

Evangelical Lutheran Church in America Graphic Standards

Quick Reference Guide

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 landmark

The ELCA landmark 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.



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.



RED

Pantone: 1797

CMYK: 0c 100m 99y 4k

RGB: 227r 27g 35b



BLUE

Pantone: 2945

CMYK: 100c 45m 0y 14k

RGB: 0r 105g 170b



YELLOW

Pantone: 124

CMYK: 0c 28m 100y 6k

RGB: 238r 177g 17b



GREEN

Pantone: 362

CMYK: 70c 0m 100y 9k

RGB: 73r 169g 66b



BLACK

Pantone: Black

CMYK: 0c 0m 0y 100k

RGB: 0r 0g 0b



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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Full landmark

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



The full landmark should maintain at least .25 inch clearance on every side. No design element or typography may fall within this area. The primary landmark 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.

Alternate landmarks

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



Landmark with expression name

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



The landmark 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 landmark, the globe should be no smaller than .5 inch.

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.



Do not alter the electronic file.



Do not add graphics.



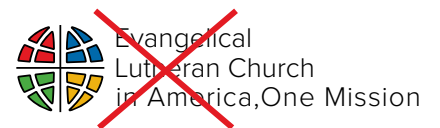
Do not apply noisy or busy backgrounds.



Do not stretch the brandmark.



Do not use other colors.



Do not add type.

ELCA brandmark files and templates are available for download at ELCA.org/brandmark.