

BOISE RESCUE MISSION MINISTRIES

BRANDING BOOK



BOISE RESCUE MISSION
MINISTRIES

01 LOGO

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).



Primary logo

BOISE RESCUE MISSION
MINISTRIES

Logotype



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GRAYSCALE (80% / 60%)



BOISE RESCUE MISSION
MINISTRIES

BLACK



BOISE RESCUE MISSION
MINISTRIES

WHITE

02LOGO (INCORRECT USAGE)

INCORRECT USAGE

The following examples demonstrate uses which do not convey the Boise Rescue Mission brand image. In order for BRM to retain its new image, every aspect of the mark must be preserved.



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)



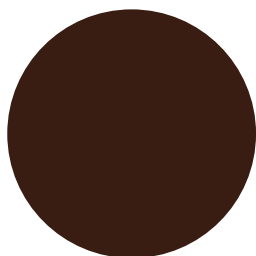
Do not use the shapes independently (unless using the approved icon options)



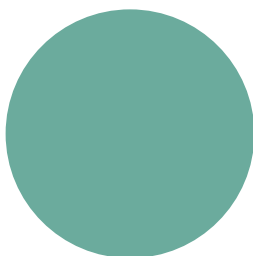
Do not use the logo element independently

03COLOR

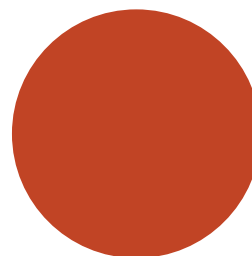
PRIMARY COLORS



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

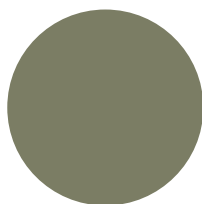


CMYK: 52, 6, 36, 13
RGB: 110, 170, 157
Pantone: 5483C, 5483U
Hex: 6EAA9D

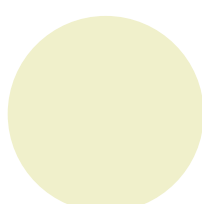


CMYK: 15, 86, 100, 9
RGB: 193, 69, 37
Pantone: 173C, 173U
Hex: C14525

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 color palette brings life to the BRM 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*) 0123456789

A a B b

TUFFY BOLD HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*) 0123456789

A a B b

TUFFY REGULAR (SUB HEAD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*) 0123456789

A a B b

ADOBE GARAMOND PRO REGULAR (BODY COPY)