

FREE WHEELCHAIR MISSION BRAND

STYLE AND LANGUAGE GUIDE



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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 1.5 million wheelchairs to those in need around the world since 2001, providing renewed dignity, independence, freedom, and joy 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 aspire to provide three million people with the gift of mobility by 2035.

ELEVATOR SPEECH

An estimated 80 million people around the world need a wheelchair, but the vast majority of them don't have access to 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 more than 1.5 million wheelchairs in 95 countries since 2001.

For \$108, 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 are good stewards of all our resources.
- We commit to transparency in all we do.
- We encourage worldwide collaboration.
- We innovate to provide transformative mobility.

FREE WHEELCHAIR MISSION Brand Visual Identity

FREE WHEELCHAIR MISSION LOGO



Logo Reproduction and Use

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

The Free Wheelchair Mission logo must be used as provided with no changes, unless approved by the Creative Services Manager or Marketing Director.

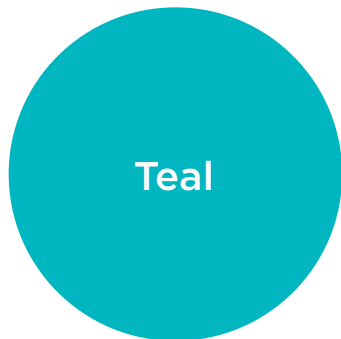
Restrictions include, but are not limited to:

- DO NOT alter any colors.
- DO NOT add drop shadows or other effects.
- DO NOT distort the height or width (stretch).
- DO NOT adapt or change the logotype in any way.
- DO NOT change the placement or sizing of the logotype.
- NEVER place the identity on a background that compromises readability and/or identification.

Please see page 10 for examples.

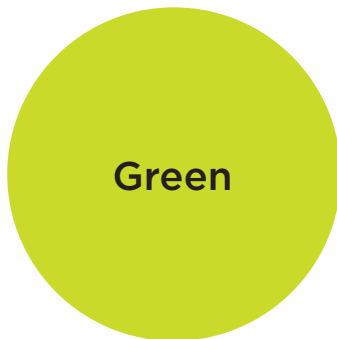
FREE WHEELCHAIR MISSION Brand Visual Identity

COLOR PALETTE — PRIMARY COLORS



Teal

CMYK 91c 0m 22y 0k
PMS 3125
Web #00aec7
RGB R0 G174 B199



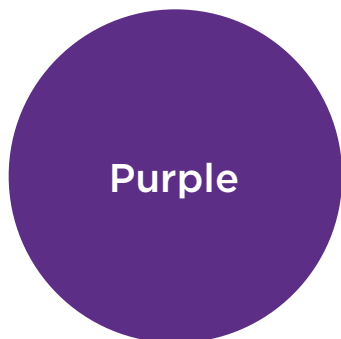
Green

CMYK 26c 0m 100y 0k
PMS 382
Web #c8d92b
RGB R200 G217 B43



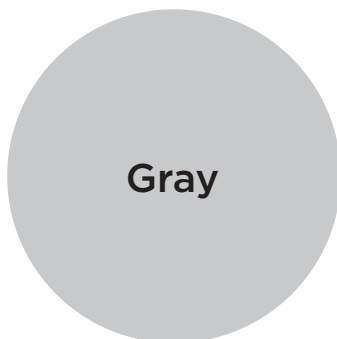
Dark Blue

CMYK 100c 80m 21y 0k
PMS 541
Web #154e8b
RGB R21 G78 B139



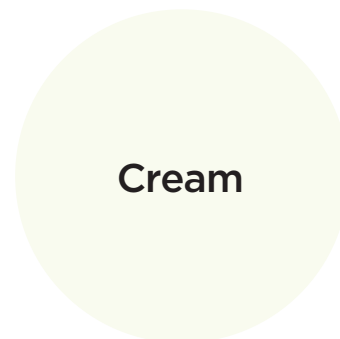
Purple

CMYK 80c 100m 10y 0k
PMS 526
Web #5e2e86
RGB R94 G46 B134



Gray

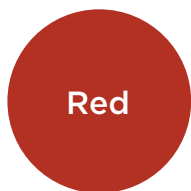
CMYK 4c 4m 4y 20k
PMS 428
Web #c6c5c6
RGB R198 G197 B198



Cream

CMYK 2c 0m 7y 0k
PMS 9142 at 50%
Web #f8fbee
RGB R2480 G251 B238

COLOR PALETTE — SECONDARY COLORS (FOR MARKETING USE ONLY)



Red

CMYK 19c 93m 100y 14k
Web #b23324



Dark Orange

CMYK 11c 82m 98y 2k
Web #d65328



Orange

CMYK 0c 57m 99y 0k
Web #f68721



Yellow

CMYK 1c 31m 99y 0k
Web #fcb717



Light Blue

CMYK 100c 10m 0y 0k
Web #00a0e4

COLOR PALETTE — WHEELCHAIR COLORS



GEN 2

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



GEN 3

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



GEN 4 JOY

CMYK 91c 0m 22y 0k
PMS 3125
Web #00b0c9
RGB R0 G176 B201

FREE WHEELCHAIR MISSION Brand Visual Identity

TYPOGRAPHY — OFFICIAL FONTS

The Free Wheelchair Mission brand is composed of the following typefaces:

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

The Adam CG Pro font is designated exclusively for design elements, headlines, and sub-headlines. It should not be used for body text.

Additional variations of the Gotham typeface may be used by the Marketing team only.

Whenever possible, these typefaces should be used to represent the brand across print, digital media, and environmental graphics.

Gotham fonts should be used for Microsoft Word documents and PowerPoint presentations to maintain brand consistency.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Gotham Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Gotham Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Gotham Medium

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Gotham Medium Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Gotham Book

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Gotham Book Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Gotham Light

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Gotham Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Adam CG Pro

TYPOGRAPHY — ALTERNATE FONTS

In the following contexts, Arial should be used instead of the Gotham fonts listed on page 7:

- Email messages
- Email signatures
- Microsoft Excel documents
- Non-English text

When Gotham is unavailable, Arial may be used as a substitute.

Arial should not be used in printed materials or PowerPoint presentations. In those cases, the Gotham fonts listed on page 7 must be used.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Arial Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Arial Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Arial Regular

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Arial Italic

FREE WHEELCHAIR MISSION Brand Visual Identity

LOGO VARIATIONS

APPROVAL REQUIRED FOR USE OF THE VARIANTS BELOW.



FREE WHEELCHAIR MISSION Brand Visual 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 Visual Identity

25TH ANNIVERSARY LOGO VARIATIONS

APPROVED FOR USE: APRIL 20, 2026-APRIL 19, 2027

Not for use on materials that may remain visible after this date.



FREE WHEELCHAIR MISSION Brand Visual Identity

LOGO, URL, TAGLINE, & ADDRESS LOCKUPS



LOGO, URL, & TAGLINE LOCKUP HORIZONTAL



FreeWheelchairMission.org

Transforming lives through the gift of mobility®

LOGO, URL, & TAGLINE LOCKUP VERTICAL



LOGO & TAGLINE LOCKUP



LOGO & ADDRESS LOCKUP

TAGLINE WORDMARK VARIATIONS

TRANSFORMING
LIVES
THROUGH
THE GIFT OF
MOBILITY

FIVE-LINE OPTION

TRANSFORMING
LIVES
THROUGH THE GIFT OF
MOBILITY

FOUR-LINE OPTION

FREE WHEELCHAIR MISSION Brand Visual Identity

GROUP & PROGRAM LOCKUPS



Ambassador



**Legacy &
Planned Giving**

MIRACLE OF MOBILITY EVENT LOGOS



LOGO & EVENT LOCKUP

MIRACLE ^{OF}
MOBILITY

VERTICAL

MIRACLE ^{OF} MOBILITY

HORIZONTAL

REGIONAL EVENT LOGOS

BOISE'S
MIRACLE OF
MOBILITY

VERTICAL

SEATTLE'S
MIRACLE OF MOBILITY

HORIZONTAL

ORANGE COUNTY'S
MIRACLE OF
MOBILITY

ONE-LINE OPTION

MOVE FOR MOBILITY EVENT LOGOS



LOGO & EVENT LOCKUP



MAIN LOGO



WITH WHITE STROKE

x2 GIFT CHALLENGE CAMPAIGN LOGOS



LOGO & CAMPAIGN LOCKUP



VERTICAL



HORIZONTAL



ONE-LINE

MOBILIZE PROGRAM LOGOS



LOGO & PROGRAM LOCKUP



MAIN LOGO

SEASON OF GIVING CAMPAIGN LOGO



LOGO & CAMPAIGN LOCKUP

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 adherence 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 aspire to provide three million people with the gift of mobility by 2035.

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 like-minded partners, Free Wheelchair Mission sends wheelchairs to people around the world, providing renewed dignity, independence, freedom, and joy. Whenever possible, the gift of mobility is presented with a message of Jesus' love for each recipient.

Elevator Speech

An estimated 80 million people around the world need a wheelchair, but the vast majority of them don't have access to 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 more than 1.5 million wheelchairs in 95 countries since 2001.

For \$108, 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 is staggering. The World Health Organization estimates that 80 million people worldwide need a wheelchair, but the vast majority of them cannot get one on their own, adding to the challenges they must face each day. Without mobility, people with disabilities in developing countries may resort to crawling or rely on others to carry them from place to place.

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 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 go to school, earn a living, and participate in community, offering renewed dignity, independence, freedom, and joy.

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

community
freedom
gift
gratitude
independence
mobility
people-first language (“people/person with disabilities”)
renewed dignity (must include “renewed” before dignity)
transform
wheelchairs (not to be referred to as chairs)

No

crippled/cripples
handicapped

Avoid

poor/poverty-stricken (use “people/those in need”)
donor/s (use “supporter/s”)

Hyphens

Hyphenate words when they are adjectives modifying nouns: one-time (e.g., “Your one-time gift”), team-building, faith-based, hands-on, hand-select, life-transforming, year-round, cost-efficient, tax-deductible (e.g., “Your tax-deductible contribution will support our important work.”)

Do not hyphenate the words “cost efficiency” and “tax deductible” when the latter is not modifying a noun. (The value of your dinner ticket is not tax deductible.)

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 zeros, 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.

Email, Phone Number, and URL Formats

Email addresses: email, not e-mail. In text, emails 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 phone 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 phone 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: FreeWheelchairMission.org

The use of the “Hypertext Transfer Protocol” or http:// is not necessary. In addition, the use of the www 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.
- Spell out ordinals through “ninth,” except in formal names.
- Spell out simple fractions and use hyphens. (“Two-thirds of a container”)
- Exception to above rules 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.
- Use commas with all numbers above 999: 10,000
- For amounts of a million or more, always use numerals followed by “million,” “billion,” etc. (\$8 million or 8 million people).
- If a sentence begins with a number, write out the number or rewrite the sentence so it does not start with it.

WORD USAGE GUIDE (continued)

Capitalization, Acronyms, Initials, and Punctuation

When acronyms or initials are used in documents, be sure to first spell out the entire name or phrase (such as “distribution partners”) before using the acronym or initials (i.e., “DP”). When speaking, it’s also best to say the full name or phrase when possible, especially for acronyms or initials that may not be well-known to an audience. For example, say “distribution partners” instead of “DPs.”

Always refer to Free Wheelchair Mission by our full name, never by the initials FWM.

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

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

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

“Mobilizers” and “Mobilize” members (members not capitalized)

fundraising (not fund-raising, not fund raising)

nonprofit (not non-profit, not non profit)

Christmas Card (capitalized when referring to official fundraising program)

x2 Gift Challenge (capitalized when referring to official fundraising program)

Oxford commas are used in a series (“We brought apples, pears, and oranges.”)

June 2024 (no comma when just including Month and Year)

Use one space at the end of sentences, not two

GEN 1 GEN 2 GEN 3 GEN 4 JOY (all caps with a space)

Try to keep all words of a proper noun on the same line (“Free Wheelchair Mission”)

“The” is not part of Free Wheelchair Mission’s name and should not be included before it. The correct format is always “Free Wheelchair Mission” (not “the Free Wheelchair Mission”)

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 and in mailing addresses, use the two-letter Postal Service, use the following abbreviations:

AL	FL	LA	NV	OR	VT
AK	GA	ME	NH	PA	VA
AZ	GU	MD	NJ	PR	VI
AR	HI	MA	NM	RI	WA
AS	ID	MI	NY	SC	WV
CA	IL	MN	NC	SD	WI
CO	IN	MS	ND	TN	WY
CT	IA	MO	MP	TX	
DE	KS	MT	OH	TT	
DC	KY	NE	OK	UT	

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, Michigan, for a meeting.” “Free Wheelchair Mission is located in Irvine, California.”