

# Identity Guidelines

**Branding is deciding how you want to be perceived by your target audiences and actively managing that position to achieve your goals.**

Nashville Rescue Mission's brand is the personality we want to convey in all communications; it is how we want to be perceived; it is the promise that we pledge.

A clear and consistent identity helps build and maintain reputation. Everything from grammar, spelling, length, font, design and style impacts the public's perception and reputation of the Mission. This includes the proper use of NRM's logo on all forms of communication, including emails, business cards, letterhead, handbooks, signage, web pages and newsletters.

Every member of the Mission plays an important role in bringing this cohesive identity to life and in maintaining its integrity by applying it consistently throughout all communications.

Read through this guide carefully and familiarize yourself with its content. Please contact the communications/marketing team if you have questions or need help with developing communications, forms or using the Mission's brand or logo in any way.

Thank you for your commitment to maintaining the Mission's brand.

**We have  
amazing stories  
of transformation  
and hope to tell.**

**May we capture  
the heart of the  
story and share it  
well with others.**

## **Brand Personality**

Warm

Inviting

Trustworthy

## **Core Values**

### **Extravagant Faith**

We live in full anticipation that God will do in the ministry of NRM those things we are willing to believe Him for and trust Him to do.

### **Radical Hospitality**

We believe God has called and commissioned us to be ministers of His radical love, grace and mercy and we demonstrate that by treating those we serve in a way that honors that calling.

### **Excellence**

We turn away from minimal expectations, choose excellence in everything we do, and challenge those we lead to give their best to the ministry of NRM and the people we serve.

### **Continuous Improvement**

We never stop learning and growing, but respond to every opportunity with excitement in order to reach our full potential.

### **Culture of Honor**

We honor those that have laid the path before us and bless those who labor among us, as we embrace the future ahead of us.

## Logo use guidelines.

### Look

The heart used in the Mission's logo appears to the left and the logotype appears to the right. It is the primary element of the Mission's visual identity system and must appear on all official communications. It may not be modified in any way. The font used in the logotype is Myriad Pro.

### Size

Never reproduce the logo smaller than 1.5 inches in width. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

*Sometimes certain jobs require a logo to be adjusted, for example, for embroidery. If your job needs a logo adjusted, do not allow a vendor or printer to make these changes. Contact the communications/marketing team to get the appropriate logo.*



## Logo color guidelines.

### One-Color Logos

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The preferred use of our logo is in one color. This gives us flexibility for a variety of layouts and different color situations. Only use colors from the official Nashville Rescue Mission palette.

The only instance when two colors is appropriate is when using the PMS 202 red heart with white lettering.



### Full-Color Logos

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Sometimes a full-color logo is needed. We have a version specially created for four-color printing.



## Clear space around the logo must be maintained.

That way, it's legible and has room to "breathe." Photos, text, and graphic elements must follow these guidelines. Use the heart as a measuring tool to help maintain clearance. There should be a "heart height" of clear space around the logo.

Use these illustrations as guides when placing the logo on the page.



## Consistency is key to maintaining strong brand integrity.

We need to be careful about how we treat the logo to maintain its integrity as a signature and identifying mark. Here are some common things to avoid when using our logo.

*Never use the logo in any color outside NRM color palettes.*



*Don't rearrange any elements of the logo. They should stay locked up in the same arrangement in which they were created.*



*Never stretch or compress the logo. Maintain the proportions in the provided art files.*



*Never alter the typeface of the logo.*



**The preferred placement for our logo is the upper left corner. This way, the logo becomes a grounding element that appears consistently on all pieces.**



# Mission Stylebook

NRM uses *The Chicago Manual of Style* and *The Christian Writer's Manual of Style*.

## Primary typefaces

- Times New Roman - letters, direct mail, receipts
- Adobe Devangari - newsletter
- Other acceptable fonts - Myriad Pro
- Unacceptable fonts - Comic Sans, Papyrus, Curlz

## Use of Language

- Use short, simple, easy-to-understand words and sentences. Avoid the passive voice, except where appropriate. In general, use the present tense and, where appropriate, the imperative mood (*"Do this."*).

## Nashville Rescue Mission

- Spell out the full name of Nashville Rescue Mission on first mention. Omit "the" from in front of Nashville Rescue Mission. Use the shorter version or acronym when the name is mentioned again. (*the Mission or NRM*)

## Departments/campuses/programs

- Development Department
- Human Resources Department
- Men's Campus
- Women's Campus

- Life Recovery Program (*used as a proper name*)
- life recovery program (*when speaking generically about program*)
- Gateway Program
- education program
- Anchor Home, Barnabas House, Hope Center, Family Life Center (*For internal uses only*)
- Guest (*not transient*)
- Clients (*program students*)
- Guest Volunteer Program (*GVP internal*)
- Pathways to Work

## Industry terms

- nonprofit
- kickoff (*noun*), kick off (*verb*)
- on-site
- rollout (*noun*), roll out (*verb*)
- up-to-date (*as an adjective before a noun, up to date elsewhere in a sentence*)
- fundraising

## Items in a series

- Use commas to separate elements in a series, but do not put a comma before "and" or "or" in a simple series.  
*The flag is red, white and blue.*
- Put a comma before the concluding "and" or "or" in a series if a key element of the series uses "and" or "or."  
*I had orange juice, ham and eggs, and toast for breakfast.*
- Use a comma before the concluding phrase in a complex series of phrases.  
*The main points to consider are whether the athletes are skillful enough to compete, whether they have*

*the stamina to endure the training, and whether they have the proper mental attitude.*

## Numbers

- Spell out numbers one through nine. Use numerals for 10 and above.
- Spell out a numeral at the beginning of a sentence, except for years.
- Format Nashville Rescue Mission's phone number using periods.  
615.255.2475
- Write out first through ninth; use numerals thereafter.  
*That is your fifth slice of pie. This is the festival's 23rd year.*
- Spell out percent in narrative copy; use the % symbol in charts and tables. NOTE: It is acceptable to use the % symbol in narrative copy when the desired result is a quick, easy-to-skim piece. (i.e., in a sidebar/inset). Web only: For percentages used in statistical and scientific information, use numerals and follow with the % symbol rather than spelling out percent.  
*8% rather than 8 percent.*
- Spell out fractions less than one in text, using hyphens between the words. Use numerals for a fraction combined with a whole number, and use numerals in charts and tables.  
*two-thirds of the student body, four-fifths of every dollar; 5 1/2 or 5-1/2 (but spell out if the figure comes at the beginning of a sentence: Five and one-half...)*
- When writing dollar amounts, use decimals or zeros for whole dollar amounts.
- Use a comma where appropriate in large numbers.

## Capitalization

- Capitalize the full names of organizations, institutions and groups.
- Use lowercase when the organization, institution or group is referenced without the formal name.  
*the board of directors or the board*
- Lowercase north, south, northeast, northern and so on, when they indicate compass direction.
- Capitalize directions when they refer to specific geographic regions.  
*NRM serves those in Middle Tennessee.*

## Italics

- Use italics for titles of books, magazines, newspapers, plays, long poems, movies, paintings, sculpture and long musical compositions.
- Use quotation marks to designate titles of chapters, short stories, or magazine or journal articles.

## Space between sentences

- Only one space should be used after a period at the end of a sentence.

## Dates

- Use figures, without st, nd, rd or th.  
*The meeting is scheduled for May 15.*
- Capitalize and spell out days of the week.
- An apostrophe is not used in numerals unless it indicates missing numerals:  
*In the 1970s. The '90s was a time of...*
- Spell out all names of months when they stand-alone or appear only with a year.

- When a month and year are used without a specific date, they are not separated by a comma.
- When a phrase refers to a month, day and year, use commas to separate the year.
- When listing a range of dates, use a hyphen in between the dates, without spaces before or after the hyphen. When referring to a range of dates in narrative form, spell out the word “to” or “through” in place of the hyphen.  
*October 20-21*  
*NRM will host visitors on Friday, July 22, through Sunday, July 24.*

## Time of day

- Use numerals except for noon and midnight. Do not put a 12 in front of noon or midnight.
- Use lowercase letters and periods in a.m. and p.m. Use a space in between the number and a.m. or p.m.
- Use a colon to separate hours from minutes. For time “on the hour,” do use zeroes to denote minutes.  
*1:30 p.m.*
- Use time zone abbreviations only if it is linked with a clock reading.  
*Tennessee is on Central Standard Time. The tea begins at 7:00 a.m. CST.*
- When listing a range of times, use a hyphen in between the times, without spaces. When referring to a range of times in narrative form, spell out the word “to” in place of the hyphen.  
*5:00-9:00 p.m.*  
*The class will run from 5:00 to 9:00 p.m. on July 19.*

## Seasons

- Lowercase spring, summer, fall and winter unless part of a formal name: *Winter Ball*

## Titles

- Titles are capitalized only when they precede the name of the individual:  
*President Lincoln or Abraham Lincoln, the president of the United States*
- Titles are lowercase in text.  
*She had worked as a nurse.*
- In narrative text, separate the title and department area with “of.”  
*Robert H. Beekman III, MD, director of the Division of Cardiology*
- Acceptable designations for Glenn Cranfield:  
*president and CEO*  
*president and chief executive officer*
- Capitalize a title when it appears under a name, such as on a business card or in an address.  
*Glenn Cranfield*  
*President and CEO*

## Web conventions

- Internet is capitalized.
- Email is one word, lower case (unless it begins a sentence), as well as enewsletter.
- Web is always capitalized. However, website is lowercase.
- Intranet is lowercase unless it begins a sentence.
- URL is capitalized, no periods.
- Email addresses and URLs are always lowercase.

## Quotation marks

- Periods and commas belong inside quotation marks.

Question marks, exclamation points and semicolons go outside the quotation marks when they apply to the entire sentence.

NOTE: Exclamation points are to be used sparingly.

## En Dash

- An en dash, roughly the width of an n, is a little longer than a hyphen. It is used for periods of time when you might otherwise use to. No spaces on either side of en dash.

*The years 2001–2003*

*January–June*

- An en dash is also used in place of a hyphen when combining open compounds.

*North Carolina–Virginia border*

## Em Dash

- An em dash is the width of an m. Use an em dash sparingly in formal writing. In informal writing, em dashes may replace commas, semicolons, colons, and parentheses to indicate added emphasis, an interruption, or an abrupt change of thought. No spaces on either side of the em dash.

*You are the friend—the only friend—who offered to help me.*

*My agreement with Fiona is clear—she teaches me French and I teach her German.*

*I wish you would—oh, never mind.*

## Ellipsis Marks

- Use ellipsis marks when omitting a word, phrase, line, paragraph or more from a quoted passage. Aposiopesis is the use of an ellipsis to trail off into silence—for example:

*“But I thought he was . . .”* When placed at the beginning or end of a sentence, the ellipsis can also inspire a feeling of melancholy or longing.

The most common form of an ellipsis is a row of three periods or full stops.

*“Jan was born on . . . Street in Warsaw.”*

## Curly Quotes

- Unlike straight marks, curly quotes are usually more legible in paragraphs and long texts, and match the other characters better. They are more suitable for reading and should be used when writing documents, articles, blog posts, etc.

**These standards are to be used by everyone producing communications materials for Nashville Rescue Mission. Any exceptions to the standards outlined in this guide must be approved by the Mission's communications/marketing team.**

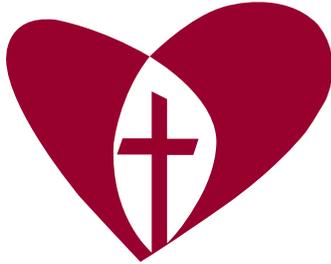
This Guide outlines the core elements of logo usage, how to apply them and provide a basis for greater consistency of graphic image and style for both in-house and out-of-house usage. Possession of this Identity Guidelines does not relieve the holder from the responsibility of obtaining company approval. Items of any kind that bear a Nashville Rescue Mission logo may not be produced prior to approval by the Mission's communications/marketing team.

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*Every employee is responsible for helping to make the Company's communications strategy a success. Please contact the Mission's communications/marketing team if you have questions about the policies or standards in this manual.*



# NASHVILLE RESCUE MISSION

Accent



#990033

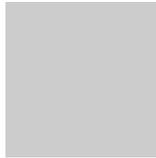
Primary



#666666



#99CCCC



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