THE LOGO
The logo embodies basic human needs in a clean and modern way, by depicting a shelter (the structure), sustenance (wheat) and hope (the cross).

Link to download:
https://boiserm.org/media/media-kit/
INCORRECT USAGE
The following examples demonstrate uses which do not convey the Boise Rescue Mission Ministries brand image. In order for BRMM to retain its new image, every aspect of the mark must be preserved.

Do not use the shapes independently (unless using the approved icon options)

Do not use the mark on an angle or tilt

Do not switch the mark colors (see page 1 for correct color usage)

Do not color the elements of the mark independently (see page 4 for correct color usage)

Do not use the logo element independently
03 COLOR

PRIMARY COLORS

CMYK: 45, 70, 73, 75
RGB: 58, 30, 20
Pantone: 7533C, 476U
Hex: 3A1E14

CMYK: 52, 6, 36, 13
RGB: 110, 170, 157
Pantone: 5483C, 5483U
Hex: 6EAA9D

CMYK: 15, 86, 100, 9
RGB: 193, 69, 37
Pantone: 173C, 173U
Hex: C14525

SECONDARY COLORS

CMYK: 47, 36, 59,20
RGB: 124, 125, 101
Pantone: 7497 C, 7487U
Hex: 7C7D65

CMYK: 5, 2, 24, 0
RGB: 241, 239, 203
Pantone: 7499C, 7499U
Hex: F1EFCB

COLOR PALETTE
The Boise Rescue Mission Ministries color palette brings life to the BRMM brand. The brighter colors add a positive feel, while the earthy tones keep it grounded, giving it a polished look.

Additional supporting brand colors (in CMYK)
Black/Brown: 50,71,70,81; 50,71,70,61
Blue: 52,6,36,80; 31,4,21,8
Orange: 15,72,100,0
Grey: 14,11,12,8

Website Brand:
Cream: f3f4db
Charcoal gray: 2b2b2b
Button Yellow: fbc443
Teal: 6dab9d
04 TYPOGRAPHY

TUFFY BOLD (HEADLINES)

TUFFY REGULAR (SUB HEAD)

ADOBE GARAMOND PRO REGULAR (BODY COPY)
THE PHOTOGRAPHY
When using photography, create a narrative. This will add interest and make the BRMM message more compelling. Creating a positive visual message will help the target audience connect to Boise Rescue Mission Ministries. Photos taken at interesting angles, or that use a shallow depth of field, provide a stronger visual for the viewer.

The redemptive message of Christ is our purpose; taking pictures that cultivate this reality should be at the forefront.