VISUAL IDENTITY GUIDELINES

FOR SUB-BRANDS

THE LUTHERAN WORLD FEDERATION

NON-INTERNATIONAL ENTITIES

Our vision

Liberated by God's grace, a communion in Christ, living and working together for a just, peaceful and reconciled world.

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Foreword

In 2013 the Lutheran World Federation adopted a new global visual identity. The visible expression was developed to connect our roots and our Lutheran identity with our future and our shared purpose as expressed in the LWF strategy.

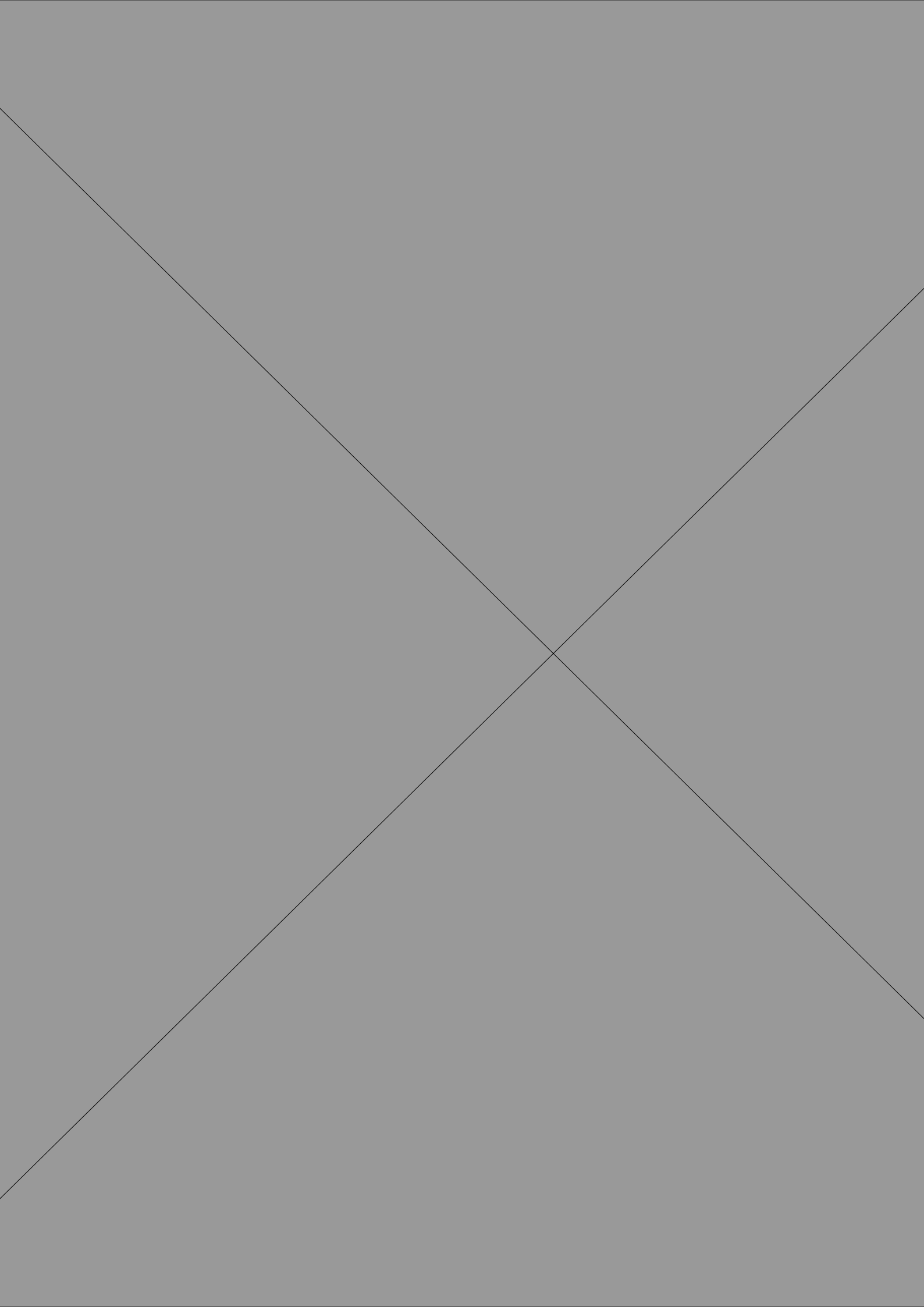
As a global communion of churches, we are committed to:

- proclaiming the gospel in word and deed;
- promoting Christian unity worldwide;
- strengthening our faith through studies and theological dialogue;
- contributing to dialogue and reconciliation in church and society;
- promoting human rights;
- alleviating human suffering;
- caring for God's creation.

The LWF consists of 142 member churches which connect globally but also regionally through so-called regional expressions. In addition, the LWF has affiliations such as study and capacity institutions.

The visual identity guidelines in this publication are meant to guide those regional and national bodies which are expressions and affiliated to the LWF and which have entered an agreement with the LWF to use the regional expression of the LWF visual identity (in these guidelines referred to as the LWF sub-brand.)

Guidelines for using the LWF sub-brand are outlined in this publication. Questions on the application of these guidelines should be directed to Stéphane Gallay at **stephane.gallay@lutheranworld.org**.



In this manual

Foreword 3
The LWF logo explained 6

Our visual identity assets
The LWF sub-brand 8
Sub-brand coloring 10
The LWF typefaces 12

Sub-brand logo states 14
Sub-brand logo white space 16
Wrong sub-brand logo generation 18

Sub-brand department or unit logos 19

Graphic support elements 20

Working for the sub-brand
Sub-brand logo dimensions 22
Placement of sub-brand logo 23
Placement and size of sub-brand logo 24
Examples 26

The global LWF logo

THE
LUTHERAN
WORLD
FEDERATION

A Communion
of Churches

Theological dimensions and symbolism of the visual identity of The Lutheran World Federation (global logo)

A re-interpretation of the Luther rose
The LWF logo is a re-interpretation of Martin Luther's seal—also known as the Luther rose.

Each of the main elements in the new logo—the cross, the ring/circle, the rose, the dove and the hand—speak to what we are as a communion of churches and what we recognize to be our call (please see the *LWF Strategy*).

In our strategy we say that:

To be Lutheran is to be evangelical
We are saved by grace through faith. Our faith is at the core of our identity. In our visual identity it is represented by the cross at the center.

We proclaim the good news to all. In our visual identity the outward movement from the cross and the reach of the hand exemplify this.

To be Lutheran is to be sacramental
We are in communion with each other and our worship is centered in the Triune God. The circle around the cross encapsulates this in our visual identity. It reminds us of the baptismal font, the chalice and the paten.

To be Lutheran is to be diaconal
We are freed by Christ to serve our neighbor. The centrality of the cross and the circle and the hand reaching out to our neighbor portrays this in the visual identity showing how diakonia as an expression of God's holistic mission takes its roots from the center of our faith. We are liberated for service in our world.

To be Lutheran is to be confessional
In our visual identity the symbol of the Luther rose as well as the boldness, purity and clarity of the color blue underline our confession in hope and the centrality of the cross around which we describe our identity. The rose petals represent the 'forgiveness of sins and sanctification' which proceed from the unity of God as represented by the circle.

To be Lutheran is to be ecumenical
We confess the one, holy, catholic and apostolic church and promote Christian unity throughout the world. The circle form of the visual identity represents eternity and the completeness of the relationship in the Trinity to which we aspire through our member church relationships and ecumenical dialogues.

Holistic mission
The LWF is commited to strengthen its member churches as they participate in God's holistic mission encompassing proclamation, service (diakonia) and advocacy.

In the new visual identity, proclamation is symbolized by the double function of the dove, with a leaf on its beak to recall its proclamation of the end of judgment in Noah's day but also as representing the Holy Spirit, whose power works in proclaming the Word.

The cross represents the content of our proclamation while at the same time reflecting the challenges of advocacy before us.

The hand represents the work we are called to, our *work of diakonia*.

The green branch carried by the dove represents the *reconciliation* that we promote through advocacy and dialogue. It also represents the stewardship for creation that we are called to as God's people.

Color
The new LWF visual identity has kept blue as its base color. Blue is the color of calmness and strength. It represents eternal hope and heaven from which Christ descended. It also represents water, which is where our Christian faith through baptism is offered us by the grace of God.

The color green denotes life, growth, renewal and our compassion and care for creation.

Logotype and Typeface
The logo typeface (the name of the LWF and the font used) is clean and bold to underline the fact that the LWF has both clarity of purpose and a mission that we want to clearly communicate. The clean typeface balances the intricate symbolism of the logo. By this balance between logo and typeface we want to visually express that we carry a wonderful strong history and identity, which embolden us to carry out our mission with clarity of purpose.

The LWF sub-brand

SUB-BRAND
ENTITY NAME
SUB-BRAND
EMPHASISE

LWF sub-brand logo

The sub-brand logo has been developed in order to communicate unity and belonging while establishing a certain hierarchy.

Any LWF-related entity in the world may chose to adopt the LWF sub-brand identity in order to communicate one single, international lutheran brand. However, this will need to be done in a coordinated manner so our common brand will stand as a common voice. In order to obtain your LWF sub-brand logo, you need to officially request its creation from the LWF Communications Office; the LWF staff will help you obtain all official files, your own concise brand guidelines, and will present you with a contract in order to make your LWF sub-brand official and to help assure brand coherence.

Emblem @ 80% Logotype @ 100%

The LWF sub-brand logo consists of two components of which only the emblem is reduced in comparison to the emblem in the LWF logo.

In order to promote adoption through simplicity, the sub-brand emblem color fill is free (no multi-color gradations though; see page 10, 11), with the communion symbol (the circle) in a darker tint of the same color laid atop.

Simplicity is also obtained by assuring that the logotype is only used to the right of the emblem, aligned with the emblem as per the sample above (i.e. as per the official LWF logo alignments).

The name of the sub-branded entity is free, knowing that if the full LWF name is used, it needs to be spelled out as per the official LWF language versions.

Sub-brand coloring

Sub-branding entities may select any preferred color (or multi-color gradation) to use to fill the entire emblem. The color chosen will be subsequently indicated in the licensing agreement between the LWF and the entity.

The communion symbol (center circle) is filled with a darker impression of the same fill color. A percentage of black can be overprinted to obtain the desired effect; overprinted black has a percentage preferably between 15 (for lighter base colors) and 35% (for darker base colors), though most importantly is that the communion symbol is clearly distinguishable.

Examples of the emblem in different colors

The sub-branding entity may chose to use the color it has been using in its old identity – or select one main color from the old identity – in order to create continuation and recognition by their constituency.

If a color gradation is preferred, then make sure the gradation is between two colors only. In case of gradation, the base of the communion element-fill needs to be chosen from the color that allows most contrast so the symbol is clearly distinguishable.

The LWF typeface

Responsible stewards.
Inspired by God's love for humanity.
Accompaniment.
Communion.
Proclamation. *Service.*

Trade Gothic family

Unity throughout our visual identity is obtained by using one single typeface for all of our texts. The official typeface for all printed communications is: Trade Gothic Light.

In order to draw attention or highlight text elements, we are able to use Trade Gothic Bold No.2 or the italic members of the type family. These are called 'Oblique'. No extra letterspacing or stretching is allowed.

The Trade Gothic typeface can be purchased online (www.linotype.com).

Our running texts (including this one) come in 100% black; titles—as shown above—come in our LWF commit grey or in its 86% black equivalent. For highlights and special treatments, another primary LWF color may be chosen—even in a percentage tint of the selected color.

This is a title in Arial Narrow

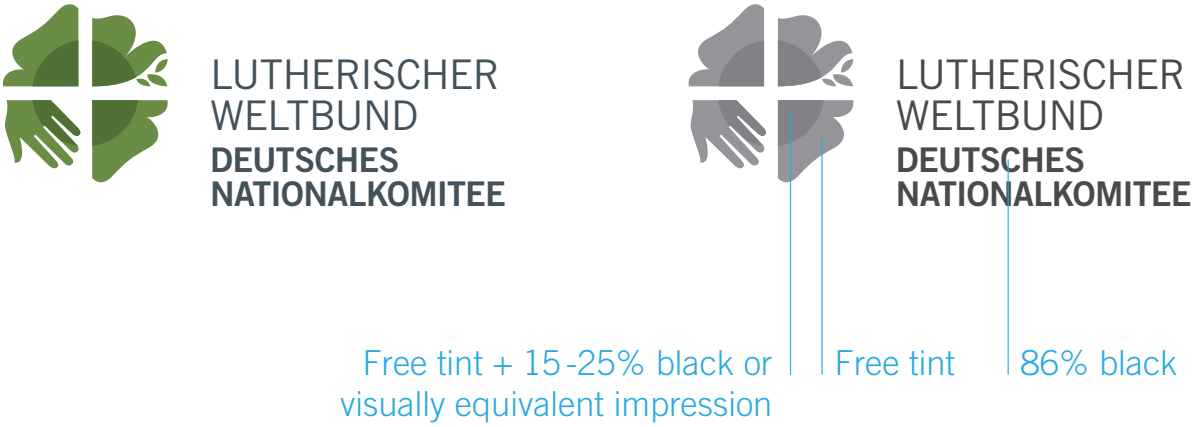
This is our regular, written correspondence and email content typeface: Arial regular.
Arial Bold.

In order to also allow third parties to view communications such as email content or presentations created with Microsoft® PowerPoint, we are allowed to use the Arial Narrow family.

Arial Narrow is a common typeface available on all personal computers and therefore will allow our documents to stay coherent and as originally intended when viewed on screen or printed outside our own offices. The Arial Narrow family will only be used in our office documents generated via office applications (email, letter content, presentations, spreadsheets, non-public reports, meeting minutes etc).

Public texts will always be generated in the Trade Gothic family.

Logo states

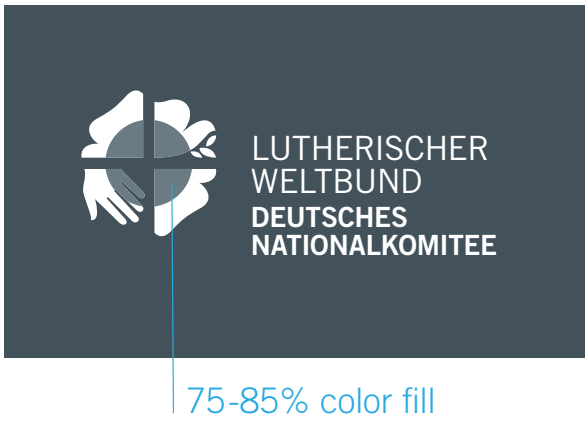


In order to cater for different expressions of the sub-brand, the logo should be available in different states.

The full-color state is the preferred option but it may be possible that for budgetary reasons you will need to limit production costs and choose the black-only state.

We also have foreseen the need for a version that is used on a color field. This state of our logo is white only, with a tint of the background color for the ‘communion’ value (the circle).

Please note that, in the above (facing page) example, the white logo can be applied on any color field.



The sub-brand logo set is most complete when the entity creates these above states: color (full-color or spot color), black-only, and the sub-brand logo on a dark back ground (reversed logo).

The color fill percentage for the communion symbol is the opposite value of that of the non-reverse logo, making sure the symbol does not opaque any detail of the under-lying emblem.

White space

The white space—or logo lock-up—is the space around the logo that needs to stay void of any non-brand related elements, and helps to safeguard a minimum “breathing” space around the logo.

The breathing space around the logo is identified by adding the width resp. height of the right-hand luther rose petal on all four sides around the logo area.

Respecting this white space is especially important when our logo is used in conjunction with logos from other organizations or brands: it will assure better recognition of our logo amidst other logos—or other third-party visual elements.

The white space calculations should also be respected with all official versions of the logo you create. Space should always be calculated from the outer perimeters of the logo.

In our samples, the grey lines are for technical illustration purposes only. These will never appear when using our logo. *White* space does not mean this space needs to stay white under all circumstances.

Wrong logo generation

Don't make the logotype too long.

Don't change color of the logotype.

Don't change alignment of logotype.

Don't use multiple flat colors to color the emblem.

Don't change fill color strength.

Don't use outline fills.

Don't use 100% black for emblem fill.

Don't change relation of emblem composites.

In order to stay coherent and have our identity reflect unity, we have created a few samples (not exhaustive!) of what **not to do** when generating your LWF sub-branded entity logo.

Three basic principles help keep our common identity together:
– Don't change the position of elements.
– Don't change the relation of elements.
– Don't multi-color the emblem.

If you have doubts when generating or using your entity logo, please do not hesitate to request assistance from the LWF Office for Communication in Geneva.

Units, departments

UNITED
LUTHERAN
UNIVERSITIES
EUROPEAN COMMITEE

Department for
Theological Studies

Trade Gothic Light

Trade Gothic Bold No.2

Trade Gothic Light

COMUNIDADE EV. LUT.
CRISTO REY
PORTO ALEGRE

Trade Gothic Light

Trade Gothic Bold No.2

You may generate department or unit logos for your entity. Keeping a coherence in type usage is important for the overall aesthetics of your final logo: play with size and weight.

All guidelines for logo use in this manual also apply to departmental logos.

Graphic support elements

Cross

Rose petal

Circle

Hand

Dove

Leaves

Our identity comes with a set of elements you may use to render your publications visually more engaging. These elements are taken from our emblem and should only be used as described in this manual.

On this page you see those elements that may be used. No other elements or parts of the logo may be used as graphic support elements, though you may also choose to create your own, trying to use a similar style.

You may combine two elements but the main purpose for their usage is to support you in telling your story—not just to fill empty space. You may also color the elements as you see fit.

Working with the sub-brand

In this chapter we will present you with rules and guidelines on how to use the identity elements appropriately so all communication pieces we publish offer the same expression of who we are in the LWF.

Following the guidelines will also help promote your piece of communication as being part of a global brand.

Logo dimensions

Minimum dimension: emblem=12 mm high

Minimum dimension: emblem=12 mm high

Minimum dimensions

We recommend a minimum dimension of 12 mm height of the emblem.

As a rule of thumb, when co-branding, the logo (or emblem) should not be smaller than the logo with which it is co-branded.

Maximum dimensions

We cannot fix a maximum dimension because any size up from the minimum dimension keeps the logo readable.

Placement of logo

Any version of the logo – should preferably always be placed on the left hand side of a page, banner, poster, building etc., when space allows. The logo may be placed at any level vertically, though any placement on an official template is to be respected.

Please use the white space (or lock up) rule to identify the distance to top or bottom and left edge of the support.

Placement and size

Emblem height = 7.3% of height of support

The size of your logo on a regular sized or standard (DIN-A or USA formats) support can be calculated to have the height of its emblem at 7% of the height of the support.

Once you have our logo in the right size, then you can place it away from the edges using the white space rule.

Placement and size

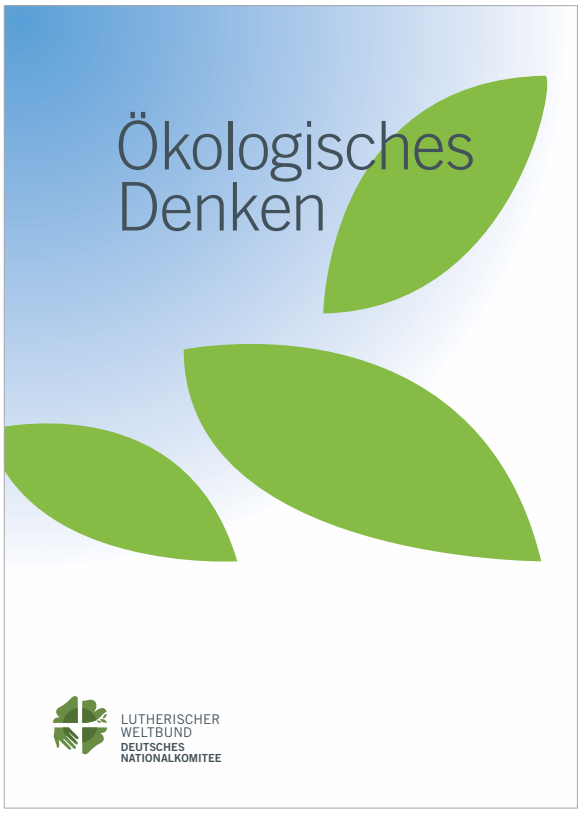
Emblem width = 9.4% of width of support

When a format is quite different from a standard format (DIN-A or USA formats), find the size of your logo by taking 10% of the width of the support.

Cover material looks best when texts are aligned with our logo, taking the left corner of our dove as the alignment reference point.

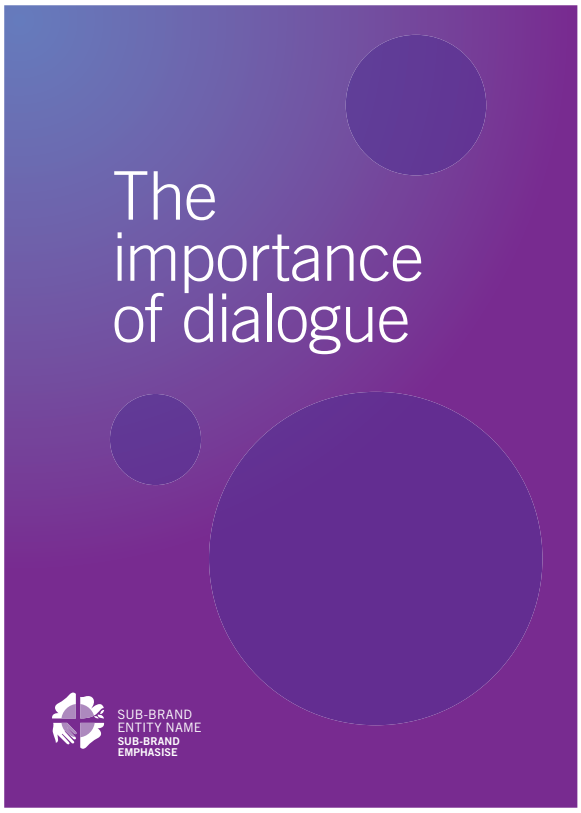
To create a cover, a banner for your conference, or a folder to hold documents, please follow the rules but be creative as far as the use of color, image, graphic support elements, etc. are concerned.

Examples



On non-standard support sizes, size and placement of our logo may be identified using the white space rules.

Examples



When the logo is used in white on a darker background, the communion symbol in the center of the emblem is filled with a 50% tint of the background color - all other logo composites are white.

Examples

When used on non-linear shapes, the dimensions and alignment of the logo are free, keeping in mind that the logo should be fully visible and readible.

For any enquiries concerning files or rules,
please contact the LWF Communications Office
at **stephane.gallay@lutheranworld.org** or via
phone at telephone number: +41.22.791 6111

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Department for
Planning and Operations
Communications Office

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