

## 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



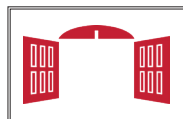
2. Linear Inverted



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 - 18, 100, 87, 9  
 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

<b>Name and use</b>	Adobe Caslon Pro should be used for headlines or titles	Proxima Nova/Proxima Nova Rounded should be used for body text
<b>Weights</b>	Regular or <b>Bold</b> for headers <b>Bold</b> or <i>Italic</i> for emphasis	Regular for body copy <b>Bold</b> or <i>Italic</i> for emphasis
<b>Alternatives</b>	Use Georgia when Adobe Caslon Pro isn't available	Use Arial when Proxima Nova/Proxima Nova Rounded isn't available
<b>Note</b>	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