# OLIVER GOSPEL MISSION

Style guide for consistent branding

# BRAND
## Guidelines

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WE ARE A COMMUNITY-BASED MISSION THAT HELPS THOSE EXPERIENCING HOMELESSNESS, POVERTY, OR ADDICTION TRANSFORM THEIR LIVES THROUGH PHYSICAL, SPIRITUAL, AND RELATIONAL SUPPORT SO THAT THEY CAN LEAD FULL, HEALTHY LIVES.

## MISSION

Engaging and transforming lives together through the power of Christ's love.

## PURPOSE

Help vulnerable people experience the power of Christ's love through meeting their physical, relational, and spiritual needs.

## OLIVER GOSPEL'S HISTORY AND BACKGROUND

### BIRTH

It all started in 1888 when Reverend Robert Oliver, Methodist minister and philanthropist, purchased a lot in Columbia located at the corner of Taylor and Assembly streets. His dream was to help people experience the power of Christ's love through meeting their physical, relational, and spiritual needs while also providing print material to help the community mature in Christ. He was the founder of "The Way of Faith," a Methodist periodical, highlighting the work of the ministry and promoting spiritual development. The publication was created and printed at Oliver Gospel from 1888-1990. Sadly, Reverend Oliver passed away just years after the ministry began. Upon his death, leadership renamed the organization after his namesake. Oliver Gospel is the oldest rescue mission in the southeast and the 6th oldest in the country.

### GROWTH

In 1978, Oliver Gospel's Board of Directors hired its first organizational leader, which led to the hiring of full time staff, building repairs, and keeping the doors open to help those who could not help themselves. Since then, Oliver Gospel expanded its reach to employing over 50 staff members and providing support to thousands of hurting neighbors each year. We provide over 250 hearty meals a day to our community, and can shelter more than 150 men, women, and children each night at our ministry centers. We are home to dozens of men, women, children seeking to break the cycle of poverty or addiction by being a part of our long-term life recovery programs, and also operate three social enterprises, providing financial stability and career development for graduates.

### MOVING FORWARD

Oliver Gospel continues to fulfill its mission of engaging and transforming lives together through the power of Christ's love. We aim to continue meeting the needs of our community by expanding our capacity to serve more individuals in the Midlands; providing hope, love, and opportunity for all who come through our doors.

## WORDS THAT DESCRIBE US

### WHO WE ARE

Christ-centered
Empathetic
Compassionate
Honest
Informed
Relational
Kind
Warm
Welcoming
Fun
Family-oriented
Collaborative
Strong
Stable

### WHO WE ARE NOT

Exclusive
Demeaning
Isolating
Arrogant
Naive
Disrespectful
Quirky
Disconnected
Misunderstood
Impersonal
Untrustworthy
Weak
Chaotic
Passive

## A BRIEF LOOK AT HOMELESSNESS

### THE PROBLEM

On January 26th, 2022, South Carolina Interagency Council on Homelessness (SCICH) reported 3,608 individuals experiencing homelessness in South Carolina. Of those, 987 were in the Midlands area.Though there are many reasons people experience homelessness, the most common reason is they cannot find affordable housing. In fact, the US Department of Housing and Urban Development (HUD) estimates that more than 12 million people spend over 50% of their income on housing alone. The lack of affordable housing for struggling low-income households prevents them from meeting basic needs such as nutritional food, healthcare, or saving for their future. Add health issues, children to care for, and unexpected expenses that are simply a part of life, and living paycheck to paycheck suddenly becomes impossible.

### THE SOLUTION

Oliver Gospel seeks to change this narrative by providing low-income and homeless individuals with access to basic resources like food and shelter, plus job and life skills training. Our empathy-based approach in a gospel-fueled, compassionate environment gives our guests the space and grace to heal and live a transformed life, free from homelessness and poverty. With faith-based programs about relationship restoration, time management, and financial literacy, and with access to on-the-job training at our various social enterprises, Oliver Gospel engages and transforms lives together through the power of Christ's love. Our guests leave with a renewed hope, housing, and a bright future.

### OUR ROLE

We are actively seeking new ways to work with our partners in the community by filling in the gaps in providing services to individuals and families experiencing homelessness and poverty. Through our services, men and women are cared for by compassionate staff, educated with life development skills, and equipped to live a fulfilling life beyond homelessness and poverty.  We are not ignorant of the many barriers that hinder freedom from poverty and homelessness. Day-by-day, learning from fellow partners and the underserved men and women who walk through our programs, we seek to do the best we can to help them overcome life's hardships.

OLIVER GOSPEL'S PERSONALITY

### ORGANIZATIONAL VALUES

FAITH
We are motivated by our faith to serve as Christ would serve.

PEOPLE
We prioritize all people in our decisions and actions.

COMPASSION
We are commited to loving Big.

STEWARDSHIP
We are committed to being responsible with all that we are given.

EXCELLENCE
We are dedicated to being exceptional in all that we do.

### CULTURE

Trust-based, collaborative, harmonious, influential, grace-filled, vulnerable, empathy-focused, hospitable.

### TONE OF VOICE

Our tone is clear, concise & compelling.

Our voice is conversational, inclusive, positive, honest, dignifying, empathetic, relational, and hopeful.

### WARM

Use colors and language that communicates warmth. This can be accomplished using warm tones in the design, choosing slightly informal language, or selecting photos with smiles, laughter, and hugging.

### CLEAN

Shapes, lines, layout, and photos should be smooth and minimalistic to avoid visual overstimulation. Avoid grainy, low-quality images, detailed graphics, and inconsistent fonts and colors.

### INVITING

Use softer edges and circles in graphics to communicate wholeness, completion, and unity. Include images that show community, i.e. people eating, praying, or talking together. Choose words like "we" and "us" to promote a communal attitude. It should feel hospitable, "like home."

### VOCABULARY

- vulnerable populations
- individuals experiencing homelessness
- unhoused, underserved
- Christ-centered
- holistic services
- life transformation
- bright future
- restoring hope
- safe, inviting, faith-filled environments
- physical, spiritual, and relational support
- community

*Transforming lives together through the power of Christ's love*

Oliver Gospel's logo reflects our desire that through the power of Christ's love, our community can break the cycle of homelessness for one more person in the Midlands. The colors imply balance, peace, and calmness. The "G" arm in arm with "O" reflects our togetherness with the community, and the Jesus fish in the center represents the transformative power of the Gospel at the center of all we do.
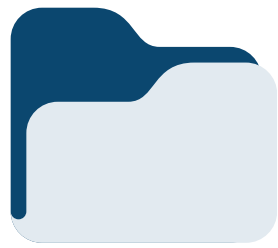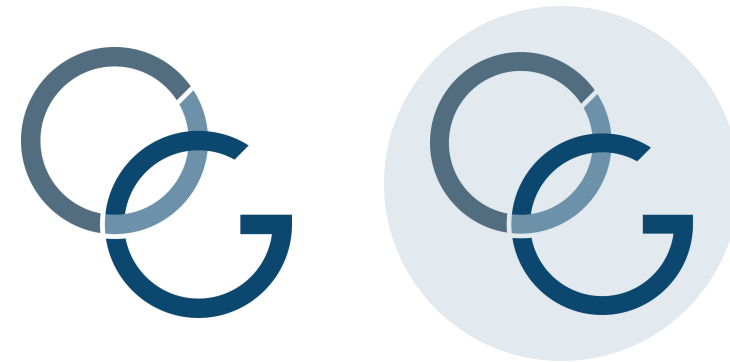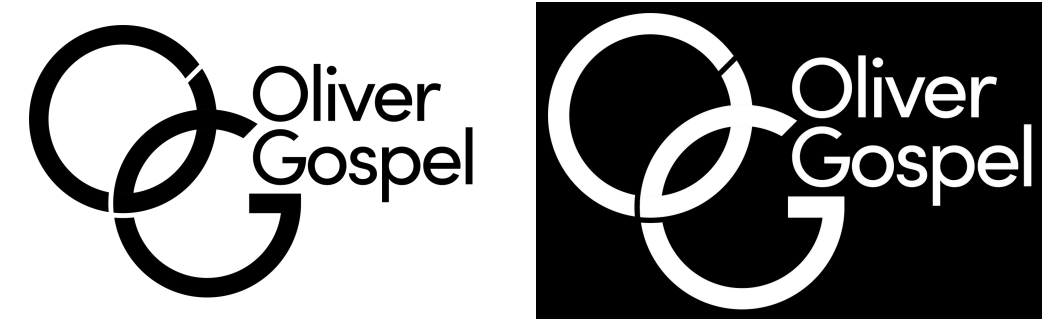
LOGO AND ICONS

MAIN LOGO                                          ALT 1

This is the primary Oliver Gospel logo that should be used on a white or black background. This logo can be used in a preferred light blue circle or white circle.

The logo also has flat black and white version, which are to be used only in one color situations, or the rare case when a clashing color is chosen for a special event.

ALT 2



The landscape logo's have three versions, one with Oliver Gospel Stacked, which is the preferred standalone version. One with the words horizontal, which will be used when a location or event name needs to go under it. As well as a special use split version. There are Secondary Use versions of these as well.

DO NOT INVERT THE
POSITIONING OF
LOGO & WORDS.

DO NOT APPLY
INNER/OUTER GLOWS
TO THE LOGO

DO NOT ROTATE
THE LOGO

DO NOT CHANGE THE
COLORS OF THE LOGO

DO NOT APPLY A
STROKE TO THE LOGO

DO NOT DISTORT OR
WARP THE LOGO

This type of font is used for the Oliver Gospel Logo.

It may be used for titles/headers, but it is recommended to choose one of the two secondary fonts in order to complement rather than mimic the logo's font.

Kerning should be set at 0.

LOGO

## Sofia Pro

LINK TO BRAND FILES:

# Aa

Sofia Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Sofia Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345689

This font is the same as the logo font but is fine-tuned to be an accent rather than the logo font itself.

It should be used in ALL CAPS, and the kerning may be adjusted for various styles and projects.

This variation adds depth to the design while still complementing our logo.

HEADINGS, SUBHEADINGS, TITLES, AND LARGE AREAS

## SOFIA PRO

# A A

Sofia Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Sofia Pro Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

This font adds variety to the brand as a script font, rather than a block letter.

It should never be used in all caps, but it can be used in all lowercase or with the traditional capitalization rules.

Kerning should be set at 0.

## HEADINGS, SUBHEADINGS, TITLES, AND LARGE AREAS

Aevrish

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SANS SERIF

This font should be used for most body text in informal contexts, including but not limited to: flyers, websites, video graphics, and signs.

There are bold and italic versions of this font that may be used to create emphasis.

Kerning should be set at 0.

BODY TEXT

## Metropolis Light

# Aa

Metropolis Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

This font should be used for formal text pieces such as newsletters, press releases, events, and acknowledgments.

There are bold and italic versions of this font that may be used to create emphasis.

Kerning should be set at 0.

**BODY TEXT**

## Metropolis Light

# Aa

Metropolis Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

## SOFIA PRO – LOGO

# Light
Transforming Lives

# Regular
Transforming Lives

# **Bold**
**Transforming Lives**

## SOFIA PRO – TITLES

# LIGHT
TRANSFORMING LIVES

# REGULAR
TRANSFORMING LIVES

# **BOLD**
**TRANSFORMING LIVES**

## METROPOLIS –BODY

# Light
Transforming Lives

# *Italic*
*Transforming Lives*

# **Bold**
**Transforming Lives**

There are instances where basic fonts should be employed rather than the Oliver Gospel fonts listed in this guide.

Basic fonts include but are not limited to:
- Times New Roman
- Arial
- Calibri (Body)

Example instances where basic fonts should be used over the Oliver Gospel brand fonts:
- Emails
- Acknowledgment letters
- Official letterhead letters

**General guidelines**
When conducting official business, select a serif font (such as Times New Roman). For informal correspondence, like an email, a sans serif font is appropriate.

These are our standard blue colors, derived from our logo.

These should be used in headers, shapes, lines, page colors, and other design elements, but not as a body text color.
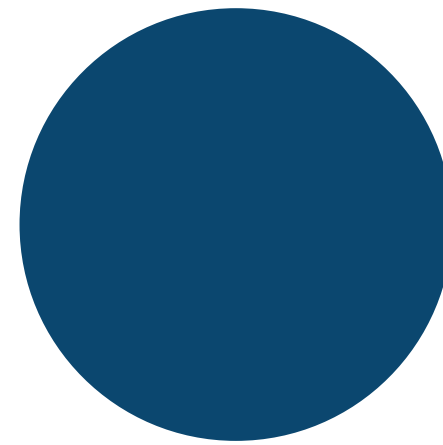
HEX CODE
#0B476F
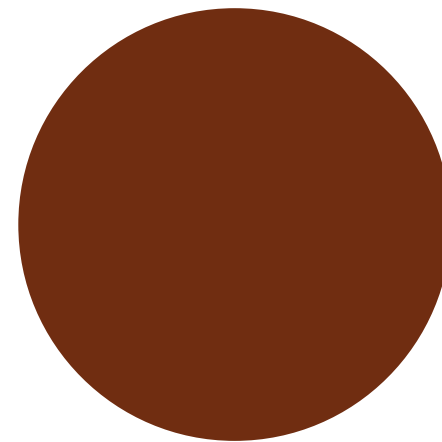
CMYK:
90 36 0 56

RGB:
11 71 111
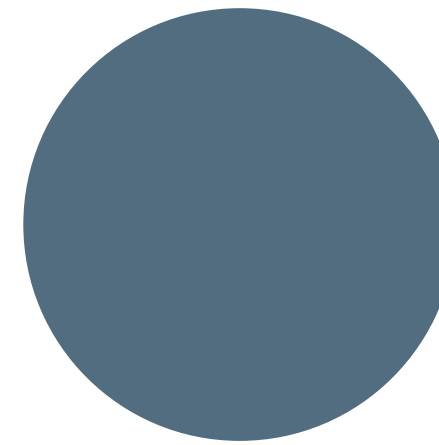
HEX CODE
#526D7F

CMYK:
35 14 0 50

RGB:
82 109 127
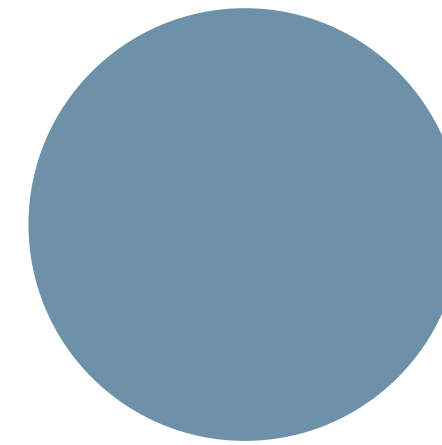
HEX CODE
#6D91A9

CMYK:
36 14 0 34

RGB:
109 145 169

HEX CODE
#E2EAF0

CMYK:
6 3 0 6

RGB:
226 234 240
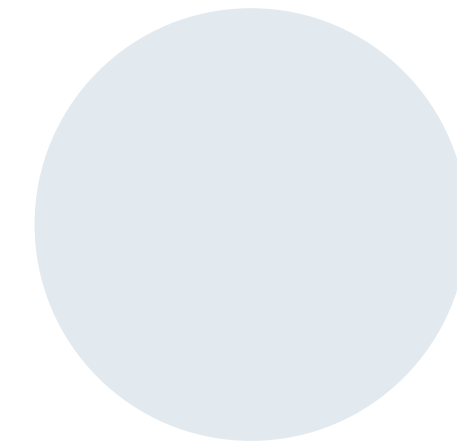
These colors can be used to accent our standard blues.

These should be used in headers, shapes, lines, page colors, and other design elements, but not as a body text color.

Use the red accent specifically for calls to action (text, callouts, and buttons).
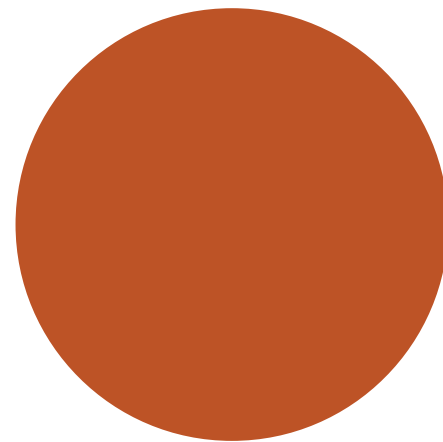
HEX CODE
#BD5326

CMYK:
0 56 80 26
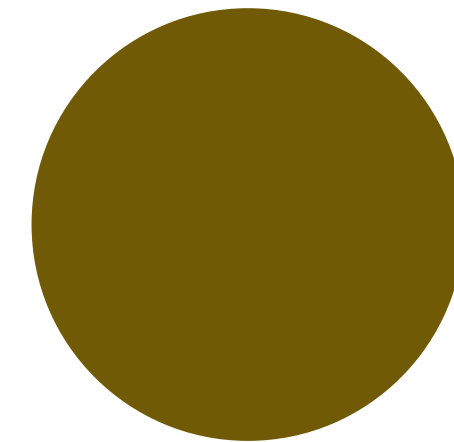
RGB:
189 83 38

HEX CODE
#702D11

CMYK:
0 60 85 56

RGB:
112 45 17

HEX CODE
#BD9500

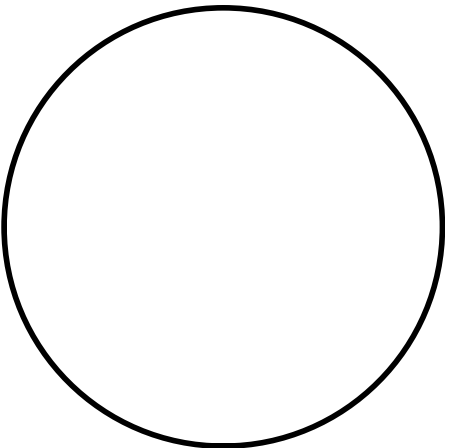CMYK:
0 21 100 26

RGB:
189 149 0

HEX CODE
#705A06

CMYK:
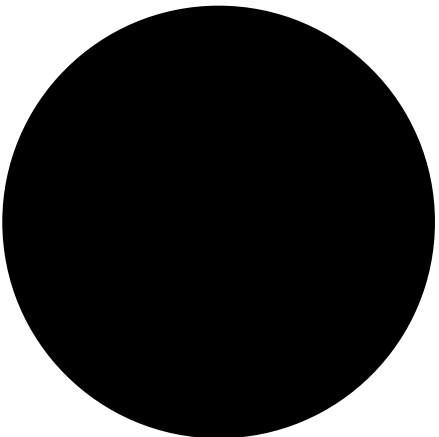0 20 95 56

RGB:
112 90 6

All body text should be white or black, depending on the background color.

HEX CODE
#BD9500

CMYK:
0 21 100 26

RGB:
189 149 0
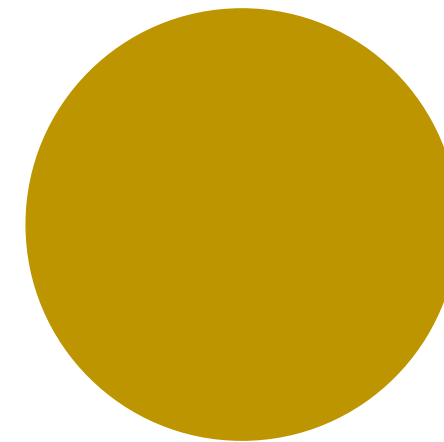
HEX CODE
#705A06

CMYK:
0 20 95 56

RGB:
112 90 6

## OLIVER GOSPEL MISSION COLOR COMBINATIONS

When mixing colors, try to use three colors. More than three can feel and look chaotic, confusing, overwhelming. Less than three lacks excitement and visual interest/stimulation.

You should use at least one color from the primary palette and one from the secondary palette. The third color can be pulled from either the primary or secondary palettes.

Use these colors to compliment or accentuate your photos, If there is a brick wall in the photo, incorporating the orange or red accent color can foster cohesiveness in your piece.

## RECOMMENDED COMBINATIONS FOR DIGITAL AND PRINT

### COLOR DIRECTION COMMUNICATES WARMTH, TRUST, SECURITY, HEALTH, CLEANNESS, PURITY.
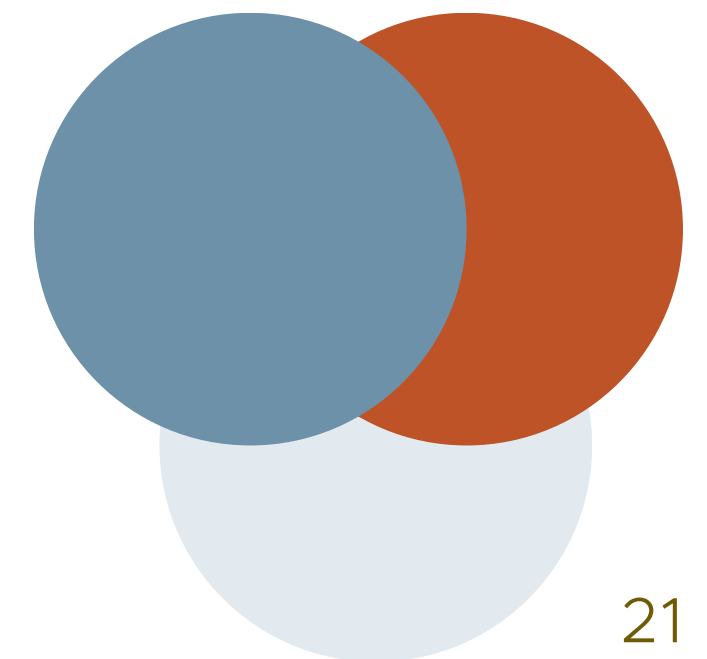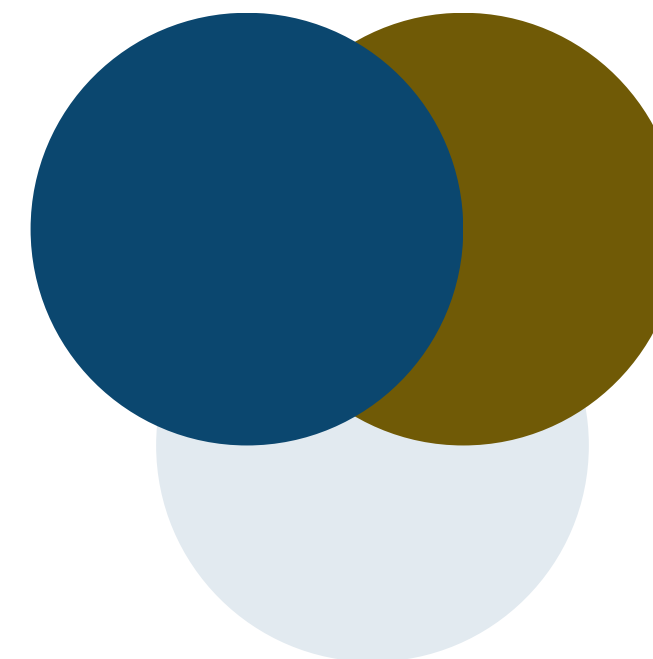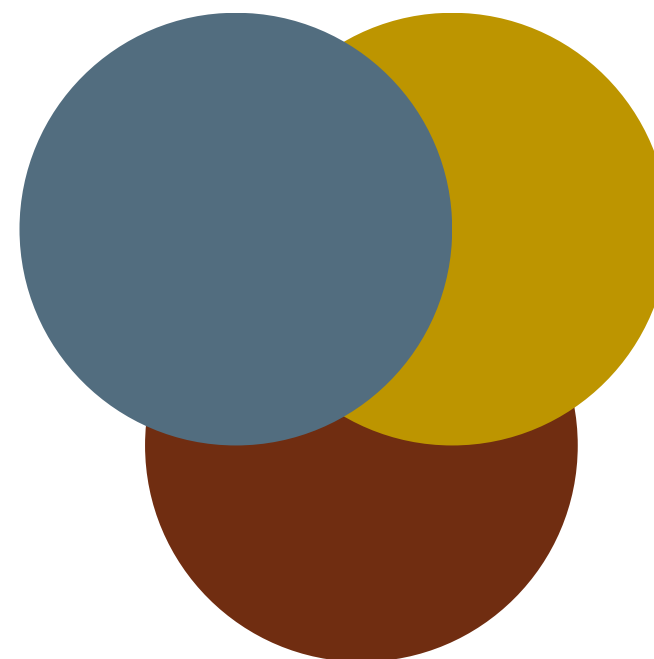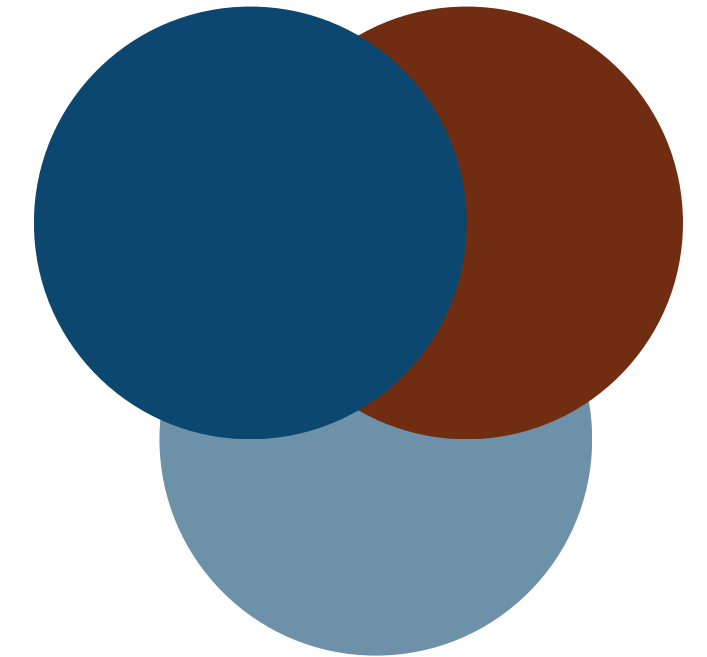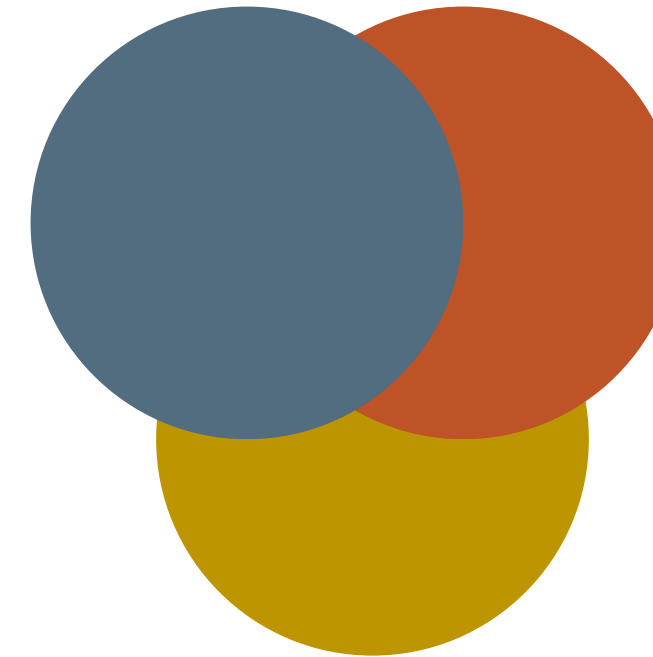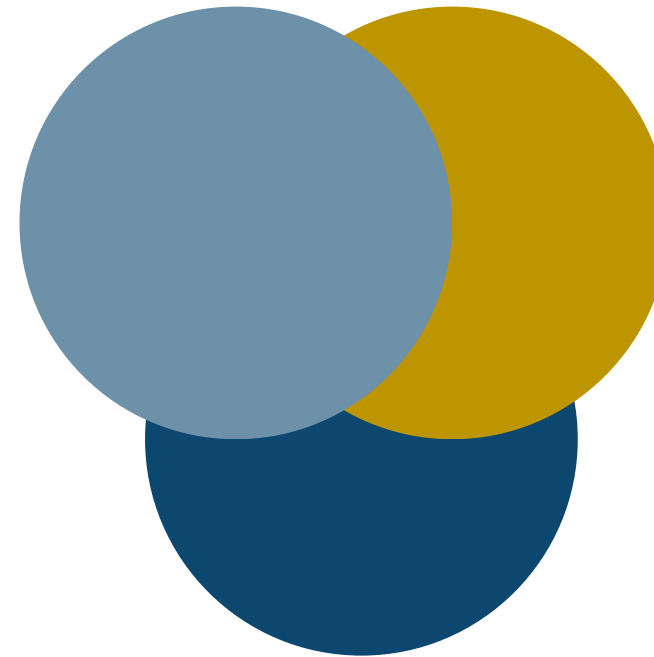
## REMEMBER: WARM, CLEAN, AND INVITING

We want to capture joyful moments. People laughing, smiling, hugging, or a hand on a shoulder. A welcoming feel.

There is also an opportunity to display what we call "need" or "despair" photos, depicting what guests experience prior to coming to Oliver Gospel.

We want to capture moments of who we are and what we do. Action shots of working together with the people in our community.

Candid, posed, and detailed shots. Good mix of vertical & horizontal shots. Wide and tight shots.

## TO MAINTAIN A COHESIVE LOOK

Photo and Video edit style: Bright, clean, natural, soft, and filmlike.

Lightroom Presets: Goodlight Pack 4: Erich McVey

Hashtags can be used to tell our audience about the topics and categories that are applicable or related to Oliver Gospel. They can also drive new engagements who follow similar accounts to our page.

Hashtags should be used in the following scenarios:

- On platforms that are optimized to link viewers to posts that use the hashtag, such as Instagram, Facebook, and Twitter.

- To promote the usage of a specific hashtag on a brochure, poster, or flyer. This often is associated with specific events or contests that allow people to see all the photos and posts related to the event or contest.

## FOR SOCIAL MEDIA PLATFORMS

#endhomelessness       #engage
#transformation        #healing
#love                  #future
#nonprofit             #loveyourneighbor
#hope                  #donate
#columbiasc            #volunteer
#community             #give
#inspire

# Charity Classic Brand Board

## Fonts and Colors

- Fonts should be the same as traditional Oliver Gospel Branding
- Colors can be edited as needed, but where possible, use brand blues, brand orange, and medium green (#85A56A)

## Graphics

- Use swooshes and waves to in background designs to represent the golf swing and the hilly course.
- Use simple graphics when designing sponsor packets and event programs.

- Our Charity Classic brand is casual but polished. Use corporate and athletic companies as inspiration for design. Clean and minimal, but still engaging and creative.
- Use script fonts sparingly.
- Aim for consistency in graphic design elements.
- Using all caps promotes balance in the design.
- Make sure the OGM logo is present on all design pieces.

## #GOLFFOREGOOD

## Examples
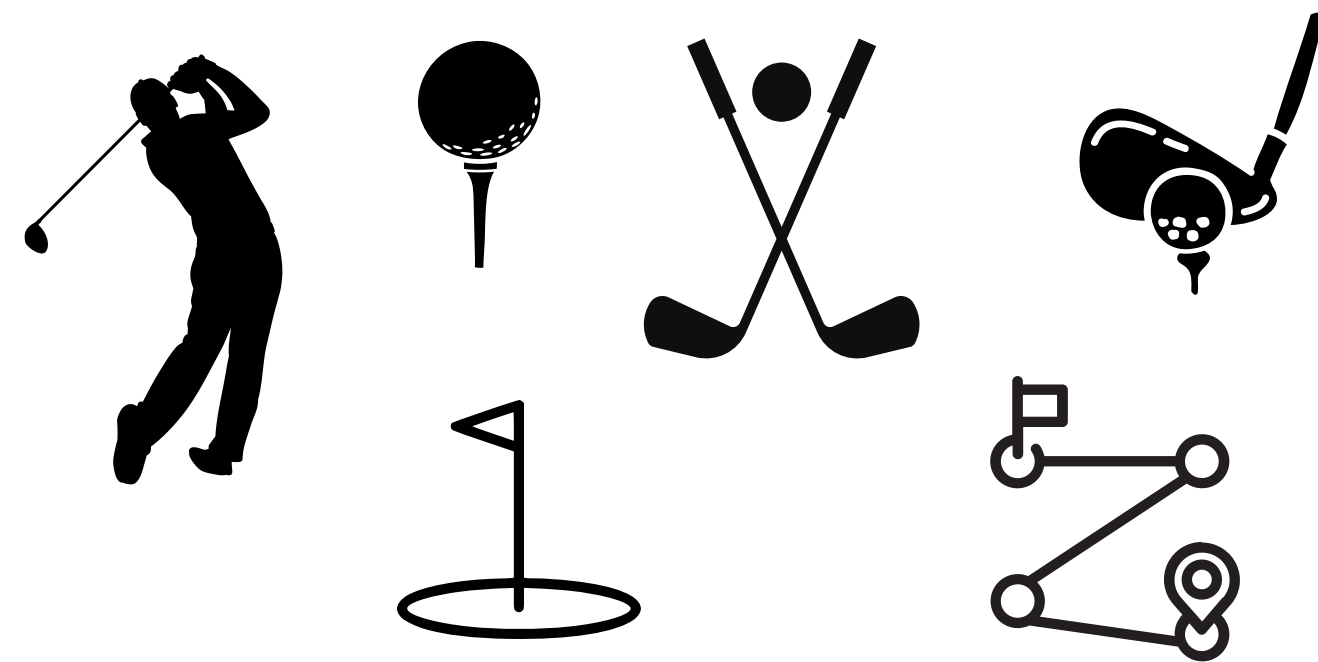
# Benefactors Dinner Brand Board

- Many varieties of these two fonts can be used for any design need.
- The Sloop script font has additional swoops that can be used for titles.
- The Benefactors Dinner is upscale and classy, so use elegant design elements such as curls and frames.
- While there is an event logo, ensure "Oliver Gospel Mission" and/or the OGM logo are also present as frequently as possible.
- The audience is mainly POTENTIAL major donors, so when writing and designing, the product should be educational while also providing tangible needs with dollar amounts.
- The main colors are the OGM dark blue and yellow but other colors can be used as needed
- The logo displayed here is the event logo, but the OGM logo should also be used on all print pieces.
- Avoid cartoon-ish graphics. Rather ,opt for elegant curls and or simple geometric lines.
- When making an ask, do not emulate the design of BDI. Rather, include program testimonies with a specific dollar amount attached to the story. Include beautiful photos showcasing the work at the Mission.

## Serif header - Lora

*Script header- Sloop Script*

Body Text - Lora

PHONE NUMBER
(803) 254-6470

EMAIL ADDRESS
OGM@OLIVERGOSPEL.ORG

WEBSITE
WWW.OLIVERGOSPEL.ORG

SOCIAL MEDIA HANDLES

INSTAGRAM: @olivergospel

FACEBOOK: @olivergospelmission

THRIFT STORE FACEBOOK: @olivergospelthriftstore

THRIFT STORE INSTAGRAM: @thriftstore.olivergospel

ROASTERY FACEBOOK & INSTAGRAM:

@theroastery.olivergospel

HOPE SHOP FACEBOOK & INSTAGRAM:

@hopeshopcolumbia