BUILDING AWARENESS OF OUR CHURCH
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**DOWNLOADS**

All brandmark files can be downloaded at www.ELCA.org/brandmark. If you have any questions regarding these guidelines, please contact the Marketing Communications team at: 800-638-3522.
“What does your church believe?”

“How do you relate to other denominations? Other faiths? The rest of the world?”

“Will I feel at home in one of your congregations? What is it like to be a member?”

“Why should I invest my time, money and energy in what you do?”

Every question about our church is an opportunity. And every one of us — the 4.2 million members of the Evangelical Lutheran Church in America (ELCA) — can offer compelling, personal answers about the meaning and sense of purpose that our faith brings to our lives.

In tandem with being members, we are also stewards of how this church is perceived in the public conversation and in the marketplace of ideas. As proud champions and ambassadors of our church, we want to be invigorating, inspiring and memorable — as well as consistent and disciplined.

In these roles, our charge is to ensure that our faith and the work that we do in God’s name are articulated in a way that feels relevant and intuitive to our audiences. This is a critical task in supporting and growing congregations, building our church’s capacity for witness and service, and engaging the world in conversation.

This guide is designed to help you do that work effectively for the ELCA. It is not a mission statement, a work of theology or a personal testimony. It is designed to be authentic to who we are, but it is also designed to meet the audiences we engage with where they are — whether our communication is spoken, written, visual or experiential.
Our identity aligns with all of us: members, congregations, pastors, leaders, synods, bishops and churchwide ministries.

In essence, this guide answers the question you probably ask yourself every day: “How do I communicate that our church is vibrant, welcoming, effective and doing God’s work in the world?”

We begin with our lead message, elevator speech and eight value statements that crystallize who we are as a church. Following the brandmark elements are identity guidelines to ensure that people know where, when and how the ELCA is at work in our communities and around the world through service, ministry and education.

In 1987, three separate Lutheran church bodies came together to form the ELCA. In 1988, we established a churchwide organization in Chicago. Now, as we approach our 25th anniversary, we have updated our identity guide as another step forward in our union. A stronger identity makes us stronger as a church; it represents our collective meaning, value and impact in this world.
We are the church that shares a living, daring confidence in God’s grace. For us as the Evangelical Lutheran Church in America, this faith comes through the good news of Jesus Christ and gives us the freedom and the courage to wonder, discover and boldly participate in what God is up to in the world. Liberated by our faith, we embrace you as a whole person — questions, complexities and all.

Our lead message sums up our vision, the benefit of affiliating with us and our differentiation in relation to other churches. If you think of an identity as crystallizing the promise of an experience, our lead message places that promise in a larger landscape.
As members of the ELCA, we believe that we are freed in Christ to serve and love our neighbor. With our hands, we do God’s work of restoring and reconciling communities in Jesus Christ’s name throughout the world.

The elevator speech is a concise and meaningful distillation of “Who are you — really?” It’s a conversation starter, intended to both answer the initial query and to be intriguing enough to invite listeners to ask for more information (once you’re off the elevator).

Feel free to use the value statements (pages 5–8) to explain what it means to be freed in Christ or how we do God’s work in the world.
Eight value statements translate our beliefs and strengths into language that’s accessible for all audiences, internal and external.

Taken individually, the value statements can serve as the basis or filter for a wide range of communications, offering different “portals” into our identity.

Together, they form a richly textured portrait of a church that offers a distinctive and meaningful way to share God’s love with the world.
We are a church that belongs to Christ. There is a place for you here.

We are a church whose unity is in Jesus Christ, who gathers us around word and water, wine and bread.

We believe God calls each of us by name. Christ’s church is not ours to control, nor is it our job to sort, divide, categorize or exclude. Whenever we feel compelled to “draw the line” in our lives, we must acknowledge as Lutherans that Jesus always stands on both sides of that line.

Because we are grounded in God’s love and forgiveness, we are equipped to live and serve here and now, in the world, with all its complexities, tensions and ambiguities. We have the courage to explore the world as saints and sinners, knowing we will never take God somewhere God has not already been.
We are a church that believes Jesus is God’s “Yes” to us. Our lives can be a “Yes” to others.

We are a church that believes God is calling us into the world — together.

We are a church that rolls up our sleeves and gets to work.

The “Yes” of Jesus Christ compels and empowers us to be open and accessible within any community, within any context.

We don’t have to do it alone, and we don’t have to do everything. Each of us has a unique story, and we are part of a larger story that makes up the ELCA. We work through our congregations, synods and partners, and the churchwide organization. Together, we achieve things on a scale and scope that we could never do otherwise.

We do God’s work in the world — restoring and reconciling communities. We pursue justice and seek peace no matter how long the journey or wide the chasm.
We are a church that is a catalyst, convener and bridge builder.

Our faith calls us to see the world as interdependent. The ELCA has become a force for connection, working across denominations, faiths, organizations and sectors, locally and globally. We’re a welcome partner because we respect the perspectives and strengths of others and share a common vision to uphold human dignity.

We are a church that is energized by lively engagement in our faith and life.

“Our faith is a living, busy, active, mighty thing,” said Martin Luther. We continually strive for a deeper understanding of what the death and resurrection of Jesus Christ means for the world. Doing so puts us right where God wants us to be: in the thick of life.

We are a church that is deeply rooted — and always being made new.

Our roots are in Scripture, tradition and the Lutheran Confessions, as well as in the vibrant communities and rich histories of our congregations. These roots are an ongoing source of nourishment; they enable us to be a church, guided by the Holy Spirit, that is both resilient and always being reformed.
Generous
Faithful
Hard-working
Caring
Welcoming
Thoughtful
Courageous
Resilient

Like individuals, we have a distinctive personality made up of character traits. These are the key traits of the ELCA personality.
Our tagline since 2007, “God’s work. Our hands.” uses just four words to open a door to conversation about our life of faith and how we live in service for the life of the world.

Our tagline continues to be an essential element of our identity.

For guidelines regarding tagline font and usage with the ELCA brandmark, please see page 16.
The most important message we have is not about ourselves, but about what God is doing. God is at work, and Jesus embodies what God is working on — the new creation.

God.

God is at work. In a time when some see God as a distant and detached observer or a master planner, we witness who God was, is and will always be — actively working “for us and our salvation.”

God’s work.

In a culture that reduces matters of faith to a private consumer choice and leaves people isolated in self-serving lives, we have a liberating message that is incarnational and vocational. God joins us in Jesus to a community, the body of Christ. In the life of that body, God is working both in us and through us and our hands. In us, God’s Holy Spirit accomplishes what nothing else, not even God’s law, could accomplish — a life freed from sin and death through Christ, a life where our hands are generous and loving.

Our hands.
What is the ELCA brandmark?

Evangelical Lutheran Church in America
God’s work. Our hands.

Elements of the brandmark

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

On the following pages we've established guidelines for how to treat the ELCA brandmark. Consistency is the key to our effectiveness. All of us need to follow these guidelines to present a consistent appearance and message to both members and non-members throughout the world. Variations to the brandmark, even slight, can cause confusion and give the impression of disorganization.

DOWNLOADS
All brandmark files can be downloaded at www.ELCA.org/brandmark.
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. This emblem reflects the good news of Christ’s resurrection.

The emblem’s black outlines are roughhewn. Within the spheres of the orb are smaller crosses (a design sometimes known as the “Jerusalem Cross”), a traditional symbol for the commission to spread the gospel to the whole world.

The emblem is shown alone here for purposes of this brand book only. In practice, it should always be used with our name.

The ELCA emblem is a registered trademark ® and service mark of the Evangelical Lutheran Church in America (U.S. Patent and Trademark Registration No. 2,413,816).

The use of the ELCA name, emblem and tagline is limited to the ELCA churchwide organization, ELCA synods and ELCA congregations. Other entities may use these only with the agreement and written permission of the ELCA.
Our name

**Evangelical Lutheran Church in America**

The Evangelical Lutheran Church in America is the name derived from the union of three North American Lutheran church bodies: the American Lutheran Church, the Lutheran Church in America and the Association of Evangelical Lutheran Churches. The word “evangelical” is an especially important part of our church’s name. It conveys that we are gospel-focused. As Lutherans, we focus on the gospel boldly, humbly and with abundant love.

Whenever possible, use our church’s full name as part of the brandmark: Evangelical Lutheran Church in America. It’s more informative and welcoming to both non-members and new members.

Using “ELCA” is appropriate when these initials are part of a longer name. Two examples are the ELCA Foundation and the Women of ELCA. The initials also may be used when space will not accommodate the full name. See page 23 for examples.

**NOTE:** The type treatment of our name (as shown above) can be used without the emblem, but such application should be avoided as much as possible. Please refer to page 27 for typography guidelines.
Our tagline

God’s work. Our hands.

The tagline “God’s work. Our hands.” is an important component of the ELCA brandmark. For more on the meaning of the tagline, please see pages 10–11.

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 below. Both sentences of the tagline should appear on one line and in close proximity to our church name as described on page 20.

Whenever referenced in running text, it’s best to use the tagline at the end of a sentence. When referring to the tagline “God’s work. Our hands.” in the middle of a sentence, do so in the manner in which this sentence does (with periods and a capital “O” in “Our”).

Display the tagline in proper case, using the typeface Century Gothic Regular. Avoid bolding the typeface. Please refer to page 27 for typography guidelines.

God’s work. Our hands.™ is a service mark of the Evangelical Lutheran Church in America (U.S. Patent and Trademark SN 76/687622).

The use of the ELCA name, emblem and tagline is limited to the ELCA churchwide organization, ELCA synods and ELCA congregations. Other entities may use these only with the agreement and written permission of the ELCA.
The preferred primary brandmark appears with the tagline in four-color whenever possible. Since high-quality, relatively low-cost color printing is now widely available, the four-color version of the brandmark is the preferred version for all printed communications. The four-color brandmark should also be used in all digital/electronic media (PowerPoint® slides, websites, etc.)

The four-color brandmark consists of a black cross and the orb filled with red (Pantone 1797) in the upper left quadrant, purple (Pantone 2725) in the upper right quadrant, yellow (Pantone 124) in the lower right quadrant and green (Pantone 362) in the lower left quadrant. These colors reflect the seasons of the church year. Never rearrange color quadrants or substitute other colors in this format.

Note: Do not use the old brandmark or church seal as our brandmark — see page 25.
Alternative brandmarks

Two-color

For two-color printing, use the two-color brandmark where the orb is filled with red (Pantone 1797).

Black

The black brandmark should be used for single-color printing on white or light backgrounds.

White

Use the white or reversed out brandmark when it appears on dark backgrounds.

DOWNLOADS

All brandmark files can be downloaded at www.ELCA.org/brandmark.
Clear space and minimum size

Whenever the brandmark is at least three inches wide in size, it should appear with the tagline.

Maintain the minimum clear space on every side of the brandmark as shown here. No design element or typography may fall within this area. The clear space is defined by twice the height of a capital letter in the name.

The minimum size of the brandmark is defined by the minimum size of the emblem within it. The emblem should never be smaller than 3/8".

Align the tagline flush left under the ELCA name and space it exactly one cap-height in height. Never alter or resize the spacing of the brandmark’s elements.

Text alignment and spacing

x = height of capital letters in the name
To encourage more frequent use of the four-color logo with tagline (see page 18) on materials, we’ve developed the tab treatment. This treatment will make it possible to use the four-color logo on a wide variety of colored backgrounds while still preserving its legibility.
Secondary brandmark

When you must reduce the brandmark to less than three inches in width, use the secondary brandmark. The secondary brandmark consists of the emblem, stacked name and tagline.

Clear space and minimum size

Maintain the minimum clear space on every side of the secondary brandmark as shown here. No design element or typography may fall within this area. The clear space is defined by twice the height of a capital letter in the name.

The minimum size of the secondary brandmark is defined by the minimum size of the emblem within it. The emblem should never be smaller than 3/8”.

Text alignment and spacing

Align the tagline flush left under the stacked ELCA name and space it exactly one cap-height in height. Never alter or resize the spacing of the brandmark’s elements.
In situations where layout space cannot accommodate a horizontally aligned brandmark, use one of the stacked versions shown here. In addition to the vertical alignment of emblem and name, the stacked brandmark is characterized by different proportions between these elements. The emblem is significantly larger than the name. Because of these altered proportions, the stacked brandmark is well-suited for display purposes. The stacked brandmarks should not be used with the tagline.

Maintain the minimum clear space on every side of the stacked brandmarks, as shown here. No design element or typography may fall within this area. The clear space is defined by the height of the stacked name.

The minimum size of the brandmarks is defined by the width of the text (“Church in America” at left and “ELCA” at right), which should never be smaller than 5/8”.

A version of the stacked brandmark is available for embroidery and silkscreen application. Please contact the Marketing Communications team to request this file.
It's up to all of us to maintain the visual integrity of our brandmark. To ensure we have a consistent and compelling public presence, do NOT do the following:

- Alter the electronic file
- Outline letters
- Add graphics
- Add type
- Use non-approved colors (see page 28)
- Apply noisy or busy backgrounds
- Stretch the brandmark
- Use ornamentation
- Alter tagline text
- Alter proportions of type
- Draw your own brandmark
- Recreate any element of the brandmark
What our brandmark is not

Old brandmark
This is an old version of the brandmark that has been replaced and should not be used.

Church seal
This is the church seal and should only be used for official church documents. Please contact the Marketing Communications team with any questions.
We’ve chosen two typefaces that reflect the brand personality and provide flexibility in designing a wide range of print and electronic communications. We show the regular version of both typefaces here. Italic, bold and web-friendly versions of these fonts are also available.

**Sans serif typeface**
Our preferred sans serif typeface is Century Gothic Bold. We’ve chosen it for its clean, contemporary look. This is also the typeface for our brandmark: the name of the church is in bold, and the tagline is in regular.

**Serif typeface**
Our preferred serif typeface is Deca Serif. It has a more elegant, classic feel, and is ideal for large quantities of text.
The swatches on the left represent the color palette we encourage you to use for ELCA-related graphic materials. Warm and sophisticated colors provide a welcoming feel. Cool colors add breadth and confidence. Bright, vibrant colors can be used for accents and emphasis. Be sure to use bright colors (brandmark colors) carefully, as they can be too distracting and too intense.

Variations in color may occur, but try to match the ELCA color palette as closely as possible. For four-color printing, use the CMYK values. For one-color, two-color or three-color printing, use the Pantone numbers.

In order to achieve the closest color match, we suggest you use the values in this chart. For absolute color-matching accuracy, please always use a Pantone chip, available from your local printer.

Note that in order to expand the color palette’s usability, you can either screen the colors or add black to them in various degrees. This is particularly useful for web applications. This kind of value “adjustment” of color should not be overused, though. You should always make sure that colors used at full strength are dominant in ELCA communications.

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**Our colors**

<table>
<thead>
<tr>
<th>Bright Colors (Brandmark Colors)</th>
<th>With Black</th>
<th>Full strength</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone</strong></td>
<td>1797C</td>
<td>2725C</td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
<td>C0 M100 Y99 K4</td>
<td>C77 M68 Y0 K0</td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td>R227 G27 B35</td>
<td>R82 G97 B172</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Warm Colors</th>
<th>With Black</th>
<th>Full strength</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone</strong></td>
<td>7529C</td>
<td>173C</td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
<td>C0 M4 Y12 K17</td>
<td>C0 M69 Y100 K4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cool Colors</th>
<th>With Black</th>
<th>Full strength</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone</strong></td>
<td>2945C</td>
<td>7445C</td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
<td>C100 M45 Y0 K14</td>
<td>C30 M20 Y0 K3</td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td>R0 G105 B170</td>
<td>R169 G182 B217</td>
</tr>
</tbody>
</table>

On special occasions the use of a metallic color may be appropriate. Pantone 8002 is a metallic color and has no equivalent in CMYK or RGB color modes.

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**EVANGELICAL LUTHERAN CHURCH IN AMERICA**

28
EXPRESSIONS
How should I use the ELCA brandmark in my communications?

We’re all part of the same church. Whether you’re communicating about or promoting the ministries of a congregation, synod or sub-brand, it’s important to convey a strong visual connection to the ELCA — doing so underscores our strength as a faith community and our shared sense of purpose. The following pages provide you with examples and guidelines for integrating the ELCA brandmark within your communications.
Congregations

Congregations are encouraged to utilize the ELCA brandmark as depicted in the example at left. A brandmark template for congregations is available online at www.ELCA.org/brandmark. For brandmark guidelines regarding clear space, minimum size, text alignment and spacing, see page 20.
Why should the ELCA affiliation be in my congregation’s communications?

Create a co-branding signature using ELCA name

Add the ELCA brandmark

Affirming your alignment with the ELCA makes an important statement within your congregation and to the world. It shows that our individual congregations are part of a larger community, and that we are called together to do God’s work.

To allow for harmonious integration of the ELCA brand into an individual congregation’s communications, two co-branding options were developed:

If your congregation has its own brandmark, include the following text:
A congregation of the Evangelical Lutheran Church in America.

Add the ELCA brandmark to your communications. In print publications the ELCA brandmark should appear on the front, back or inside covers. On websites, the ELCA brandmark should appear somewhere near the bottom of the home page. If the project allows, use the full-color version of the ELCA brandmark.
To help promote the presence of your congregation in your community, the Marketing Communications team has developed a customizable roadmarker. Order forms can be found at www.ELCA.org/brandmark. Congregations will fax their orders directly to Stout Industries, an approved supplier, who will handle production, payment processing and shipping. All orders will ship direct to each congregation. Be sure to check your local regulations concerning posting of signs prior to placing your orders.
All synods should utilize the ELCA brandmark as depicted in the example at left. A brandmark template for synods is available online at www.ELCA.org/brandmark. For brandmark guidelines regarding clear space, minimum size, text alignment and spacing, see page 20.
Brandmark with sub-brand name

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

**ELCA Fund for Leaders**
Evangelical Lutheran Church in America
God's work. Our hands.

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

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

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

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

Churchwide ministry sub-brands should utilize the ELCA brandmarks as depicted on this page. Brandmarks for Lutheran Disaster Response and ELCA World Hunger are available online at www.ELCA.org/brandmark. The other brandmarks are available through the Marketing Communications team. For brandmark guidelines regarding clear space, minimum size, text alignment and spacing, see page 20.

The ELCA Foundation sub-brand includes work for the ELCA Endowment Fund Pooled Trust, and ELCA World Hunger includes work for HIV and AIDS.
Churchwide ministry sub-brands: Lutheran Disaster Response

Lutheran Disaster Response identity use for ELCA churchwide ministry, synods, congregations and companions

When Lutheran Disaster Response is referred to in any communication that you produce, use the identity in the example directly at left, which includes the emblem, aligned with “Lutheran Disaster Response,” followed by “Evangelical Lutheran Church in America” and our tagline.

We have provided this version of the Lutheran Disaster Response identity in the example immediately at left. This “emblem only” identity application is the sole exception to our identity standards. It is provided to partners and other pan-Lutheran organizations to continue their long-standing relationship with Lutheran Disaster Response.

Lutheran Disaster Response identity use for partners and affiliates

We have provided this version of the Lutheran Disaster Response identity in the example immediately at left. This “emblem only” identity application is the sole exception to our identity standards. It is provided to partners and other pan-Lutheran organizations to continue their long-standing relationship with Lutheran Disaster Response.

Why is this identity approach different from other sub-brands?

Lutheran Disaster Response was formerly a joint ministry of The Lutheran Church–Missouri Synod and the Evangelical Lutheran Church in America (ELCA). This relationship ended in 2012, but the name Lutheran Disaster Response will remain with the ELCA. Lutheran Disaster Response will now be used as the sub-brand identity for both domestic and international work and replaces the former identity, ELCA Disaster Response. By consolidating both the international and domestic disaster relief programs under Lutheran Disaster Response, we will minimize confusion among our members and promote deeper engagement with partners and donors.
To produce and customize letterhead for congregations or synods, use provided templates. When customizing address/contact block, be sure to retain the left margin specified on this page.

Remove the address/contact block from the layout of the letterhead if a second sheet is needed.

The text of the letter should position as shown.

The examples on this page are shown at 50 percent of their actual size.

**Paper specifications**

For letterhead:
Atlas Bright, white imaging, 24 lb.
To produce and customize a No. 10 envelope for congregations or synods, use provided templates. When customizing the return address block, be sure to retain the left margin specified on this page.

The examples on this page are shown at 55 percent of their actual size.

**Addressing**

The addressing should position as shown in the upper left corner of the lower right quadrant of the envelope.

**Paper specifications**

For envelopes:
Atlas Bright, white imaging, 24 lb.
To produce and customize business cards for congregations and synods, use provided templates. When customizing address block, be sure to retain the bottom margin and paragraph spacing specified on this page.

The examples on this page are shown at actual size.

Paper specifications
For business cards:
Majestic Aura, 130 lb. cover

DOWNLOADS
All brandmark and stationery files can be downloaded at www.ELCA.org/brandmark.
The images used to communicate a brand are vital to effective expression. Typically, brand personality comes through in candid and portrait photography, while the brand essence is best supported by concept photography.
PHOTOGRAPHY GUIDELINES

Compelling photography

Photographs capture a moment in time — and much more. Whether candid or formal, a memorable photograph offers insights into people and relationships, and prompts us to see something anew — whether it’s a detail, a grand vista or the most ordinary event. When creating or choosing photographs for your communications, keep in mind that you’re not just documenting. You’re providing a visual articulation of our faith: how we pray and celebrate, how we interact with one another, and what it means to us and the people we serve when we use our hands to do God’s work in the world.

Digital photography has taken a lot of the guesswork out of getting a good image. Even “operator error” mistakes can often be mitigated through cropping, color correction and other digital photo editing techniques. The fundamentals still apply, however — so always look for photos that are clear in terms of subject matter or center of focus (make sure your audience can tell what’s important in the photo and where to look); interactions that look genuine rather than staged; and angles and framings that make everyone in the photo look engaged and interesting.

Here are some powerful examples of typical photographic subjects.

**WORSHIP** ELCA Churchwide Assembly, Minneapolis, Minn.

**YOUTH** ELCA Youth Gathering 2009, New Orleans, La.

**CLERGY**

**LAY MINISTER** Mission trip, Sunday school teacher. Photo Credit: Pastor Dirk van der Duim.

**SPECIAL EVENTS** Holy Trinity Lutheran Church, Livonia, Mich. Photo Credit: Kathy Weinberg.

**VOLUNTEERING** ELCA Youth Gathering 2009, New Orleans, La.

**HOLIDAY** Easter Vigil, St. John’s Lutheran Church, Atlanta, Ga. Photo Credit: Greg Williams.

**MISSION WORK** Photo Credit: Paul Jeffrey/Act Alliance.

**COMMUNITY OUTREACH** Puppet project for patients at a children’s hospital. Our Saviour’s Lutheran Church, Arlington Heights, Ill.
Every photo in this guide tells a story of an ELCA community or mission. We’re grateful to the professional and amateur photographers who created these images, which so beautifully capture our living, daring confidence in God’s grace.

Resources

For more information about brandmark usage go to www.ELCA.org/brandmark or contact the Marketing Communications team at 800-638-3522.