

Logos

Primary



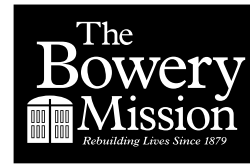
1. Primary (preferred)



2. Primary Inverted



3. Primary B&W



4. Primary B&W Inverted

Dimensions

The minimum size for each logo is 3/4" tall & 1 5/16" wide. Allow a minimum of 7/23" of white space on all four sides of the logo.

Linear



1. Linear (preferred)



3. Linear B&W



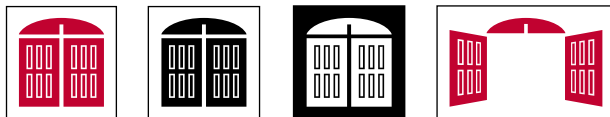
2. Linear Inverted



4. Linear B&W Inverted

All logos should only be used as shown.

Red Doors



*The open Red Doors should *only* be used in video assets and in internal presentations.

As we continue to build awareness of The Bowery Mission brand, the Red Doors will be used more often as a standalone logo.

Color Breakdown



Red (PMS 200)
 RGB - 186, 12, 47
 CMYK - 3, 100, 70, 12
 HEX - #BA0C2F



White
 RGB - 255, 255, 255
 CMYK - 0, 0, 0, 0
 HEX - #FFFFFF



Black
 RGB - 0, 0, 0
 CMYK - 0, 0, 0, 100
 HEX - #000000

Typography

| | | |
|---------------------|---|--|
| Name and use | Adobe Caslon Pro should be used for headlines or titles | Proxima Nova/Proxima Nova Rounded should be used for body text |
| Weights | Regular or Bold for headers Bold or <i>Italic</i> for emphasis | Regular for body copy Bold or <i>Italic</i> for emphasis |
| Alternatives | Use Georgia when Adobe Caslon Pro isn't available | Use Arial when Proxima Nova/Proxima Nova Rounded isn't available |
| Note | Always capitalize the "T" in The Bowery Mission. | |

Our Brand

The Bowery Mission's brand essence is *Love Well*. The Bowery Mission is committed to both compassion (*Love*) and competency (*Well*).

Committed

committed to Christian faith and values

Full of Grace

reflecting forgiveness and generosity, loving yet firm

Innovative

individualized (care), flexible, holistic, evidence-based, historic yet relevant

Personal & Invitational

hospitable, relational, warm

Story-oriented

capturing individual voices in our community in a heartfelt, authentic, purpose-driven, and inspiring way

Optimistic

win-win, having an abundance mindset, collaborative over competitive

Having a Sense of Place

a sense of home, belonging, being known; in the present yet on a journey

Our Purpose

The Bowery Mission exists to promote the flourishing of New Yorkers overcoming homelessness and marginalization.

Our Goal

To be the most effective provider of compassionate care and life transformation services for hurting people in the New York metro area.

Our Impact

Last year, The Bowery Mission provided more than **320,000** meals, **66,000** nights of shelter, **32,000** articles of clothing and **45,000** emergency showers for New Yorkers in need. It also served **214** adults in its faith-based Residential Programs and **203** children in its year-round enrichment programs.

Our Programs

Since the 1870s, The Bowery Mission has been a place of welcome, care and healing for New Yorkers in crisis.

Compassionate Care invites guests to **Choose Help**. Through hospitality, hot meals, safe shelter, showers and clothing — tangible expressions of God’s love — we meet the immediate needs of each person who walks through our Red Doors.

Residential & Community Programs help clients **Make Progress**. Clients access comprehensive services for physical, emotional, psychological, and spiritual healing — all in the context of a safe, supportive community.

Transitional Housing & Alumni Programs inspire graduates to **Sustain & Grow**. Through ongoing access to services, graduates are equipped to find success beyond the walls of our programs.

Children’s Programs empower children to **Thrive & Succeed**. Year-round opportunities for enrichment culminate in an unforgettable weeklong experience at our 200-acre camp in the Poconos Region of Pennsylvania, where they encounter the love of their Creator.

Principles of Care

Faith-Based

Person-Focused

Holistic

A Wide Door

Evidence-Based

Trauma-Informed

Integrated

Community-Establishing

Media Release Boilerplate

Since the 1870s, The Bowery Mission has promoted the flourishing of New Yorkers overcoming homelessness and marginalization. Last year, The Bowery Mission provided more than 320,000 hot meals, 66,000 nights of shelter, 32,000 articles of clothing, and 45,000 emergency showers. Every meal and service is an invitation to a community of care that helps clients make progress toward a transformed life of faith, sobriety, sustainable income and independent living. To empower children to thrive and succeed, The Bowery Mission also offers year-round opportunities for enrichment through Mont Lawn City Camp, culminating in summer camp for hundreds of children in the Poconos Region of Pennsylvania. To learn more, visit www.bowery.org.