

# THE LUTHERAN CHURCH—MISSOURI SYNOD

## Branding Reference Guide

### LCMS Logo



The LCMS cross is a registered trademark. As such it must be used according to these principles and guidelines. In order to preserve its integrity and maintain its trademark rights, the logo must be used with the registration mark unless otherwise approved.

### LCMS Nameplate



Horizontal – Preferred nameplate, this is the most readable version. By using it primarily this way, we will enhance our branding efforts.

Vertical – Alternate nameplate for spaces that require a vertical version.



Vertical nameplate for smaller sizes



Vertical nameplate for larger sizes

### Nameplate Colors



One Color: Blue



One Color: Black



Reverse

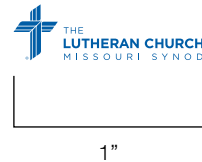
### LCMS Logo

The logo cross and nameplate is our most valuable brand asset. To help guide logo applications, and to properly separate it from other graphic elements and typography, it should be used with adequate clear space surrounding it. The logo should never be used smaller than 1 inch wide.

### Clear Space



### Minimum Size



### Primary Color Palette and Fonts



PMS 2935

PMS 2935 is not to be used as a 4-color mix. Approved 4-color mixes are below.



LCMS BLUE

C 100  
M 68  
Y 4  
K 0

R 0  
G 93  
B 166

HTML  
005DA6



Black

C 0  
M 0  
Y 0  
K 0

R 0  
G 0  
B 0

HTML  
000000

Brand consistency relies heavily on a recognizable color palette. The LCMS brand palette consists of blue and black.

The preferred color usage is 4-color process. In cases where a PMS color is necessary, use PMS 2935. *Do not use PMS 2935 as a 4-color mix.* Use the specified LCMS Blue mix provided here.

### Fonts

The approved fonts for the LCMS brand are Gotham and Helvetica. Fonts such as Montserrat and Arial can be substituted.

### Requesting Files

Please contact the LCMS Church Information Center at 888-THE LCMS (843-5267) or [LCMS.Logos@lcms.org](mailto:LCMS.Logos@lcms.org). Visit [lcms.org/brand](https://www.lcms.org/brand) for more information.

## Restrictions

The LCMS cross and nameplate may not be altered in any way. Careful consideration has been given to the appearance and colors used. The logos may not be combined with any other logo, graphic or font. The exact proportions provided should not be altered. The logos may not be used as a background graphic or watermark.

Do not put the nameplate on a pattern or busy background.



Do not put images on top of the logo.



Attention to how the brand materials are used will help preserve the integrity and strength of each element and sustain the combined impact of the various elements used together.

## Logo Usage Terms and Conditions

The tripartite logo-cross is the exclusive property of The Lutheran Church—Missouri Synod and may not be used without the Synod's express consent.

The Synod's Board of Directors has granted a license to the following organizations to use the logo:

Member congregations and schools of the Synod.

Synod agencies as defined in LCMS Bylaw 1.2.1(a): agencies including boards, commissions, councils, seminaries, universities, colleges and districts; Concordia Plan Services; and Synodwide corporate entities.

Auxiliaries of the Synod (Lutheran Hour Ministries and the Lutheran Women's Missionary League) and Recognized Service Organizations may use the logo but only after securing permission from the executive director of LCMS Communications.

Concordia Publishing House has been given license to sell products featuring the logo or nameplate.

The license granted by The Lutheran Church—Missouri Synod to use the logo is nonexclusive and is revocable at the Synod's sole discretion.

The logo may be used only in conformity with the Branding Reference Guide.

The logo may not be used by websites other than by the organizations mentioned above. Unofficial materials or digital platforms may not carry the LCMS branding even if operated by LCMS laypeople, pastors or other rostered church workers unless the usage carries the official, stated endorsement of an LCMS district, congregation, school or agency.

Private businesses may not use the logo, nor may LCMS congregational members use the logo for business or personal use. Rare exceptions may be made only after consultation with, and securing permission from, the executive director of LCMS Communications, who will grant or not grant these exceptions on a case-by-case basis.

If your LCMS congregation or school wishes to sell logo-related items (coffee mugs, T-shirts, etc.) at cost or for a fundraiser, or if you wish to use such items to identify members (car decals, bumper stickers, lapel pins, etc.), seek permission to do so from the executive director of LCMS Communications.

In order to preserve the reputation, integrity and unified message that the logo represents, you agree that you will use the logo only so long as your organization's services are provided (1) in accordance with reasonable standards furnished or approved by the LCMS from time to time, and (2) in compliance with all applicable laws and governmental regulations. Without limiting the generality of the above, if the LCMS requests, you agree to submit to the LCMS for review representative samples of advertisements, promotional literature and materials, artwork, press releases, public-relations material, brochures, webpages, and other materials on which you use or intend to use the logo.