

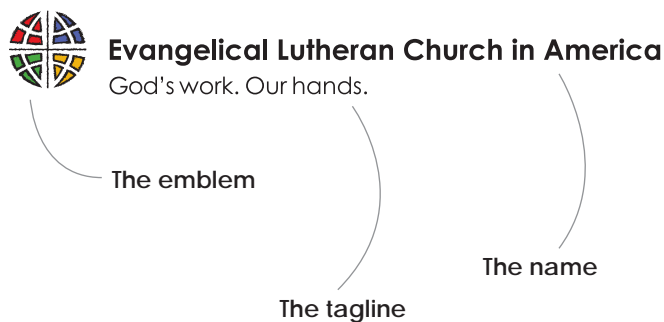
# Evangelical Lutheran Church in America Graphic Standards

## Quick Reference Guide

The Evangelical Lutheran Church in America (ELCA) is extremely multi-faceted, and no two congregations are alike. But there are commonalities that tie us together such as our belief in the transformative power of grace and our commitment to loving and serving God's creation. Branding consistency can strengthen those ties. All of us need to follow these guidelines to present a consistent appearance and message to both members and non-members throughout the world.

### The ELCA brandmark

The ELCA brandmark consists of the ELCA symbol or emblem, the ELCA name and the ELCA tagline. 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.



### Elements of the brandmark

#### 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.

#### The name

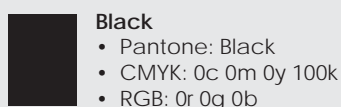
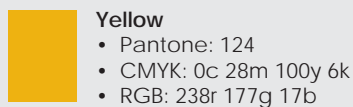
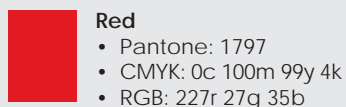
When communicating with people who are not part of this church, it's important to use our church's full name, the Evangelical Lutheran Church in America, and not the acronym (i.e., ELCA).

#### The tagline

Our tagline is "God's work. Our hands." The brandmark doesn't always need to appear with the tagline. Avoid using the tagline on its own, without the brandmark, except as the theme of an event. If used as the theme of an event, the tagline should be in the tagline typeface specified, both sentences of the tagline should appear on one line and our church's name should appear within close proximity to the tagline.

### Brandmark usage: Colors and font

The ELCA brandmark comes in four color variations: black, white (reverse), two-color and four-color. The typeface for the words "Evangelical Lutheran Church in America" is **Century Gothic Bold**. You should always display it in proper case. Always display the tagline "God's work. Our hands." in proper case using **Century Gothic Regular**.



**One-color black:** Use this for one-color printing on white or light backgrounds.



**White (Reverse):** Use white when printing on dark backgrounds.



**Two-color:** For two-color printing, use the black cross and fill the orb with red.



**Four-color:** The four-color brandmark consists of a black cross and the orb filled with red in the upper left quadrant, purple in the upper right quadrant, yellow in the lower right quadrant and green in the lower left quadrant. Never rearrange color quadrants or substitute other colors in this format.



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### Primary landmark

Whenever the landmark is at least 3 inches wide in size, the landmark should look like this.



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

The primary landmark should maintain at least one-quarter inch clearance on every side. No design element or typography may fall within this area. The primary landmark should never be smaller than 3 inches wide. The 3 inches are measured from end to end.

### Secondary landmark

When you must reduce the landmark below 3 inches in size (for example, when used on a bookmark), use the secondary landmark.



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

Maintain at least one-quarter inch clearance on every side of the secondary landmark. No design element or typography may fall within this area. The secondary landmark should never be smaller than 1.75 inches wide. Measure the 1.75 inches from end to end.

### Landmark with expression name

When the landmark is to be used in conjunction with the name of a synod or congregation, this is an example of how it should look.



**Metropolitan Chicago Synod**  
**Evangelical Lutheran Church in America**  
God's work. Our hands.

The landmark with expression name should maintain at least one-quarter inch clearance on every side. No design element or typography may fall within this area. The smallest this landmark should ever be is 2.75 inches wide. The 2.75 inches is measured from end to end.

### Extreme stacked landmark

The extreme stacked landmark is available for limited use. This landmark does not include the tagline and it cannot be customized, so we prefer that you use the primary or secondary landmark whenever possible. Please contact ELCA Marketing and Public Relations Team at 800-638-3522 for a limited-use file.



### Brandmark usage

The more branding consistency we have, the stronger our organization becomes. Branding consistency can increase the overall visibility of our church throughout the world.

- The brandmark may be used only in the colors and following the graphic standards mentioned previously.
- Do not alter the tagline in text. "God's work. Our hands." should always read in proper case.
- Do not alter proportions of type. Do not condense, expand or stretch the fonts.
- Never alter or resize the spacing of the brandmark's elements.



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

Do not alter the electronic file.



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

Do not add graphics.



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

Do not apply noisy or busy backgrounds.



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

Do not stretch the brandmark.



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

Do not use other colors.



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

Do not add type.

**Download brandmark files:** ELCA brandmark files and templates are available at [www.elca.org/brandmark](http://www.elca.org/brandmark).