



# STYLE GUIDE

# LET'S ELEVATE BRANSON TOGETHER!

Thank you for helping our neighbors and improving our community. This guide will walk you through the basics of representing **Elevate Branson** with consistency and integrity in every verbal and visual presentation.

Use this guide to create strong messaging, compelling visuals, and effective brand representations when sharing **Elevate Branson** information with others.

By using this guide, you are supporting our mission to elevate the community by empowering our neighbors to reach their full potential. We appreciate your desire and willingness to improve this region for everyone who lives, works and plays here.

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# BRAND ESSENCE

# SIMPLE BEGINNINGS AND STEADY GROWTH

In 2008, Bryan and Amy Stallings founded **Elevate Branson**, originally known as Jesus Was Homeless, and began serving the area's homeless, hurting, and hopeless with a traditional Thanksgiving dinner. Since then, this nonprofit, Christian-based organization has steadily grown its services, programs, and impact on the community.

**Elevate Branson** reaches out to those who are struggling. Every week, an enthusiastic group of staff and volunteers visit the area's motels and offer a smile, a sack meal and a bit of hope to those who are living there. When doors are opened, the opportunity for job skills training, healthcare access, faith renewal, children's enrichment, fellowship and a sense of belonging can follow. All of our programs are designed to empower our neighbors to build a better life for themselves and their families.

**Elevate Branson** transforms lives and restores faith. Program participants find the hope, love, and dignity they need to reach their full potential.



# VISION:

For every individual to know hope, dignity, and purpose through the love of Jesus.

# MISSION:

To elevate our community by empowering our neighbors to reach their full potential.

# ESSENTIAL CORE CONCEPTS

- **Elevate Branson** provides a **broad variety** of outreach and support services.
- We **connect, coordinate, and collaborate with others** in our community to meet the most important and urgent needs of our neighbors who are struggling, without duplicating services.
- We help **individuals become independent and contributing members of our community.** Participants in our programs are required to provide the personal effort, commitment, and accountability necessary for real and lasting change.
- We help families thrive, **right here in the Branson area.**

# SUMMARY TEXT

*Please use these text blocks as needed to easily explain Elevate Branson to others. The summaries vary in length to accommodate the space you have available and the amount of detail you want to include.*

## 100 words or less

**Elevate Branson** is a faith-based, non-profit organization dedicated to serving our community by providing a variety of outreach and support services to those who are struggling. Collaboration with other organizations, assures the most important and urgent needs are met, without duplication of services. Reaching out with nutritional meals, access to health care, job skills training and fellowship opportunities, restores the faith, hope and dignity necessary for lasting change. With this help, families can lift themselves out of poverty, becoming confident and contributing members of the community. **Elevate Branson** transforms lives, helps families thrive, and improves the community for generations to come.

## 75 words or less

**Elevate Branson** is a faith-based, non-profit organization dedicated to serving the Branson community by reaching out to those who are struggling in this area. Weekly meals, job skills training for the unemployed or under-employed, accessible healthcare for the working poor, and fellowship opportunities help restore faith, hope, love and dignity necessary for lasting change. With this help, individuals and families can lift themselves out of poverty and thrive for generations to come.

## 50 words or less

**Elevate Branson**, a faith-based, non-profit organization, transforms lives by reaching out, building relationships, and connecting struggling neighbors to resources that help them become contributing members of the community. Restoring faith, hope, love and dignity, allows families to break the cycle of poverty for themselves and future generations.

## 20 words or less

**Elevate Branson**, a faith-based, non-profit, lifts families out of poverty, with physical, relational and spiritual support that transforms lives.



# BRAND IDENTITY

# PRIMARY LOGO

Use the preferred full-color logo whenever possible.

For Gray Scale Printing, please use the 1-color black version or 1-color white version.

Use the 1-color white version only on bold, single-color backgrounds.

**312 C**

C=92 M=0 Y=12 K=0

RGB (0, 169, 206)

HEX #00A9CE

**2182 C**

C=90 M=37 Y=24 K=56

RGB (23, 74, 91)

HEX #174A5B

**7737 C**

C=58 M=1 Y=93 K=10

RGB (107, 165, 57)

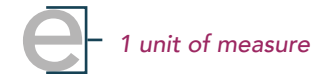
HEX #6BA539



# LOGO USAGE

Please leave at least one unit of measure around the logo. This distance is also the minimum distance from the edge that the logo can be placed.

A unit of measure is defined as the height of the 'e'.



**Do not** tilt the logo. The baseline of the logo should always be horizontal.



**Do not** stretch or modify the logo to fill a space.



**Do not** put the full color logo over a busy background or photo.

**Do not** remove any portion of the logo or use any portion of it independently.



# ELEVATE BRANSON PROGRAMS

**Elevate Branson** is home to a number of different programs that help lift our neighbors in a variety of ways. This section outline the basic purpose of each program. For further information regarding specific programs, please visit [ElevateBranson.org](http://ElevateBranson.org).

The program logos outlined in this section follow the logo usage guidelines and should only be used in approved circumstances.



Elevate Church is a come as you are, but don't stay that way, kind of church, where no perfect people are allowed! It is for the skeptic, the doubting, the struggling and the Christ follower looking for a community where they can grow deeper in their faith.

## 2081 C

C=52 M=70 Y=0 K=0  
RGB (134, 94, 156)  
HEX #865E9C



Elevate Community is a tiny home village that provides clean, safe, stable, and affordable housing that is efficient and attractive, with a philosophy of work. Multiple microbusinesses, job training, and mentorship opportunities provide a productive and dignified living environment. A real community is more than housing, it's a place to call home.

## 7737 C

C=58 M=1 Y=93 K=10  
RGB (107, 165, 57)  
HEX #6BA539



Elevate Connections provides comprehensive information and a caring guide through what can be a confusing maze of bureaucracy and paperwork for neighbors who are struggling. Matching programs with recipients, helps area organizations work in unison and avoids duplication of services.

---

## 7472 C

C=69 M=0 Y=34 K=0

RGB (92, 184, 178)

HEX #5CB8B2



Elevate Entrepreneurs offers comprehensive education and resources to individuals looking to increase their margins through entrepreneurship. Through curriculum focused on business principles, guidance from coaches, and connections to sources of capital, Elevate Entrepreneurs seeks to help individuals maximize their earning potential and actualize their start-up business objectives.

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## 144 C

C=8 M=52 Y=100 K=0

RGB (230, 140, 29)

HEX #e68c1d



Elevate Health is a collaborative network of area service providers and other local non-profit organizations that provide information and services to those individuals in the Branson community who lack the funds, transportation and/or education to seek health care for themselves and their families.

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## 186 C

C=0 M=100 Y=80 K=5

RGB (200, 16, 46)

HEX #C8102E



Elevate Kids provides a variety of programs and services to meet the needs of children in or on the edge of poverty. Youngsters get a healthy meal and other necessities for their mind, body and spirit, smiles on their sweet faces and hope in their fragile hearts.

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## 359 C

C=38 M=0 Y=58 K=0  
RGB (161, 216, 132)  
HEX #A1D884



Elevate Outreach sacks and delivers hundreds of basic meals to full time residents of motels each week. These meals are not a handout – they are a connection to people. Meal delivery opens the door to trust and caring. Relationships are built and people in poverty are empowered to change.

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## 7648 C

C=21 M=100 Y=0 K=19  
RGB (153, 30, 102)  
HEX #991E66



Elevate Rides is an affordable transportation initiative that provides individuals with rent-to-own motorized scooters, gear, and driver training. Through Elevate Rides, individuals have access to a sustainable transportation solution that provides better accessibility to the resources they need.

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## 2025 C

C=21 M=52 Y=67 K=0  
RGB (247, 146, 95)  
HEX #f7925f



Elevate Thrift Store is one of the area's top rated thrift stores and Branson's best treasure hunt. Even better than the wide array of items for sale and bright and spacious atmosphere, is the fact that every dollar stays in our area supporting Elevate Branson programs that lift families out of poverty.

## 172 C

C=0 M=80 Y=98 K=0  
RGB (250, 70, 22)  
HEX #FA4616



Elevate Work students discover the importance and dignity of work. The program connects individuals with skills and tools to improve their employment opportunities. The nine-week course is open to anyone who wants greater earning potential and a more enjoyable and fulfilling work life.

## 1365 C

C=0 M=28 Y=79 K=0  
RGB (255, 181, 73)  
HEX #FFB549



Elevate Life is a group of people exploring life's deeper questions and empowering each other to navigate through life's challenges and joys. Is there more to life than what meets the eye? Join us as we dive into meaningful conversations about the essence of life, purpose, and personal growth.

## 2081 C

C=52 M=70 Y=0 K=0  
RGB (134, 94, 156)  
HEX #865E9C

## 7737 C

C=58 M=1 Y=93 K=10  
RGB (107, 165, 57)  
HEX #6BA539

## 7648 C

C=21 M=100 Y=0 K=19  
RGB (153, 30, 102)  
HEX #991E66

# PRIMARY COLORS

*These colors are the primary colors used to represent our brand.*

## 312 C

C=92 M=0 Y=12 K=0  
RGB (0, 169, 206)  
HEX #00A9CE

## 2182 C

C=90 M=37 Y=24 K=56  
RGB (23, 74, 91)  
HEX #174A5B

## 7737 C

C=58 M=1 Y=93 K=10  
RGB (107, 165, 57)  
HEX #6BA539

# SECONDARY COLORS

*These colors can be used as accents where needed, but should primarily be used to represent their respective programs.*

## 2081 C

C=52 M=70 Y=0 K=0  
RGB (134, 94, 156)  
HEX #865E9C

## 7737 C

C=58 M=1 Y=93 K=10  
RGB (107, 165, 57)  
HEX #6BA539

## 7472 C

C=69 M=0 Y=34 K=0  
RGB (92, 184, 178)  
HEX #5CB8B2

## 144 C

C=8 M=52 Y=100 K=0  
RGB (230, 140, 29)  
HEX #e68c1d

## 186 C

C=0 M=100 Y=80 K=5  
RGB (200, 16, 46)  
HEX #C8102E

## 359 C

C=38 M=0 Y=58 K=0  
RGB (161, 216, 132)  
HEX #A1D884

## 7648 C

C=21 M=100 Y=0 K=19  
RGB (153, 30, 102)  
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## 2025 C

C=21 M=52 Y=67 K=0  
RGB (247, 146, 95)  
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## 172 C

C=0 M=80 Y=98 K=0  
RGB (250, 70, 22)  
HEX #FA4616

## 1365 C

C=0 M=28 Y=79 K=0  
RGB (255, 181, 73)  
HEX #FFB549



# TYPEFACES

## HEADLINE APPLICATIONS

*Headlines are always displayed in all caps. Elevate Branson and its programs should be displayed in their respective colors, when possible.*

### GOTHAM BOLD

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

### GOTHAM MEDIUM

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

## BODY COPY APPLICATIONS

*Elevate Branson and its programs should be displayed in their respective colors and bolded, when able.*

### Avenir Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

### Avenir Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXYxZyz**

### Avenir Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

# tone & personality

## HUMBLE

We do God's work for His Glory.

## CONFIDENT

We are knowledgeable, competent, and experienced; we have a plan and we get results.

## COLLABORATE

We work with volunteers, private businesses, government agencies, and other organizations in order to be more efficient and effective in our service to the community.

## GRATEFUL

We appreciate the whole community, especially our supporters; they are the heroes of this story; we cannot lift others without their support.

## RESPECTFUL & HOPEFUL

By lifting individuals who are struggling, we help families, their children, and our whole community become stronger and more resilient.

## IMPACTFUL

We respect the individuals and families we serve; we love them where they are and believe in their God-given potential.

## FAITHFUL

Ultimately, it takes a person's life choices, personal commitment, and God's grace to change lives for good.

# ELEVATE WORD LIST

*Lifting people and community can be expressed in a number of positive ways.*

Lift	Esteem	Inspire
Lift Up	Greaten	Give A Lift
Raise	Promote	Refresh
Move Up	Advance	Exhilarate
Thrust Up	Prefer	Enliven
Hoist	Upgrade	Upcast
Raise Aloft	Improve	Upright
Escalate	Enhance	Admirable
Boost	Enrich	Principled
Uplift	Better	Inflated
Upthrust	Brighten	Animated
Pull Up	Hearten	Joyful
Exalt	Buoy	Cheerful
Magnify	Revive	Glad
Heighten	Vitalize	Rise Up
Dignify	Inspire	

# SPECIFIC LANGUAGE & TERMINOLOGY

## UNDESIRED LANGUAGE

## PREFERRED LANGUAGE

### ABOUT US

Charity  
Free Meals; Free Meal Delivery

Grass Roots; Nonprofit; Community Organization  
Outreach; Basic Needs; Nutrition; Providing Community And Fellowship

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### ABOUT THE COMMUNITY

In Denial; Heads In The Sand  
Uncaring; Have Given Up  
Skeptics; Nonbelievers  
Weekly Stay Hotels

Lacking Awareness  
Uninformed; Unsure How To Help  
In Need Of A Guide They Trust And The Inspiration/Motivation To Act  
Extended-Stay Motel

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### ABOUT WHO WE SERVE

Homeless  
People; Population  
Poverty; Poor; Needy; In need  
Drug Addicts; Alcoholics  
Crazy; Lunatics  
Unemployed; Lazy

Currently Experiencing Homelessness  
Neighbors; Families; Individuals  
Struggling; Working Poor  
Substance Abuse Issues  
Mental Health Issues; Mentally Unstable  
Underemployed; Service Workers; Seasonal Workers

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### ABOUT GIVING

We Need Money; Cash Is King

We Appreciate Contributions Of Prayer, Time, And Money In Support Of Our Efforts

# DESIGN TOOLBOX

# PRINT FLYER TEMPLATE



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**Elevate Branson**, a faith-based, non-profit, lifts families out of poverty, with physical, relational and spiritual support that transforms lives.



310 Gretna Road • [ElevateBranson.org](http://ElevateBranson.org) • 417.335.9915

# PRINT POSTER TEMPLATE



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# EMAIL TEMPLATE




**LET'S ELEVATE  
BRANSON**

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[CLICK HERE TO LEARN MORE](#)





# POWERPOINT TEMPLATE



## Presentation Title Here

Audience Organization Group & Date Here



### History

- Bryan and Amy Stallings founded **Elevate Branson** in 2008.
- Branson's homeless, hurting, and hopeless were served a traditional Thanksgiving dinner.
- This outreach to struggling neighbors expanded to include:
  - Weekly meals
  - Job skills training
  - Accessible healthcare for the working poor
  - Fellowship and a sense of belonging
- Participants find hope, love, and dignity to lift themselves and their families out of poverty.



**Vision:** For every individual to know hope, dignity, and purpose through the love of Jesus.



**Mission:** To elevate our community by empowering our neighbors to reach their full potential.

## Elevate Church

**Elevate Church** is a come as you are, but don't stay that way, kind of church, where no perfect people are allowed! It is for the skeptic, the doubting, the struggling and the Christ follower looking for a community where they can grow deeper in their faith.



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# POWERPOINT TEMPLATE

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## Elevate Thrift Store

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## Elevate Work

**Elevate Work** students discover the importance and dignity of work. The program connects individuals with skills and tools to improve their employment opportunities. The nine-week course is open to anyone who wants greater earning potential and a more enjoyable and fulfilling work life.



# CONTACT INFORMATION

Questions regarding the content contained in the **Elevate Branson** Style Guide should be referred to:

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