



# **WATER STREET MISSION**

**Brand & Visual Identity Guidelines**

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# 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

**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

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

## **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 those we serve to develop:

**A Renewed Mindset**

**Restorative Behaviors**

**Necessary Skills To Move Forward In Hope**

**Healthy Community Support**



# Our Approach For Those Experiencing Homelessness

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



# Marketing Team Goals

## **LEAD OUR COMMUNITY TOWARDS GOD’S HEART FOR THE POOR**

Continuously building a clear, on brand, and distinct way of presenting Water Street and God’s heart for wholistic restoration (Isaiah 61)

## **INCREASE DEPTH OF RELATIONSHIP (CULTIVATION AND RETENTION)**

Cultivate Current Donors Towards Making Moves and Increasing Ownership

## **CONNECT 10-15% OF OUR MARKET TO THE JOY OF GIVING TO WSM (ACQUISITION AND REACTIVATION)**

30,000 Households and Businesses Enjoying Giving, Volunteering, or Being Part of Drives within the next ten years.

## **BE DATA INFORMED**

As much as possible, let’s find the data and continuously tweak our efforts

## **SUPPORT OUR TEAM AND WATER STREET WELL**

Uplift Each One of Our Ambassadors, Volunteer Coordinators, and Ministries and Increase Ministry and Mission Visibility

## **SEEK GOD, LEARN, CARE FOR ONE ANOTHER AND HAVE FUN**

Let’s Do Things the Right Way and Enjoy the Process





# Archetypes

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

To assist us in developing a deeply impactful persona for our brand, we conducted an exercise where we selected 3 types from a selection of 60. 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





# Sub-Archetypes



## 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

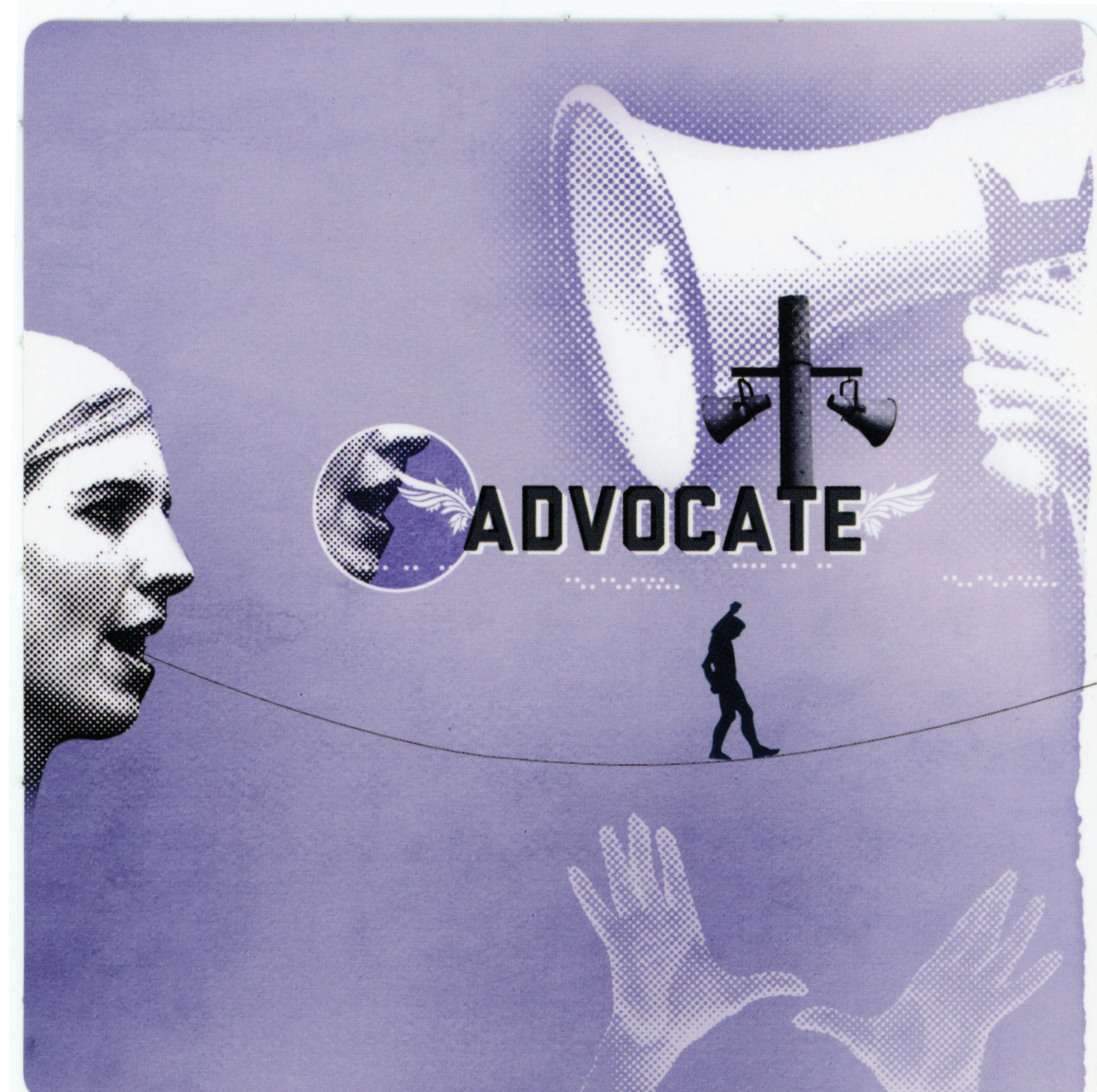
## The Servant

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 steward, freely choosing to serve and to satisfy. The rewards of service are sufficient for the archetype, and external recognition is not required.





# Sub-Archetypes



## Strengths

Energetic  
Driven  
Advocacy  
Inspirational  
Faithful  
Compassionate  
Dedicated

## Weaknesses

Temptations to support or work for causes that bring personal gain

## 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.





# Voice & Tone

**Warm**  
**Personable**  
**Engaged**  
**Passionate**  
**Thoughtful**

**Attentive**  
**Encouraging**  
**Optimistic**  
**Humble**  
**Holistic**

# Core Messaging



# Brand Story

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

1. We bring dignity to those we serve and aim to rewrite the script for how people think of poverty as we tell stories.
2. 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.
3. We are authentic, excellent, and clear in all communication and design.
4. 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

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**Restored to be restorers**



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# WATER STREET MISSION

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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**

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**Restored to be restorers**

HORIZONTAL LOCKUP



**WATER STREET  
MISSION**

HORIZONTAL W/ TAGLINE



**WATER STREET  
MISSION**

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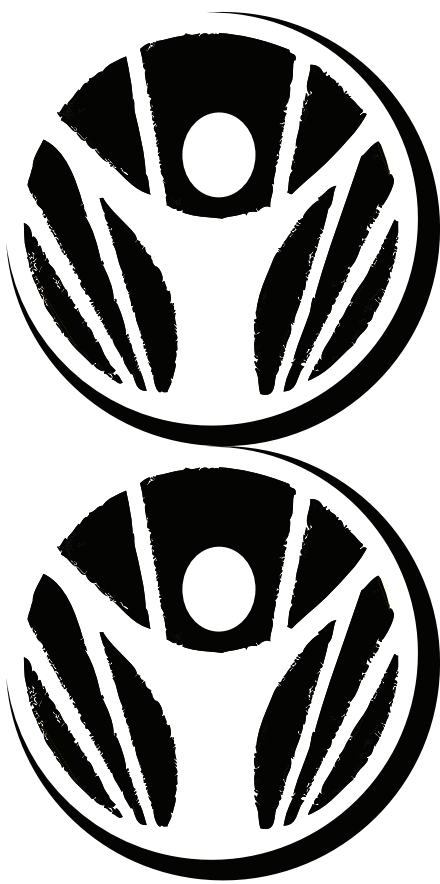
**Restored to be restorers**



# 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**  
021 CP  
**CMYK**  
C0 M74 Y100 K0  
**RGB**  
r254 g80 b0  
**HEX**  
#FE5000

**PANTONE**  
1235 CP  
**CMYK**  
C0 M25 Y94 K0  
**RGB**  
r255 g184 b28  
**HEX**  
#FFB81C

**PANTONE**  
2735 CP  
**CMYK**  
C99 M99 Y0 K5  
**RGB**  
r46 g0 b139  
**HEX**  
#2E008B



**PANTONE**  
321 CP  
**CMYK**  
C100 M0 Y37 K10  
**RGB**  
r0 g140 b149  
**HEX**  
#008C95

**PANTONE**  
715 CP  
**CMYK**  
C0 M50 Y93 K0  
**RGB**  
r246 g141 b46  
**HEX**  
#F68D2E

**PANTONE**  
3025 CP  
**CMYK**  
C100 M19 Y0 K56  
**RGB**  
r0 g79 b113  
**HEX**  
#004F71

**PANTONE**  
287 CP  
**CMYK**  
C100 M81 Y0 K23  
**RGB**  
r0 g48 b135  
**HEX**  
#003087



# 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.

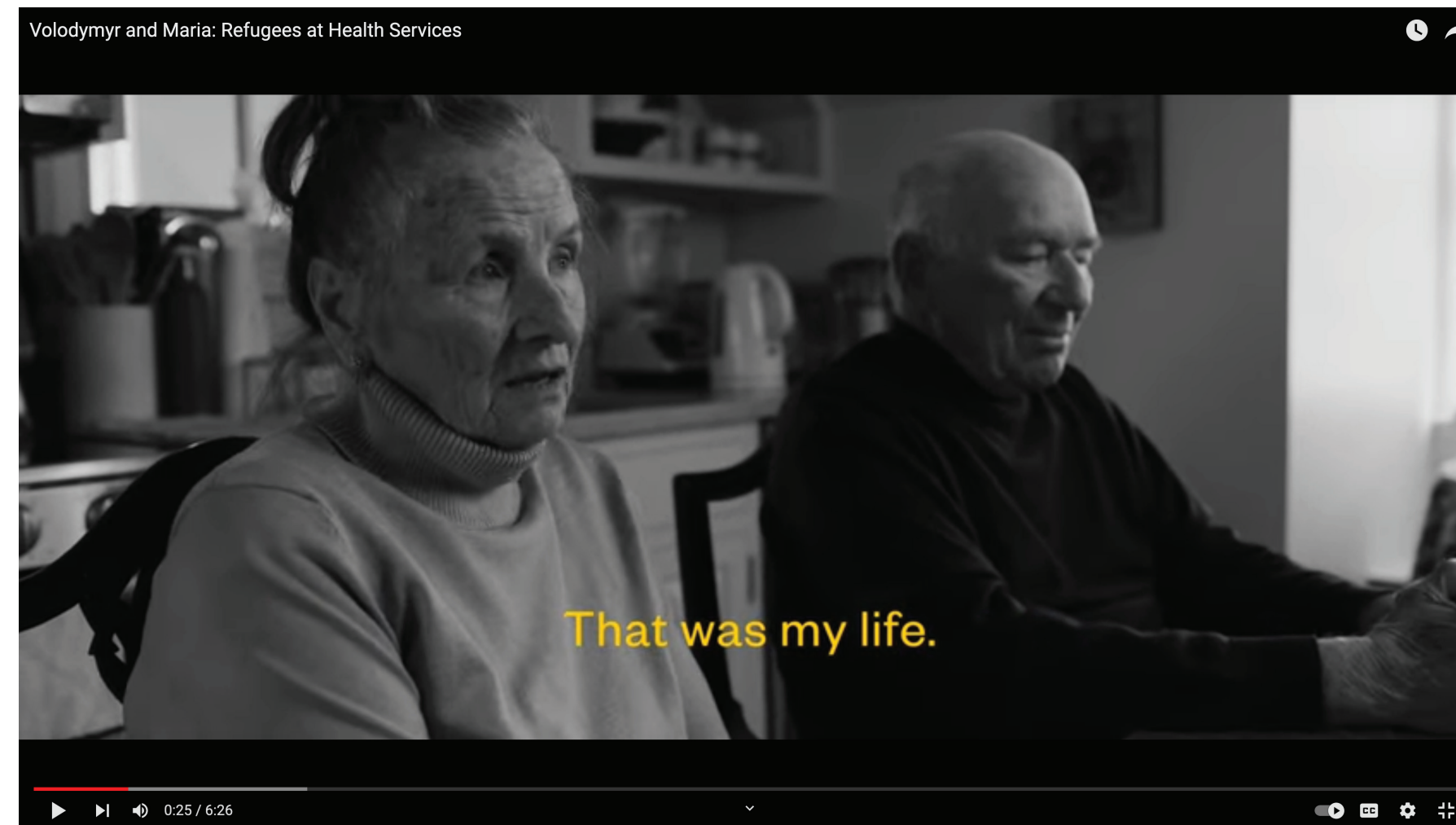
Whatever the ministry, our aim is to make sure we do our best to communicate with the proper tone and context for each of our audiences.







# 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 —



WATER STREET  
MISSION  
Restored to be restorers

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

35



# Thank you!



WATER STREET  
MISSION