

Water Street Mission

2021 Brand & Visual Identity Guidelines

Table of Contents

| | |
|---------------------------|---|
| 1. Brand Foundations | Our Story, Our Vision, Our Mission, Our Values, Our Approach, Our Ministries |
| 2. Communication Strategy | Community Profile, Archetypes, Voice & Tone |
| 3. Core Messaging | Brand Story, Brand Attributes, Brand Positioning Brand Promise & Tagline, Messaging Examples |
| 4. Visual Guidelines | Logo Overview, Logo Guidelines, Typography System, Color System, Photography, SecondaryElements |
| 6. Resources | Design Examples, Print Application, Digital Applications, Downloads |

Restored to
Be Restorers.

Our Foundations



Our Story

Our mission is to advance the kingdom of God through the gospel of Jesus Christ and to do missionary, relief and rescue work of all kinds.

In May 1905, Dr. Ezra Sieber and his wife began a small group for folks living in downtown Lancaster to gather together and talk about God's redeeming story. They met in Ms. Sarah Kuhns' row home on the southwest side of the city. During one of the Sunday evening meetings, Ms. Kuhns committed her life to Jesus Christ and began living a changed life.

Much growth and change has taken place over the decades in order to provide spiritual, physical, and emotional support for the

homeless. Yet, one thing remains the same: the hearts of men, women and children still yearn to experience a life filled with Christ's redeeming love. Here at Water Street there is a continuous commitment to remain true to the beginning; to be "your church in overalls working among the down trodden and the poor...". Through the Gospel of Jesus Christ every man, woman and child living in poverty will feel rich and whole in God's Kingdom. We continue that which history began.



Our Vision

Vision, mission, and core values work together to clearly describe your company's reason for being, goals for the future, and the essential motivations behind what you do. Even though these items are typically used for internal operations, and not usually an outward manifestation of your brand's communication, it is important when building a brand to develop, refine, and align the brand in terms of these foundations of your business.

These foundations help you keep your end goals in mind, while inspiring employees as well as your clients.

To create healing communities where lives are transformed.



Our Mission

Mission, vision, and core values work together to clearly describe your company's reason for being, goals for the future, and the essential motivations behind what you do. Even though these items are typically used for internal operations, and not usually an outward manifestation of your brand's communication, it is important when building a brand to develop, refine, and align the brand in terms of these foundations of your business.

These foundations help you keep your end goals in mind, while inspiring employees as well as your clients.

The Spirit of the Sovereign LORD is on me, because the LORD has anointed me to proclaim good news to the poor. – Isaiah 61:1

In the spirit of Gods word in Isaiah 61, we are called to walk alongside those who are most marginalized in our community, those experiencing homelessness or life at the poverty line.

Since 1917 our mission has been the same, to advance the kingdom of God through the gospel of Jesus Christ and to do missionary, relief, and rescue work of all kinds.



Our Values

Core values work together to clearly describe your company's reason for being, goals for the future, and the essential motivations behind what you do. Even though these items are typically used for internal operations, and not usually an outward manifestation of your brand's communication, it is important when building a brand to develop, refine, and align the brand in terms of these foundations of your business.

These foundations help you keep your end goals in mind, while inspiring employees as well as your clients.

Dependence on God.

We look to God as our source of vision, provision, and transformation.

Partnership with Community.

We desire to team with others in caring for the poor.

Grace as our Model.

We demonstrate God's love in the context of personal responsibility.

Service to the Church.

We exist as a resource of and in service to the Body of Christ.

Authenticity in Relationships.

We minister with sincerity to everyone because each is a priority to Christ.



Our Approach

We are called to walk alongside those who are living at or near the poverty line, those who are most at-risk of experiencing hunger, violence, addiction, and homelessness, so they can experience the freedom that comes from Christ-filled restoration.

It's only through a spirit of love, dignity, and grace that we can address these root causes, and false beliefs, empowering our guests to develop:

A Renewed Mindset

Restorative Behaviors

Necessary Skills To Move Forward In Hope

Healthy Community Support

We consider all 8 dimensions of health for those we serve, looking to build new skills and deal with unique individual challenges that

could otherwise prevent each person from successfully establishing a new life or living out their full potential. These 8 dimensions include:

Life Skills

Sustainable Housing

Family Engagement

Physical Health

Behavioral Health

Career & Service

Community Network

And at the core of it all...*Spiritual Health*



Our Approach

Every life is unique and all who come through Water Street Mission's doors have their own individual stories, needs and brokenness. The staff at Water Street are committed to serving each soul with love, grace and authenticity. Many who first come to the mission are only looking for a meal and a place to sleep. But, as we begin to present them with opportunities for true renewal through our whole person model, many become aware of their deeper issues and dedicate themselves to actively participating in the process.

Working with a Case Manager and Life Coach, these guests embark on a journey of true renewal to restore them with God and help them become contributing members of the community.

We do this all through five principal steps:

1. A commitment to life change
2. A comprehensive assessment
3. A clear action plan
4. Execution of the plan
5. Successful transition back to the community



Our Ministries

Water Street Mission

Food, Shelter, & Individualized Care

Water Street Health Services

Community Health Clinic

Outreach Shelter

Community Food Bank

Teen Haven

Teen Mentoring

Wonder Club Early Learning Center

Early Learning Center

Communication Strategy



Archetypes

Archetypes are immediately recognizable cultural symbols that resonate deeply with nearly all people.

To assist us in developing a deeply impactful persona for your brand, you conducted an archetypes exercise where you selected 3 types from a selection of 60 types. The archetypes are a tool that help identify brand motivations, relationships with audience, and achieve an overall clearer brand expression.



The Hero

The Hero acts to redeem society by overcoming great odds in service to successfully completing extraordinary acts of strength, courage and goodness. The Hero is admired by those who appreciate self-sacrifice, stamina and courage required to triumph over adversity and evil. As a continuous learner, the Hero seeks to understand the inner life force and fullest expression of self, while coping with difficulty, meeting strange fates and facing shifting challenges. The essence of the Hero lies in the sacrifice required to achieve the goal of transformation.

Strengths

- Self-sacrifice
- Courage
- Redemption
- Transformation
- Faith
- Strength
- Stamina

Weaknesses

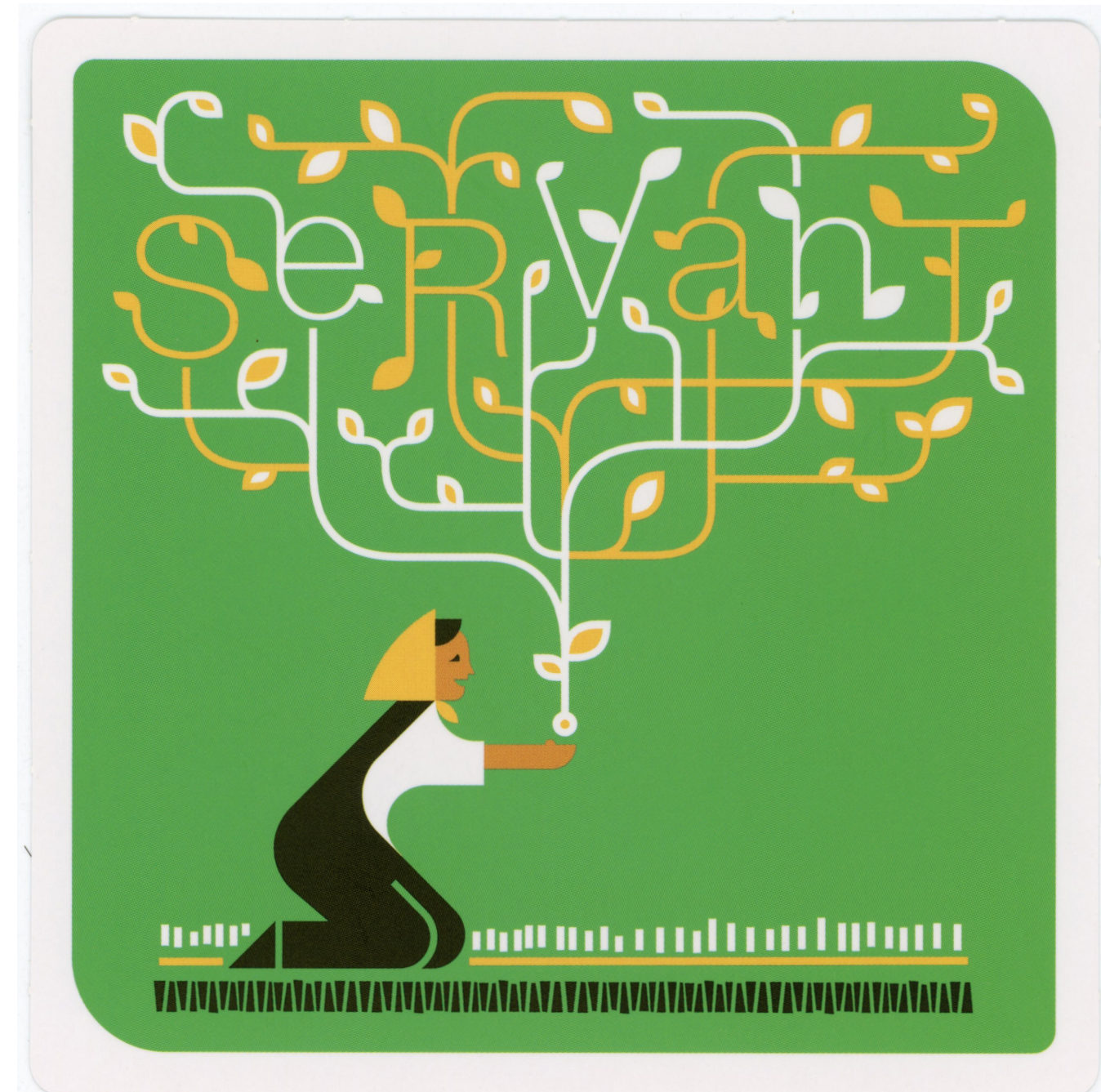
- Temptations of power.
- Grandeur
- Arrogance



Archetypes

Archetypes are immediately recognizable cultural symbols that resonate deeply with nearly all people.

To assist us in developing a deeply impactful persona for your brand, you conducted an archetypes exercise where you selected 3 types from a selection of 60 types. The archetypes are a tool that help identify brand motivations, relationships with audience, and achieve an overall clearer brand expression.



Strengths

Service
Listening
Empathy
Awareness
People-first
Humility
Persuasion
Stewardship
Transparency

Weaknesses

Lack of perspective,
leading to burnout.

Too much sacrifice.

Dependence
on external
acknowledgement.

The Servant

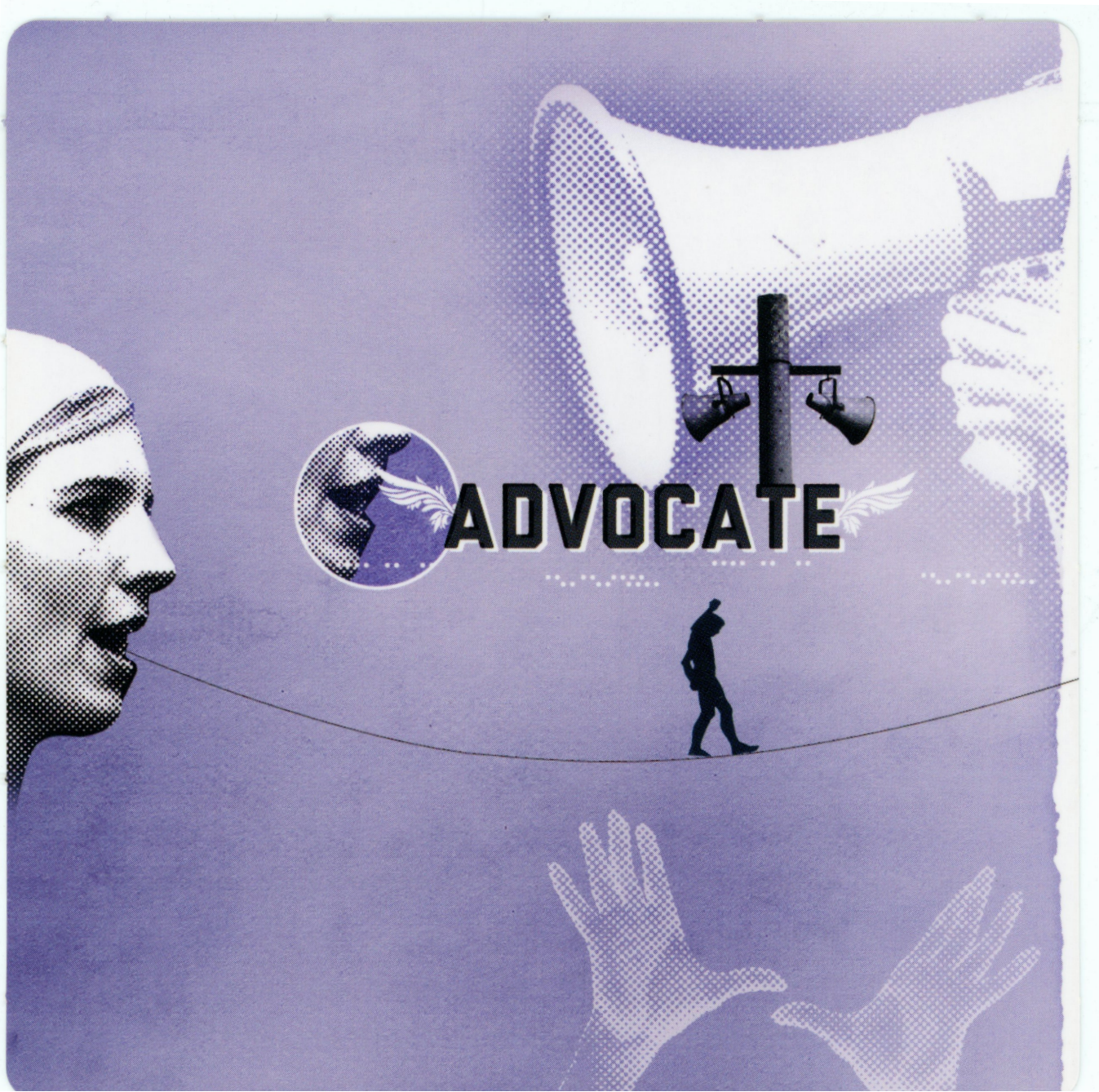
The Servant can assume a spectrum of roles, from one who serves another to servant leadership. The true spirit of the Servant does not contain a mandate to subservience but represents a calling to service for the benefit of enhancing others' lives. A diligent and dedicated helper, the Servant is a humble stewards, freely choosing to serve and to satisfy. The rewards of service are sufficient for the archetype, and external recognition is not required.



Archetypes

Archetypes are immediately recognizable cultural symbols that resonate deeply with nearly all people.

To assist us in developing a deeply impactful persona for your brand, you conducted an archetypes exercise where you selected 3 types from a selection of 60 types. The archetypes are a tool that help identify brand motivations, relationships with audience, and achieve an overall clearer brand expression.



The Advocate

As a supporter and promoter of social change, the Advocate is compelled to transform social issues and empower people to use their voices for a cause that may be unpopular, obscured or that others don't want to address. The Advocate is dedicated to what Ram Dass calls “compassion to action”. This archetype activates empowerment and change by bringing people on side, inspiring them to a greater calling and defending those who are not yet able to advocate for themselves.

Strengths

- Energetic
- Driven
- Advocacy
- Inspirational
- Faithful
- Compassionate
- Dedicated

Weaknesses

Temptations to support or work for causes that bring personal gain.



Voice & Tone

All of our written content should be in a consistent voice, ensuring our audience will get a strong, unified, consistent feel for your brand's personality. In addition to voice, we should have a consistent tone, to create the right emotional mood. Our tone is the attitude we adopt when communicating with our audience about our brand.

Warm
Personable
Engaged
Passionate
Thoughtful

Attentive
Encouraging
Optimistic
Humble
Wholisitic

Core Messaging



Brand Story

An elevator pitch is a concise, 100-word explanation of why your business or organization matters. It includes elements of your brand promise, position statement, as well as your brand pillars.

It is typically written in the form of a story script where your brand is positioned as a guide that has the solution to a problem for your target audience, as well as plan for them to take action, that helps them succeed by overcoming the problem.

Each member of your team should be able to articulate this “pitch” in a relatively uniform manner, as ambassadors of the brand.

We are called to walk alongside those at or near the poverty line, those who are most at-risk of experiencing hunger, violence, addiction, and homelessness, so they can experience the freedom that comes from Christ-filled restoration.

Caring for those living in poverty means not only solving immediate needs, but addressing the problematic wounds that lead to poverty itself, including losing a sense of purpose, belonging, and overarching dignity as a human being. We go deep and individualized for every man, woman, and child who comes through our doors so that we can create lasting restoration.



Brand Pillars

Brand pillars represent core traits and characteristics that “hold up” your brand. They ultimately express the ways in which your audience should experience your brand, while creating meaningful categories of information for your audience to deepen their understanding of how you can help them.

We bring dignity to those we serve and aim to rewrite the script for how people think of poverty as we tell stories.

We aim to excite our donors and all people in our county with the work God is doing through both content and design, making being part of the [#iamwaterstreet](#) movement irresistible.

We are authentic, excellent, and clear in all communication and design.

We depend on God in all we do.



Brand Tagline

Restored To Be Restorers.

Visual Guidelines



Logo Overview

Our logo is the most visible element of our identity. We need to treat it with care and consistency. This guide will ensure that our logo is always looking its best.

The Water Street Mission logo is a tangible way to express some of the essence and characteristics of the of our brand. (However, it will never convey or illustrate everything about us.)



WATER STREET MISSION

Restored to be restorers



Logo Overview

Our logo is the most visible element of our identity. We need to treat it with care and consistency. This guide will ensure that our logo is always looking its best.

The Water Street Mission logo is a tangible way to express some of the essence and characteristics of the of our brand. (However, it will never convey or illustrate everything about us.)



WATER STREET MISSION

Restored to be restorers



Logo Lockups

Water Street Mission's logo can be used in a variety of orientations depending on the context.

Horizontal (preferred)

Horizontal is the preferred logo lockup. The horizontal logo is best suited in contexts where there is ample horizontal space. This logo flows naturally in line with text.

Vertical

The vertical orientation and should be used whenever horizontal space is limited.

Mark

The icon can be used by itself to represent the logo when desired.

WSM MARK



VERTICAL LOCKUP



**WATER STREET
MISSION**

VERTICAL W/ TAGLINE



**WATER STREET
MISSION**

Restored to be restorers

HORIZONTAL LOCKUP



**WATER STREET
MISSION**

HORIZONTAL W/ TAGLINE



**WATER STREET
MISSION**

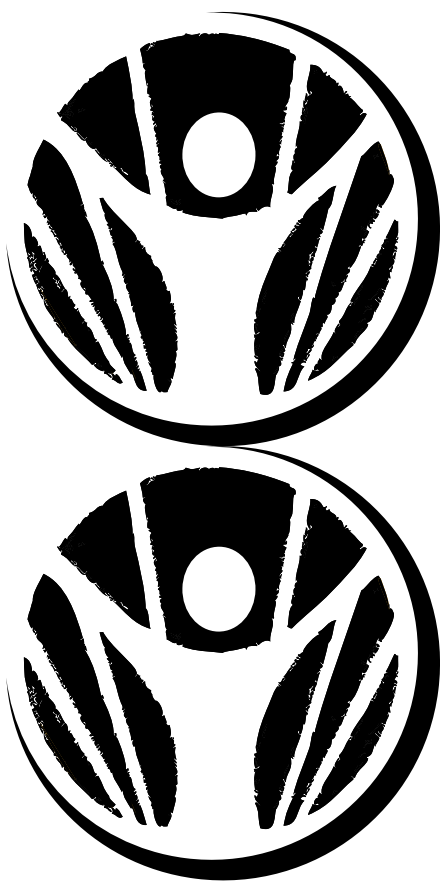
Restored to be restorers



Logo Clearspace

To ensure the logos are clearly visible in all applications, surround them with sufficient clear space. When the logo is used, a clear space of the icon’s height should be maintained. This applies for each variant of the logo lockup.

CLEAR
SPACE
HEIGHT





Logo Colors

Our logo should only be used in the colors shown here. Any other use of color in the logo should be avoided.

Our main logo color, called out to the left, should be used in most circumstances. Be sure to check for contrast, legibility, and design harmony.



WATER STREET MISSION MAIN LOGO COLOR





Logo Useage

To maintain the integrity of the WSM. logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the WSM logo that should be avoided

DON'T REARRANGE ELEMENTS



DON'T CHANGE THE PROPORTIONS BETWEEN LOGO ELEMENTS



DON'T ROTATE THE LOGO



DON'T STRETCH THE LOGO



DON'T CREATE A GRADIENT LOGOTYPE



DON'T MIX COLORS FROM THE PALETTE



DON'T OUTLINE THE LOGO



DON'T ADD A DROP SHADOW TO THE LOGO



DON'T USE OVER A BUSY IMAGE





Literata

Now in its third version, Literata is a distinct serif font family for digital text. Originally created as the brand typeface for Google Play Books, it exceeds the strict needs of a comfortable reading experience on any device, screen resolution, or font size. The family has matured into a full-fledged digital publishing toolbox — headline, paragraph, and caption text.

Water Street

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9 & _ * @ ? ! / + (, ; :) # \$ -

Literata Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua.

Literata Italic

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua.*



Poppins

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts. Indian Type Foundry describes Poppins as “an internationalist take on the geometric sans genre.” It supports both Latin and Devanagari languages and is available in nine weights with matching italics.

Water Street

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6
7 8 9 & _ * @ ? ! / + (, ; :) # \$ -

Bold

**Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.**

Regular

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

Light

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed do
eiusmod tempor incididunt
ut labore et dolore magna
aliqua.



Tahoma

Tahoma, a humanist sans-serif typeface, much like its sister font Verdana, that was made for on-screen display. The strengths of Tahoma lie in its use as a highly legible digital typeface. It offers a clean style for straightforward direction and communication and is acceptable for all mediums.

Water Street

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5
6 7 8 9 & _ * @ ? ! / + (, ; :) # \$ -

Bold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt
ut labore et dolore magna
aliqua.**

Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua.



Type Setting

The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

Headlines – Literata Regular should be used for all headlines. It's important to note, that there should never be an instance to use all-caps.

Sub-Headlines – Poppins Semi-Bold should be used for Subheadlines. Subheadlines should be tracked out for legibility and set in uppercase.

Callouts – For larger callouts, use Poppins Regular.

Body Text – Poppins Regular should be used for all body text.

Captions – For captions and other smaller highlighted text use Poppins Regular in sentence case.

Headline Sample

SUB-HEADLINE SAMPLE

Body text sample. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ut lorem id augue molestie porttitor. Nulla quis felis eu sem tempor rhoncus hendrerit sit amet lorem.

Sample Callout. 1 ed sit amet pretium ligula, nec gravida turpis. Mauris pharetra urna fermentum lectus ultricies, quis vehicula lectus imperdiet.

Caption sample here. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.



Brand Colors

Primary brand colors compliment each other. It is appropriate to combine them. However, to maintain consistency and legibility we recommend using colors that compliment and contrast well together including black & white.

PANTONE

2745 CB

CMYK

C13 M100 Y100 K3

RGB

r48 g41 b125

HEX

#30297d

PANTONE

7713 CB

CMYK

C13 M100 Y100 K3

RGB

r00 g132 b100

HEX

#008b98

PANTONE

576 CB

CMYK

C13 M100 Y100 K3

RGB

r48 g41 b100

HEX

#71963d

PANTONE

1795 CB

CMYK

C13 M100 Y100 K3

RGB

r48 g41 b100

HEX

#e52e2a

PANTONE

136 CB

CMYK

C13 M100 Y100 K3

RGB

r48 g41 b100

HEX

#fdbb34

PANTONE

1945 CB

CMYK

C13 M100 Y100 K3

RGB

r48 g41 b100

HEX

#ab0435

PANTONE

172 CB

CMYK

C13 M100 Y100 K3

RGB

r48 g41 b100

HEX

#f06431

Photography & Video Direction

Water Street Mission photography and video creative pieces are warm and expressive. Using a more lifestyle based approach, we can be sure to accentuate the dignity that every person created in the image of God possesses.

This style can become easily “over-produced”, but our hope is to continually capture a natural essence of hopefulness when one has engaged with our services. This style can be used for major campaign and brand-focused useage.

Whatever the ministry, our aim is to make sure we do our best to communicate with the proper tone and context for each of our audiences.





Resources Links

In need of a resource or a need to look up our process on something? Use these helpful links to the right to get to where you need. If these don't help please reach out to the Marketing Dept. help get you what you need.



Thank you!



WATER STREET
MISSION