Phoenix
Rescue Mission™
Transforming lives. Transforming the Valley.

Phoenix Rescue Mission

Brand & Style Guide

Partnership Guide

Created May 2026

Welcome

Phoenix Rescue Mission exists to offer hope, healing, and a path forward for neighbors experiencing hunger, homelessness, addiction, and other life-controlling issues.

In moments marked by crisis and uncertainty, our work creates the opportunity for dignity, restoration, and a future that once felt out of reach.

Every conversation on the street, every meal shared, and every step toward restoration is a reminder that hope is not hypothetical. Hope is lived, experienced, and renewed every day.



How to Use This Guide

Thank you for partnering with Phoenix Rescue Mission.

This guide provides information on how to confidently share the Phoenix Rescue Mission story and communicate the impact being made across the Valley.

When partners communicate with a shared voice, more people understand the challenges and life-controlling issues our neighbors are facing—and the role they can play in creating lasting change.

Thank you for partnering with us and helping to expand awareness, deepen engagement, and invite others to be part of this important work.

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Brand & Messaging Approvals

Phoenix Rescue Mission's name, logo, photography, messaging, and other brand assets are proprietary and should be used in accordance with the following guidelines.

To ensure accuracy and consistency, all materials featuring Phoenix Rescue Mission branding should be submitted to the Marketing & Communications Team for review and approval prior to publication.

Phoenix Rescue Mission must approve all uses of its name and logo in advance of its production, printing, or distribution.



Who We Are

Our Mission

Phoenix Rescue Mission provides Christ-centered, life-transforming solutions to neighbors facing hunger, homelessness, addiction, and other life-controlling issues.

Our Vision

Love, hope, and transformation for every neighbor in the Valley.

Our Promise

We promise to serve our neighbors with compassion, integrity, and hope, honoring the dignity of every person we encounter. We earn trust through consistent, relational care and remain committed to work that leads to real, lasting change across the Valley.



Our Name

Our legal name: Phoenix Gospel Mission Inc., Dba, Phoenix Rescue Mission

This remains the legal naming convention of our organization. We use our legal name in corporate documents, with financial institutions, legally-binding contracts and filings, applications and investments, with charity watchdogs, and website footer.

Our most recognized name: Phoenix Rescue Mission

For purposes of Phoenix Rescue Mission's work, this is our trade name. We use our trade name primarily and prominently on all communications and marketing materials, and throughout the Valley.

Our name does not begin with "the." We are "Phoenix Rescue Mission," not "the Phoenix Rescue Mission."

Approved Abbreviations

- **"the Mission."** This abbreviation may be used internally and externally as a secondary mention or during informal conversations that provide adequate context about the organization.

- **"PRM."** This acronym should be limited to internal use only. When using this abbreviation, we say "PRM," never "the PRM."

Our Taglines

- **Love your neighbor.**

- **Hope has arrived.**

- **Because everyone deserves the chance to come home.**

- **Transforming lives. Transforming the Valley.**
  Tagline used only with the PRM logo.

Tone & Key Messaging

(How We Sound & Feel)

Human, dignified, and relational.

We speak about people with respect. We do not define people by their worst moments or pain. Our tone reflects relationships with those we serve, those who give, and those who partner with us.

Hopeful, but not hypothetical.

We demonstrate hope through real stories and real outcomes that show change happening now. Our hope is confident in a better future, rooted in action and results.

Serious work, communicated with warmth.

The work we do is serious, but our tone is not somber, cold, or corporate. We speak clearly and honestly about hardship while emphasizing resilience, progress, and possibility. Celebration shows up through stories of shared action and changed lives.

Christ-centered, not preachy.

Faith is essential to our identity and expressed through action and service. Our tone is welcoming and respectful, ensuring faith never feels exclusionary, judgmental, or overbearing.

Donor-centric and partnership-oriented.

We consistently use “you” and “together” language. When we use “we,” it reflects partnership across staff, donors, volunteers, and community acting together. Donors are integral to outcomes, not passive funders.

Persistent and long-term in outlook.

Our tone communicates consistency, reliability, and endurance, walking toward, and with, the neighbors others walk away from. Our messaging reflects generational impact and long-term change, beyond immediate relief for the individual person.

Writing Standards

Use these tables as guides when writing, reviewing and editing content. These are not exhaustive rules, but directional standards that protect our tone and values.

Writing Element	PRM Standard	Examples/Guidance
Point of View	Write to *you*; speak as *we*	"You make hope possible." "We walk alongside our neighbors."
Voice	Warm, grounded, human	Sound like a trusted guide or neighbor, not an institution
Overall tone	Compassionate, confident, clear	Hopeful without sugarcoating; bold without pressure
Language Style	Plain and conversational	Short sentences preferred. Read it out loud.
Person-First Language	People before circumstance	"People experiencing homelessness," No one is defined by their struggle.
Story Focus	Transformation and progress	Emphasize growth, next steps, restored dignity
Emotional Framing	Empathy, not pity	Avoid shock, guilt, or fear-based language
Words To Use	Neighbor, hope, transformation, restoration, care, together, across the Valley, come home	Reinforce partnership and possibility
Words to Avoid	The homeless, addict, mentally ill, shelter (for PRM), forever changed, we saved…	Avoid labels and stereotypes
Calls to Action	Clear and inviting	"Join us," "Walk alongside," "Be part of the solution"
Gratitude	Sincere and specific	Thank supporters as partners, not transactions
Institutional Language	Use sparingly	Avoid jargon, acronyms, or corporate phrasing

Mission Specific Guidelines

Not a Shelter — We do not describe PRM as a "shelter." We describe residential recovery, a pathway to restoration and a place of hope and healing.

Programs & Facilities

- Changing Lives Center for Women & Children (CLC)
- Transforming Lives Center for Men (TLC)
- Hope for Hunger Food Bank (HFH)
- Donation Warehouse
- Mission Support Center
- Transformations Recovery Program
- Rescue–Assess–Place (RAP) Program
- Street Outreach vehicles (Hope Coaches)
- Hope Tote Hygiene Kits
- Housing Assistance Program
- Will Work Programs
- Workforce Development
- Community Outreach Events

We say "across the Valley; in the Valley." We use "Phoenix" only when referring specifically to the city.

Code:Red is the proper spelling when used in body copy. CAPITALIZED is only used in the logo.



Our Logo

This is our logo, a phoenix behind a cross.**The two line logo with subheader, full color logo is the preferred variation to use whenever possible, although certain layouts will restrict that.**

If a design is restrictive, the *three line* and *one line* versions may be used.

If the tagline in the logo is too small to read, use the logo without the tagline.



Preferred Logo (2 line logo with subheader)



Alternate Logo (1 line logo with subheader)



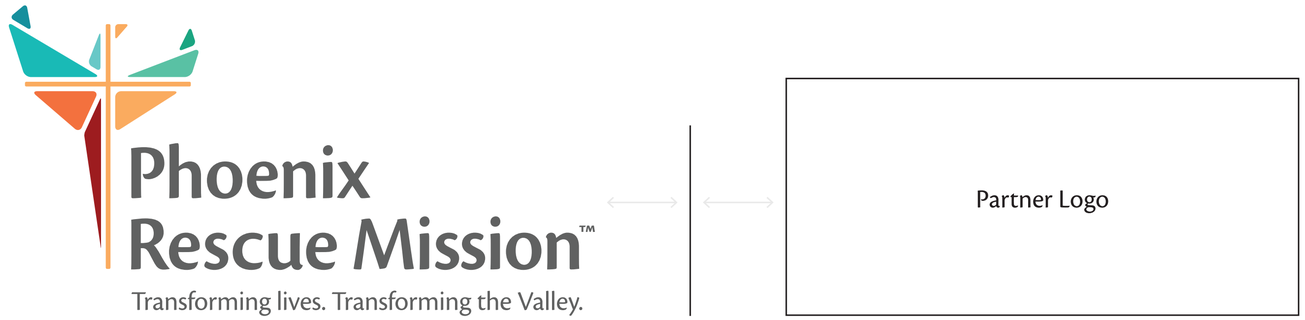
Alternate Logo (3 line logo with subheader)

Partnerships

Partnerships are key to Phoenix Rescue Mission's impact in the Valley. When pairing the logo alongside a partner's logo, use this outline.

The primary two line with sub-header logo is the prefered logo for partnership lockups. The distance between the two logos should be equal on both sides and a line should be in the center of it.

Partnership logo lockups should always have approval from both parties prior to usage.



Logo Colors

The Full Color logo is our primary logo and should always be used when suitable. Full Black, Full White and Single Color logos may be used when optimal for background colors, imagery or in coordination with a specific program or campaign.

The single-color logos shown represent how approved brand colors can be used in a logo.

Phoenix Rescue Mission™
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Full Blue

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Full Color

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Full White

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Full Color - White Text

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Full Red

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Full Black

Color Palette

Our color palette offers a wide spread of colors that range from energetic to calm and trustworthy. Our primary palette uses PRM Blue, PRM Green, and our White and Gray. Use these colors most often.

Our secondary palette has plenty of variation to play with, and can be used strategically to bring emphasis or differentiation.

PRM Red is most often used with Code:Red, and while it is allowed to use it in other ways, it should be noted that it is most recognizable with Code:Red specifically.

When printing for Code:Red, we use specific CMYK codes, depending on if it is coated or not:

- Custom uncoated CMYK: C0, M90, Y91, K13
- Custom coated CMYK: C21, M100, Y95, K13

Christmas Green also has its own CMYK Color:
C100, M0, Y91, K28

PRM Blue
Hex: 008897 | RGB: 0 - 136 - 131 | CMYK: 84 - 31 - 37 - 3 | PMS: 321 C

PRM White
Hex: ffffff | RGB: 255 - 255 - 255
CMYK: 0 - 0 - 0 - 0

PRM Gray
Hex: 231f20 | RGB: 35 - 31 - 32
CMYK: 70 - 67 - 64 - 74

PRM Green
Hex: 01a280 | RGB: 1 - 162 - 168 | CMYK: 81 - 11 - 64 - 1 | PMS: Green C

PRIMARY COLORS

PRM Red
Hex: b02028 | RGB: 177 - 32 - 40 | CMYK: 21 - 100 - 95 - 13 | PMS: 1805 C

PRM Red-Orange
Hex: e94627 | RGB: 233 - 70 - 79 | CMYK: 2 - 88 - 98 - 0 | PMS: Warm Red C

PRM Orange
Hex: ed723d | RGB: 237 -114 - 61 | CMYK: 2 - 69 - 85 - 0 | PMS: 1645 C

PRM Yellow
Hex: ffc780 | RGB: 255 - 199 - 128 | CMYK: 0 - 24 - 56 - 0 | PMS: 1345 C

PRM Teal
Hex: 23b6b3 | RGB: 35 - 182 - 179 | CMYK: 73 - 3 - 35 - 0 | PMS: 7465 C

PRM Light Blue
Hex: 6bc3c1 | RGB: 107 - 195 - 193 | CMYK: 56 - 2 - 27 - 0 | PMS: 570 C

PRM Light Green
Hex: 5bbb9f | RGB: 91 - 187 - 159 | CMYK: 63 - 3 - 47 - 0 | PMS: 3258 C

SECONDARY COLORS

Primary Fonts

Our brand utilizes three fonts across our designs, each serving a different purpose:

Satoshi Variable is a minimal sans-serif font that is used for headers and subheads. Any size or weight is acceptable, with Satoshi Black and Medium being used most often.

Cronos Pro is a sans-serif, high legibility font that should be used for all body copy. Any size or weight is acceptable, with Cronos Pro Bold being used for Subheads, and Cronos Pro Regular for body copy. Italic can also be used for captions.

Moonstone is a script font used for decorative headers and quotes. Moonstone also has an “extras” font that can be used for designs.

Transforming Lives

Header | Satoshi Variable | Black | -50 Tracking

Transforming the Valley

Subhead | Satoshi Variable | Medium | -50 Tracking

Transforming the Valley

Subhead | Cronos Pro | Bold

Pos que sa sa dunt verorep electis dolore, niet la doluptaquis dolupta tiisquibus doloris sinus dernatet labo. Solecte mposae dolut volorrum re millest expere velectecat aut ute quibus sit ped utas doles nat rem alis et a nus, sunt.

Body | Cronos Pro | Regular

Love Your Neighbor

Callot/Extra Text | Moonstone

Extras | Moonstone Extras

Sit ped utas doles nat rem alis et a nus, sunt.

Caption | Cronos Pro | Regular Italic

Alternatives

While one should use our actual fonts whenever possible, there are times whether for online use or in instances where a computer does not have them installed where alternatives are needed.

In this case, Segoe UI should replace Satoshi, and Trebuchet should replace Cronos.

Both alternatives come installed with Windows and can be used when needed.

Header Text	→	**Header Text**
Satoshi Variable Black		Segoe UI Bold
Body Copy	→	Body Copy
Cronos Pro Regular		Trebuchet Regular
Transforming Lives	→	**Transforming Lives**
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Preferred Font Choices		Alternate Font Choices

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