

FREE WHEELCHAIR MISSION BRAND
STYLE & LANGUAGE GUIDE



TABLE OF CONTENTS

- Free Wheelchair Mission Corporate Statements3

- Free Wheelchair Mission Brand Identity
 - The Free Wheelchair Mission Logo4

 - Brand Color Palettes.....5

 - Wheelchair Colors6

 - Typography7

 - Logo Variants8

 - Brand Misuse9

 - Logo, URL/TTL & Address Lockups.....10

 - Event. Ambassador, Program Lockups11

 - Transforming Lives Statement Visual 12

 - x2 Campaign Logos..... 13

 - Additional Brand Logos 14

 - Language Style Guide 15

FREE WHEELCHAIR MISSION CORPORATE STATEMENTS

WHO WE ARE

Free Wheelchair Mission is a humanitarian, faith-based, nonprofit organization that provides wheelchairs at no cost to people with disabilities living in developing countries. In collaboration with a network of like-minded partners, Free Wheelchair Mission has provided more than 1.3 million wheelchairs to those in need around the world since 2001, providing renewed dignity, independence, and hope through the gift of mobility.

MISSION STATEMENT

Our mission is to provide the transforming gift of mobility to people with disabilities in developing nations as motivated by Jesus Christ.

VISION STATEMENT

We believe in a world where everyone who needs a wheelchair has one.

ELEVATOR SPEECH

With an estimated 75 million people around the world in need of a wheelchair without the means to get one, Free Wheelchair Mission provides the transforming gift of mobility to those living with a disability in developing countries. With a group of like-minded partners, Free Wheelchair Mission has distributed 1.3 million wheelchairs in 94 countries since 2001.

For less than \$100, you can provide the transforming gift of mobility to someone living with a disability in a developing country. This will cover the manufacturing and the shipping of that mobility solution to the designated country.

OUR VALUES

We honor God in all we do.

We pursue excellence in all our work.

We strive for efficiency to optimize resources.

We commit to transparency in our relationships, operations, and finances.

We encourage worldwide collaboration.

We innovate to provide transformative mobility solutions.

FREE WHEELCHAIR MISSION BRAND IDENTITY

THE FREE WHEELCHAIR MISSION LOGO



Logo Reproduction

This is the Free Wheelchair Mission identity. The Free Wheelchair Mission identity is comprised of a symbol and logotype.

Please remember, the logo must be used as provided with no changes. This includes, but is not limited to, changes in color, proportion, design, and removal of any words or artwork, unless approved by the Creative Services Manager or Marketing Director.

Logo Use

The Free Wheelchair Mission logo must be used as provided with no changes.

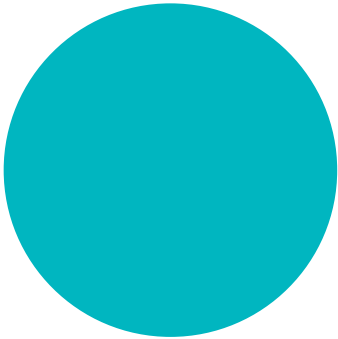
Restrictions include, but are not limited to:

- DO NOT alter any colors.
- DO NOT adapt or change the logotype in any way.
- DO NOT change the placement or sizing of the logotype.
- DO NOT distort the height or width (stretch).
- NEVER place the identity on a non-white or non-cream background.
- DO NOT add drop shadows or other effects.

Please see page 8 for examples.

FREE WHEELCHAIR MISSION BRAND IDENTITY

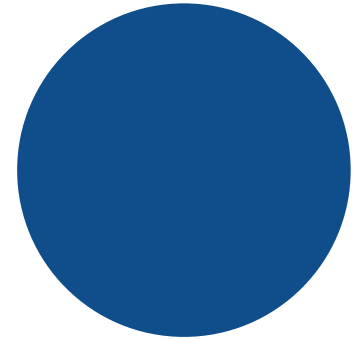
COLOR PALETTE – PRIMARY COLORS



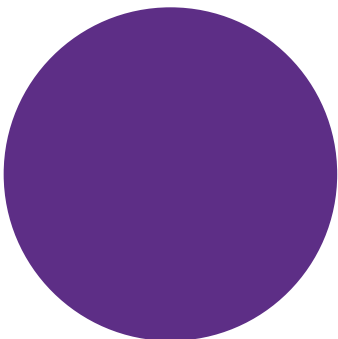
CMYK 81c 0m 28y 0k
PMS 3125C
Web #00B6C1
RGB R0 G182 B193



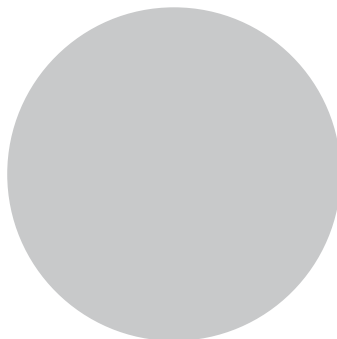
CMYK 26c 0m 100y 0k
PMS 382C
Web #C8DA2B
RGB R200 G218 B43



CMYK 100c 80m 21y 0k
PMS 541C
Web #154E8B
RGB R21 G78 B139



CMYK 80c 100m 10y 0k
PMS 526C
Web #5E2E86
RGB R94 G76 B134

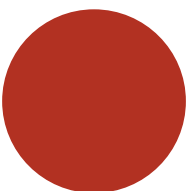


CMYK 4c 4m 4y 20k
PMS 428C
Web #C7C6C6
RGB R199 G198 B198

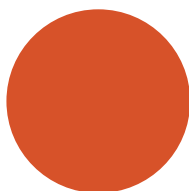


CMYK 2c 0m 7y 0k
PMS 9142 at 50%
Web #F8FBEE
RGB R2480 G251 B238

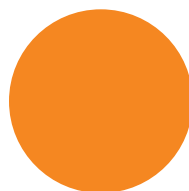
COLOR PALETTE – SECONDARY COLORS – FOR MARKETING USE ONLY



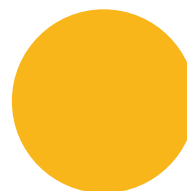
19c 93m 100y 14k
Web #B23324



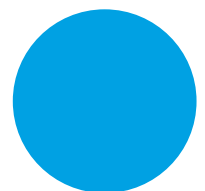
11c 82m 98y 2k
Web #D65328



0c 57m 99y 0k
Web #F68721



1c 31m 99y 0k
Web #FCB717



100c 10m 0y 0k
Web #00A0E4

FREE WHEELCHAIR MISSION BRAND IDENTITY

COLOR PALETTE – WHEELCHAIR COLORS



CMYK 50c 5m 5y 0k
PMS 297 C
Web 76c5e4
RGB R118 G197 B228



CMYK 100c 20m 0y 0k
PMS 3005 C
Web 0095da
RGB R0 G149 B218

FREE WHEELCHAIR MISSION BRAND IDENTITY

TYPOGRAPHY

Free Wheelchair Mission uses these typefaces:

- Gotham Bold
- Gotham Medium
- Gotham Book
- Gotham Light
- Adam CG Pro

The typefaces above should be used exclusively when representing the Free Wheelchair Mission brand in print and digital media as well as in environmental graphics.

The font Adam CG Pro may only be used for design elements, headline and sub-headline use. It is not to be used for body text.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Adam CG Pro

FREE WHEELCHAIR MISSION BRAND IDENTITY

LOGO VARIANTS

APPROVAL REQUIRED FOR USE OF THE VARIANTS BELOW.



———— VERTICAL ORIENTATION

**FREE
WHEELCHAIR
MISSION**



———— BLACK ONLY

**FREE
WHEELCHAIR
MISSION**



———— LINE ART

**FREE
WHEELCHAIR
MISSION**



———— REVERSED

**FREE
WHEELCHAIR
MISSION**

FREE WHEELCHAIR MISSION BRAND IDENTITY

BRAND MISUSE



DO NOT STRETCH OR DISTORT THE LOGO



DO NOT CHANGE THE SIZE, POSITION, OR FONT OF THE LOGOTYPE



DO NOT CHANGE THE COLOR OR ADD NON-BRAND ELEMENTS TO THE LOGO



DO NOT USE SHADOWS OR EFFECTS

DO NOT FADE OR MAKE LOGO TRANSPARENT

DO NOT PLACE THE LOGO ON A BACKGROUND THAT COMPROMISES READABILITY AND/OR IDENTIFICATION

FREE WHEELCHAIR MISSION BRAND IDENTITY

LOGO, URL/TL & ADDRESS LOCKUPS

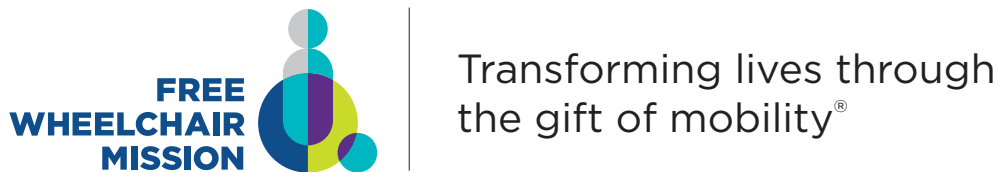


LOGO, URL & TRANSFORMING LIVES STATEMENT LOCKUP HORIZONTAL



FreeWheelchairMission.org
Transforming lives through the gift of mobility®

LOGO, URL & TRANSFORMING LIVES STATEMENT LOCKUP VERTICAL



LOGO & TRANSFORMING LIVES STATEMENT LOCKUP



LOGO & ADDRESS LOCKUP

FREE WHEELCHAIR MISSION BRAND IDENTITY

EVENT, AMBASSADOR, PROGRAM LOCKUPS



Miracle of Mobility

LOGO/EVENT LOCKUP



Ambassador

SINGLE-LINE LOGO & "AMBASSADOR" LOCKUP



Legacy & Planned Giving

TWO-LINE LOGO & "PROGRAM" LOCKUP

TRANSFORMING LIVES STATEMENT VISUAL

TRANSFORMING
LIVES
THROUGH
THE GIFT OF
MOBILITY

5 LINES OPTION

TRANSFORMING
LIVES
THROUGH THE GIFT OF
MOBILITY

4 LINES OPTION

FREE WHEELCHAIR MISSION BRAND IDENTITY

X2 CAMPAIGN LOGOS



REGULAR



REVERSED



FREE WHEELCHAIR MISSION BRAND LANGUAGE STYLE GUIDE

This is intended to be a guide for any writing related to Free Wheelchair Mission.

Having a language style guide helps maintain consistency and adhere to our voice. Please keep in mind this is a “living document” that will grow and change over time.

BRANDING-SPECIFIC LANGUAGE

Mission Statement:

Our mission is to provide the transforming gift of mobility to people with disabilities in developing nations as motivated by Jesus Christ.

Vision Statement:

We believe in a world where everyone who needs a wheelchair has one.

Who We Are:

Free Wheelchair Mission is a humanitarian, faith-based, nonprofit organization that provides wheelchairs at no cost to people with disabilities living in developing countries.

In collaboration with Kingdom-minded partners, Free Wheelchair Mission sends wheelchairs to people around the world, providing renewed dignity, independence, and hope; whenever possible, the gift of mobility is presented with a message of Jesus' love for each recipient.

Elevator Speech:

With an estimated 75 million people around the world in need of a wheelchair, but without the means to get one, Free Wheelchair Mission provides the transforming gift of mobility to those living with a disability in developing nations. With a group of like-minded partners, Free Wheelchair Mission has distributed 1.3 million wheelchairs in 94 countries since 2001.

For less than \$100, you can provide the transforming gift of mobility to someone living with a disability in a developing country. This will cover the manufacturing and the shipping of that mobility solution to the designated country.

The Need / The Need is Great:

The need for wheelchairs in our world is staggering. In developing nations where poverty pervades, the World Health Organization estimates that 75 million people are in dire need of a wheelchair yet lack the resources to obtain one, adding to the challenges they must face each day. Many are forced to live on the ground or wait to be carried to meet their most basic needs.

Our Solution / The Solution is Simple:

Our wheelchairs are simple, cost-effective, and highly functional. They are designed to be resilient enough to withstand regular use in rugged terrain more common in the developing world.

Our wheelchair design and distribution models allow us to maximize our impact around the globe, striving toward our goal of providing the transforming gift of mobility to as many people as possible while still maintaining a high standard of excellence.

We partner with Kingdom-minded, like-minded organizations to reach some of the most remote regions on the planet.

Your Impact / Your Involvement:

Wheelchairs provide mobility, and mobility changes everything.

A wheelchair provides more than just mobility. A new wheelchair empowers individuals to be able to go to school, earn a living, and participate in community, offering renewed hope, independence, and freedom.

Get involved and you can transform lives around the world, with the gift of mobility.

FREE WHEELCHAIR MISSION BRAND LANGUAGE STYLE GUIDE

WORD USAGE GUIDE

Yes

people first (People with disabilities or Persons with disabilities)
wheelchairs (not to be referred to as chairs)
Mobility Solutions
independence
mobility
gift
gratitude
dignity
supporters
community
transform
freedom

No

disabled, crippled/cripples, or poor
donors (use supporters or partners instead)

Capitalization, Acronyms, and Punctuation

Distribution Partner—only capitalize when referring to a specific partner or in reference to the overall DP program. It may be abbreviated as DP—when referred to just as “partner” or generally “distribution partners,” no need to capitalize.

Vision Trip team (capitalization does not include “team”)

Medical Missions (do not use the word “trip” when referring to Medical Missions)

PTs and OTs are acceptable abbreviations for Physical Therapists and Occupational Therapists.

Founders Circle members (members not capitalized)

fundraising (not fund-raising, not fund raising)

Christmas Card (capitalized when referring to official fundraising program)

Shipping Status Report (capitalized)

Gift Challenge (capitalized when referring to official fundraising program) (two words)

Commas in a series: use an Oxford comma.
(Correct: We brought apples, pears, and oranges)

June 2022 (no comma when just including Month and Year)

Letter spacing: use one space at the end of sentences, not two.

GEN_1 GEN_2 GEN_3 (all caps and underscore)

Hyphens

one-time (Hyphenated when used as an adjective. Example: Your one-time gift); team-building (hyphenated); faith-based (hyphenated); nonprofit (not non-profit); hands-on (hyphenated); hand-select (hyphenated); life-transforming (hyphenated); year-round (hyphenated)

tax deductible vs. tax-deductible. Hyphenate when used as an adjective (Your tax-deductible contribution will support our important work. The value of your dinner ticket is not tax deductible)

cost-efficient (hyphenated when used as an adjective); cost efficiency (not hyphenated when used as a noun)

Email, Phone Number & URL Formats

Email addresses: email, not e-mail. In text, electronic addresses are all lowercase:

jdoe@freewheelchairmission.org.

Do not omit the period when an email address falls at the end of a sentence. Do not underline or boldface email addresses in print.

For telephone and fax numbers, the format is 949-273-8470. For phone extensions, use the 10-digit number and “ext.”: 949-273-8470, ext. 1201. When giving an extension without a 10-digit phone number, use “ext.” Don can be reached at ext. 1201.

Exception: in some marketing material (especially online), the telephone and fax number format is 949.273.8470. For phone extensions, use the 10-digit number and an “x”: 949.273.8470 x1201.

URLs should be mixed-case, i.e., FreeWheelchairMission.org.

FREE WHEELCHAIR MISSION BRAND LANGUAGE STYLE GUIDE

WORD USAGE GUIDE (CONT'D.)

The use of the “Hypertext Transfer Protocol” or <http://> is not necessary. In addition, the use of the [www](http://) prefix is not necessary unless specifically requested (usually by partners in foreign countries).

Numbers

- Spell out single-digit whole numbers. Use numerals for numbers greater than nine.
- Exception to above rule may be made for brevity in bullet pointed list (Trips last 5-7 days.), ages, dimensions, unit and monetary values, percentages, compound numbers, and decimal points—all of which may be indicated with numerals.
- For amounts of a million or more, always use numerals followed by “million,” “billion,” etc.: \$8 million or 8 million people.
- Use commas with all numbers above 999: 1,000, \$13,500 or 500,000.
- Spell out ordinals through ninth, except in formal names.
- If a number starts a sentence, then write out the number or recast the sentence so it does not start with it.
- Spell out simple fractions and use hyphens. (Two-thirds of a container..)

States

Use lowercase for “state” in all “state of” phrases. The state of California is on the west coast. Spell out the names of states when they stand alone in running text. When needing to abbreviate a state’s name, such as when using the state’s name in conjunction with the name of a city, use the following abbreviations:

Ala.; Ariz.; Ark.; Calif.; Colo.; Conn.; Del.; Fla.; Ga.; Ill.; Ind.; Kan.; Ky.; La.; Md.; Mass.; Mich.; Minn.;

Miss.; Mo.; Mont.; Neb.; Nev.; N.H.; N.J.; N.M.; N.Y.; N.C.; N.D.; Okla.; Ore.; Pa.; R.I.; S.C.; S.D.; Tenn.;

Vt.; Va.; Wash.; W.Va.; Wis.; Wyo.

Eight states are never abbreviated in running text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

In running text, place a comma after the name of a city and another comma after the state name, except at the end of a sentence. She will travel to Grand Rapids, Mich., for a meeting. Free Wheelchair Mission is located in Irvine, Calif. In mailing addresses, use the two-letter Postal Service abbreviations. CA, MD, IL, etc.

Times

Use “AM,” “PM,” “am,” or “pm,” not “A.M.,” “P.M.,” “a.m.,” “p.m.,” or other variations. Do not precede “noon” or “midnight” with “12.” When a time falls exactly on the hour, don’t list the colon and zeroes, e.g., 10 am. To indicate duration of time, use “to” between the hours in text, but an en dash in calendar or tabular entries. The picnic will run from 10 am to 3 pm. Class times are 11 am–noon, 4–5 pm, and 9:30 am–3 pm.

Leave space after the number, but not on either side of the en dash. Do not mix formats.

Other

Free Wheelchair Mission should NOT be referred to as “The Free Wheelchair Mission” or “The Mission.” Exceptions: the Free Wheelchair Mission, our mission (not capitalized).

Use exclamation points sparingly. (Exceptions include dialog). Avoid the use of clichés.

Avoid the passive tense. (Use “Transform lives” instead of “Lives are transformed.”)