

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



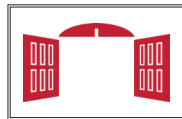
2. Linear Inverted



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 Bowersy 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 - #b22222



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 Bowersy Mission.	

Our Brand

The Bowersy Mission's brand essence is *Love Well*. The Bowersy 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