



LCMS U Logo Usage Guidelines

July 2013

Prepared by
The Lutheran Church—Missouri Synod

LCMS U logo usage & style guidelines for campus ministries

LCMS U, the campus ministry network of The Lutheran Church—Missouri Synod (LCMS), serves to connect and support Lutheran Christian students, congregations and campus ministries, so that students are equipped to boldly bear witness to Christ on their college campuses. Key LCMS U initiatives include providing campus ministry training opportunities for church leaders interested in starting or refocusing campus ministry efforts, encouraging greater student involvement in campus ministry activities, and sponsoring ongoing educational conferences and programs for students and ministry leaders.



About the LCMS U logo

The LCMS U presents a fresh look for the next generation of campus ministry within The Lutheran Church—Missouri Synod. The green collegiate block-style U demonstrates our “Life Together” at the university level, while the blue pennant with the cross represents the Synod’s bringing Christ to bear on that life together.

LCMS U logo font: The acronym “LCMS” is written in Trajan Pro.

LCMS U logo colors: Green: PMS 364c; Blue: PMS 294C

Note: Pantone® Matching System (PMS) color codes are standard codes used in the printing industry. We offer the color codes here in the event they are needed by a printer for a future project involving the use of the LCMS logo.

LCMS U logo in custom colors

Campus ministries that are members of the LCMS U network are encouraged to apply for a custom “LCMS U” logo in their schools’ colors. To request the logo, visit:

www.lcms.org/lcmsu/logorequest.

Samples:



Concordia
University Nebraska



Florida State
University



University of Tulsa



University of
Wyoming

Please note: All LCMS U logo versions are the property of The Lutheran Church—Missouri Synod. LCMS staff will design your customized logo for you; please do not attempt to design the

logo yourself. In general, we will use the darker color for the pennant and the lighter color for the “U.” Please allow 45 days for receipt of your custom design.

LCMS U logo on promotional materials

Campus ministries that are members of the LCMS U network may use the LCMS U logo – either in the standard LCMS U logo colors or with customized color treatments – on promotional materials such as banners, table drapes, giveaway items, etc. Here are some examples of how the LCMS U logo may be used.



Use of the LCMS U name

Campus ministries officially registered with the LCMS and recognized as such by the LCMS Office of National Mission as members of the LCMS U network are welcome and encouraged to use the LCMS U name. While local circumstance and preferences may dictate usage, we encourage all chapters to consider utilizing the name as follows:

LCMS U, INSERT INSTITUTION NAME OR PLACE

Examples:

- LCMS U, Iowa City
- LCMS U, University of Iowa *or* LCMS U at University of Iowa
- LCMS U, St. Paul's Lutheran Chapel & Student Center *or* LCMS U at St. Paul's Lutheran Chapel & Student Center

When registering as a recognized student organization on campus, it is not necessary to include anything beyond "LCMS U" because you represent LCMS U in that place.

Conditions of Use

Only campus ministries that are members of the LCMS U network may use the LCMS U logo. Use of the logo must be approved via a request submitted at www.lcms.org/lcmsu/logorequest. No alterations may be made to the LCMS U logo file you receive unless approved by The Lutheran Church—Missouri Synod.

Contact Us

If you have questions about the information presented in this guide, please contact:

The Lutheran Church—Missouri Synod
888-THE LCMS (843-5267) or infocenter@lcms.org