The Evangelical Lutheran Church in America (ELCA) is multifaceted, 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 and ELCA name. More branding options are offered to accommodate the ELCA acronym. The globe can also be used as a visual representation of the ELCA, with no accompanying text.

![ELCA Brandmark Examples](image)

**Brandmark usage: Colors and font**
The ELCA brandmark comes in three color variations: black, white (reverse), and four-color. The typeface for the words “Evangelical Lutheran Church in America” is **Proxima Nova**. You should always display it in proper case.

![Color Palettes](image)

**Four-color:** The four-color brandmark consists of a black cross and the orb filled with red in the upper left quadrant, blue 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.

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

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

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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).

EVANGELICAL LUTHERAN CHURCH IN AMERICA is a registered service mark ® of the Evangelical Lutheran Church in America (U.S. Patent and Trademark Registration No. 2,697,246).

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The Evangelical Lutheran Church in America Graphic Standards Quick Reference Guide

ELCA Graphic Standards Quick Reference Guide | 1
**Full brandmark**

Whenever the brandmark is at least 1.75 inches wide, the brandmark should look like this.

The full brandmark should maintain at least .25 inch clearance on every side. No design element or typography may fall within this area. The primary brandmark should never be smaller than 1.75 inches wide, with the round emblem no smaller than .5 inch. The 1.75 inches are measured from end to end.

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**Alternate brandmarks**

The brandmark is available in alternate formats in order to offer flexibility for various applications in our changing digital world.

As needed, these options can also be used as a visual representations of the ELCA.

The alternate brandmarks should maintain at least .25 inch on every side. No design element or typography may fall within this area. When sizing the alternate brandmarks, the globe should be no smaller than .5 inch.

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**Brandmark with expression name**

When the brandmark is to be used in conjunction with the name of a synod or congregation, it should look like this.

The brandmark with expression name should maintain at least .25 inch clearance on every side. No design element or typography may fall within this area. When sizing this brandmark, the globe should be no smaller than .5 inch.

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**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 proportions of type. Do not condense, expand or stretch the fonts.
- Never alter or resize the spacing of the brandmark’s elements.
- Questions or requests regarding ELCA brandmark usage can be directed to communications@elca.org.

ELCA brandmark files and templates are available for download at [ELCA.org/brandmark](http://ELCA.org/brandmark).

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Preferred Fonts
Three fonts provide flexibility in designing a wide range of print and digital communications.

Sans Serif
Our primary sans serif font is **Proxima Nova Light**. This is also the typeface that appears in the ELCA brandmark. This is an official licensed font from Adobe. Variations on Proxima Nova are acceptable.

ABCDEFghijklmnopqrstuvwxyz
1234567890

If you’re unable to access the primary font, consider using a similar secondary font. An alternate sans serif font is **Avenir Next** or **Avenir**.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Serif
Our preferred serif font is **Times New Roman**. It is widely available and ideal for large quantities of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Color Palette
In addition to the primary colors featured in the brandmark, the swatches below represent the color palette we encourage you to use for ELCA-related graphic materials. 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. To expand the color palette’s usability, you can either screen the colors or add black to them in various degrees. This kind of value “adjustment” of color should be used sparingly, with colors used at full strength primarily appearing in ELCA communications.

<table>
<thead>
<tr>
<th>Warm Colors</th>
<th>With Black</th>
<th>Full strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone</td>
<td>7529C</td>
<td>173C</td>
</tr>
<tr>
<td>CMYK</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>Pantone</td>
<td>2725C</td>
<td>7445C</td>
</tr>
<tr>
<td>CMYK</td>
<td>C77 M68 Y0 K0</td>
<td>C30 M20 Y0 K3</td>
</tr>
<tr>
<td>RGB</td>
<td>R82 G97 B172</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.