

## Institutional Identity

### The LCMS Cross



### The Brand Signature



### Emphasis Logo and Brand Statement:



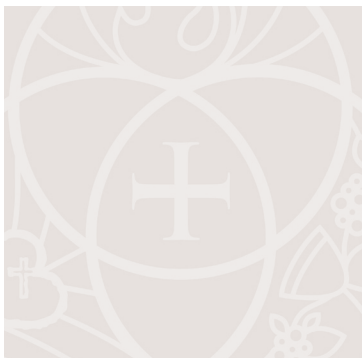
The brand signature for the LCMS institutional identity has two elements: the LCMS cross with the formal nomenclature and the *Witness, Mercy, Life Together* emphasis logo with the brand statement: In Christ, for the Church and the World.

This brand signature, when correctly used, identifies our church body and links the LCMS ministries. When fully implemented, our 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 Statement:

In Christ, for the Church and the World.

## Background Graphic



The emphasis logo has been translated into a background graphic. The background patterns provide an artistic representation of the three areas of the emphasis.

### PMS 410C

Foreground Screen: 12%  
Background Screen: 18%

When printing digitally, it is recommended to use the following CMYK mixes:  
Foreground Screen: 0C, 2M, 3Y, 7K  
Background Screen: 0C, 3M, 4Y, 10K

## Logo Signature: Configurations

The approved nameplate signatures for institutional identity are shown here.



Two Color: Blue and Gray



One Color: Blue



One Color: Black



Grayscale








Reverse

## Primary Color Palette and Fonts:

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

The approved fonts for the institutional brand are Goudy Old Style and Helvetica.

	PMS 294C	C 100 M 58 Y 0 K 21	R 0 G 85 B 150	HTML 003478
	PMS 294C	C 71 M 41 Y 0 K 15	R 76 G 136 B 181	HTML 4C88B5
	PMS 294C	C 50 M 29 Y 0 K 11	R 127 G 170 B 202	HTML 7FAACA
	PMS 410C	C 0 M 18 Y 21 K 56	R 135 G 116 B 106	HTML 87746A
	Black	C 0 M 0 Y 0 K 0	R 0 G 0 B 0	HTML 000000

## Brand Marketing



When communicating with targeted audiences about a particular ministry, activity or event, the brand marketing color palette may be used for the LCMS cross. When the cross takes on the color of a particular emphasis, it must use the related brand statement. Brand statements have been created for each emphasis area:

- Witness Always
- Mercy Forever
- Life Together

In general, the Witness Always and Mercy Forever branding supports the Office of International Mission. In general, the Life Together branding supports the Office of National Mission.



### Primary Color Palette and Fonts:

	PMS 1805C	C 0 M 100 Y 79 K 20	R 191 G 49 B 26	HTML AA2724
	PMS 2607C	C 84 M 100 Y 0 K 4	R 79 G 11 B 123	HTML 4F0B7B
	PMS 364C	C 65 M 0 Y 100 K 42	R 56 G 124 B 43	HTML 427730
	PMS 410C	C 0 M 18 Y 21 K 56	R 135 G 116 B 106	HTML 766A65

The primary colors used for brand marketing:

*Witness Always:*  
PMS 1805C

*Mercy Forever:*  
PMS 2607C

*Life Together:*  
PMS 364C

## Brand Manual

Carefully managing the core brand elements will help advance our principal goal of supporting clear and consistent communications. This reference guide provides the requirements for the new brand. The accompanying brand manual provides guidelines and sets the proper direction for implementing these standards with the understanding that creative expression may require additional guidance. The LCMS brand manager is available to support communications needs. Visit [www.lcms.org/brand](http://www.lcms.org/brand) to download the LCMS brand manual.

### Registered Trademark

The LCMS cross is a registered trademark. As such it must be used according to the principles and guidelines provided in the 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 cross, 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.

### Who May Use These Brand Materials

The logos, graphics and illustrations presented in the LCMS brand manual are the exclusive property of The Lutheran Church—Missouri Synod and may not be used without express consent. The LCMS 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 Auxiliaries: 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 LCMS 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 agency.

### Requesting Files

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

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