



ELCA landmark utilization guidelines

With the reorganization of the churchwide office in 2010, all units were asked to look at efficient and effective ways to do the work of this church. The Mission Advancement unit has been specifically tasked with coordinating this church's communication and marketing efforts. At the core of this endeavor is our identity and how it is perceived externally and internally through our communications and by our actions.

A recommendation to move to a unified stationery system, with one landmark at the churchwide organization, has been approved by the administrative team. We will begin the use of the Evangelical Lutheran Church in America's (ELCA) primary landmark (not customized) for all ELCA offices and units on letterhead, envelopes and business cards. While this is a departure from our previous landmark guidelines, the time is right to move to a consistent presentation at the churchwide organization so we are all "speaking with one voice" on behalf of the ELCA. We will continue to encourage and support customized landmarks for our congregations and synods.

It is important to find key communication elements which will strengthen our messaging and clearly articulate what it means to be a part of the ELCA. We are already implementing the use of key messages. This messaging strategy, along with a consistent stationery system for all churchwide offices and units, will help strengthen our identity as a unified church both internally and externally.

The following offices and units will be using the ELCA primary landmark:

- Office of the Presiding Bishop
- Office of the Secretary
- Office of the Treasurer
- Domestic Mission
- Global Mission
- Mission Advancement

The ELCA primary landmark is to be used:

- By all units/teams on all memos, stationery, envelopes and business cards for all churchwide staff in Chicago and deployed churchwide staff in the U.S. and worldwide
- On all signs, including but not limited to: buildings, property, banners, displays, and posters
- On all collateral materials (e.g., brochures) for all units, teams and programs
- On all electronic communication, including promotion, messages, e-blasts, email and email signatures, websites and blogs.
- On internal and external communication including but not limited to: media relations, news releases, advertising, PowerPoint slides and presentations, employee hiring and training

[The primary brandmark is the preference, but in some instances the ELCA secondary brandmark or the extreme stacked version may be most appropriate.]

The fundraising efforts that will utilize the primary ELCA brandmark include:

- ELCA Good Gifts (includes God's Global Barnyard) Please note: there is an approved, grandfathered-in, identity mark for Good Gifts. Because this program's primary responsibility is to acquire new donors, we will continue to make an exception.
- Vision for Mission
- New and renewing congregations
- Mission Support
- Mission Funding

In addition, all gift acknowledgements, receipts and thank-you responses as they relate to any fundraising efforts on behalf of the ELCA, will utilize a modified version of the stationery for security reasons. The envelope will have the ELCA primary brandmark.

Exceptions

Exceptions to this guideline include five sub-brands that will continue to operate under a customized ELCA brandmark for specific fundraising and gift-planning efforts on behalf of the ELCA. *[These sub-brands will utilize the primary ELCA brandmark on their stationery, general business envelopes and business cards.]*

The fundraising sub-brands for annual giving, major and planned gifts are:

- ELCA World Hunger (including ELCA HIV and AIDS)
- Lutheran Disaster Response
- ELCA Fund for Leaders
- ELCA Global Church Sponsorship
- ELCA Foundation (includes ELCA Endowment Fund)

In addition, *Always Being Made New: The Campaign for the ELCA* has specially marked stationery for campaign communication.

Synods

Synods will continue to operate under a customized ELCA brandmark for their specific area.

Congregations

All congregations will be encouraged to identify themselves as an ELCA congregation. All congregations are encouraged to use the customized brandmark. Congregations who choose not to use the customized brandmark will be asked to co-brand their communication effort by indicating they are "A ministry of the Evangelical Lutheran Church in America." This co-branding will preferably include the primary brandmark.

Separately incorporated ministries

The following ministries will continue to use their individual brandmarks.

- Women of the ELCA
- Augsburg Fortress
- ELCA Credit Union (utilizes an ELCA customized brandmark)
- Lutheran Men in Mission
- Mission Investment Fund (utilizes an ELCA customized brandmark)
- Portico Benefit Services (formerly known as Board of Pensions)

How to order ELCA stationery

The mailroom will have inventory of letterhead and envelopes. Units will be charged back for their orders at the end of the month along with other copy center services.

Products and Price list:

ELCA Letterhead: 1 ream/500 – \$37.00

ELCA Envelopes: 1 box/500 – \$51.00

ELCA Window Envelopes: 1 box/500 – \$18

ELCA stationery will be available for you to pick up as needed. To request stationery, fill out the stationery request form, which you will find on the table outside the mailroom. Once your form is complete, hand it to a mailroom staff person and they will fill your order immediately. If you anticipate needing large quantities of letterhead, please allow 7-10 business days to process your order. For large quantities of envelopes, please allow 15-20 business days to process your order.

How to order ELCA business cards

New business cards will be ordered online by each office or unit. Each group will have one or more staff members assigned to the task of inputting the business card orders. After entering the business card information, a PDF proof will be created and can be printed and used for internal approvals. All business card orders will then require a final approval from Human Resources. This will be completed online. Once Human Resources approves the file online, the orders are automatically sent to the printer. Instructions for online ordering will be emailed to the assigned staff members. Our print vendor will invoice the units according to the billing codes entered at order placement.

Price list:

1 order of 250 each – \$46.00

1 order of 500 each – \$50.00

1 order of 1000 each – \$88.00

These prices do not include shipping.

Additional benefits of a unified brandmark

As mentioned above, the ELCA churchwide organization will now be able to speak in a unified voice. This allows us to be positioned as one church internally and externally as we do God's work.

In addition, this standardization of the ELCA stationery system will allow the churchwide organization to operate efficiently and effectively and result in cost savings from printing in bulk with less staff time to manage multiple orders.

Brandmark resources

ELCA brandmark resources are available on ELCA.org in the resource section and in the Intranet resources section under the ELCA Brandmark Resources link. Available resources include:

- Downloadable artwork files for professional printing, office or website use
- Electronic letterhead, memo and fax forms
- ELCA Power Point templates