

LWML

Lutheran Women *in Mission*

Brand Guidelines
2017



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LWML Brand Vision

The goal of the LWML brand was to attract a broader audience and convey the characteristics of the organization that make it so unique. This new identity aims to re-engage existing members, connect local and national chapters, illustrate a unified vision, and capture the passion represented by current members of the LWML.

Logo + usage

Our logo is the center of our brand. It embodies our organization. How it is used and applied plays a critical role in how the organization is perceived.

Logo Meaning



Through this identity, the hope is to empower members through deeper connections, tradition, and the desire to serve God. The symbol was created with this in mind; one that represents the members of both the LWML and the church. A heart to represent the love and giving nature of the members; a drop to symbolize the blood of Christ; and a cross above all else to proudly show the purpose behind the efforts of the LWML.

for God so loved the world... [Jn 3:16]

The heart of God is behind all that we are and do...

He has loved us so... seen in His only begotten Son... His cross and sacrifice... His cherished blood for us... shed for the forgiveness of sins

without the shedding of blood there is no forgiveness of sins...
[Heb 9:22]

Therefore we lift high the cross of Christ...
guiding our thanks and praise and service...

for as often as you eat this bread and drink this cup, you proclaim
the Lord's death until He comes... [1 Cor 11:26]

So that His heart is impressed upon our own...
and by the Spirit we are blessed with joy and peace...

Serve the Lord with gladness... [Psalm 100:2]

Our Logo

primary LWML logo mark



stand alone icon



vertical stacked secondary logo



**Lutheran
Women**
in Mission

horizontal secondary logo



**Lutheran
Women**
in Mission

logo usage

Clear Space

To ensure our logo stands out clearly it must maintain minimum clear space on all sides. This is essential when space is limited.

When composition allows, more space should be added to increase visibility.



Minimum Size

Horizontal logos must not be reproduced smaller than 2 inches wide due to the Lutheran Women in Mission subtext. When logo is smaller, the legibility is greatly decreased.

The heart icon may be used on its own in certain applications, however this must not be applied smaller than .5 inches tall.



Logo Color

The colors for the primary two color logo are Pantone 267 (purple) and Pantone 110 (gold) and they should be used whenever possible. In instances where one color usage is needed, Pantone 267 may be used on its own. The logo may also be used in black and white or reversed out of the purple.



incorrect use



- 1 Do not: Alter the order of the color sequence
- 2 Do not: Outline any portion of the logo
- 3 Do not: Change the scale or orientation of the type
- 4 Do not: Add any special effects to the logo
- 5 Do not: Use color outside of the specified palette
- 6 Do not: Change the scale of the primary logo
- 7 Do not: Skew or stretch the logo

typography + color

The following fonts were chosen because of their unique visual characteristics and their supportive quality to the overall look of the brand.

The color palette is comprised of primary and secondary color palettes. The primary palette includes the historic purple with a gold accent to create dynamic contrast.

The secondary color palette is used to differentiate various groups within the LWML organization.

Main Typeface

Aa

suggest use:

Gotham is the typeface used in the LWML primary mark and is based on simple geometric forms. The varied weights in the type family make it versatile for various applications. As a san-serif typeface, it is easily legible at large sizes.

Gotham may be used in many instances but is particularly useful in headings, quotes, numeral treatments and all caps.

avoid using:

Gotham may be used as body copy although Mercury is preferred.

Alternative:

When Gotham is not available, Helvetica may be substituted. This should only be used when absolutely necessary.

GOTHAM

GOTHAM medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopppqrstuvwxyz

0123456789

GOTHAM light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopppqrstuvwxyz

0123456789

GOTHAM bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopppqrstuvwxyz

0123456789

Typefaces

Aa

suggest use:

Mercury is a serif font and is easily legible for smaller size type such as running text. The rounded characters help to support the rounded forms in the primary mark and heart icon. Pairs well with Gotham.

avoid using:

Mercury should not be used in headlines or other large scale instances.

Mercury

Mercury Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Mercury Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Mercury Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typefaces

suggested use:

Klinik Slab is an industrial but approachable slab serif that works well in specific instances such as email signatures and phrases such as “Serve the Lord with Gladness”

avoid using:

Klinik Slab should be used sparingly as it has similar characteristics to Mercury and will clash when used too frequently together.

Aa

Klinik Slab

Klinik Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Klinik Slab Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Klinik Slab Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

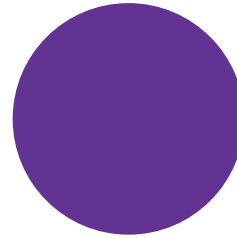
abcdefghijklmnopqrstuvwxyz

0123456789

Color palette

Color Usage

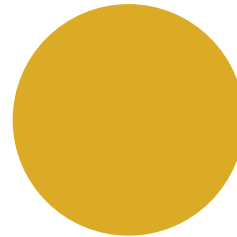
Color is vital in the visual representation of LWML. The correct color usage should be reflected throughout all communication and applications.



PMS 267
CMYK 77/97/0/0
RGB 96/38/158
WEB #60269E

Purple and Gold

Purple (Pantone 267) is the predominant brand color and should be used whenever possible. The gold accent should be incorporated when contrast and dimension is needed. The gold should always be in support of the purple and not overpower.



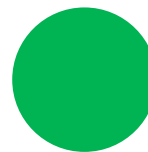
PMS 110
CMYK 16/31/100/0
RGB 218/169/0
WEB #DAA900

Supporting Color

Purple is a powerful color, but it deserves supporting colors that compliment it when used. Pantone 1655 and Pantone 7481 provide a range of colors that allows you to populate various media with sophistication, boldness, while maintaining the feel of the existing LWML brand.



PMS 1655
CMYK 0/84/100/0
RGB 255/77/0
WEB #FF4D00



PMS 7481
CMYK 91/0/97/0
RGB 0/180/81
WEB #00B451

Supporting marks

While the primary mark is versatile, the LWML organization has many facets that require designation. These supporting marks provide emphasis and customization for the unique subsets within the organization.

Supporting marks

Type only logo

In some cases the primary mark will need to be condensed. When space is limited and the LWML acronym is necessary, the type only logos can be used.

Both the horizontal and stacked orientation allow for instant recognition but must be used with the specified color palette.

Lutheran Women in Mission Script

Lutheran Women in Mission is an additional sub mark that can be paired with the stand alone icon or the primary mark. This is not editable text and should always be treated in the same manner across all applications. For flexibility, a horizontal and stacked option is provided.

horizontal type only



stacked type only



Women in Mission Script

Lutheran Women in Mission

*Lutheran Women
in Mission*

District marks

District

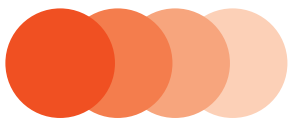
Because of the many districts within the LWML, there was a need to create a specific visual personality for each district. This is an optional mark to be used as each district sees fit, however the more unified the voice, the stronger the brand.

Orientation of District marks

When possible, the LWML primary district logo should be used. The simplified horizontal and stacked vertical options may be used if space is limited.

Just like the primary mark, the district marks have various orientation options that can be used accordingly.

Additionally, each district must use the PMS1655 in pairing with PMS 267 as a way to differentiate beyond the primary national mark.

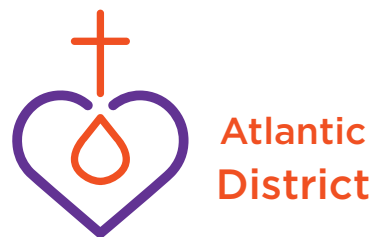


PMS 1655
CMYK 0/84/100/0
RGB 252/76/2
WEB #fc4c02

LWML primary logo horizontal district



horizontal district



stacked vertical district



Committee, Society and Zone marks

National committees such as Young Women in Mission and Youth in Mission will be provided custom marks that address the needs of the individual committee.

Societies and zones are asked to use the green heart icon paired with the Gotham font. These are meant to be used as a way to differentiate the LWML societies and zones from the local district (red) and national organizations (purple).

Pantone 784, seen below must be used in order to remain separate from the primary mark and the regional logos.

For additional questions or concerns, please contact that LWML Marketing Manager.



PMS 7481
CMYK 82/0/86/0
RGB 51/170/102
WEB #33AA66

national committee example

Young Women
IN MISSION

zone submark



**Women
of Vision
Zone**

society submark



**Grace Lutheran
Pocatello Society
Idaho/Utah District**

Transparency effect

In some instances, the stand alone heart icon may be added in the background of a design at 10% opacity. The results should be subtle and resemble a watermark. If needed, type can be placed on top of the icon to create dimension within the design.

This effect should be used sparingly and always in conjunction with another logo at 100% opacity. This is not meant to be the only logo mark on an application.

Additionally, when the icon is used as a transparency it may be cropped so that it bleeds off the edge of the design. Be sure not to crop more than a quarter of the icon as seen below.



Do Not: crop more than 25% of the icon



File types

Due to the variety of merchandise and the volume of applications, it is imperative that proper files are rendered and shared with participating vendors.

The following page describes the various file types and the best scenarios for their use.

File types

.AI/.EPS

Any file with an .ai or .eps is saved as vector artwork. This can be scaled to any size without concern for pixelation. Use this version whenever possible.

These files are specifically useful for cutting signs, vinyl, laser cutting, etching, screen printing, and embroidering.

.DWG

This should only be sent to fabricators or sign shops. Certain fabricators using routers or laser cutters require this file for fabrication specifications.

.TIFF

A .tiff is a high resolution CMYK raster file. Use this when printing large files and when vector is not an option.

.JPG/.PNG

Best uses are embroidery, web, word documents and emails. These file types should avoid resizing as much as possible.

.PDF

A pdf should be saved and transmitted for viewing/proofing only.