated 3/15/22







## WHO WE ARE

As a leader in the field of rescue and recovery, the Erie City Mission exists to meet the physical, emotional and spiritual needs of men, women and families in the city of Erie. We are committed to helping those impacted by the effects of addictions, poverty, homelessness and lack of hope through a Christ-centered approach and programs that effectively meet an individuals immediate and long-term challenges.

## OUR STORY

Opening its doors in 1911, the Mission shared the gospel and provided music, food and clothing to those in need, establishing itself as one of the most important social outreach centers in the city of Erie. The Mission has endured through two world wars, an international depression, many foreign war conflicts and numerous recessions. Today, the Mission serves over 350 men, women and youth on a daily basis. Because we are driven by the desire to share the Gospel, our doors remain open so that lives may be changed and hope may be restored.

## OUR VISION

The Erie City Mission is cultivating a community of new life, breaking the cycle of hopelessness, and building the Kingdom of God. That is why we say this is "Our City, Our Mission!"



## MISSION STATEMENT

Restoring Hope, Transforming Lives.





LOGOS

# ERIE CITY MISSION LOGO

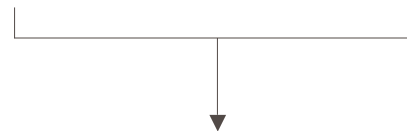
The logo is an integral part of the brand identity.

The Erie City Mission logo is a combination mark, joining a lettermark (ECM with lighthouse) with a wordmark (name of the organization) in a permanent, bold alliance. Its holding device is a simple rectangular shape that is unifying.

The wordmark is stacked below the lettermark. The wordmark “Erie City Mission” should always appear in upper case Futura STD Bold and be exactly as wide as the lettermark.

Our logo communicates the important Erie City Mission brand, a beacon of hope to those we serve and to our community.

The Erie City Mission logo should be used on all marketing communications, including print collateral, advertising and website.



Futura STD Bold, Upper Case

# FULL COLOR

The full color version of the Erie City Mission logo is the primary logo. It is required that this version be used in all branded applications except where special usage logos are necessary. Approval from the Erie City Mission Development Director is required.

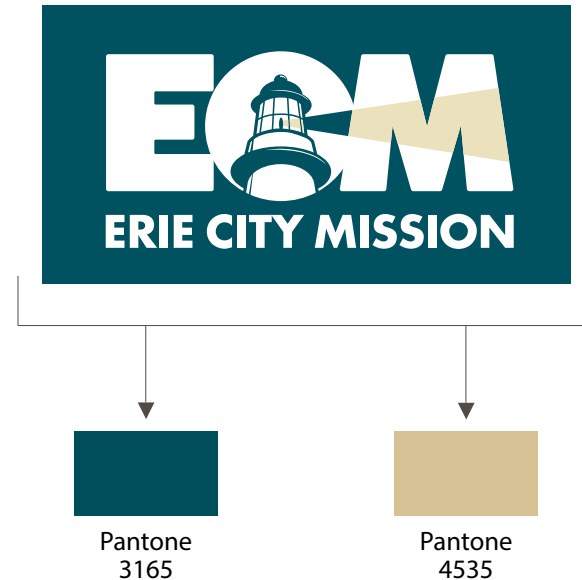
Pantone spot color is the preferred usage, but CMYK and RGB reproduction files of the full color logo are available for specific application requirements.

**Note:**

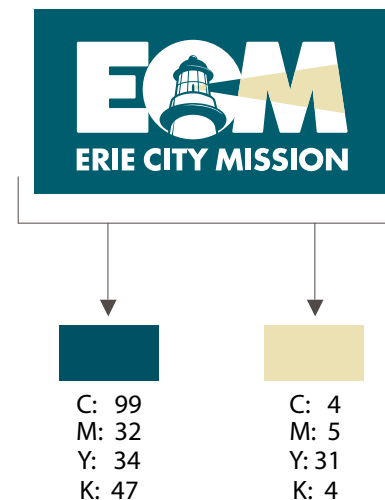
As one of our most important assets, the logo must always appear as shown on this page or in one of the color variations described in this brand management system. Never attempt to redraw or rescale the logo or add other graphic elements to its presentation.

**Do not extract any of the graphic elements contained in the logo to use separately.**

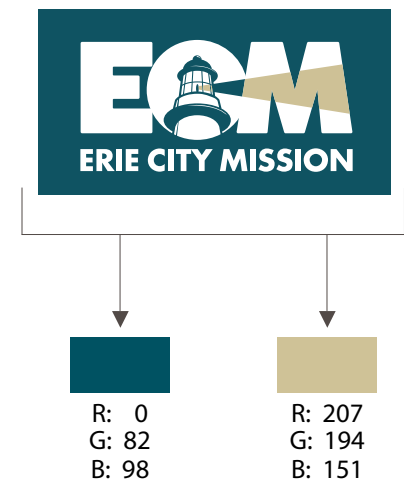
Preferred Spot Color Version



CMYK Version



RGB Version



# SPECIAL USAGE LOGOS

## Logos

Special usage logos have been developed for limited use. It may be reproduced in black, white, blue or tan.

A special usage logo is appropriate when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.

**Note:**

These logos should never appear on a website, four color brochure or any other application where a full color logo is usable. One color logos may not be reproduced in any color other than black, white, blue and tan. Use of these logos must be approved before reproduction.

Special Usage - Black & Grayscale



Special Usage - White



Special Usage - Blue



[light beam is 70% of P 3165]

Special Usage - Tan



Social engagement happens primarily on mobile devices, so it is crucial that the Erie City Mission logo is easily identifiable on small screens. To enable logo identification at a smaller size, the social media logo is used.

**Note:**

The social media logo should never be used for anything other than social media profiles.



The square mark should be used for profiles that display the picture as a square. IE: LinkedIn.

*Correct:*



*Incorrect:*



The circle mark should be used for profiles that display the picture as a circle. IE: Instagram, Facebook, Twitter, Pinterest.

*Correct:*



*Incorrect:*





# LOGO MISUSE

In order to maintain a strong, consistent and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo.

**Note:**  
Old versions of the logo have been retired and should no longer be used in any application.

### Incorrect Usage



Don't add shadows, strokes, or other effects



Don't rotate, make vertical or flip.



Don't alter proportions of the icon or lettering.



Don't alter the letters or spacing in any way.



Don't change any color or the order of the 2 colors.



Don't change the aspect ratio, stretch or squeeze.



Don't make the logo into an outline.



Don't rearrange any elements of the logo.



Don't use outdated versions of the logo or colors.



# COLORS

# OUR PALETTE

## Colors

The Erie City Mission's primary color palette consists of our two brand colors--the same two colors used in our logo.

Each swatch provides the specifications for reproducing the Erie City Mission color palette using Pantone, CMYK, RGB and HEX.



### Primary

Pantone 3165

C:99 M:32 Y:34 K:47

R:0 G:82 B:98

HEX: #004e59



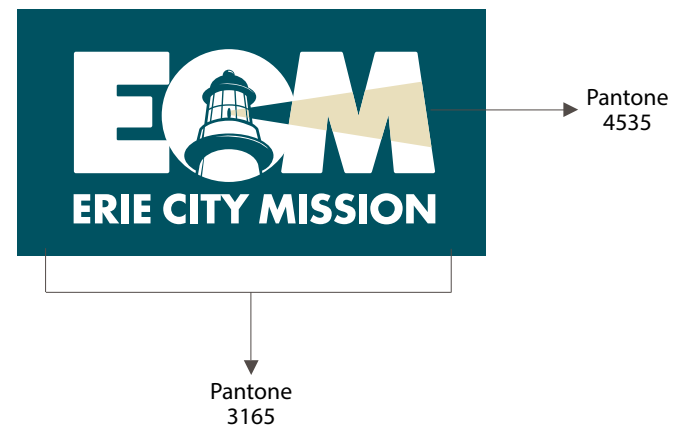
### Primary

Pantone 4535

C:4 M:5 Y:31 K:4

R:207 G:194 B:151

HEX: #cfc393







# TYPOGRAPHY

# OUR FONTS

Two standardized typefaces have been chosen for the Erie City Mission brand identity. They are to be used in all printed and web-based communications.

Only use the weights and styles shown on this page. In special circumstances, the rest of the Futura PT and Myriad Pro family may be used for extended weight options.

To download the fonts visit:

<https://fonts.adobe.com/fonts/futura-pt>

<https://fonts.adobe.com/fonts/myriad>

## SUBSTITUTE FONT

Proxima Nova is an acceptable substitute for Futura PT only when Futura PT is unavailable.

### Futura PT Bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&{.,:'"/!?)

### Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&{.,:'"/!?)

### Myriad Pro Condensed

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&{.,:'"/!?)

### Proxima Nova Bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&{.,:'"/!?)

### Futura PT Heavy

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&{.,:'"/!?)

### Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&{.,:'"/!?)

### Proxima Nova Semibold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&{.,:'"/!?)

# USING OUR FONTS

Follow this general guideline on how to use our branded fonts to maximize legibility and aesthetic appeal.

## HEADLINES

Futura typeface is the headline font. It should be used sparingly in marketing communications to draw attention to important text.

## HEADINGS

Myriad Pro Semibold is the heading font. It should be used in multipage documents and on our website to denote a new section.

## SUB HEADLINES

Myriad Pro Condensed is the subhead font. It should be used under headlines or headers when necessary.

## BODY COPY

Myriad Pro Regular is the body font. It should be used for supportive messaging.

**This Is A Headline.**

Futura PT Bold | 0 Tracking

**This Is A Headline.**

Futura PT Heavy | 0 Tracking

**This Is A Heading.**

Myriad Pro Semibold | 17 pt type | 8 pt line spacing

**This Is a Sub Headline.**

Myriad Pro Condensed | 14 pt type | 8 pt line spacing

**This is body copy.**

Myriad Pro Regular | 12 pt type | 12 pt line spacing





IMAGERY

# USING GOOD IMAGERY

The images we use are just as powerful as the stories we tell. Our photos are chosen carefully, thoughtfully and compassionately, portraying people in the most positive light.

Our guests and participants have given us full permission to use their images under Erie City Mission's copyright.

### Do use images of:

---

- Hopeful faces full of joy
- People looking at the camera
- Personality and character
- Collaboration and people working
- Empowered, confident people
- Diversity of every kind
- High quality and color



# AVOIDING BAD IMAGERY

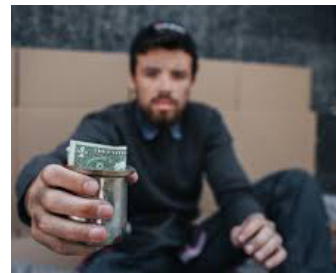
It is critical that the photos we use do not damage our brand or portray anyone negatively. Please take the time to choose photos carefully and thoughtfully. If there is any doubt about whether or not a photo is appropriate, please avoid it.

The tone of the photographs we use will vary based upon the audience we are speaking to. Photos used in donor communication pieces will lean toward a more hopeful tone as we inform our donors of the value of their investments. Photos used in direct mail appeals and website appeals might lean toward a more needs-based photo.

However, we never use photos of people who are suffering, are in vulnerable situations or are portrayed as less than. We make sure that every photo we use preserves the dignity of the people portrayed.

### Don't use images that:

- Portray people as helpless victims
- Cut out essential context
- Have blurred or obstructed faces
- Are too dark to see the subjects
- Have text or logos over them
- Are poor resolution or low quality
- Are dull, drab, or uninspiring
- Don't fit the Erie City Mission's brand







# IDENTITY

# OUR NAME

Our branded name is “Erie City Mission.”

When referencing the Erie City Mission in written or verbal communication, include the word “the” before our name.

Spell out the full name of the Erie City Mission on first mention. Use the shorter version, “the Mission,” when our name is mentioned subsequently.

Use *eriecitymission.org* when referring to the website itself, it is not the organization’s name. It should never appear with a “www.” preceding it.

**Note:**

Erie City Mission may be shortened to “ECM” for internal purposes only, and should never be used for external communications.

Always three words, the first letter of each word capitalized with a space in between.

**Erie City Mission**

Never without a space



**ErieCityMission**

Never all lowercase



**erie city mission**

Never all caps



**ERIE CITY MISSION**

Never broken into two lines when used as a headline, or hyphenated



**Erie  
City Mission**

**Erie-  
City-Mission**

Never with the word “the” in a headline



**the Erie City Mission**



# OUR PURPOSE

## VISION

Erie City Mission is cultivating a community of new life, breaking the cycle of hopelessness, and building the Kingdom of God. That is why we say this is "Our City, Our Mission"

## MISSION

Restoring Hope, Transforming Lives.

Identity





# OUR CORE VALUES

The Erie City Mission has five core values that are at the center of our organizational culture and serve as an inspiration to our daily activities.

- 01      Rooted In Jesus Christ**
- 02      We Go the Second Mile**
- 03      We Lay Down Our Stones**
- 04      In the City, For the City**
- 05      We Run to Win the Prize**

# CALL TO ACTION

## Supporting Elements

**Cultivating. Breaking. Building.** should be used in Erie City Mission marketing communications including advertising, collateral and social.

It should never appear as the primary element of the brand and should not be used on premium items.

Cultivating. Breaking. Building.

# OUR CITY, OUR MISSION TAGLINE

"Our City, Our Mission" is not just a tagline but a call to arms. It should be used as the closing to headlines and key statements both as a messaging component and as a visual piece.

It is recommended that the tagline be used in branded applications whenever possible and displayed in the correct branded font. The tagline should always be displayed with the first letter of each word capitalized and a comma placed after "City."

Example:

*That is why we say this is Our City, Our Mission!*

Our City, Our Mission



Myriad Pro Regular

Our City, Our Mission



Myriad Pro Semibold



# CONTACT

---

## Erin Layden

*Director of Development*

Erin.Layden@eriecitymission.org  
(814) 452 - 4421 x234

## Carol Jacobson

*Digital Marketing Manager*

Carol.Jacobson@eriecitymission.org  
(814) 452 - 4421

## Tamara Fenno

*Development Associate*

Tammyf@eriecitymission.org  
(814) 452 - 4421 x262



This brand management system is to be used by anyone producing communication and marketing materials for the Erie City Mission. Any exceptions to the standards outlined in this guide must be approved by the Erie City Mission Development department.

This system outlines the core elements of logo usage and provides a standard for greater consistency of graphic image and style for both in-house and out-of-house usage. Possession of these brand standards does not relieve the holder from the responsibility of obtaining company approval. Items of any kind that bear the Erie City Mission logo may not be produced prior to approval of the Erie City Mission Development department.



1017 French Street, Erie, PA 16501

☎ 814-452-4421 | 📠 814-455-8825 | [eriecitymission.org](http://eriecitymission.org)