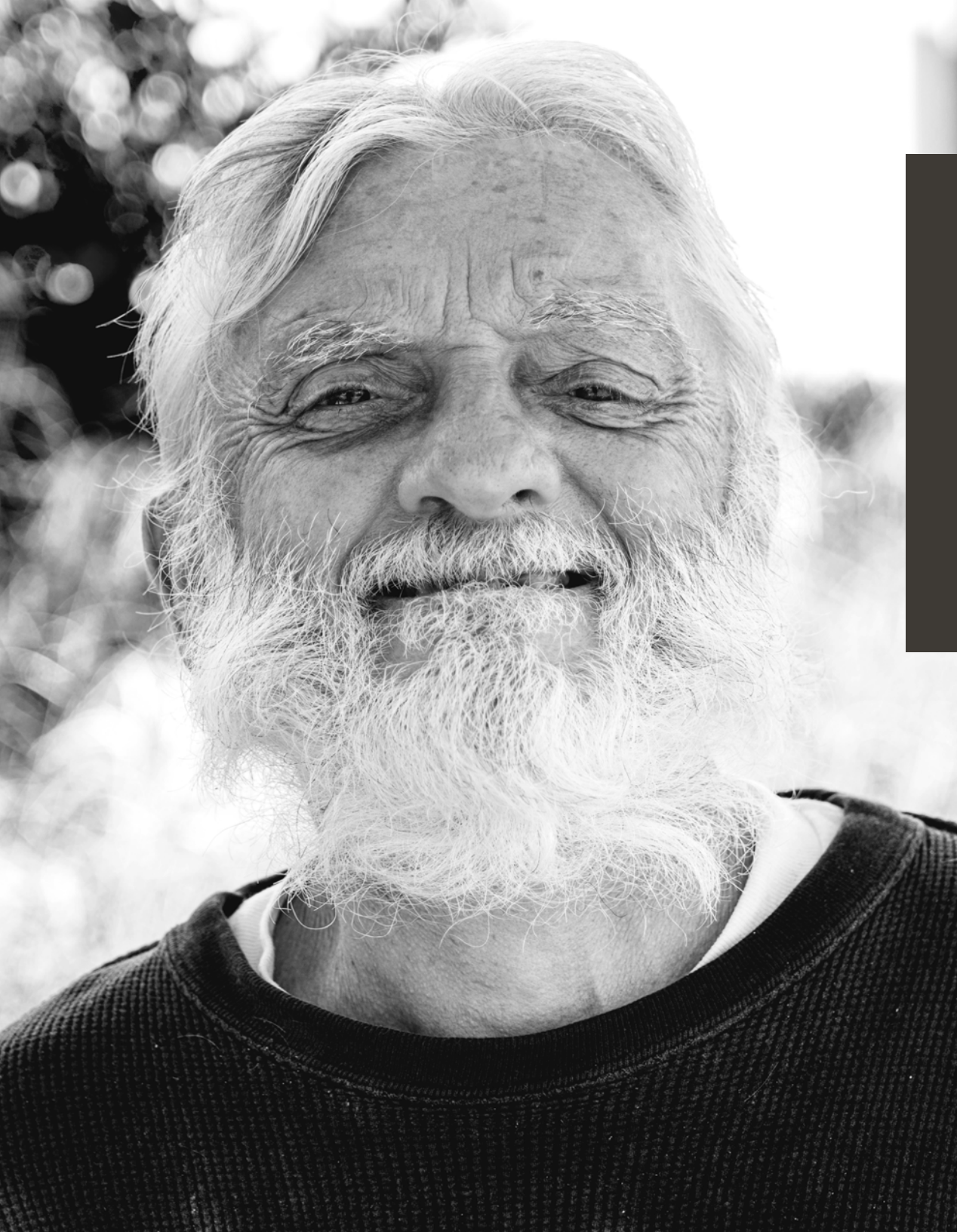




BRAND & STYLE GUIDE

UPDATED SEPTEMBER 2026



CONTENTS

03	Introduction
05	Logos
10	Colors
13	Typography
16	Imagery
19	Identity
24	Value Proposition
29	Voice
35	General Style
51	Contact Information





WHO WE ARE

Nashville Rescue Mission is a Christ-centered community committed to serving and loving those who are hungry, hurting, and experiencing homelessness by providing programs and services that focus on a person's entire life—physical, mental, spiritual, emotional, and social. Our goal is to restore the whole person through a Christian approach that helps someone experiencing homelessness or struggling with addiction learn how God loves them and gain the biblical insight they need to lead a productive life.

OUR HISTORY

Established in 1954, the Mission first opened its doors to provide food, clothing, and shelter to men experiencing homelessness in Nashville. In 1968, services were expanded to include women and children. Today, the Mission serves over 800 men, women, and children on a daily basis. We are driven by the desire to share the Gospel, and we strive each day to spread this unending message of hope.

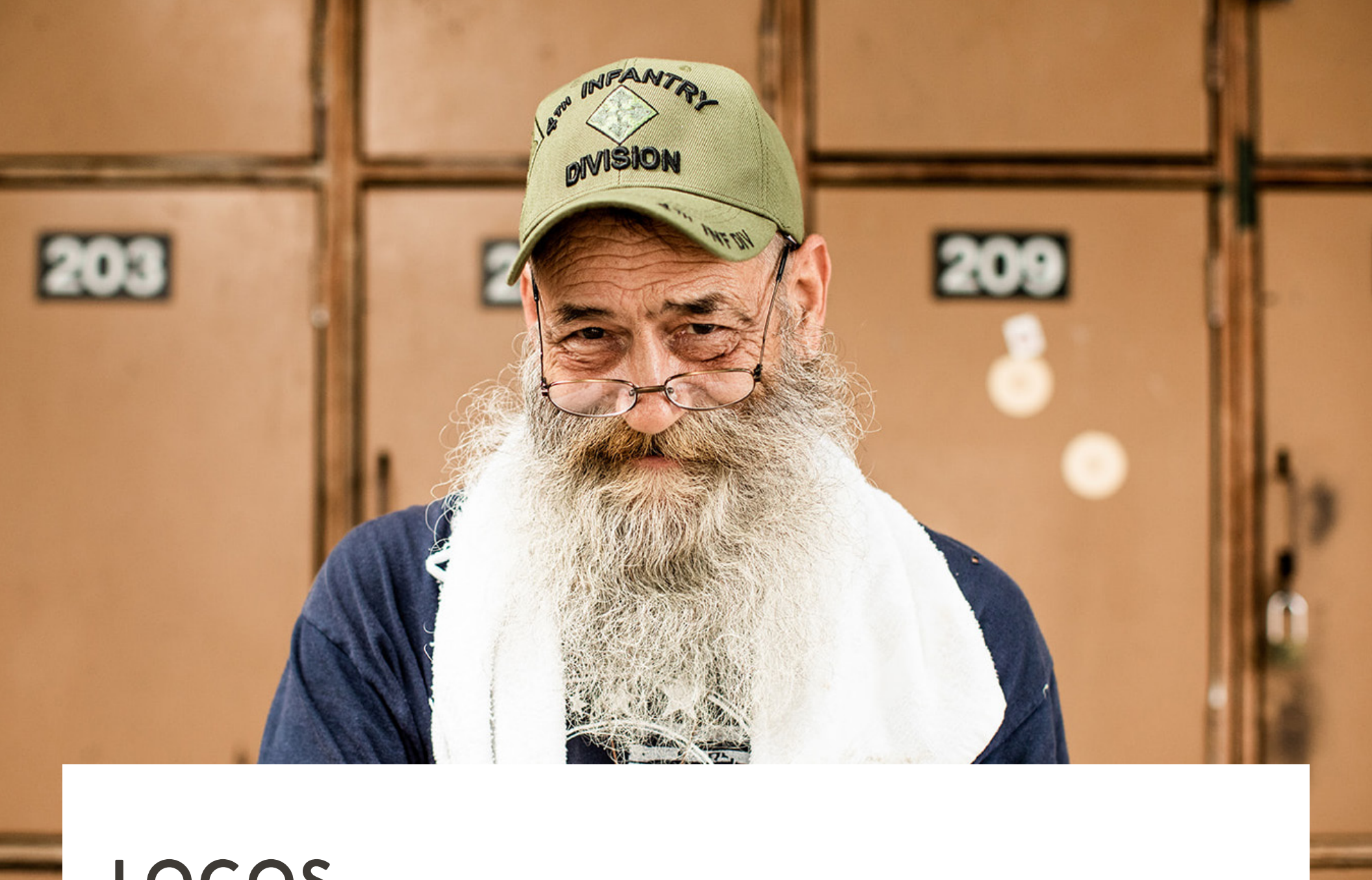
OUR VISION

Nashville Rescue Mission gives life transformational hope to everyone who walks through our doors. It's why we say, "Hope Lives Here!"



FORMAL MISSION STATEMENT

Providing hope for today, hope for tomorrow, and hope for eternity to those who are hungry, hurting, and experiencing homelessness.



LOGOS

LOGOS

Primary Logo

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.

Our one-color logo should be used very selectively and only when small (not on large posters or where it is the main element on the page). It should only be used when the full-color logo doesn't work well, like when placed over a photo.



Single-color



Dark backgrounds



LOGOS

Tagline Logo

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. The tagline is right justified with a period aligning with the N in Mission. The font used in the tagline is Adobe Devangari italicized.

Our one-color tagline logo should be used very selectively and only when small (not on large posters or where it is the main element on the page). It should only be used when the full-color logo doesn't work well, like when placed over a photo.



Single-color



Dark backgrounds



LOGOS

Using Our Logo

Never reproduce the primary logo smaller than 1.5 inches in width, and the tagline logo smaller than 1.75 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.

Use discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.



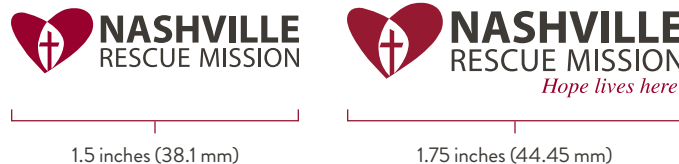
SAFE AREA

That way, it's legible and has room to "breathe." Photos, text, and graphic elements must follow these guidelines. There should be a 1/2" of clear space around the logo.



COMBINING LOGOS

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the heart icon from the Nashville Rescue Mission logo.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the primary logo should never be reduced to less than 1.5 inches, and less than 1.75 inches for the tagline logo.

Logo Misuse

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo.

Old versions of the logo have been retired, and therefore should no longer be used in any application.

Incorrect Usage



Don't add shadows, strokes, or other effects



Don't rotate, make vertical, or flip



Don't alter proportions of the icon or lettering



Don't alter the letters or spacing in any way



Don't change any color or the order of the 2 colors



Don't change aspect ratio, stretch, or squeeze



Don't make the logo into an outline



Don't rearrange any elements of the logo



Don't use outdated versions of the logo or colors



COLORS

COLORS

Our Palette

Nashville Rescue Mission’s primary color palette consists of our two brand colors—the same two colors used in our logo.

SPOT COLORS:

These swatches are to be used when printing on a press—in which designated inks will be used to produce the brand colors. Coated or uncoated will be determined based upon the selection of paper.

4-COLOR PROCESS:

These swatches are to be used when printing on a digital press—in which colors are produced through CMYK.

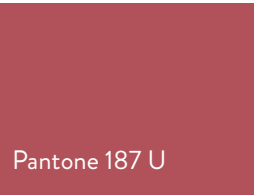
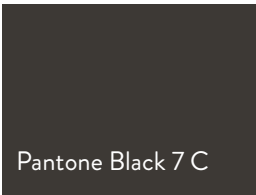
HEX CODE:

This number can be used to digitally replicate our color swatches. This code ensures an accurate representation when using the RGB process.

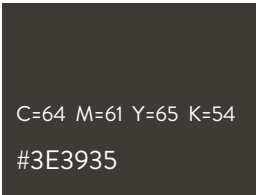
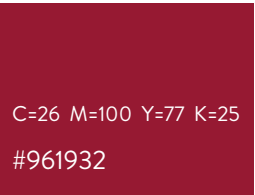
MISSION Red

MISSION Gray

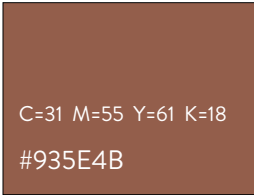
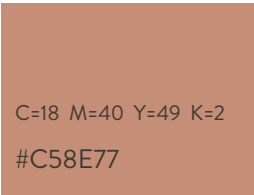
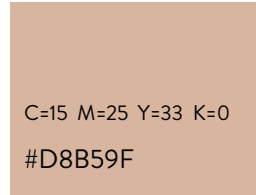
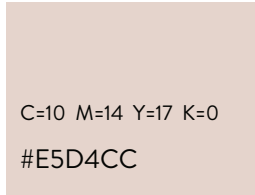
Spot Colors



4-Color Process / Hex Code



Secondary Colors



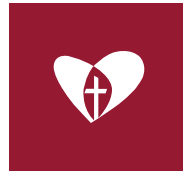
COLORS

Using the Palette

Our color palette is the foundation for consistent designs that look great with our photos. Ensuring the proper use of color in relation to legibility is essential in successful branding. Here are a few rules to follow:

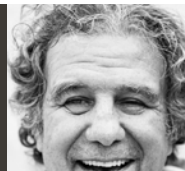
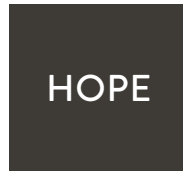
Red and gray refer to the colors in the brand palette specified on the previous page.

Correct Usage



Place white logo or text over any palette color

Place only red logo over gray



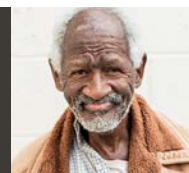
Use solid, opaque red, or gray with white logo or text over photos

Use transparent red, or gray with white logo or text over photos

Incorrect Usage



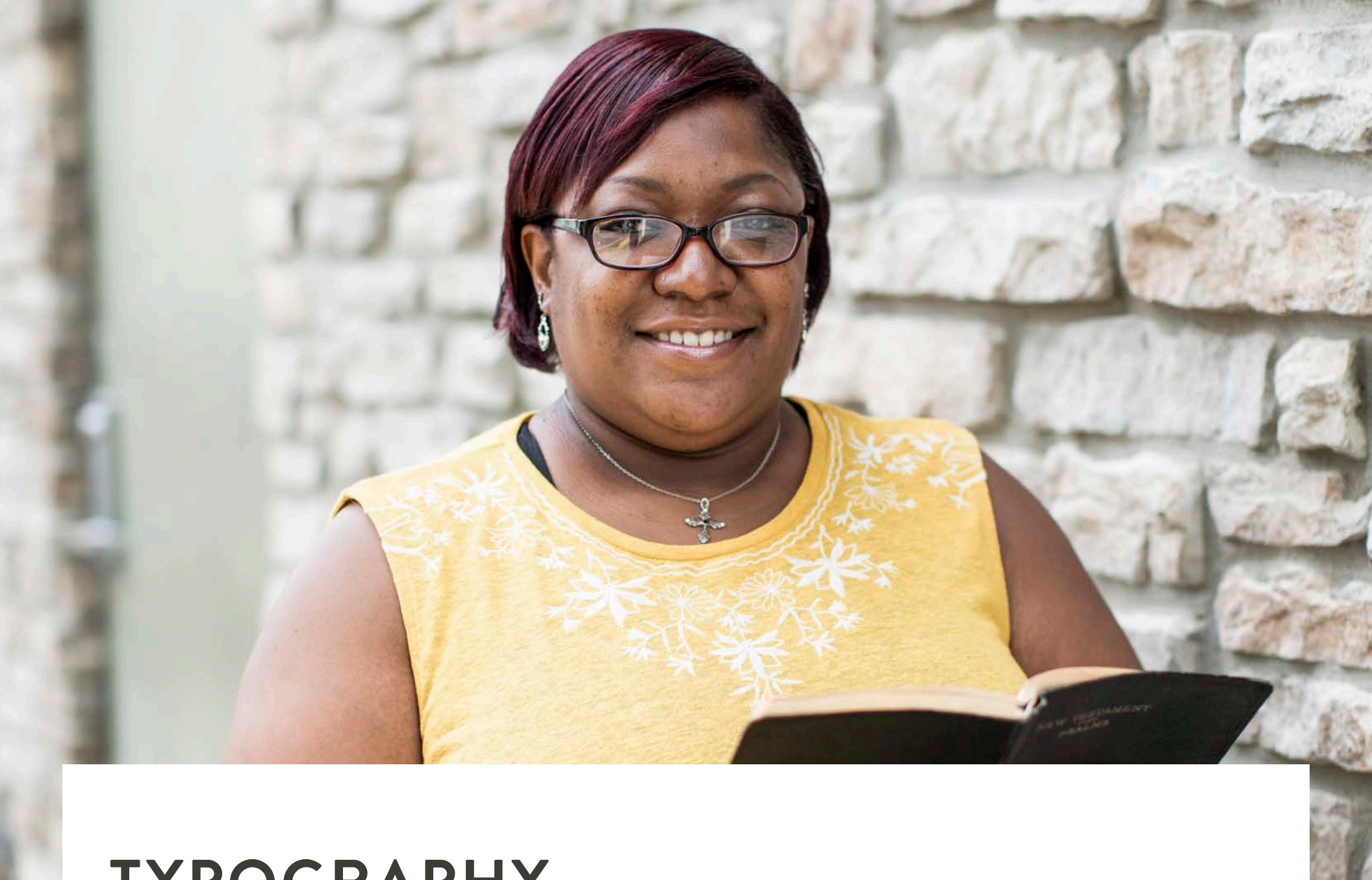
Don't place gray logo or text over red color



Don't place red text over solid or transparent gray



Don't place gray logo or text over solid or transparent red



TYPOGRAPHY

Our Fonts

Our two fonts include one serif and one sans serif—Adobe Devanagari and Brandon Grotesque. They are both clear, legible, modern typefaces that work well in print and online. Each of the “font families” include many “weights” like light, regular, and bold.

We do not use Brandon Grotesque in italics.

If the outlined fonts are not available please use Georgia and Arial.

Adobe Devanagari

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz
 1234567890 !@#\$%^&*()-=+

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !@#\$%^&*()-=+

TYPOGRAPHY

Using Our Fonts

Our fonts are flexible and can be used in a variety of ways. The examples here provide a general guideline on how use our fonts to maximize legibility and aesthetic appeal.

All body copy is typically Adobe Devanagari 12pt. with a minimum of 14pt. leading.

If the outlined fonts are not available please use Georgia and Arial.

Adobe Devanagari - Headline Example

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Deck / Body Copy Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quis arcu vel elit mattis lobortis a eget libero. Sed ultricies arcu gravida, faucibus erat et, varius ligula.

Integer pulvinar, mi nec ullamcorper imperdiet, augue orci euismod felis, sed sodales nunc mi vitae arcu. Nullam sit amet turpis semper, tempus velit in, sollicitudin justo. In id metus nulla. Donec posuere volutpat est vel facilisis. Vestibulum mattis tempor velit, id lacinia felis tempor at. Nulla venenatis odio ex, nec commodo dui maximus in.

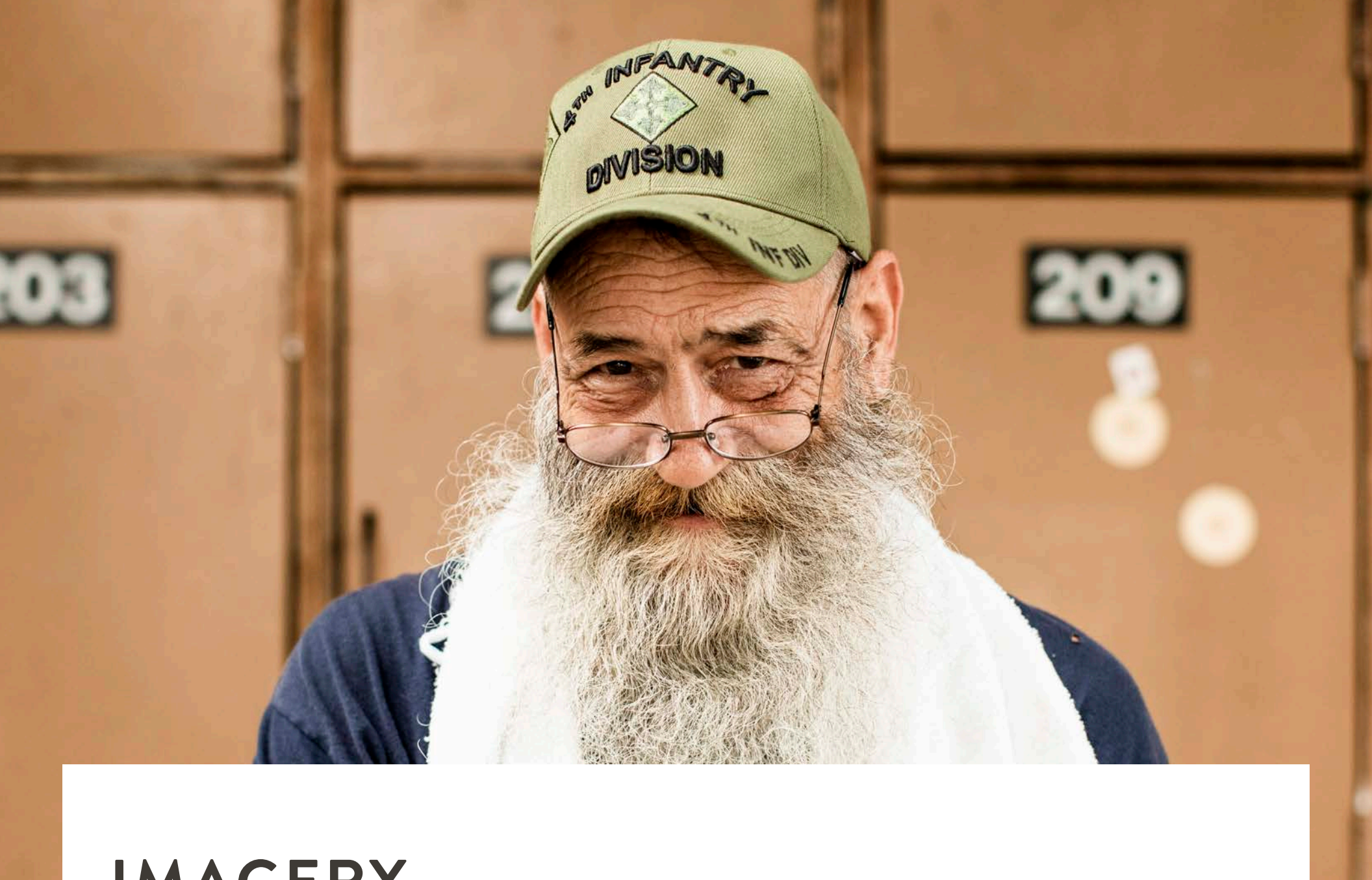
Brandon Grotesque - Headline Example

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Subtitle / Body Copy Example

SED ULTRICIES ARCU GRAVIDA

Integer pulvinar, mi nec ullamcorper imperdiet, augue orci euismod felis, sed sodales nunc mi vitae arcu. Nullam sit amet turpis semper, tempus velit in, sollicitudin justo. In id metus nulla. Donec posuere volutpat est vel facilisis. Vestibulum mattis tempor velit, id lacinia felis tempor at. Nulla venenatis odio ex, nec commodo dui maximus in.



IMAGERY

IMAGERY

Choosing Great Photos

The imagery we use is just as powerful as the stories we tell. We choose our photos carefully, thoughtfully, and compassionately; we take great pride in portraying people in the most positive light.

Mission guests and participants have given us full permission to use their images under Nashville Rescue Mission's copyright.

Do use images of:

- Hopeful faces full of genuine joy
- People looking at the camera
- Personality and character
- Collaboration and people working
- Our project themes (education etc.)
- Empowered, confident people
- Diversity of every kind
- Stereotypes being challenged
- High quality and color



Avoiding Bad Photos

It is critical that the photos we use do not damage our brand or portray anyone negatively. Please take the time to choose photos carefully and thoughtfully. If there is any doubt about whether or not a photo is appropriate, please avoid it.

It's important to note that the tone of the photographs we use will vary based upon the audience we are speaking to. Photos used in donor communication pieces will lean towards a more hopeful tone as we inform our donors of the value of their investment. While photos used in direct mail appeals and website appeals might lean towards a more “needs-based” photo.

However, we never use photos of people who are suffering, are in vulnerable situations, or are portrayed as “less than.” We make sure that every single photo we use preserves the dignity of the people portrayed.

Don't use images that:

- Portray people as helpless victims
- Cut out essential context
- Are poor resolution or low quality
- Are dull, drab, or uninspiring
- Have blurred or obstructed faces
- Are stock photography





IDENTITY

IDENTITY

Our Name

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 of “the Mission” when the name is mentioned again.

We use *nashvillerescuemission.org* when referring to the website itself, it is not the organization’s name. It should never appear with a www. preceding it.

Nashville Rescue Mission may be shortened to “NRM” for internal purposes only, and should NEVER be used for external donor, partner, or business communications.

Always three words, the first letter of each word capitalized with a space in between

Nashville Rescue Mission

Never with the word “the”



the Nashville Rescue Mission

Never without a space



NashvilleRescueMission

Never all lowercase



nashville rescue mission

Never all caps



NASHVILLE RESCUE MISSION

Never broken into two lines when used as a headline, or hyphenated



Nashville
Rescue Mission Nashville-
Rescue-Mission

IDENTITY

Our Purpose

VISION:

Nashville Rescue Mission gives life transformational hope to everyone who walks through our doors. It's why we say, "Hope Lives Here!"

MISSION:

Providing hope for today, hope for tomorrow, and hope for eternity to those who are hungry, hurting, and experiencing homelessness.

Jesus replied: *"Love the Lord your God with all your heart and with all your soul and with all your mind.' This is the first and greatest commandment. And the second is like it: 'Love your neighbor as yourself.'"*

MATTHEW 22:37-39 NIV



IDENTITY

Our Core Values

Nashville Rescue Mission has five core values that are more than just buzzwords. They're at the center of our office culture and serve as an inspiration to our daily motivation.



EXTRAVAGANT FAITH

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

Now unto him that is able to do exceeding abundantly above all that we ask or think. Ephesians 3:20 KJV



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. We make God “visible” through hospitality.

“Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven.” Matthew 5:16 KJV



CONTINUOUS IMPROVEMENT

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

Intelligent people are always ready to learn. Their ears are open for knowledge. Proverbs 18:15 NLT



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 Nashville Rescue Mission and the people we serve.

Whatever you do, work at it with all your heart, as working for the Lord, not for human masters. Colossians 3:23 NIV



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.

Be devoted to one another in love. Honor one another above yourselves. Romans 12:10 NIV

Our Strategic Goals

01 EMPLOYER OF CHOICE

Being an *Employer of Choice* means potential and existing employees want to work for Nashville Rescue Mission; it means we attract and optimize top talent; and our most superior employees choose to stay with the Mission throughout their careers.

02 PROVIDER OF CHOICE

Being a *Provider of Choice* means guests and program participants choose us for emergency and recovery care because of our integrity, the high quality of our services and facilities, the reputation we have built, and the credibility we have established in the community.

03 CHARITY OF CHOICE

Being a *Charity of Choice* means volunteers and donors choose to support our ministry because we are good stewards of the resources we've been given, we are well-respected because we fulfill our mission with honor and integrity, and we are highly visible within the community because we are established experts in what we do.

04 BEST PRACTICES MODEL OF CHOICE

Being a *Best Practices Model of Choice* means that other missions, ministries, and organizations providing recovery and compassionate care to those in need, turn to Nashville Rescue Mission, a proven leader and provider, for instruction and direction in the launch and development of their own ministry, administration and financial management, emergency services, and recovery programs.



VALUE PROPOSITION

VALUE PROPOSITION

Our Value Proposition

These are several descriptions of Nashville Rescue Mission that help convey our value to our many audiences. You'll find them in various forms throughout our website and communications.



FOR MISSION GUESTS AND PROGRAM PARTICIPANTS

We will improve lives by offering safe, temporary shelter, healthy, nutritious meals, opportunities for recovery from addictions, job readiness training, HSE exam preparation, and sharing of the Gospel of Jesus Christ.

FOR STAFF MEMBERS

We will be a preferred place to work, where employees are valued, mission driven, results oriented, innovative, and collaborative.

FOR DONORS, PARTNERS, AND VOLUNTEERS

We will be good stewards of the resources we've been given while fulfilling our mission with honor and integrity.

FOR OUR COMMUNITY

We will be a good neighbor; a flexible, reliable, problem solver; and a source of information and innovation regarding the issues of homelessness and poverty.

VALUE PROPOSITION

Our Key Messages

These key messages are at the heart of Nashville Rescue Mission's brand; they explain what makes us different and the reasons people partner with us.

01 HOPE FOR TODAY

Emergency Services Ministries

Meeting basic needs. Right here. Right now.



*H*ope for Today is a hot meal for a hungry child. It is safe shelter for a single woman. It is case management for a homeless man. It is helping men and women in need prepare for employment.

At Nashville Rescue Mission, we address homelessness and hopelessness in a way that is transformational and Christ-centered. We believe in order for someone's heart to be open to change, we must first meet his or her most basic and immediate needs.

“For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me.”

MATTHEW 25:35-36 NIV

Our Key Messages

02 HOPE FOR TOMORROW

Life Recovery Program Ministries

Building a new life.



*H*ope for Tomorrow is counseling for a man who is battling addiction. It is caring for a woman who has suffered abuse. It is giving a child a safe place to play while mom gets the help she needs. It is teaching men and women new skills that will equip them for a better future.

At Nashville Rescue Mission, we assess each individual's situation and develop a plan specifically for them that will take them out of the situation they are now in and help them make plans for a better tomorrow. We believe God has a plan and a purpose for every person.

“For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future.”

JEREMIAH 29:11 NIV

Our Key Messages

03 HOPE FOR ETERNITY

Jesus Christ—Our Banner of Hope

This is not our home.



*H*ope for Eternity is our banner. It is teaching those we serve that this world is not our home, and where by the grace of God and through faith in Christ, each person may receive the gift of eternal life. It is sharing the love of Jesus Christ with each person who walks through our doors. It is providing radical hospitality to someone who has spent far too many nights sleeping under a bridge. It is giving glory and honor to our Lord and Savior in everything we do and say.

“...having been justified by His grace, we might become heirs having the hope of eternal life.”

TITUS 3:7 NIV



VOICE

VOICE

Our Tone

BOLD

HOPEFUL

RELENTLESS

TRUSTWORTHY



VOICE

Mission Specific Style

Nashville Rescue Mission uses *The Chicago Manual of Style* and *The Christian Writer's Manual of Style*.



USE OF LANGUAGE

Use short, simply, 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 of “the Mission” when the name is mentioned again. (*The NRM acronym is strictly for internal use only.*)

Our Terms

There are many Nashville Rescue Mission-specific terms that we use on a regular basis. Here are some guidelines that will help maintain consistency throughout all of our communications.

*“the Mission” should only be used after using Nashville Rescue Mission in a story.

**People participating in the Life Recovery Program should be referred to as program participants, not students or clients.

***People benefiting from emergency services should be referred to as guests.

****The two locations should be referred to as the Men's Center and Women's Center, not campuses.

Counseling and case management are unique programs and professional disciplines.

“NRM” is for internal use only.

We use the term “experiencing homelessness” to represent the state an individual is in without making it their identity.

Terms to use:

Nashville Rescue Mission (*not shelter*)
 the Mission*
 Development Department
 Human Resources Department
 Finance Department
 Administration Department
 Operations Department
 Men's Center****
 Women's Center****
 Life Recovery Program (*used as a proper noun*)
 life recovery program (*when speaking generically about program*)
 Gateway Program
 Transitional Housing (*not Single Resident Occupancy or SRO*)
 Guest Volunteer Program (*GVP internal*)
 Pathways to Work
 HSE (High School Equivalency) diploma (*not GED*)
 Women's Guest Services (*not Family Life Center*)
 Men's Guest Services
 program participants (*not clients, program guys, or program ladies*)**
 Guest (*not transient*)***
 Evangelical, Christian, Christ-centered, Sharing the Gospel
 chapel / chapel service
 faith-focused (*not faith-based*)
 hurdles / barriers / challenges (*not problems or issues*)
 education program
 programs
 nonprofit
 on-site
 up-to-date
 fundraising

Terms to avoid:

the shelter
 transient, bum, street-person / vagrant
 Single Resident Occupancy (SRO)
 faith-based
 problems / issues
 church
 social work
 GED
 Anchor Home
 Barnabas House
 Hope Center
 Family Life Center
 NRM (*internal use only*)
 "the homeless"
 addicted / the addicted
 Men's Campus
 Women's Campus

Our Audiences

Nashville Rescue Mission has three main audiences: participants, supporters, and influencers. Messaging is different based upon the audience being spoken to.

PARTICIPANTS:

include our guests, program participants, volunteers, and employees. These are the individuals who are experiencing our brand on a day-to-day basis.

SUPPORTERS:

include our donors, potential donors, board of directors, churches, businesses, and foundations. These are the people who invest financial resources into the organization.

INFLUENCERS:

include local police, fire, media, celebrities, agencies, as well as our board of directors. These are the people who interact with our brand externally.



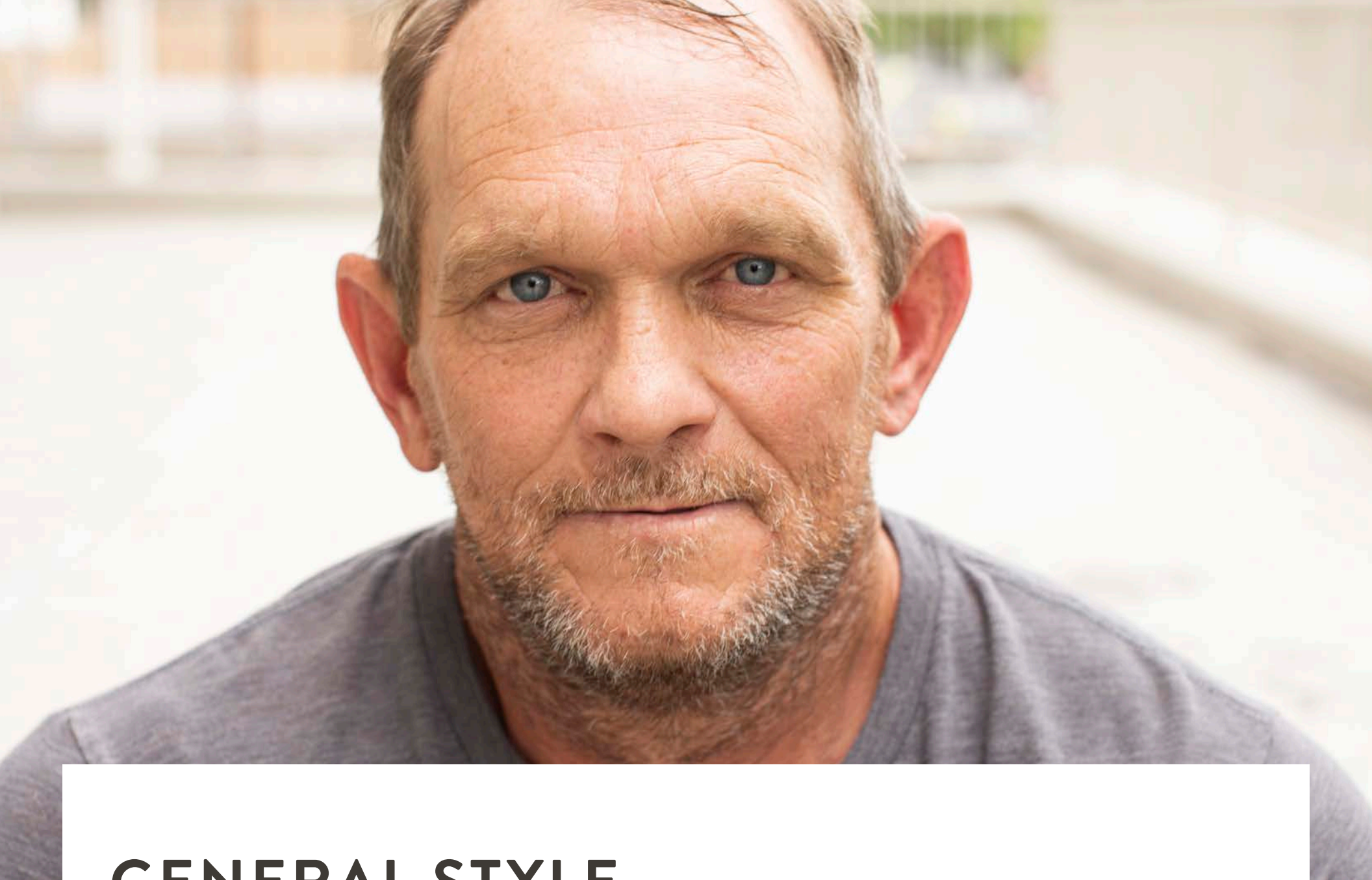
Boilerplate

A “boilerplate” refers to an organization’s standard description and is used repeatedly without change. It is usually found on a website’s “About” page and at the end of press releases. This one paragraph typically receives the broadest exposure across all channels of communication.



Nashville Rescue Mission Boilerplate

Nashville Rescue Mission is a Christ-centered community dedicated to providing hope for today, hope for tomorrow, and hope for eternity to those who are hungry, hurting, and experiencing homelessness. The Mission provides meals, safe shelter, and clothing to those in need, as well as support and long-term assistance for those struggling with homelessness, addictions, and other life debilitating problems. With a focus on two ministries—Guest Services Ministries and Recovery Ministries—the Mission operates almost entirely from donated foods, materials, and generous contributions from individuals, churches, and organizations. Established in 1954, Nashville Rescue Mission is a faith-focused, 501(c)(3) nonprofit, and does not rely on government funds. Visit nashvillerescuemission.org to learn more.



GENERAL STYLE

Abbreviations and Acronyms



Abbreviations and acronyms may be used on first reference only if widely recognized.

Do not use periods.

- DNA
- FBI
- NASA

Otherwise, spell out the complete name or phrase on first reference and follow with the acronym in parentheses if and only if the acronym will be referenced subsequently.

- The collaboration includes Brown University and Massachusetts General Hospital (MGH).

In general, abbreviations and acronyms with only two capitalized letters use periods; for those with three or more capitalized letters, omit the periods between the letters.

- U.S.
- CIA

When an acronym serves as a proper name and exceeds four letters, capitalize only the first letter.

- Unesco
- Unicef

When an abbreviation follows an indefinite article, choose between “a” or “an” as determined by the way the abbreviation would be read aloud.

- an HMO
- a UFO

Affect, effect

“Affect” is almost always used as a verb, meaning “to influence,” “to act on,” or “to produce an effect or change in.” (Uses of “affect” as a noun are considered nearly obsolete, with an exception being as a term in psychology, reflecting an emotional response to stimulus.)

e.g., The news stories affected the election.

“Effect” is almost always used as a noun, meaning “result” or “outcome.” (When used as a verb, “effect” immediately followed by a noun and means “to make happen” or “to bring about.”)

e.g.,

- His test score had a positive effect on his final grade.
- As the less common verb form: The best way to effect change is to become an active participant.

Ampersand

Do not use an ampersand unless it is an official part of a formal name. Otherwise, spell “and”.

e.g.,

- Sock & Buskin presents a few major productions each year.

Apostrophe

For plural nouns that don’t already end in s, add an apostrophe and an s (’s) to the end of the word. For nouns (singular or plural) that already end in s, just add an apostrophe.

e.g.,

- Jesus’ words
- Arkansas’ legislature
- the witness’ testimony
- many businesses’ services

Bullets

Treat all items within a bulleted list consistently in terms of capitalization, punctuation, and sentence structure. Treat all bulleted lists consistently within a document. Do not use periods after each item in a list if the items are not complete sentences.

e.g.,

- apples
- bananas
- oranges

When bullet points contain complete sentences, use a period after each bullet in the list and capitalize the beginning of each sentence.

Call-to-action, calls-to-action, CTA, CTAs

Always hyphenate when used as a noun (as in “call-to-action button”). Whenever possible, try to use CTA or CTAs instead of the hyphenated version.

Campus/Center

Uppercase when describing one of the Mission’s specific locations:

e.g.,

- Linda & Mike Curb Men's Center
- Linda & Mike Curb Women's Center
- Men’s Center
- Women's Center

*Our two locations should be referred to as the Men's & Women's Center, not campuses.

Capitalization

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

Colons

Capitalize the first word after a colon only if it begins a complete sentence. Otherwise, for lists and single words, the first word should be lowercase (unless it is a proper noun). Use one space only after a colon.

e.g.,

- The study covered three areas: nuclear waste, industrial waste, and cancer cases.
- The answer to the question was obvious: World War II.
- He wasn’t sure: Should he go to France or to Spain?

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. (Use straight quotes when referring to feet or inches.)
straight marks: " " | curly quotes: “ ”

GENERAL STYLE

Dates

- Use figures, without st, nd, rd, or th.
e.g., 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:
e.g., 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.
e.g., October 20-21
e.g., We will host visitors on Friday, July 22, through Sunday, July 24.



Do's and Don'ts

Note the apostrophes. This is actually proper AP style. However, it will always cause the editors in your readership to have blinding migraines and send you hate mail, so try to avoid using this construction if at all possible.

e.g.,

An abbreviation meaning “for example.” It is always followed by a comma.

GENERAL STYLE

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.

e.g.,

- “*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 with a space on either side.

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



Email

Write email addresses in lowercase and link to the address online, but do not italicize. Do not use hyphens to break email addresses. If possible, do not break an email address in a line of text. If an email address must be broken between two lines, break it after the “@.” If an email address falls at the end of a sentence, it should be followed by a period.

e.g.,

Her email address is maria_reyes@brown.edu

GENERAL STYLE

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.

e.g.,

- 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.

En Dash

An en dash, roughly the width of an n, is a little longer than a hyphen. The en dash is used to represent a span or range of numbers, dates, or times. There should be no space between the en dash and the adjacent material.

e.g.,

- The years 2001–2003
- January–June

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

e.g., North Carolina–Virginia border



Events

Capitalize the formal names of special Mission events.

e.g.,

- Hearts of Hope
- Mission:Possible Turkey Fry

i.e.,

An abbreviation for “that is to say.” It is always followed by a comma.

GENERAL STYLE

Italics

Use italics for titles of books, magazines, newspapers, plays, long poems, movies, paintings, and long musical compositions.

Use quotation marks to designate titles of chapters, short stories, magazines, or journal articles.

Items in a series

Use commas to separate elements in a series.

e.g., 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.”

e.g., I had orange juice, ham and eggs, and toast for breakfast.

Use a comma before the concluding phrase in a complex series of phrases.

e.g., 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.



GENERAL STYLE

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 dashes. Not dots. No parenthesis is needed around the area code.
e.g., 615-255-2475
- Write out first through ninth; use numerals thereafter.
e.g., The 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.
e.g., 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.
e.g., 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 comma where appropriate in large numbers.



opt-in / opt in

Hyphenated as a noun or an adjective. Two words as a verb.

e.g.,

- The opt-in has been disabled.
- To receive electronic statements, you must opt in.

People First Language

In general, use people-first language, such as “an individual experiencing homelessness” instead of a “homeless man or homeless woman” or “students with disabilities” instead of “disabled students.”

Do not describe an individual as homeless unless it is clearly pertinent to a story. If a description must be used, refer to a person’s specific condition.

Refer to individuals as “using” a wheelchair, not as “confined” to a wheelchair.

e.g.,

- He has muscular dystrophy.
- She has used a wheelchair since her accident.

pop-up / pop up

Note hyphen when used as a noun or adjective. Not popup. Two words when used as a verb.

e.g.,

- Get rid of pop-ups before they pop up.
- Stop pop-up ads from ever annoying you again.

GENERAL STYLE

Possessives and apostrophes

- In most cases, the possessive is formed by the addition of an apostrophe and an “s” for singular nouns:
e.g., the library’s staff
- To indicate possession by multiple individuals or groups, add the possessive only on the final item in the series:
e.g., Jane, Sam, and David’s apartment
- For plural nouns ending in “s,” add only an apostrophe:
e.g., states’ rights
- For plural nouns not ending in “s,” add an apostrophe before the “s”:
e.g., women’s rights
- Singular common nouns ending in “s” are made possessive by adding “s,” unless the next word begins with “s.”
e.g., the witness’s answer
e.g., the witness’ story
- Singular proper names ending with “s” are made possessive by adding an apostrophe:
e.g., Sherlock Holmes’ reasoning abilities did not fail him.
e.g., Katrina James’ class met yesterday.
- Use an “s” without an apostrophe after the year to indicate spans of decades or centuries.
e.g., The organization was founded in the 1880s.



Quotation Marks

Commas and periods always go inside the quotation marks; dashes, colons, and semicolons almost always go outside the quotation marks; question marks and exclamation marks sometimes go inside, sometimes stay outside.

NOTE: Exclamation points are to be used sparingly.

Seasons

Lowercase spring, summer, fall and winter unless part of a formal name.

e.g., Winter Ball

setup / set up

One word when used as a noun or an adjective. Two words when used as a verb.

sign-in; sign in, sign in to

As a noun or an adjective, it's hyphenated.

As a verb, it's two words, which may be followed by the preposition to.

e.g.,

- All visitors must sign in on the sign-in sheet.
- Visitors can sign in to Outlook automatically.

sign-out; sign out, sign out of

As a noun or an adjective, it's hyphenated.

As a verb, it's two words, which may be followed by the preposition of.

sign-up / sign up

Hyphenate when used as a noun or an adjective. Two words when used as a verb.

e.g.,

- Our website has a sign-up page for our email list.
- If you sign up for soccer, you cannot run track.

Space Between Sentences

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

NOTE: Unless you are typing on an actual typewriter, you no longer have to put two spaces after a period.

That

Use “that” for essential clauses. If the clause in question can be omitted without changing the meaning of the sentence, use “which.” If the clause cannot be omitted, use “that.” “Which” nearly always follows a comma. “That” does not.

e.g.,

- The team, which won the championship last year, begins its new season this week.
- The team that won the championship last year is stronger than ever.



GENERAL STYLE

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.
e.g., 1:30 p.m.
- 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.
e.g., 5:00-9:00 p.m.
e.g., The class will run from 5:00 to 9:00 p.m. on July 19.
- Use time zone abbreviations only if it is linked with a clock reading.
e.g., Tennessee is on Central Standard Time. The tea begins at 7:00 a.m. CST.



GENERAL STYLE

Titles

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



URLs

URLs are all lowercase; it is not necessary to include “http://” or “www” when writing a URL. Only use “www” if it is a necessary part of the web address. (Be sure to test any URL before publishing it.) Do not underline or italicize URLs. If possible, do not break a URL in a line of text. If a web address must be broken between two lines, be sure that a hyphen or space is not added inadvertently at the break point. If a URL falls at the end of a sentence, it should be followed by a period.

e.g.,

- brown.edu/financialaid
- brown.edu/academics

*For certain materials, a Camel Case version of our URL will be used:
NashvilleRescueMission.org

username

Lowercase, one word.

Web Conventions

- Internet is capitalized.
- Email is one word, lowercase (unless it begins a sentence), as well as newsletter.
- 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.

Who / Whom

Use “who” as the subject of a sentence, clause, or phrase.
e.g., Speak to the staff member who is in charge.

Use “whom” as the object of a verb or preposition.
e.g., She is the staff member to whom you should address your questions.

Contact Us

Marketing Team

marketing@nashvillerescuemission.org

Lilly Boutté

Director, Marketing and Communications

lboutte@nashvillerescuemission.org

615-312-1557

Truman Forehand

Digital Content Specialist, Marketing and Communications

tforehand@nashvillerescuemission.org

615-312-1539

Media/Press Inquiries

media@nashvillerescuemission.org

Social Media

social@nashvillerescuemission.org



These standards are to be used by everyone producing communication materials for Nashville Rescue Mission. Any exceptions to the standards outlined in this guide must be approved by the Mission's Marketing and Communications team.

This guide outlines the core elements of logo usage, how to apply them, and provides a basis for greater consistency of graphic image and style for both in-house and out-of-house usage. Possession of this Brand & Style Guide 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 Marketing and Communications team.

HOPE LIVES HERE



639 Lafayette Street, Nashville, TN 37203

p 615-255-2475 *f* 615-259-3711 | NashvilleRescueMission.org