



Evangelical Lutheran Church in America
God's work. Our hands.

GRAPHIC STANDARDS MANUAL

INTRODUCTION

FIRST, A BRIEF SERMON ABOUT A “BRAND.”

Before we talk about the importance of a brand mark, we should start at the beginning with a brief explanation of just what a brand is.

Nike is a brand. So are Apple, the Gap and even the New York Yankees. Wikipedia describes a brand as a symbolic embodiment of all the information connected to a product to create a feeling and expectation about a company.

Confusing? Sure is. Basically, instead of looking at a company like Apple as a corporation that makes computers, most see a

company that promotes innovation, individualism and creativity. In a simple sense, a brand is the meaning behind the logos and products.

Organizations are brands, too. They have similar goals as companies in that they want people to see their organizations as more than the brick and mortar that make up their operations.

The ELCA, like any church, is also a brand. The foundation for building a strong brand identity is the brand mark.

The Gap logo, consisting of the letters 'G', 'A', and 'P' in a tall, thin, serif font.

INTRODUCTION

LAYING THE FOUNDATION FOR THE ELCA.

In the following pages we've established guidelines for how to treat the ELCA brand mark. Consistency is the key to our effectiveness. All of us need to follow these guidelines to present a consistent appearance and message to both members and non-members throughout the world. Variations to the brand mark, even slight, can cause confusion, and give the impression of disorganization.

GENERAL BRAND MARK AND FONT USAGE GUIDELINES

PRIMARY BRAND MARK

THE ABC'S OF THE ELCA

The ELCA brand mark consists of the ELCA symbol or emblem, the ELCA name and the ELCA tagline. The following is a brief explanation of the thinking behind the design and creation of each.



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THE EMBLEM

The emblem is a graphic representation of the ELCA mission statement: marked by the cross of Christ forever, we are claimed, gathered, and sent for the sake of the world. This context reflects both the good news of Christ's incarnation and the church as the body of Christ in the world. The visual motion within the cross and the surrounding orb reminds us of the spreading light of the Gospel of Christ. Within the spheres of the orb are smaller crosses (a design sometimes known as the "Jerusalem Cross"), a traditional symbol for the commission to spread the Gospel to the whole world.



THE NAME

The Evangelical Lutheran Church in America is the name derived from the union of three North American Lutheran church bodies: The American Lutheran Church, the Lutheran Church in America and the Association of Evangelical Lutheran Churches.

Evangelical Lutheran Church in America

THE TAGLINE

As Lutherans, we believe that when we serve our fellow human beings, we are doing God's work—spreading God's love and compassion—with our hands. The tagline comes from this idea with inspiration from a specific biblical passage in John 15:12: "Love one other as I have loved you."

God's work. Our hands.

BRAND MARK USAGE

AS HARMONIC AS A CHOIR

The combination of these three elements is what brings the ELCA's whole identity to life. That's why it's important to use all three elements together whenever possible.

Below are instructions to follow when using these elements in a general sense (i.e. without the addition of any other ELCA descriptor). There are four preferred representations of the brand mark:

BLACK ON LIGHT BACKGROUND

Black and white application on a light background and used only with a black and white reproduction process.



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WHITE ON DARK BACKGROUND

Reverse of the black and white for darker backgrounds and used with a black and white reproduction process.



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BRAND MARK USAGE

TWO COLOR EMBLEM WITH BLACK TYPE

Colors for the two-color brand mark are black cross and outline with red (PMS 485) fill.



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FOUR COLOR EMBLEM WITH BLACK TYPE

Colors for the full-color brand mark (in any signature format) are black cross and outline with red (PMS 485) in the interior upper left quadrant, purple (PMS 2587) in the interior upper right quadrant, yellow (PMS 116) in the interior lower right quadrant, and green (PMS 376) in the interior lower left quadrant. Do not rearrange color quadrants or substitute other colors in this format.



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FONT USAGE

The typeface for the words “Evangelical Lutheran Church in America” is **Century Gothic Bold** and is always displayed in **initial caps**.

The tagline “God’s work. Our hands.” must be displayed in **initial caps** in the typeface **Century Gothic Regular**.

These guidelines only apply to use with the brand mark. When in the middle of text, you should follow traditional grammar uses and punctuation. Also, you should not bold the words or change the typeface. You should, however, use the periods.

Even though these are the typefaces, you should use the EPS files whenever possible and not type in the logo. This is the best way to ensure consistency. To download the brand mark, go to elca.org/brandmark.

CENTURY GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC REGULAR

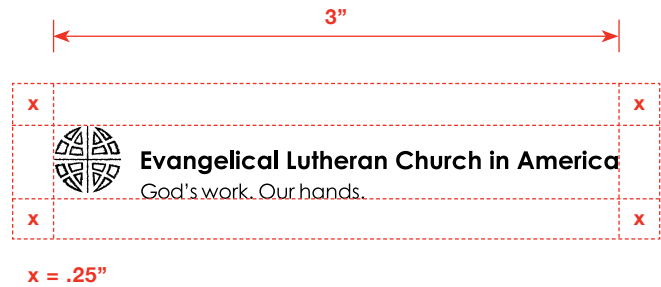
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND MARK GUIDELINES

CLEAR SPACE AND MINIMUM SIZE

The brand mark should maintain at least one-quarter inch clearance on every side. No design element or typography may fall within this area. One exception to this rule is when working with digital-based formats. In this instance, it is best to respect the logo area as much as possible.

The smallest the brand mark should ever be is 3 inches wide. The 3 inches is measured from end to end in the entire logo.



TEXT ALIGNMENT AND SPACING

The tagline should be aligned flush left under the ELCA name and be spaced exactly one cap-height in height.

When it comes to positioning a brand mark on a page, the brand mark should be placed at or near the bottom of the communication piece whenever possible. As may be expected, there will be some exceptions. Please use your best judgement when encountering such situations.



SMALL HORIZONTAL SPACE

When the brand mark must be reduced in size below 3 inches (for example, when used on a bookmark), the secondary brand mark should be used. The secondary brand mark consists of the emblem, stacked name and tagline.



BRAND MARK WITH URL GUIDELINES

BRAND MARK WITH URL

Generally, the URL should not be included with the brand mark because it may create an appearance that's too busy. In these cases, URL placement should be on its own and at the bottom of the communication piece or in a location that is easily ownable.

However, there may be instances when it is necessary to put the URL with the brand mark. If so, please place the URL directly under the name and tagline.



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STACKED BRAND MARK WITH URL

When the brand mark must be reduced in size below 3 inches and the URL is required or preferred, please follow this guideline.



**Evangelical Lutheran
Church in America**

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elca.org/love

DOWNLOADS

You can download easy-to-use EPS templates of the brand mark at elca.org/brandmark.

BRAND MARK USAGE FOR EACH ELCA EXPRESSION

BRAND MARK USAGE - SYNODS

SYNODS

The ELCA's synods vary greatly in size, membership, staffing, and programs. Still, using the most basic graphic standards, we can at least establish one brand mark to ensure that all synods come from one church family. Below is a guideline for incorporating the synod names into the ELCA brand mark.

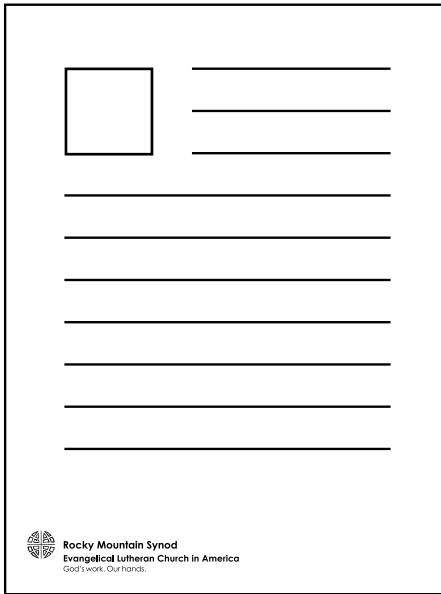


Rocky Mountain Synod
Evangelical Lutheran Church in America
God's work. Our hands.

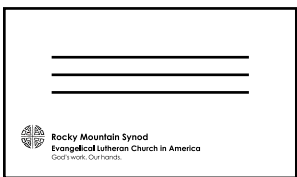
BRAND MARK USAGE - SYNODS

USE IN DIFFERENT APPLICATIONS

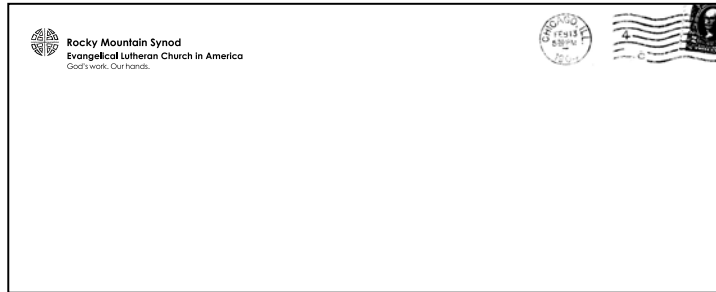
The following are simplified examples of how to put these instructions into use in your work.



NEWSLETTER



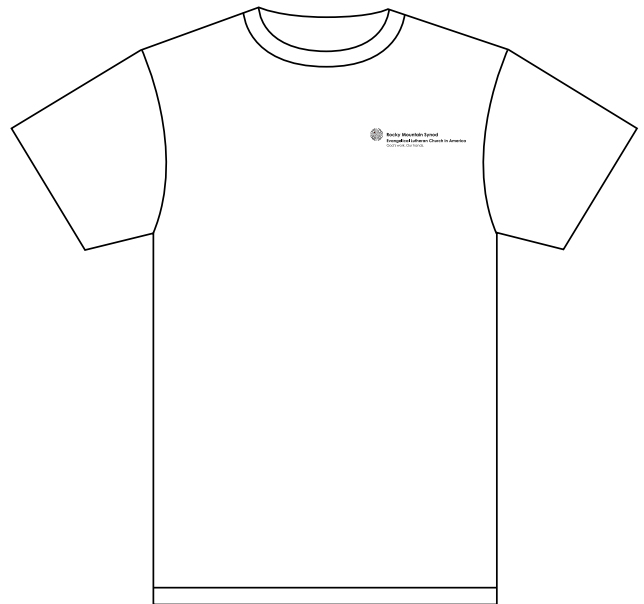
BUSINESS CARD



ENVELOPE



BOOKMARK



T-SHIRT

BRAND MARK USAGE - CONGREGATIONS

CONGREGATIONS

Perhaps one practical reason to start establishing unified graphic standards is through an example at the congregational level. Say that a family moves from California to Vermont. One of the first things they will do is seek out a new congregation. Let's also say that they really liked their old ELCA congregation back in California. It goes to reason that the family will then seek out an ELCA congregation in Vermont. A consistent ELCA brand mark in both church locations will, among other things, help to reassure the family.

Below is a guideline for incorporating the congregation names into the ELCA brand mark.

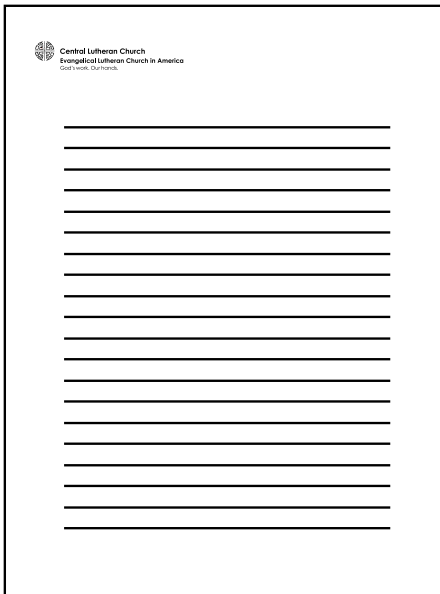


Central Lutheran Church
Evangelical Lutheran Church in America
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BRAND MARK USAGE - CONGREGATIONS

USE IN DIFFERENT APPLICATIONS

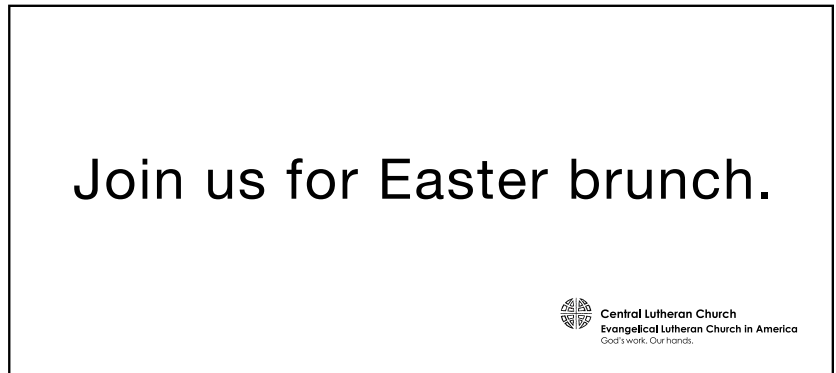
The following are simplified examples of how to put these instructions into use in your work.



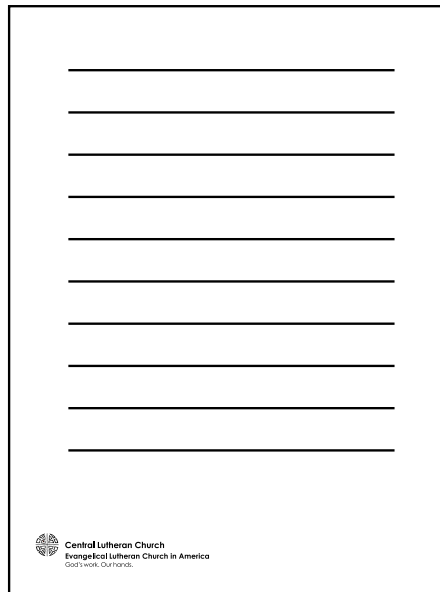
STATIONERY



MUG



SIGNAGE



SMALL FLIERS

BRAND MARK USAGE - CHURCHWIDE ORGANIZATION - PROGRAM UNITS

PROGRAM UNITS

As you may already know, two people working together can accomplish more than 10 individual persons working apart. The same idea can be applied to building brands. When all church expressions present themselves as one, the ELCA will have an even stronger presence and make an even better impression on members and the whole world.

Some churchwide units create an interesting dilemma to maintaining this unity. In the past, these units have maintained a graphic autonomy. They have used their own logos, typefaces and/or other graphic elements for their own brand identification.

However the goal here is building the ELCA brand. It can only be built with consistency. Therefore, one guideline needs to be established. In the long run, all the units—especially the units that previously had their own identity—will be strengthened because the ELCA brand is stronger. The eventual goal is the creation of one ELCA identity that touches and can be identified by millions. This can't happen without the participation of every ELCA entity.

Below is a guideline for incorporating the program unit names into the ELCA brand mark.

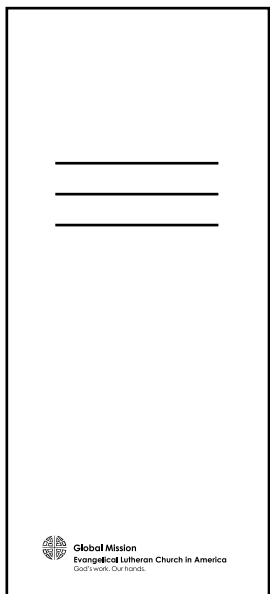


Global Mission
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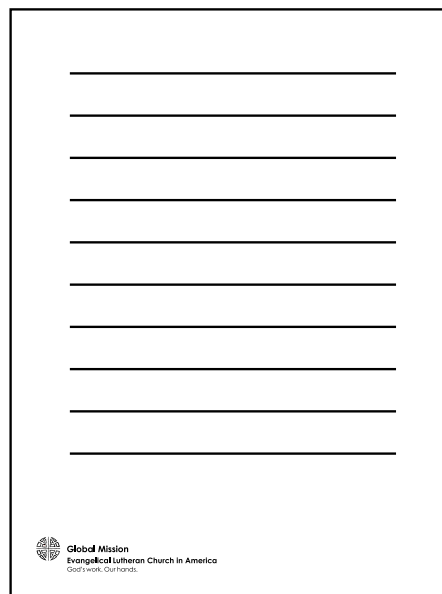
BRAND MARK USAGE - CHURCHWIDE ORGANIZATION - PROGRAM UNITS

USE IN DIFFERENT APPLICATIONS

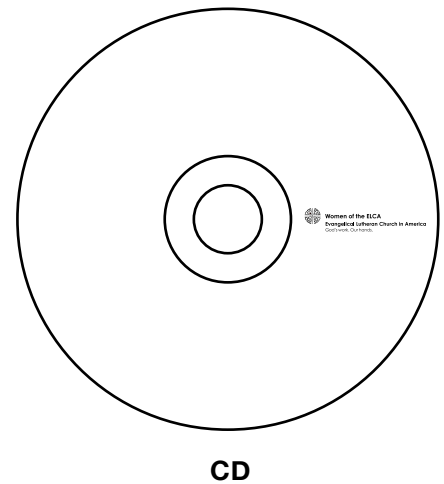
The following are simplified examples of how to put these instructions into use in your work.



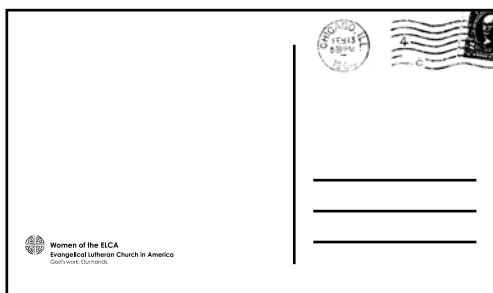
BROCHURE COVER



SMALL FLIERS



CD



POST CARDS

BRAND MARK USAGE - CHURCHWIDE ORGANIZATION - SERVICE UNITS

SERVICE UNITS

As mentioned in the program unit section, the church is a much stronger institution if all units—regardless of their audience, funding, corporate status or current brand equity—present themselves as a part of the same organization. Below is a guideline for incorporating the service unit names into the ELCA brand mark.



Communication Services
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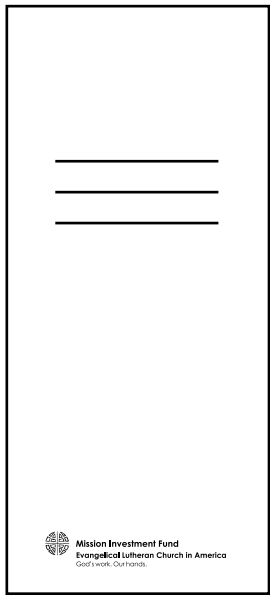


Mission Investment Fund
Evangelical Lutheran Church in America
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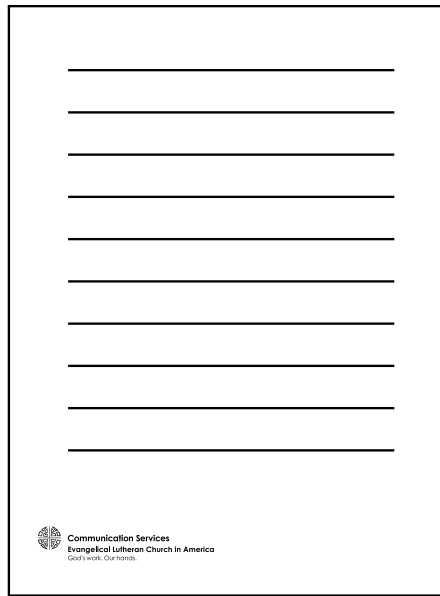
BRAND MARK USAGE - CHURCHWIDE ORGANIZATION - SERVICE UNITS

USE IN DIFFERENT APPLICATIONS

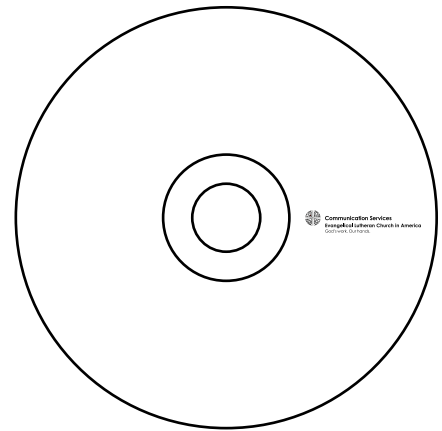
The following are simplified examples of how to put these instructions into use in your work.



BROCHURE COVER



SMALL FLIERS



CD



MUG

BRAND MARK USAGE - CHURCHWIDE ORGANIZATION - OFFICES

OFFICES

As with both the program and service units, the offices of the ELCA are very diverse. In a continued attempt to maintain consistency, below is a guideline for incorporating the office names into the ELCA brand mark.



Office of the Presiding Bishop
Evangelical Lutheran Church in America
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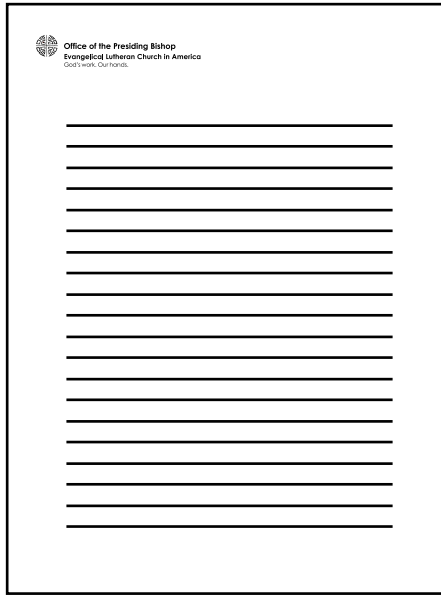
BRAND MARK USAGE - CHURCHWIDE ORGANIZATION - OFFICES

USE IN DIFFERENT APPLICATIONS

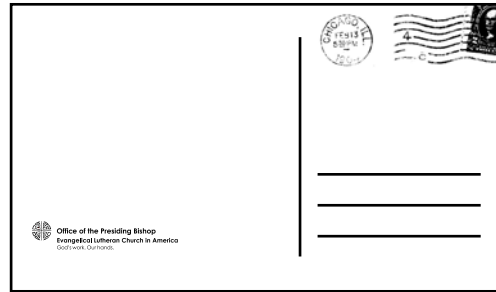
The following are simplified examples of how to put these instructions into use in your work.



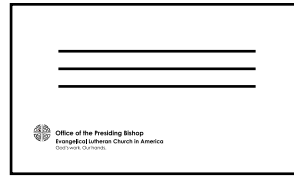
BOOKMARK



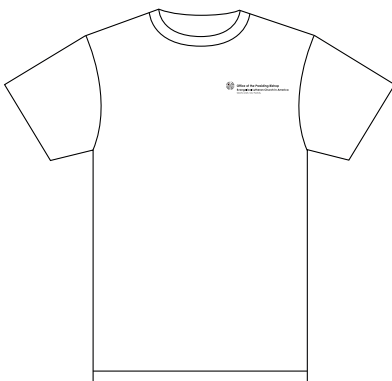
STATIONERY



POST CARDS



BUSINESS CARD



T-SHIRT

BRAND MARK USAGE - CHURCHWIDE ORGANIZATION - SECTIONS

SECTIONS

The sections of the ELCA need to be unified under the same umbrella graphic system. Below is a guideline for incorporating the section names into the ELCA brand mark.

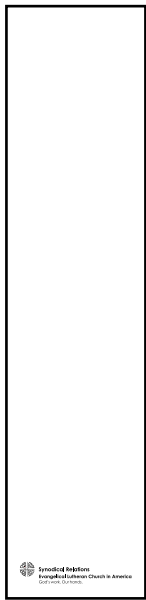


Synodical Relations
Evangelical Lutheran Church in America
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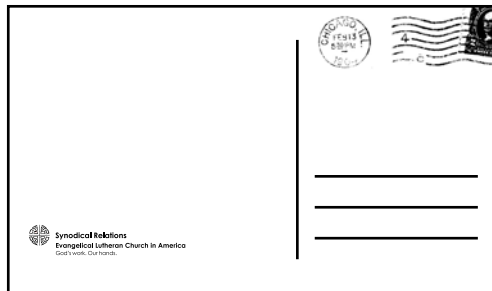
BRAND MARK USAGE - CHURCHWIDE ORGANIZATION - SECTIONS

USE IN DIFFERENT APPLICATIONS

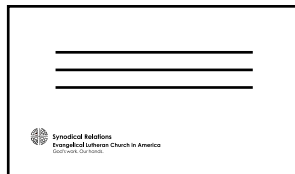
The following are simplified examples of how to put these instructions into use in your work.



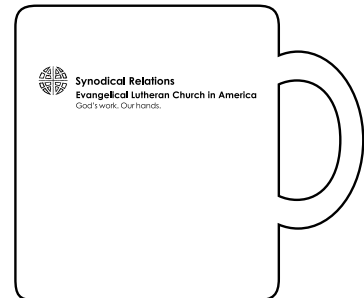
BOOKMARK



POST CARDS



BUSINESS CARD



MUG

OTHER MINISTRIES

Brand mark consistency should also extend to other ministries of the ELCA. As was previously mentioned, it is important to receive participation from all ELCA brand entities. Below is a guideline for incorporating ministry names into the ELCA brand mark.



Grace Matters

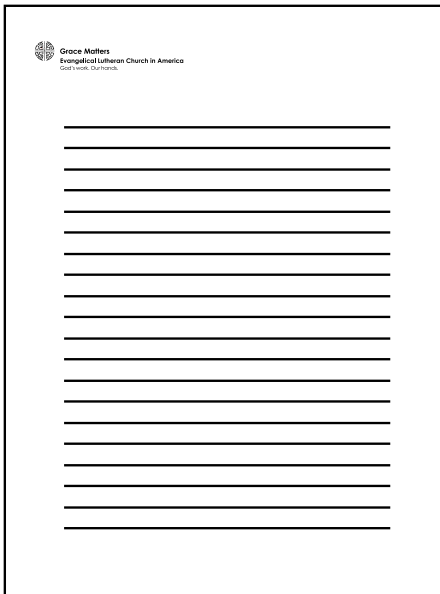
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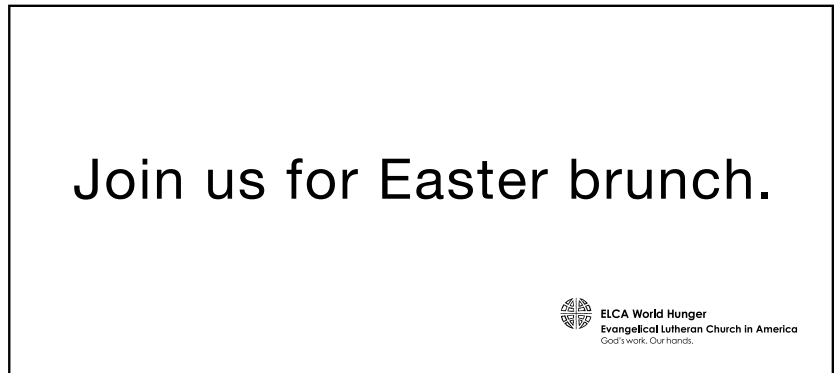
BRAND MARK USAGE - CHURCHWIDE ORGANIZATION - OTHER MINISTRIES

USE IN DIFFERENT APPLICATIONS

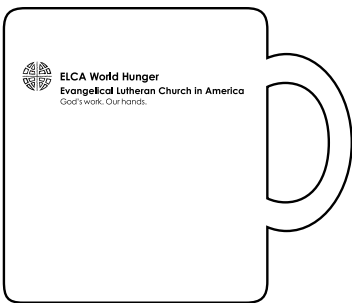
The following are simplified examples of how to put these instructions into use in your work.



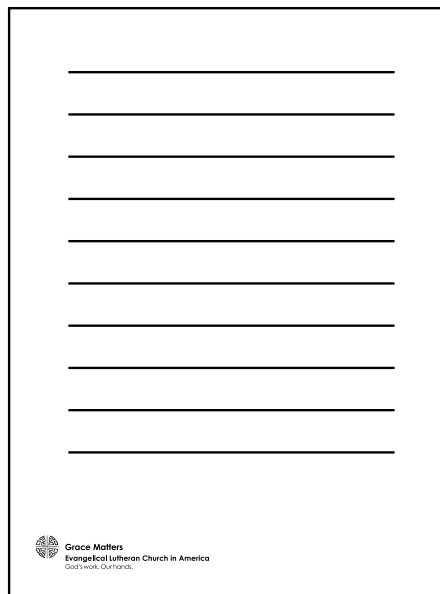
STATIONERY



SIGNAGE



MUG



SMALL FLIERS