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1. Brand Strategy
The general guidelines in this manual have been created to establish a strong, clear and consistent use of all brand elements:

- Logos
- Nomenclature
- Color Palettes
- Typography
- Image Gallery
- Messages

Our brand strategy will standardize usage of the brand elements and promote more effective communications. Proper application of the standards will enhance the communications experience for our audiences and eliminate confusion. The ultimate goal is to sustain the mission and vision of The Lutheran Church—Missouri Synod (LCMS) among those it serves.

**Institutional Identity and Brand Marketing**

Our brand strategy has two parts: The **Institutional Identity** and the **Brand Marketing** components. Our brand approach integrates the traditional LCMS cross and nomenclature with the emphasis for the church messages and logos. In addition, ministry brand identifiers are linked to the brand strategy.

This comprehensive approach is intended to support the restructuring as called for by the Synod in convention in July 2010.

This brand platform and accompanying brand manual provide a roadmap for communications and orientation for LCMS staff and other constituents who are instrumental in communicating mission and ministry to the church’s publics.
2. Verbal Standards: Expressions of the Brand Nomenclature
Verbal Standards: Expressions of the Brand

The ministries of the LCMS are organized into these offices and departments:

**Communications**
Informs, reports and interprets the Synod’s programs and positions to its members and promotes an increased understanding among the church’s publics of its mission.

**Mission Advancement**
Connects the church and individuals with opportunities to financially support the Synod’s global witness and mercy work and provides an accounting of how charitable gifts are used.

**Office of International Mission**
Recruits, equips, sends and supports overseas missionaries, human care and disaster response workers, educators and military chaplains who bring the unconditional compassion and love of God in Jesus Christ to the hurting and the lost.

**Office of National Mission**
Serves and supports the ministries involved in domestic church planting and revitalization, disaster response and human care, evangelism, education and stewardship for the glory of God and to foster Gospel proclamation.

**Pastoral Education**
Coordinates the work of the two LCMS seminaries and fosters the formation of pastors and deaconesses – from pre-seminary to post-seminary education – for service to the Synod and the church worldwide.

**Emphasis for the Church**
The emphasis for the church is expressed by the Witness, Mercy, Life Together logo and the Greek words – martyría, diakonía, and koinonía. The brand statement – In Christ, for the Church and the World – should be used to support the emphasis. Furthermore, each of the three areas of the emphasis has a unique brand expression: Witness Always, Mercy Forever, Life Together.

Learn more at www.lcms.org/brand.
3. Brand Signatures
Brand Signatures

Part One: Institutional Identity
Part Two: Brand Marketing

The new branding has two components: Institutional Identity and Brand Marketing.

Part One: Institutional Identity establishes all necessary logos, graphics and messages to reach internal or corporate audiences.

Part Two: Brand Marketing establishes a new approach to communicating with external, diverse, widespread and changing audiences.
Part One: Institutional Identity

The brand signature for the LCMS institutional identity has two elements:
The LCMS signature logo cross with the formal nomenclature; and the Witness, Mercy, Life Together tri-emphasis logo with the brand statement: In Christ, for the Church and the World.

This brand signature, when used correctly, identifies our church body and links the LCMS ministries. When fully implemented, the branding will help communicate and emphasize how we live out Christ’s call to bear witness, show mercy and carry out our life together as the body of Christ. The branding will enable us to speak in a clear, consistent, unified and recognizable voice about God’s love in Jesus Christ for all the world.
Brand Signatures: Institutional Identity

There is one approved institutional brand signature for all LCMS communications. The standard colors are royal blue and grey. (See Chapter 4 for specifications.)
Brand Signatures: The LCMS Signature Logo

The LCMS logo is three crosses in one. They declare that “we worship one God in Trinity and Trinity in Unity.”

The open arms point upward toward God in prayer and receive God’s grace. The lower arms point down, as if open to embrace the world with God’s love.

The 12 additional points of the logo cross remind us of the 12 tribes of Israel and the 12 apostles. The four arms appear to be in motion, as we urgently tell the world what God’s love in Jesus Christ means to us, uniquely, as Missouri Synod Lutherans.
Brand Signatures: The Church Tri-Emphasis Logo

These phrases – Witness, Mercy, Life Together – illustrate how the church lives and works together to proclaim the Gospel and to provide for our brothers and sisters in Christ in our congregations, communities and throughout the world. And in all we do, Christ is at the center, leading us, sustaining us, keeping us focused on our mission. This will never change. The Witness, Mercy, Life Together logo expresses the emphasis for the church.

Each of the emphasis areas is represented visually. Witness is characterized by a flame, a symbol of the Holy Spirit, whose light guides the world to Christ. Mercy is portrayed as a heart, calling God’s people to care for those who are suffering, heeding Christ’s call that “As you do for these My brothers, you have also done for Me.” Life Together, depicted in a chalice and grapevine, reminds the church that, on account of Christ, they are in full communion with one another and with the saints who have died in Christ. At the center of the logo is the cross of the crucified Christ, who ultimately forms our Witness, guides our Mercy work, and creates our Life Together.
Brand Signatures: Institutional Identity

Background Graphic

The tri-emphasis logo has been translated into a background graphic. The background patterns provide an artistic representation of the three areas of emphasis.
Brand Signatures: Institutional Identity

Business Papers

For the sake of simplicity and good stewardship of resources, all business papers feature a consistent design and layout. The full-color letterhead should be used for official formal institutional communications. On those occasions where large quantities are required, a two-color or one-color general-use letterhead may be used.
Brand Signatures: Institutional Identity

Business Card

LCMS executives and staff who require a business card should use the standard business card design. The back of the card may carry the tri-emphasis logo and brand statement or the LCMS mission statement.
**Brand Signatures: Institutional Identity**

**Brand Statement Used as a Graphic Banner**

The brand statement – *In Christ, for the Church and the World* – is an essential element of our branding. Used in the approved font (see Chapter 4), it becomes a dramatic expression of the work of the church.
Brand Signatures: Brand Marketing

Part Two: Brand Marketing

As discussed in the previous section, the institutional identity is the formal brand of the LCMS. Over time many diverse ministries and activities have developed a myriad of logos, titles and themes. Following the recent reorganization of the Synod’s ministries, and in keeping with the emphasis for the church – Witness, Mercy, Life Together – a striking brand marketing program has been created to simplify how we communicate and organize our messages.

There will continue to be a variety of ministry logos and creative expressions for events, new initiatives, publications and mission advancement appeals. Each communications device should have a strong visual personality that will help keep things fresh. At the same time, the Witness, Mercy, Life Together brand marketing will help provide direction and reinforce our unified communications.
Brand Signatures: Brand Marketing

When communicating with target audiences about a particular ministry, activity or event, the brand marketing color palette may be used for the LCMS cross logo. When the cross takes on the color of a particular focus of the emphasis, the accompanying brand statement for the respective focus of the emphasis may be used. Brand statements are:

- Witness Always
- Mercy Forever
- Life Together

In general, the Witness Always and Mercy Forever branding supports the Office of International Mission. The Life Together branding supports the Office of National Mission.
Brand Signatures: Brand Marketing

Witness, Mercy, Life Together Logos

Each of the three emphasis logos may be used to establish the appropriate graphic environment for communications. In general, the ministries and programs organized under the Office of International Mission will use the Witness Always and Mercy Forever logos. In general, the Office of National Mission will use the Life Together emphasis logo for its communications and branding needs. In general, these logo graphics should be used in the lower right corner as an anchor for the layout. (See page 24 for examples.)
Brand Signatures: Brand Marketing

Witness Always

Brand marketing efforts to communicate our witness work may use this style. Examples of brand marketing applications include:

- Electronic newsletters
- E-appeals
- Brochures and fliers
- Displays and banners
- Advertising and promotions

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Ut enim ad minima veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit littera rum formas humanitatis per seacula quarta decima et quinta decima. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Brand Signatures: Brand Marketing

Mercy Forever

Brand marketing efforts to communicate our mercy work may use this style. Examples of brand marketing applications include:

- Electronic newsletters
- E-appeals
- Brochures and fliers
- Displays and banners
- Advertising and promotions

Encouraging Cyclone Survivors

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Brand Signatures: Brand Marketing

Life Together

Brand marketing efforts to communicate our life together work may use this style. Examples of brand marketing applications include:

- Electronic newsletters
- E-appeals
- Brochures and fliers
- Displays and banners
- Advertising and promotions
Brand Signatures: Brand Marketing

Additional Examples of the Application of the Witness, Mercy, Life Together Logos
Brand Signatures: Brand Marketing

Background Graphics

The Witness, Mercy, Life Together logos have been translated into background patterns that provide an artistic representation of the three areas of the emphasis. These graphics may be used to help audiences readily identify ministry areas. They may not be used in any document that does not also contain the signature logo (see page 10).
Brand Signatures: Brand Marketing

Examples of the Application of the Background Graphics

Digital Letterhead

Brochure Cover
Brand Signatures: Brand Marketing

Greek Expressions

Each of the three areas of the emphasis have an expression in Greek: Witness (Martyría), Mercy (Diakonía), Life Together (Koinonía). These Greek expressions should never be used alone, but always in combination with graphics and signatures that include the English translation. The Greek expressions are designed to make an intuitive connection with the New Testament and link our ministries directly to the time of Christ.
Brand Signatures: Brand Marketing

Greek Expressions and Background Graphics

MARTYRIA

DIAKONIA

KOININIA
Brand Signatures: Brand Marketing

Ministry or Program Graphic Type

When emphasizing a particular aspect of a ministry area or promoting a program, event or group, or just to add drama to an idea, large graphic type in the approved font and printed in the appropriate palette may be used.
4. Logos and Signatures
Logos: Color

The institutional brand identity color is royal blue. The brand marketing colors are red, purple and green. These colors are specified in the Color Palette section of this manual (see Chapter 5). These brand colors provide an identifiable visual foundation while ensuring consistency within ministry areas and distinction among the various activities of each department.
Logos: Clearspace and Minimum Size

Signature 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 signature logo should never be used smaller than 1.5 inches long.* The signature logo, or logo cross itself, may not be used as a background graphic, or watermark. For an appropriate background graphic, see page 14.

* Exceptions must be approved by the LCMS brand manager.
Logos: Clearspace and Minimum Size

Tri-Emphasis Logo

The tri-emphasis for the church logo supports the institutional identity. When the royal blue cross and grey nameplate are used, along with the emphasis for the church, the tri-emphasis logo is always used. The tri-emphasis logo may not be used as a background graphic, or watermark. For an appropriate background graphic, see page 14.
Logos: Configurations

Logo Cross

A wide variety of logo cross applications may be used when the nameplate will not work or the cross alone is to be featured. The approved logo crosses for institutional identity are shown here.

One Color: Blue

Grayscale

One Color: Black

Reverse
Logo Signature: Configurations

Nameplate

The approved nameplate signatures for institutional identity are shown here.

Two Color: Blue and Gray

One Color: Blue

One Color: Black

Grayscale

Reverse
Logos: Configurations

Large Nameplate

When a signature is to be used larger than 24 inches high, the approved large nameplates should be used.

Two Color: Blue and Gray

One Color: Blue

One Color: Black

Grayscale

Reverse
Logos: Configurations

Small Nameplate
Minimum size signatures – 1.5 inches or less across have been modified for legibility. An example might be an imprint on a pen. These should be rarely used. Please see the LCMS brand manager for approval of the use of logos smaller than 1.5 inches.

Two Color: Blue and Gray

Grayscale

Reverse

One Color: Black
Logos: Configurations

Vertical

There are occasions when the horizontal signature is impractical. On these rare instances the vertical signature has been approved.

Two Color: Blue and Gray

One Color: Blue

Grayscale

Reverse

One Color: Black
Logos: Configurations

Large Vertical

When a signature is to be used larger than 24 inches high, the approved large nameplates should be used.

Two Color: Blue and Gray

Grayscale

One Color: Blue

Reverse

One Color: Black
Logos: Configurations

Small Vertical

Minimum size signatures – 1 inch tall or less have been modified for legibility. An example might be an imprint on a pen. These should rarely be used. Please see the LCMS brand manager for approval of the use of logos smaller than 1 inch.

Two Color:
Blue and Gray

Grayscale

Reverse

One Color:
Blue

One Color:
Black
**Logos: Placements**

**Institutional Identity**

When the institutional branding is used along with the tri-emphasis logo, the cross logo should be used above the tri-emphasis logo.
Logos: Placements

Brand Marketing

When the brand marketing logos are used along with the Witness, Mercy, Life Together logos, the cross logo should be used near the top. The emphasis logos should be used in the lower right hand corner.
5. Color Palettes
Color Palettes: Institutional Identity

Brand consistency relies heavily on a recognizable color palette.

Primary Color Palette:

- **PANTONE 294C**: C 100, M 68, Y 0, K 21
- **PANTONE 294U**: C 0, M 18, Y 21, K 56
- **PANTONE 410C**: C 71, M 41, Y 0, K 15
- **PANTONE 410U**: C 50, M 29, Y 0, K 11

Secondary Color Palette:

- **PANTONE 436C**: C 24, M 25, Y 26, K 0
- **PANTONE 436U**: C 0, M 37, Y 68, K 28
- **PANTONE 4645C**: C 0, M 18, Y 21, K 56
- **PANTONE 4645U**: C 0, M 18, Y 21, K 56
Color Palettes: Brand Marketing

Red: Witness Always

Primary Color Palette:

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 1805C</td>
<td>#AA2724</td>
</tr>
<tr>
<td>PANTONE 1805U</td>
<td>#87746A</td>
</tr>
<tr>
<td>PANTONE 410C</td>
<td>#87746A</td>
</tr>
<tr>
<td>PANTONE 410U</td>
<td>#87746A</td>
</tr>
</tbody>
</table>

Purple: Mercy Forever

Primary Color Palette:

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 2607C</td>
<td>#4F0B7B</td>
</tr>
<tr>
<td>PANTONE 2607U</td>
<td>#4F0B7B</td>
</tr>
<tr>
<td>PANTONE 410C</td>
<td>#87746A</td>
</tr>
<tr>
<td>PANTONE 410U</td>
<td>#87746A</td>
</tr>
</tbody>
</table>

Green: Life Together

Primary Color Palette:

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 364C</td>
<td>#427730</td>
</tr>
<tr>
<td>PANTONE 364U</td>
<td>#87746A</td>
</tr>
<tr>
<td>PANTONE 410C</td>
<td>#87746A</td>
</tr>
<tr>
<td>PANTONE 410U</td>
<td>#87746A</td>
</tr>
</tbody>
</table>

Secondary Color Palette:

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 1525C</td>
<td>#C54C00</td>
</tr>
<tr>
<td>PANTONE 1525U</td>
<td>#C54C00</td>
</tr>
<tr>
<td>PANTONE 142C</td>
<td>#EFBD47</td>
</tr>
<tr>
<td>PANTONE 142U</td>
<td>#EFBD47</td>
</tr>
<tr>
<td>PANTONE 285C</td>
<td>#0073CF</td>
</tr>
<tr>
<td>PANTONE 285U</td>
<td>#0073CF</td>
</tr>
</tbody>
</table>
6. Typography
Typography

Using these fonts consistently will make the brand signature stronger and increase recognition among audiences. The primary font, Goudy Old Style, will provide a calm and reflective tone to communications. It should be the primary font used in all communications, including marketing materials and correspondence such as personal letters and email. It may be used as both body copy and headlines. The secondary font, Helvetica, is an uncomplicated and highly legible font. It may be used as an alternate text font primarily in sidebars, charts, graphs, tables and lists. For samples of how the fonts have been used, or for approval to use fonts other than Goudy Old Style and Helvetica, please consult the LCMS brand manager.

**Primary Font:**

- Goudy Old Style
  - abcdefghijklmnopqrstuvwxyz12345678910
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Goudy Old Style Italic
  - abcdefghijklmnopqrstuvwxyz12345678910
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Goudy Old Style Bold
  - abcdefghijklmnopqrstuvwxyz12345678910
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Goudy Old Style Bold Italic
  - abcdefghijklmnopqrstuvwxyz12345678910
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Secondary Font:**

- Helvetica Light
  - abcdefghijklmnopqrstuvwxyz12345678910
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Helvetica Light Oblique
  - abcdefghijklmnopqrstuvwxyz12345678910
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Helvetica Bold
  - abcdefghijklmnopqrstuvwxyz12345678910
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Helvetica Bold Oblique
  - abcdefghijklmnopqrstuvwxyz12345678910
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
Typography: Desktop Applications

When the preferred typefaces are not available, substitutes may be used in desktop applications such as Microsoft Word® applications and PowerPoint® presentations.

Primary Font:

Times Roman
abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times Italic
abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times Bold
abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times Bold Italic
abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Font:

Arial
abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic
abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ
7. Gallery
The photo gallery is provided to establish the tone of the brand. The emotional impact of the images will help communicate the appropriate message to the audiences served. The brand personality is expressed through these images and others created in the future.

**Attributes**

Christ-centered  
Spiritual  
Grace-filled  
Welcoming  
Serving  
Joyful  
Traditional  

New photography should express these brand attributes.
Gallery: Witness
Gallery: Mercy
Gallery: Life Together
8. Brand Management
Brand Management

Carefully managing the core brand elements will help advance our principal goal of supporting clear and consistent communications. This manual provides the requirements for our brand standards. The guidelines are meant to set the proper direction, with the understanding that creative expression may require additional guidance. The LCMS brand manager is available to support communications needs.

Registered Trademark

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

Conditions of Use

The LCMS mark, the tri-emphasis logo, and the approved emphasis logos may not be altered in any way. Careful consideration has been given to the appearance and complementary colors used. The logos may not be combined with any other logo, graphic or font. The exact proportions provided should not be altered. 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.
Brand Management

Who May Use these Brand Materials*

The logos, graphics and illustrations presented in the manual are the exclusive property of The Lutheran Church–Missouri Synod and may not be used without express consent. The Synod’s Board of Directors has granted license to the following organizations in conformance with the standards presented in this manual:

- Member congregations and schools
- Synod Entities: Concordia Historical Institute, Concordia Plan Services, Concordia Publishing House, Concordia University System, LCMS Foundation, Lutheran Church Extension Fund
- Synod Auxilaries: International Lutheran Laymen’s League, Lutheran Women’s Missionary League
- Recognized Service Organizations (RSOs) may use the logo but only as a stand-alone format. Approval and authorization should be secured from the LCMS brand manager prior to printing or reproduction.

Concordia Publishing House has been given exclusive reproduction license for the brand signatures. Individual, authorized organizations may use the logo on promotional or premium items for sale as a fundraiser within a congregation, school or Synod organization.

Restrictions*

The logo may not be used by individuals or private businesses. LCMS congregational members may not use the logo or brand materials for business or personal use. Unofficial materials or digital platforms may not carry the LCMS branding even when 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 group.

Requesting Files

Please contact the LCMS Church Information Center at 888-THE-LCMS (843-5267) or visit www.lcms.org/brand.

* Only rare exceptions are made with permission of the LCMS brand manager.