



WATER STREET MISSION

Current Brand & Visual Identity Guidelines

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Restored to
Be Restorers.

Our Foundations



Our Story

Since 1905, Water Street Mission has provided an environment of hope and healing where Lancaster County's at risk men, women and children can find a hand up and complete restoration with God.

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.

Every person who engages with us will experience restoration and be equipped for the ministry of restoration — restored to be restorers (Isaiah 61).



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 God's 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.

In response to Christ's love, we join with His mission to walk with our neighbors who are experiencing marginalization and poverty, trusting Him to transform lives and restore hope.



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

Emergency Shelter And Residential Services

Food, Shelter, & Individualized Care For Those Experiencing Homelessness

Water Street Health Services

Community Health Clinic

Outreach Center

Community Food Bank

Teen Haven

Teen Mentoring

Wonder Academy

Early Learning Center

Compass

Young Adult Ministry

Communication Strategy



Key Marketing Initiatives

Clearly Show What God Is Doing

There are so many amazing stories to tell at Water Street. These stories come from our guests, former guests, teens, wonder club kids and parents, outreach donation recipients, health services patients, staff, donors, volunteers, and drive participants.

God is moving in people's hearts to be restored and to be restorers. It's a movement that is truly beautiful on all sides. We simply and clearly need to show what God is doing, it's as easy as that.

This means not only in words but also in design—how can we match up our design to build excitement about the work that God is doing—showing the hero as God and us as those who get to come in alongside.



Key Marketing Initiatives

Move Towards 10% Market Involvement With Water Street (Acquisition and Reactivation)

In the midst of showing the beautiful things that are happening at Water Street. We want to clearly invite others to be a part of this movement of restoration. We want them to step out and say “I want to be a part of this movement” and eventually get to saying “I am Water Street” as we deepen partnership.

Much like Nike has developed a following of people who want to stand above the rest and “Just Do It”. We want to create a following of people who cross racial, ethnic, socio-economic, gender, and religious backgrounds to be inspired by God working and inspired to be a part of it. We want to make the work of Water Street irresistible.

While most estimates indicate that a rescue mission can reach 6% market share. We want to prayerfully include at least 10% of Lancaster County in what we are doing by 2030. That is nearly 55,000 people. It’s important to note, that this goal of 10% is for giving, volunteering, or being part of a drive.

Why the focus on numbers of individuals and not money? Simply that is the heart of Water Street, to minister to people who have a heart for one of the 7 ministries we are involved in (Wonder Club, Outreach Center, Teen Haven, Compass, Residential Programs, Emergency Shelter, and Water Street Health Services). Money is boring. God moving in people’s hearts to give to the most vulnerable in our community is the exciting and profound stuff we want to see day in and day out.

Additionally, we want to make large strides to reactivate those who left us by doing the same thing—allowing them to connect with our ministries and be moved to give.



Key Marketing Initiatives

Increase Depth of Relationship with Current Donors (Cultivation and Retention)

Across this soon to be 55,000, we want them to not only grow in depth with Water Street, by making the moves that were described in the previous section, but also depth with God as they grow in giving.

How beautiful would it be for people who are not Christian coming to know Christ, people who are lukewarm growing deep, and those who are deep growing in joy in God and the work he is doing?

How will we grow depth? By continuing to show the great stories that are happening at Water Street, but here we will begin to focus more on our leadership and how they are managing their areas of influence in efficient and meaningful ways.

We will then clearly ask for individuals to make a move, this means praying for us, taking tours (either virtually or in person), following us on social media and posting on our behalf using #iamwaterstreet, volunteering, donating food or goods, participating in planned giving, or increasing giving.

All along the way, we want to continue to push that these partners are owners of Water Street and the restoration that is occurring just as much as the staff and Board of Directors of Water Street.



Key Marketing Initiatives

Be Data Informed

As a nonprofit with solid revenues, it's easy to sit back and say that we've always done things a certain way and we've seen money come in.

While not necessarily fully incorrect in predicting behavior, it does not give clarity on the actual value of a project. That said, we will reach to uncover metrics for each piece of collateral that we create or each effort that we push out—whether that be PR, traditional media buys, or events. We'll look to test impact within a vacuum (keeping all other variables the same) as much as possible—where solid metrics are not available.

This will in turn help us be strategic stewards of what we have been given to invest by our donors.



Key Marketing Initiatives

Support Our Team And Water Street Well

On top of the work to support fundraising efforts, we want to support our ministries well through rebranding, social campaigns, and collateral upgrades.

We will aim for 20 initiatives per year outside of our work with events and standard donor communications, so that we can complete those initiatives well, delivering a quality product in a timely fashion.

Learn, Care For One Another, Have Fun

In the midst of working hard, it can be easy to forget some of the most important things.

Marketing will continually evolve, as will our donors and potential donor base. We need to continue to stay on top of trends and continually do primary research with our donors.



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



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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.

Strengths

- Service
- Listening
- Empathy
- Awareness
- People-first
- Humility
- Persuasion
- Stewardship
- Transparency

Weaknesses

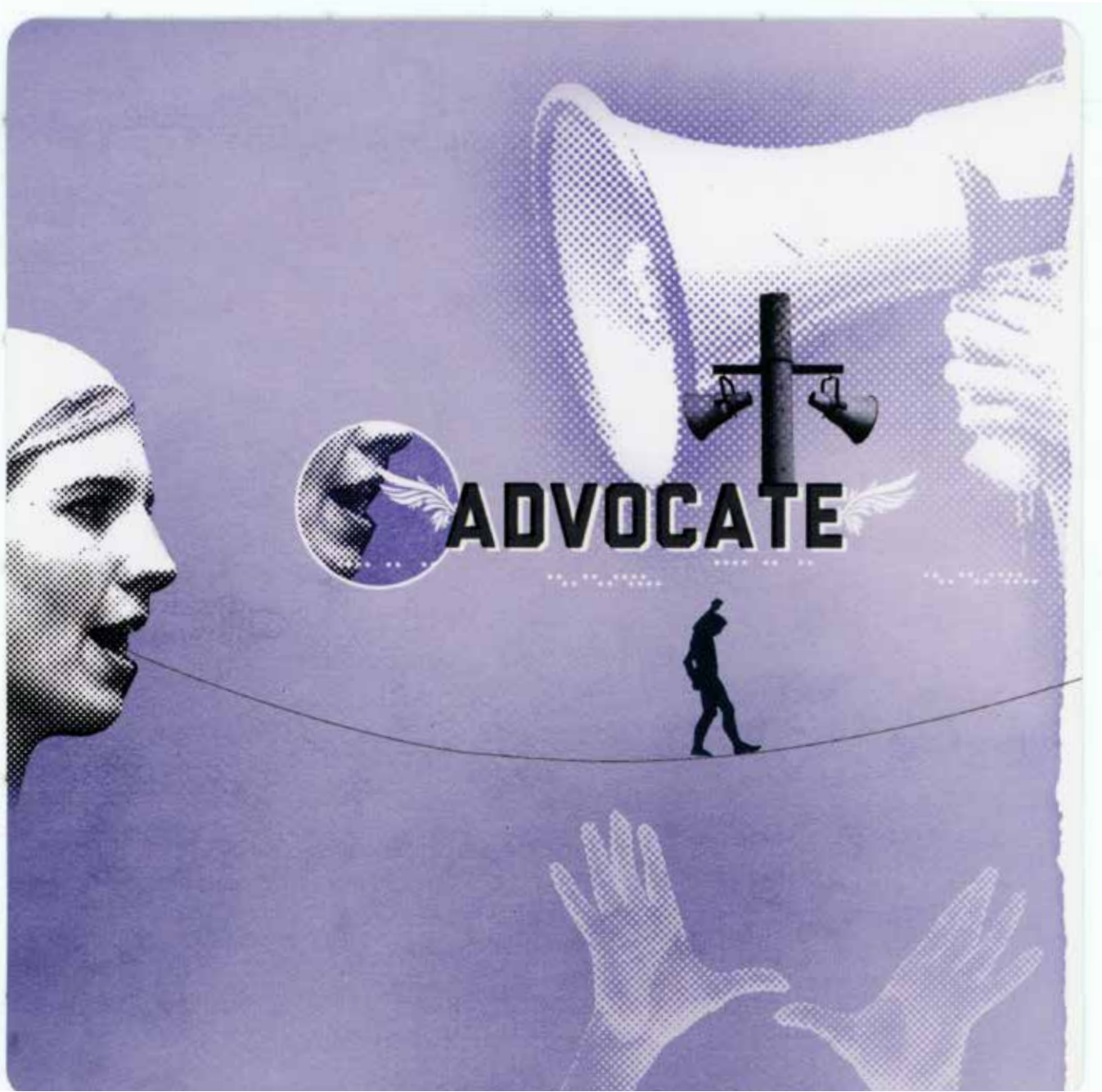
- Lack of perspective, leading to burnout.
- Too much sacrifice.
- Dependence on external acknowledgement.



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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



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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**

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HORIZONTAL LOCKUP



**WATER STREET
MISSION**

HORIZONTAL W/ TAGLINE



**WATER STREET
MISSION**

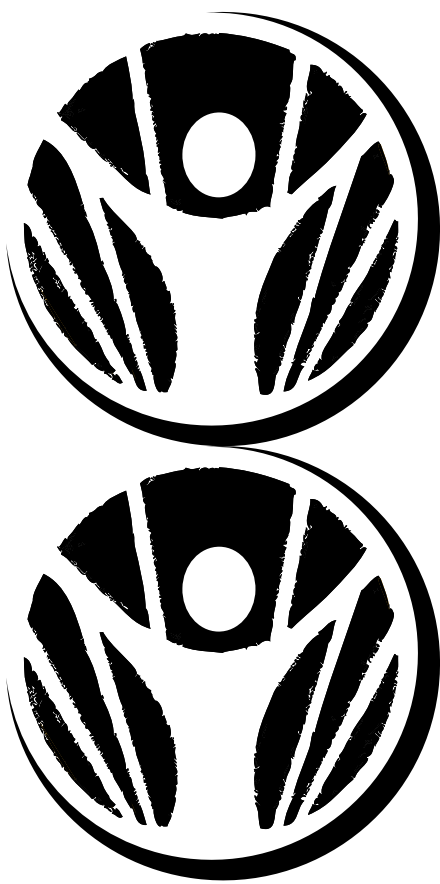
Restored to be restorers



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.*



Jost

Jost is an original font created by indestructible type. It is inspired by 1920s German sans-serifs. This is version 3.7. Jost is designed and maintained by Owen Earl, who is the creator of the font foundry indestructible type. In 2020 Owen Earl, and Mirko Velimirovic worked together to make Jost a variable font.

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.



Arial

Arial was designed for Monotype in 1982 by Robin Nicholas and Patricia Saunders. A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance.

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 high-lighted 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

2735 C

CMYK

C98 M100 Y09 K10

RGB

r48 g43 b125

HEX

#302b7d

PANTONE

321 C

CMYK

C100 M0 Y31 K23

RGB

r00 g140 b153

HEX

#008b98

PANTONE

362 C

CMYK

C74 M15 Y100 K2

RGB

r76 g158 b69

HEX

#4b9d45

PANTONE

WARM RED C

CMYK

C0 M75 Y90 K0

RGB

r242 g101 b49

HEX

#f16531

PANTONE

1235 C

CMYK

C0 M29 Y91 K0

RGB

r253 g187 b48

HEX

#fdb30

PANTONE

715 C

CMYK

C0 M54 Y94 K0

RGB

r247 g141 b42

HEX

#f68c2a

PANTONE

3025 C

CMYK

C100 M65 Y37 K21

RGB

r0 g79 b110

HEX

#004e6d

PANTONE

287 C

CMYK

C100 M68 Y0 K12

RGB

r0 g83 b155

HEX

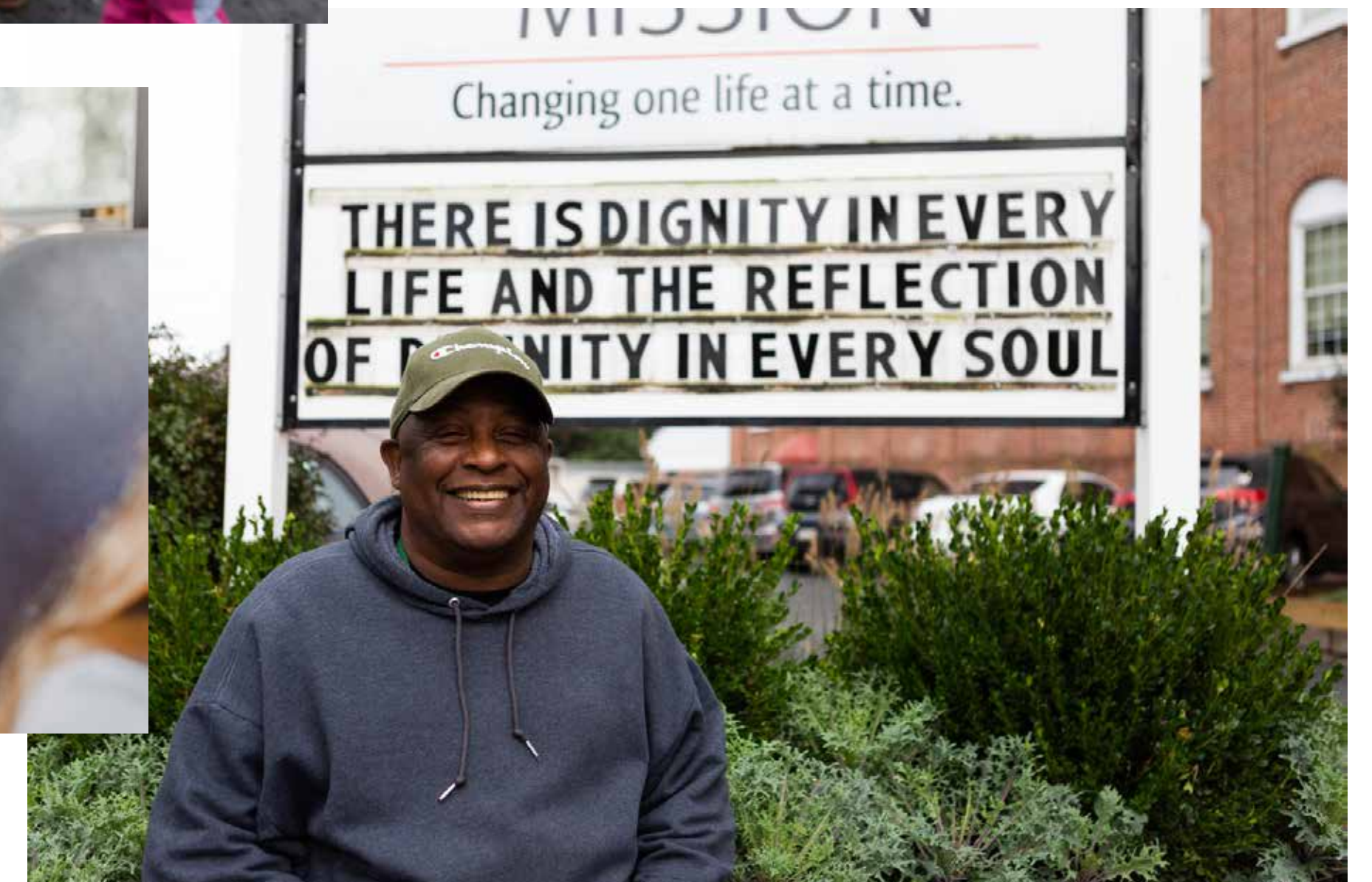
#00539b

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.

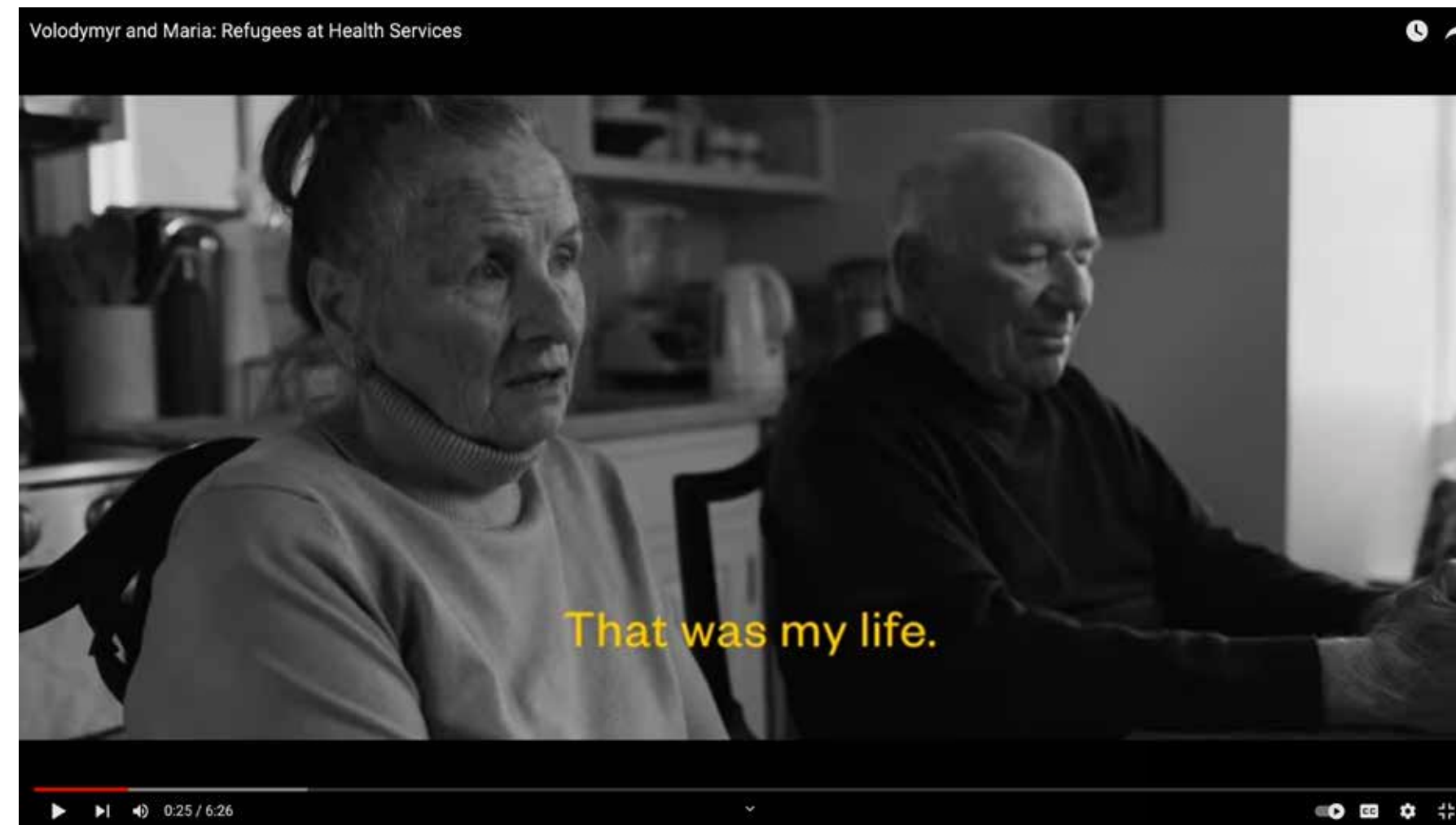
This style can become easily “over-produced”, but our hope is to continually capture a natural essence of hopefulness when one has engaged with our services. This style can be used for major campaign and brand-focused useage.

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.





Video Direction



Design Examples

EXAMPLE SOCIAL POST

“

The Lord directs the steps of the godly.
He delights in every detail of their lives.
Though they stumble, they will never fall,
for the Lord holds them by the hand.

— Psalm 37:23-24 —



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EXAMPLE PRESENTATION TITLE SLIDE



RESTORED TO
BE RESTORERS



WATER STREET
MISSION

Jennifer’s Story

In the wake of losing both her parents, Jennifer was left dealing with trauma and instability, jumping from relative to relative from an early age. She hit a wall with her own family—and six kids—after a dangerous car accident put her out of work.

After coming to Water Street, Jennifer has learned to see God as a compassionate healer, and she has worked with counselors to overcome her past trauma, earn her GED and begin a program to become a CNA.

Rather than simply receiving a bed and food, members of our community like Jennifer find help to grow spiritually and emotionally, and gain the life skills they need to become restorers to those around them.



Our Core Services



Mission

Water Street Mission provides an environment of hope, dignity and healing for men, women and children in Lancaster County who are experiencing homelessness.



Health Services

Water Street Health Services includes a full medical and dental facility, as well as behavioral health counseling, to address physical and emotional issues of our guests and community.



Outreach

Water Street’s Outreach Center is dedicated to the working poor in Lancaster. Through food and, in some cases, medical or dental services, we can help bridge the gap between living expenses and income.



Wonder Club

Wonder Club provides daily Pre-K and Kindergarten classes for children from primarily low-income families who could otherwise not afford a private Christian education.



Teen Haven

Through its safe and nurturing environment, Teen Haven launches teens from our Lancaster City community into a life of leadership and purpose, building a strong foundation for a thriving community.

Providing roughly **200 individuals** with safe shelter each night



Over **3,000** medical and dental visits a year



Nearly **2,000** served a month



Teaching **50** Pre-K and kindergarten students



Reaching over **80** Teens a week



EXAMPLE TRI-FOLD BROCHURE

APRIL 2021

Pray for



WATER STREET
MISSION



PRAISE THE LORD!

**PRAISE THE LORD!
OH GIVE THANKS TO THE LORD,
FOR HE IS GOOD, FOR HIS STEADFAST
LOVE ENDURES FOREVER!**

PSALM 106:1 ESV



EXAMPLE PRESENTATION TITLE SLIDE

40

Thank you!



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MISSION