This guide is here to show you who UMOM is in our visual representation to the world. Use this guide to help you understand what the visual and graphic elements look like, what the words may sound like or what it feels like to work with us.
Founded in 1964 in Phoenix, Arizona, UMOM restores hope and rebuilds lives by providing shelter, services and affordable housing for people experiencing homelessness.

Our mission is to prevent and end homelessness with innovative strategies and housing solutions that meet the unique needs of each family and individual.

Every night we provide safe shelter and supportive services for over 170 homeless families. We also offer nearly 300 units of affordable housing across the Valley, each with special Program Centers for residents.
OUR VALUES

Our values are foundational to everything we do.

PRIMARY

Innovative  Collaborative  Integrity

SECONDARY

Expert  Compassionate  A Leader

Mission Driven  Impact Driven  Established

OUR STRUCTURE

End Homelessness

Short Term Shelter  Supportive Services  Affordable Housing

Community

Donors, Volunteers, Partners
COMPARISONS

UMOM IS MORE LIKE GRILLED CHEESE THAN STEAK

- Comfort food
- Something everyone likes
- Affordable but still just as delicious
- Not sacrificing flavor and comfort for affordability
- Familiar and informal

UMOM IS MORE LIKE TENNIS SHOES THAN HEELS

- Practical
- Gender neutral
- Multi purpose — can use for running errands or marathons

UMOM IS MORE LIKE COSTCO THAN WHOLE FOODS

- One stop shop
- Part of a club or a community
- Provides everyday basics at an affordable rate
- Family oriented

UMOM IS MORE LIKE SOUTHWEST THAN UNITED

- A disruptor who approaches challenges with fresh ideas
- Family oriented
- Smaller and more regional
- Low cost carrier
- More egalitarian i.e. seating is open and not based on ticket price
- http://www.southwest-heart.com/
THE LOGO

LOGO SPACING
Keep a “m” length of space around the logo for maximum legibility.

DON’T DO THIS:
Don’t place the logo on busy images or similarly colored images.

Don’t tilt or stretch the logo.
ALTERNATIVE LOGOS

In addition to our main logo, we also have a logo that includes our tagline.

LOGO SPACING

Keep a “m” length of space around the logo for maximum legibility.

DON’T DO THIS:

Don’t place the logo on busy images or similarly colored images.

Don’t tilt or stretch the logo. Only use the tagline version at a size that it will be legible. Do not use it at a small scale.

Too Small
In some cases, we use our House Graphic logo.

This is a much more complicated logo, so we use it sparingly and only when it is large enough to be legible.

We only use this logo in full color.

**ALTERATIVE LOGOS**

**HOUSE GRAPHIC**

**ALL OF THE SAME RULES APPLY:**

Keep a "m" length of space around the logo for maximum legibility.

Don’t place the logo on busy images or similarly colored images.

Don’t tilt or stretch the logo.

Only use the House Graphic version at a size that it will be legible. Do not use it at a small scale.
At UMOM New Day Centers, we use social enterprise to change lives.

A social enterprise is a business that makes money, but uses its profit to make the community a better place.

Helpings Café, Catering and Market provides delicious, hand-crafted menu items, job training and hope.

Sales from the cafe help us generate funding for programs and services for clients of UMOM New Day Centers.

The ultimate goal of our Homegrown Training program is to avoid future homelessness. We do it by helping clients build their skills and establish a foundation for jobs in the food service and hospitality industries. A solid job can put permanent housing within reach.

Our Barista training follows the Starbuck’s curriculum and is another hands-on track to a good job.

The end of training marks the start of a new process. UMOM continues to work with each participant to prepare a resume, attend job fairs, complete a job search and conduct mock interviews.

Don’t place the logo on busy images or similarly colored images.

Don’t tilt or stretch the logo.
COLOR PALETTE

PRIMARY

CMYK: 95/100/29/0
RGB: 204/51/0
Pantone 484 C
#b32317

CMYK: 8/51/100/0
RGB: 229/142/26
Pantone 145 C
#f68c2a

CMYK: 63/42/100/29
RGB: 87/100/35
Pantone 5753 C
#5d87a1

CMYK: 68/39/26/1
RGB: 93/135/161
Pantone 5415C
#616db2

SECONDARY

CMYK: 43/88/37/13
RGB: 141/60/102
Pantone 689 C
#8d3c66

CMYK: 0/54/94/0
RGB: 247/141/42
Pantone 158 C
#f68c2a

CMYK: 47/0/23/0
RGB: 122/222/212
Pantone 3245 C
#7aded4

CMYK: 69/60/0/0
RGB: 97/109/178
Pantone 7456 C
#616db2

FONT S

Open Sans Family
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnop

This is our main font. We use the entire family, from light to bold.

Open Sans Family, Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

We use the italic version of our main font for call outs and quotes.

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

When Open Sans is unavailable, Calibri is used.

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

When Open Sans Italic is unavailable, Calibri Italic is used.

Southpaw
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is a stylized font that is used incredibly sparingly for call outs when visually appropriate.
The above images lack diversity, seem too upscale for our clientele or are too dark and dirty. We only use images that are positive and clean, while showing a great range of diversity. Don’t over use images of babies and children. We also service families, women, teens, veterans and men.
When it comes to our copy and words, we want to be consistent in our voice and tone. No matter who is writing the copy, we want it to sound like us. In order to do this, we simply ask that you follow our guidelines.

**Our voice and tone is best described as:**
- donor-centric (please see next page for a definition)
- informal and easy to understand/layman's terms
- positive and uplifting
- motivational and inspirational
- story-driven
- focusing on outcomes and solutions
- family oriented

**DON’T DO THIS:**
- focus on our organization over the donor
- use flowery, complicated or corporate vocabulary
- be negative or depressing
- focus too much on the problem

**DONOR CENTRIC LANGUAGE**
We strive to use donor-centric language. This just means that we focus on the donor and the impact they’ve made rather than focusing on our organization. We understand that they make what we do possible, so we make sure to let them be at the center of our communication.

Here are some examples of how you can be more donor-centric in your communication:

<table>
<thead>
<tr>
<th>NOT DONOR CENTRIC</th>
<th>DONOR CENTRIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>We've achieved so much.</td>
<td>Without you, we could never have achieved so much.</td>
</tr>
<tr>
<td>Our work is changing lives.</td>
<td>Your gift will change lives.</td>
</tr>
<tr>
<td>We're ending homelessness.</td>
<td>You're ending homelessness.</td>
</tr>
<tr>
<td>Please help us make a difference.</td>
<td>You can make a difference.</td>
</tr>
</tbody>
</table>

This doesn't mean going through the copy and replacing every “we” with “you.” The language still needs to flow well and make sense. But the overall theme of the communication needs to focus more on the donor than on ourselves.