



Powering Our Mission Forward

BRAND GUIDE



Our Mission

Provide Healing and Hope
to Children and Families



The Spirit Guides Us to New Places and Programs

YOU'LL FIND US IN

Arkansas

Nebraska

Kansas

Oklahoma

Mississippi

Texas

An Episcopal priest founded Saint Francis in 1945 as a home for boys. More than seven decades later, we serve boys, girls, and families, utilizing a broad range of programs and services. Today our ministry includes foster/kinship care, adoption, in-home prevention services, independent living, residential programs, behavioral health, permanency case management, child trafficking intervention, supported employment for adults with intellectual/developmental disabilities, and our Foundation.



A Message from the CEO



SAINT FRANCIS PERSONIFIES US

The Rev. Robert Mize Jr., an Episcopal priest, founded Saint Francis Boys' Home more than seven decades ago in Ellsworth, Kansas. Over the years, the scope of our work has grown, encompassing a broad range of programs, services, and locations. However, we have always remained consistent in our name - "Saint Francis".

Saint Francis Boys' Home began with 12 boys, and today Saint Francis Ministries serves 11,000 children and families. Our 1,600 employees perform the same work begun by Fr. Bob in 1945 – helping children and youth find a more hopeful future. The Saint Francis name is our identity and has been so since our founding.

Our name, our brand, tells a bigger story that drives engagement and support, while connecting our team to our mission, values, and goals. Our brand provides the framework within which each of us can contribute and accurately convey the Saint Francis story. By linking employee efforts to our overall mission, we help engage team members, lower turnover, and recruit new members.

Our brand represents "us" to those we partner with and serve. It is also the voice with which we communicate with each other and the communities in which we serve. Our clear, graphic standards create a consistent, cohesive brand that both unifies and elevates all our efforts. As part of this effort, we need to remember that branding is a perpetual process. We all must work to protect and maintain our brand through consistency and constant attention.



Prior Naming Evolutions



- The St. Francis Boys' Home, Inc.
- Saint Francis Homes, Inc.
- The Saint Francis Academy
- Saint Francis Community Services, Inc.
- The Saint Francis Foundation, Inc.

Our Mark

This mark leverages the beauty, symmetry, and inclusiveness of a circle. It retains the brand colors of light blue and white. It introduces gold in the form of sunshine streaming down on the central dove, long associated with the ministry of Saint Francis. The golden yellow evokes hope, warmth, and healing. The calming, light blue communicates the possibilities of a limitless, clear sky. This simplified, stylized logo conveys a sense of energy and motion by having the dove in flight. It pushes forward with purpose and strategic aim. It knows where it's going. The dove is like an arrow, directing people to Saint Francis. It reproduces well on everything from signage to wearables, in full color or one.



Saint Francis
MINISTRIES

Our Name

Saint Francis Ministries

Saint Francis Ministries conveys who we are – an organization born of mission, driven by vision, and breathed into life by action. We are on the move.

We remain rooted in the Episcopal tradition. The word ministries evokes a faith-based, action-oriented nonprofit. It suggests a wide range of activities and an ethos of doing what needs to be done. The name is simple, memorable, clear, aligns with our distinctive icon, and is appropriate to our target audience.



This dynamic name can evolve as we do. It's expansive enough to encompass additional regions, a wider community of possible partnerships, and services not yet realized, or perhaps even imagined. The name will not limit us or our services.

Our mission remains constant – to provide healing and hope to children and families. We protect and nurture spirit, mind, and body; and, in doing so, we transform lives and systems in ways others believe impossible.

Our Brand Attributes

A brand lives in the hearts and minds of those who interact with it. Our brand character isn't simply our logo, tagline, or color palette. It's the sum total of experiences people have when interacting with us, our distinctive qualities, and the way we present ourselves, visually and verbally.

Executed properly, our brand communicates a clear and compelling narrative in a voice that's uniquely our own. It conveys personality, fosters connection and builds trust. People gain added confidence as they see that we're consistent and professional in our communications – from signage and collateral to TV spots and tradeshow booths.

OUR BRAND VIBE

Our creative content communicates hope and an uplifting spirit. Because of the confidential nature of our work, we do not use photos of our minor clients. Nor do we use photos of adult clients without their written permission. Instead we source authentic, natural, colorful, and bright photography of diverse people in healing situations.



OUR BRAND STANDARDS

We use lots of clean white space in our materials, and reduce our messages to simple, powerful words and images. We use only the branded fonts and colors, and do not bring any additional elements into our brand family without approval from marketing.



TYPE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Serifa Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Mueseo Sans Rounded

COLORS

Dark Blue



PMS = 285
CMYK = C89, M43, Y0, K0
RGB = R0, G118, B188
Hex = #0076BC

Gold



PMS = 7408
CMYK = C0, M25, Y95, K0
RGB = R255, G188, B54
Hex = #FFC226

Light Blue



PMS = 284
CMYK = C55, M19, Y0, K0
RGB = R71, G178, B255
Hex = #62ADDF

Grey



PMS = Warm Gray 10
CMYK = C3, M3, Y0, K55
RGB = R132, G133, B139
Hex = #84858B

Team Members, Spread the Word

Every day, in every interaction, you represent who we are and what we stand for. As a Saint Francis team member, it doesn't matter whether you're providing counsel to a stressed-out parent, or talking with friends off hours. You can be our most powerful advocate. Because you know us. You are us. When someone asks you about what you do, be bold. Be proud. Your words carry great weight. Here's a quick way to make the most of that simple question, "What is Saint Francis Ministries?"



Tell Our Story



Our faith-based nonprofit offers services in six states. Most people think of foster care and adoption when they hear our name, but we have a number of programs that might surprise you. We help survivors of child sex trafficking, adults with disabilities, people wanting to break addictive behaviors, families trying to stay together,

and children struggling with trauma. You could boil it all down to our mission: providing healing and hope to children and families. I'm proud to be part of Saint Francis Ministries. When I go to work each day, I know my efforts make a difference.



Saint Francis
MINISTRIES

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