

# VISUAL IDENTITY GUIDELINES



THE  
LUTHERAN  
WORLD  
FEDERATION

A Communion  
of Churches

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

# Foreword

The Lutheran World Federation (LWF) is a communion of 143 member churches comprising over 70 million Lutherans. We live and work together to further a united witness of the Gospel of Jesus Christ and we strengthen member churches in carrying out God's mission through proclamation of the gospel, shared service (diakonia) to those in need and advocating for a just, peaceful and reconciled world.

Together 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 has a long history and it has deep roots. We have journeyed together as a communion and as a communion we are moving into the future.

Our visible expression must connect our roots and our Lutheran identity with our future and our shared purpose for holistic mission. In our strategy this connectedness between our tradition and our ongoing journey is summarized as follows: "The Lutheran tradition is invited by its own best insights to be dynamic, self-critical, and open to the future." (The LWF Strategy, p. 8).

The new visual identity for the LWF is about looking anew at how we can re-connect in a visual way with our roots and identity and show how they are foundational for our work and our shared purpose for the future.



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# The new LWF logo



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## **Theological dimensions and symbolism of the new visual identity of The Lutheran World Federation**

### **A re-interpretation of the Luther rose**

The new 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 committed 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 proclaiming 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 logo



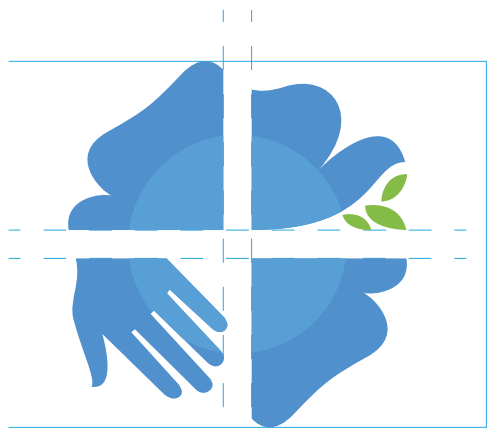
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WORLD  
FEDERATION

## **LWF logo**

Our logo is a carefully developed representation of our overall identity. This primary logo is the logo of first choice when communicating the work of the LWF.



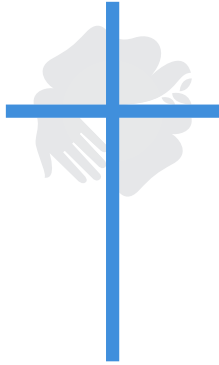


Emblem

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Logo type

The LWF logo consists of two components: the emblem and the logo type. This guide will present you with permitted uses of the full logo.



Faith



Lutheran identity



Communion

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Diakonia



Reconciliation



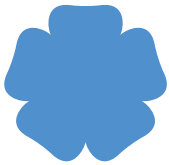
Creation

The emblem is filled with symbols that visually represent the life and work of the LWF.

The symbols illustrate how our Lutheran roots and identity connect with our future and shared purpose.

It is important for you to be able to identify and explain the symbolic importance of the logo.

# The LWF primary color palette



LWF Faith blue

PMS  
279u

CMYK  
68/34/0/0

RGB  
116/147/199

hexa  
7493C7



LWF compassion green

PMS  
382u

CMYK  
53/5/96/0

RGB  
163/193/57

hexa  
A3C139



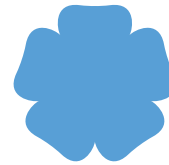
LWF commit grey

PMS  
546u

CMYK  
20/0/0/80

RGB  
78/85/92

hexa  
4E555C



LWF include blue

PMS  
542u

CMYK  
63/25/0/0

RGB  
128/163/211

hexa  
80A3D3

## The LWF primary color palette

The symbolism in our logo is also expressed through the colors that are used. Each color has its own function within this symbolism. These four primary colors have been given names that express our faith and values.

A **secondary colour palette** is also available. Please refer to page 25 for its composition.

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

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## *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](http://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 our regular, written  
correspondence and  
email content typeface:  
Arial Narrow regular.  
**Arial Narrow Bold.**

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In order to also allow non-LWF 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 the LWF 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



LWF primary logo  
Full-color (cmyk) or  
Spot color (Pantone®)

**This is the preferred version and state.**



LWF primary logo  
Black-only

**Only use this logo state when you print in black only.**



LWF primary logo on color field  
White + 33% of field color  
(full-color, spot color or black-only)

**This logo state does NOT have to appear on a blue square! The blue only represents a fraction of a bigger (blue) background.**

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In order to cater for different expressions of our brand, our logo is 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 33% tint of the background color for the 'communion' value (the circle).

# Logo versions



LUTHERISCHER  
WELTBUND

LWF primary logo  
German (Deutsch)

exists in:  
Full-color (cmyk)  
Spot color (Pantone®)  
Black-only  
White only + 33%



FÉDÉRATION  
LUTHÉRIENNE  
MONDIALE

LWF primary logo  
French (Français)

exists in:  
Full-color (cmyk)  
Spot color (Pantone®)  
Black only  
White only + 33%



FEDERACIÓN  
LUTERANA  
MUNDIAL

LWF primary logo  
Spanish (Español)

exists in:  
Full-color (cmyk)  
Spot color (Pantone®)  
Black only  
White only + 33%

Our logo is available in our official languages (English, German, French and Spanish); the language versions are available in all four color options.

# Horizontal logo



THE  
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LUTHERISCHER  
WELTBUND



FÉDÉRATION  
LUTHÉRIENNE  
MONDIALE



FEDERACIÓN  
LUTERANA  
MUNDIAL

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To cater to situations where there is limited vertical space, we have developed a horizontally oriented logo where the logo type is placed to the right of the emblem.

For ease of reference, we call this version our secondary logo. The secondary logo is only to be used in those cases where it is not possible to use our primary logo.



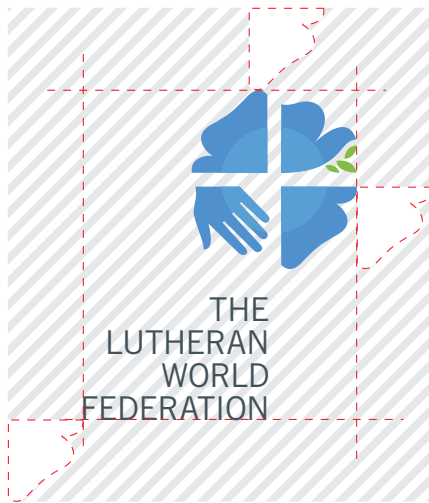
# Abbreviated logo



For use on limited occasions only, we have developed abbreviated versions of our logo; the abbreviated version only carries an abbreviated logo type – the emblem stays complete and un-altered.

All abbreviated logos are available in our official languages, as well as in the different official states.

# White space

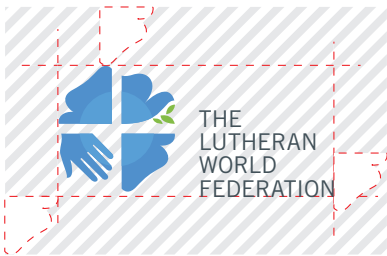


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The white space – or logo lock-in – is the space around the logo that needs to stay void of any non-LWF related elements. This helps to safeguard “breathing” space around our logo.

The breathing space around the logo is identified by adding the width and height of the right hand Luther rose petal on all four sides around the logo limits.

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 in all other official versions of our logo. Space should always be calculated from the outer perimeters of the logo.

In our samples, the grey lines are for illustration purposes only. These will never appear when using our logo.

# Wrong logo use



Don't change the text position.



Don't change the text color.



Don't change the text alignment.



Don't re-color elements.



Don't leave elements out.



Don't re-color elements.



Don't leave elements out, or re-color them.

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On this page you will see a small set of samples of unauthorized uses of our logo; the rule of thumb is: if the logo you want to use is not provided to you by the LWF Communications Office, then you should **not** use the logo.

When you use the logo, please:

- Don't change the position of elements.
- Don't color elements yourself.
- Don't realign the logo.
- Don't leave elements out.
- Never intervene in a logo file.

# LWF Department and office logos



THE  
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Department for  
Theology and Public Witness



THE  
LUTHERAN  
WORLD  
FEDERATION

Department for  
World Service



THE  
LUTHERAN  
WORLD  
FEDERATION

Department for  
Planning and Operations  
**Communications Office**

LWF  DWS

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LWF departments each have their own logo version. These versions are readily available from the LWF Communications Office and only exist in the version as shown, based on our secondary logo version.

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

The offices or sections within the LWF departments may need to be recognized visually on letterheads or for other uses. When adding office or section name, please comply with the example above, left.

If the department name needs to be mentioned but is not part of the logo, you may opt not to place it beneath the logotype. You must, however, respect the white space or logo lock-in (please see page 18).

# Our tagline



THE LUTHERAN WORLD FEDERATION  
A Communion of Churches

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Our tagline – A Communion of Churches – should be used with the logo on all LWF publications.

The tagline may be used together with the logo in any other production as well. When using the tagline with the logo, the tagline must always be positioned as shown above.

The tagline is always written in the same font as the logotype but with a 70% tone of the color of the logotype.



Our tagline will not be used with our department/office logos nor will it be used with our abbreviated logos.

**White space**

Identification of the white space for our logo with tagline should be carried out using the same rules as are followed for our primary and secondary logos.

All guidelines for logo use in this manual also apply to our logos with tagline.

Our logo with tagline is also available in all versions and states, as well as in our different official languages.

# Graphic support elements



Cross



Rose petal



Circle

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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 logo and should only be used as described in this manual.

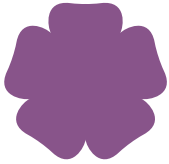
On this page you see those elements that may be used. No other elements or parts of the logo may be used as graphic support elements, nor may you create other ones. Two neighboring

elements in our logo may not be used the same way they are used in the logo, and you should always use the individual elements as they appear in our logo.

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.



# Secondary color palette



Dignity purple

PMS  
513u

CMYK  
34/68/0/25

RGB  
132/88/135

hexa  
845887



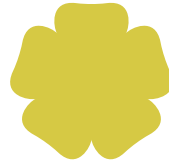
Diversity orange

PMS  
130u

CMYK  
5/53/96/0

RGB  
211/137/40

hexa  
D38928



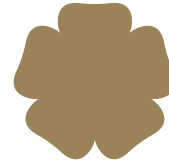
Participate ochre

PMS  
605u

CMYK  
0/0/80/20

RGB  
215/203/74

hexa  
D7CB4A



Accountability brown

PMS  
7557u

CMYK  
25/34/63/25

RGB  
157/137/93

hexa  
9D895D

The secondary color palette has been created to offer width and depth to our communication reflecting the width and depth of our communion. The primary and secondary color palette should reflect our values as a communion and have been named according to those values as expressed in the LWF strategy.

The secondary colors are support colors only and should not be used to color our logo. Nor should they be assigned to specific subjects, departments, offices or regions.



# *Working with our visual identity*

*In this chapter we will present you with 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 the visual identity of our communion.*

# Logo dimensions



Minimum dimension: emblem=12 mm high



Minimum dimension: emblem=12 mm high

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### Minimum dimensions

The minimum dimensions of our logo can only be fixed at the smallest readable size, but not all people have the same ability of sight. In order to identify one common minimum dimension, we have placed the logo on a pen. This has given us a minimum dimension to use as a bottom line rule: our logo should not be used smaller than the 12 mm height of the emblem, nor should it be smaller than the logo (or emblem) with which it is co-branding.

This rule counts for both versions of the logo.

### Maximum dimensions

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

# Placement of our logo



Any version of our logo – should 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.

In case of co-branding, other rules apply (see the section about co-branding).

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



Text alignment



Emblem height at 9% of height of support

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The size of our logo on a regular sized or European standard (A4 format) support may be calculated to have the height of its emblem at 9% of the height of the support.

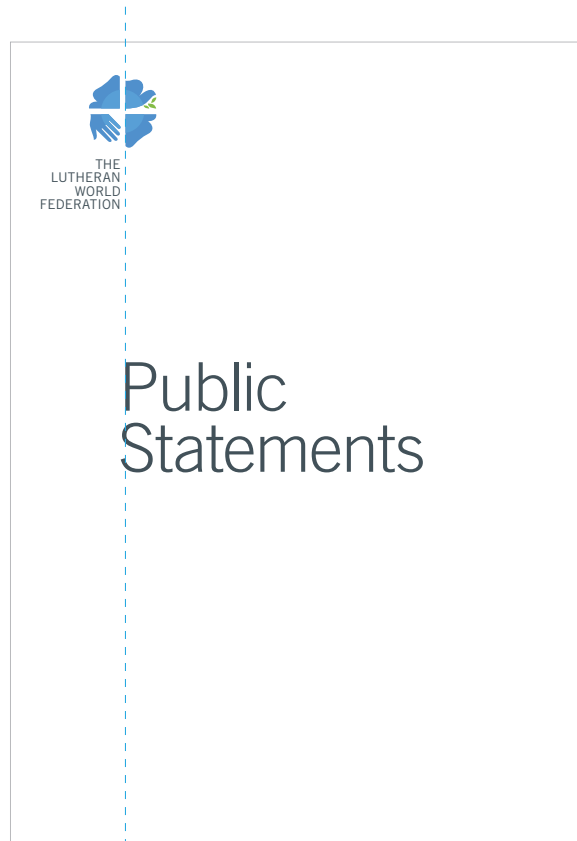
Once you have our logo in the right size, then you can place it away from the edges using the white space rule.

If you are using our secondary logo with tagline on a publication cover, then place the logo from the left edge at the same distance a primary logo would sit.

# Placement and size



12% of width of support



Text alignment

When a format is quite different from a standard European format (DIN-A formats), find the size of our logo by taking 12% 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.

Here we have placed a few samples of how you can work within the guidelines.

# Examples



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On non-standard support sizes, size and placement of our logo may be identified using the white space rules. On the next page you see a sample of how logo dimensions may be identified on decorative conference banners, for example. In these cases, text alignment is not needed in relation to our logo.

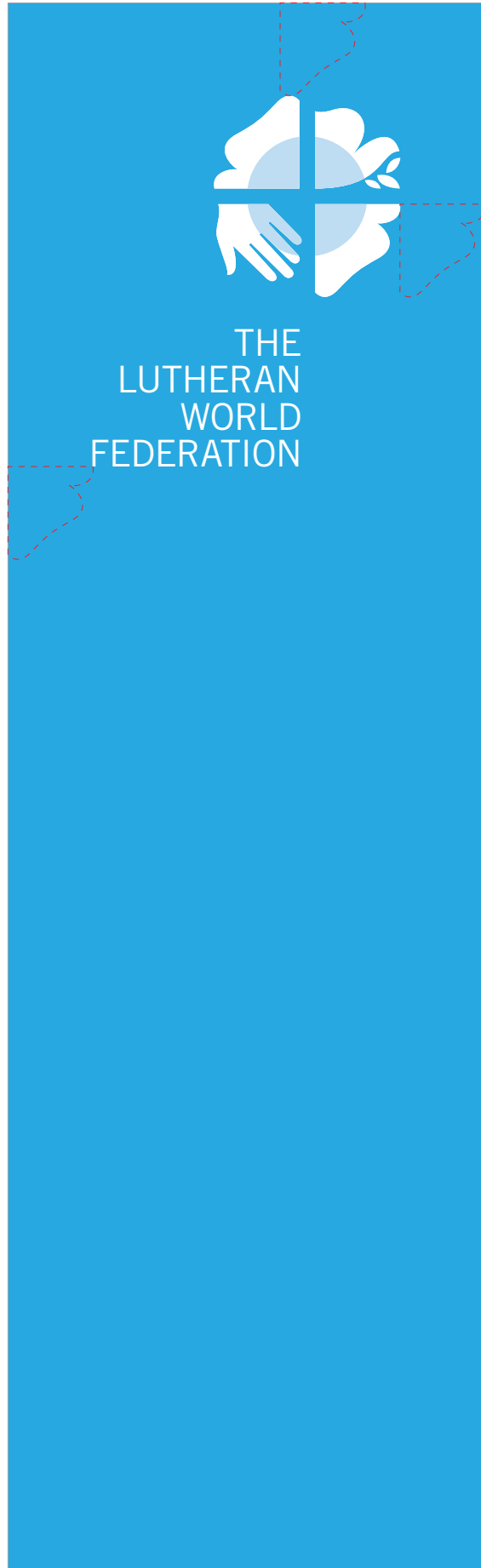




Church+  
ecology  
Conference  
2014

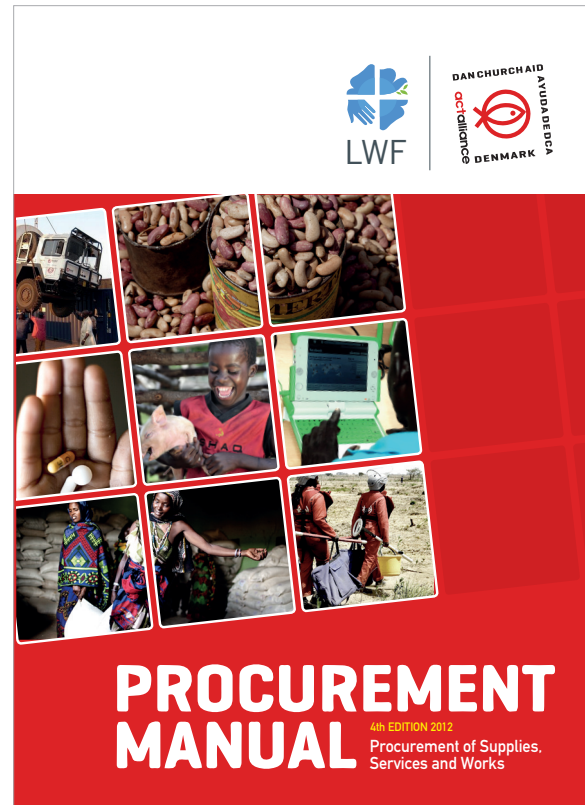


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# Public co-branding



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We also use our logo in conjunction with the logos of partner organizations, co-hosts etc. It is important that in these cases, our logo is treated as equally important as the logo of the other organizations illustrated on the piece.

We can identify several kinds of co-branding, but in general we apply the rules as follows:

## LWF initiative

If we take the initiative, our logo comes first and we basically follow our identity for layout and look. This means that our logo is placed as per the rules in this manual, followed to the right by the logo(s) of the partnering organization(s); we use a thin grey line between our logo and the following logo. Our logo may be smaller than explained in this manual due to the fact that more logos will need to appear on the piece.

## Non-LWF initiative

If the LWF joins an initiative of another organization, then our logo comes second, or later, depending on the classification established by the initiator. Since we are following the initiative of another organization, we will just supply our logo and identity manual but cannot insist on any of our rules. We may eventually recommend using our identity elements in the following order:

- our full-color parent logo;
- our full-color secondary (horizontal) logo;
- our parent logo in other states;
- our secondary logo in other states;
- the thin grey line in case the co-branding is just with one or very few other partners.

Only in a very LWF-familiar environment and for boldness may you supply our abbreviated logo, its states or versions.

# Field co-branding



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In the field, we may co-brand with our abbreviated logo, and in most cases it is our Department for World Service which is active.

Our abbreviated logo may either be placed above the partner logo or below it.

## Coloring of our logo

See page 36.



Member of the **actalliance**

## Field co-branding



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Don't color our logo differently than explained in this manual (full color, blue or black)

### Coloring of our logo

When budget or production methods do not permit respecting our brand guidelines as far as colors are concerned, then you may color our logo with the one color that is ordered by the initiating partner (above top left). In the sample mentioned our logo is color with the UNHCR blue, using an 80% tint for our Communion value element. It is important that in these cases all our values stay present and are clearly distinguishable, so you may be required to select the most appropriate tint-% for the Communion element.

If the LWF is the initiator, and the budget does not permit respecting our guidelines, you may

color our logo with our Faith blue, filling our Communion value element with 85% of the Faith blue.

In case you are co-branding with a partner organization, and are under budget restrictions and the branding of the partner organization does not carry colors that are similar to our blues or a generic black, then you will not be allowed to accept any other color than black for our logo, keeping the partner logo in their own allowed color. In this case, you will only be allowed to use the black and white state of our logo. This will result in a two-color production of the co-branding efforts.