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## Note

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We are currently updating the landmark section of this book to reflect the logo refresh.

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BUILDING AWARENESS OF  
OUR CHURCH



Evangelical Lutheran Church in America  
God's work. Our hands.

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### DOWNLOADS

All brandmark files can be downloaded at [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark). If you have any questions regarding these guidelines, please contact the Marketing Communications team at: 800-638-3522.

“What does your church believe?”

“How do you relate to other denominations? Other faiths? The rest of the world?”

“Will I feel at home in one of your congregations? What is it like to be a member?”

“Why should I invest my time, money and energy in what you do?”

**Every question about our church is an opportunity.** And every one of us – the 4.2 million members of the Evangelical Lutheran Church in America (ELCA) – can offer compelling, personal answers about the meaning and sense of purpose that our faith brings to our lives.

In tandem with being members, we are also stewards of how this church is perceived in the public conversation and in the marketplace of ideas. As proud champions and ambassadors of our church, we want to be invigorating, inspiring and memorable – as well as consistent and disciplined.

In these roles, our charge is to ensure that our faith and the work that we do in God’s name are articulated in a way that feels relevant and intuitive to our audiences. This is a critical task in supporting and growing congregations, building our church’s capacity for witness and service, and engaging the world in conversation.

This guide is designed to help you do that work effectively for the ELCA. It is not a mission statement, a work of theology or a personal testimony. It is designed to be authentic to who we are, but it is also designed to meet the audiences we engage with where they are – whether our communication is spoken, written, visual or experiential.

Our identity aligns  
with all of us: members,  
congregations, pastors,  
leaders, synods, bishops  
and churchwide  
ministries.

In essence, this guide answers the question you probably ask yourself every day: **“How do I communicate that our church is vibrant, welcoming, effective and doing God’s work in the world?”**

We begin with our lead message, elevator speech and eight value statements that crystallize who we are as a church. Following the landmark elements are identity guidelines to ensure that people know where, when and how the ELCA is at work in our communities and around the world through service, ministry and education.

In 1987, three separate Lutheran church bodies came together to form the ELCA. In 1988, we established a churchwide organization in Chicago. Now, as we approach our 25th anniversary, we have updated our identity guide as another step forward in our union. A stronger identity makes us stronger as a church; it represents our collective meaning, value and impact in this world.

**We are the church**  
that shares a living, daring  
confidence in God's grace.  
For us as the Evangelical  
Lutheran Church in America,  
this faith comes through the  
good news of Jesus Christ and  
gives us the freedom and the  
courage to wonder, discover and  
boldly participate in what God  
is up to in the world. Liberated  
by our faith, we embrace you  
as a whole person — questions,  
complexities and all.

Our lead message sums up our vision, the benefit of affiliating with us and our differentiation in relation to other churches. If you think of an identity as crystallizing the promise of an experience, our lead message places that promise in a larger landscape.

As members of the ELCA,  
we believe that we are  
freed in Christ to serve and  
love our neighbor. With our  
hands, we do God's work  
of restoring and reconciling  
communities in Jesus Christ's  
name throughout the world.

The elevator speech is a concise and meaningful distillation of "Who are you – really?" It's a conversation starter, intended to both answer the initial query and to be intriguing enough to invite listeners to ask for more information (once you're off the elevator).

Feel free to use the value statements (pages 5–8) to explain what it means to be freed in Christ or how we do God's work in the world.

Eight value statements translate our beliefs and strengths into language that's accessible for all audiences, internal and external.

Taken individually, the value statements can serve as the basis or filter for a wide range of communications, offering different “portals” into our identity.

Together, they form a richly textured portrait of a church that offers a distinctive and meaningful way to share God's love with the world.

**We are a church**  
that belongs to Christ.  
There is a place for  
you here.

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We believe God calls each of us by name. Christ's church is not ours to control, nor is it our job to sort, divide, categorize or exclude. Whenever we feel compelled to "draw the line" in our lives, we must acknowledge as Lutherans that Jesus always stands on both sides of that line.

**We are a church**  
whose unity is in Jesus  
Christ, who gathers us  
around word and water,  
wine and bread.

Because we are grounded in God's love and forgiveness, we are equipped to live and serve here and now, in the world, with all its complexities, tensions and ambiguities. We have the courage to explore the world as saints and sinners, knowing we will never take God somewhere God has not already been.



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**We are a church**  
that believes Jesus is God's  
"Yes" to us. Our lives can be  
a "Yes" to others.

The "Yes" of Jesus Christ compels and empowers us to be open and accessible within any community, within any context.

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**We are a church**  
that believes God is calling us  
into the world — together.

We don't have to do it alone, and we don't have to do everything. Each of us has a unique story, and we are part of a larger story that makes up the ELCA. We work through our congregations, synods and partners, and the churchwide organization. Together, we achieve things on a scale and scope that we could never do otherwise.

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**We are a church**  
that rolls up our sleeves  
and gets to work.

We do God's work in the world — restoring and reconciling communities. We pursue justice and seek peace no matter how long the journey or wide the chasm.

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**We are a church**  
that is a catalyst, convener  
and bridge builder.

Our faith calls us to see the world as interdependent. The ELCA has become a force for connection, working across denominations, faiths, organizations and sectors, locally and globally. We're a welcome partner because we respect the perspectives and strengths of others and share a common vision to uphold human dignity.

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**We are a church**  
that is energized by  
lively engagement in  
our faith and life.

"Our faith is a living, busy, active, mighty thing," said Martin Luther. We continually strive for a deeper understanding of what the death and resurrection of Jesus Christ means for the world. Doing so puts us right where God wants us to be: in the thick of life.

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**We are a church**  
that is deeply rooted — and  
always being made new.

Our roots are in Scripture, tradition and the Lutheran Confessions, as well as in the vibrant communities and rich histories of our congregations. These roots are an ongoing source of nourishment; they enable us to be a church, guided by the Holy Spirit, that is both resilient and always being reformed.

Generous  
Faithful  
Hard-working  
Caring  
Welcoming  
Thoughtful  
Courageous  
Resilient

Like individuals, we have a distinctive personality made up of character traits. These are the key traits of the ELCA personality.

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# God's work. Our hands.

Our tagline since 2007, “God’s work. Our hands.” uses just four words to open a door to conversation about our life of faith and how we live in service for the life of the world.

Our tagline continues to be an essential element of our identity.

For guidelines regarding tagline font and usage with the ELCA brandmark, please see page 16.

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## God.

The most important message we have is not about ourselves, but about what God is doing. God is at work, and Jesus embodies what God is working on – the new creation.

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## God's work.

God is at work. In a time when some see God as a distant and detached observer or a master planner, we witness who God was, is and will always be – actively working “for us and our salvation.”

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## Our hands.

In a culture that reduces matters of faith to a private consumer choice and leaves people isolated in self-serving lives, we have a liberating message that is incarnational and vocational. God joins us in Jesus to a community, the body of Christ. In the life of that body, God is working both in us and through us and our hands. In us, God's Holy Spirit accomplishes what nothing else, not even God's law, could accomplish – a life freed from sin and death through Christ, a life where our hands are generous and loving.



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## Note

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We are currently updating the brandmark section of this book to reflect the logo refresh.

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## Elements of the brandmark

### What is the ELCA brandmark?



**Evangelical Lutheran Church in America**

God's work. Our hands.

The ELCA brandmark consists of the ELCA symbol or emblem, the name of our church and our tagline. The combination of these three elements is what brings the ELCA's whole identity to life. That's why it's important to use all three elements together whenever possible.

On the following pages we've established guidelines for how to treat the ELCA brandmark. Consistency is the key to our effectiveness. All of us need to follow these guidelines to present a consistent appearance and message to both members and non-members throughout the world. Variations to the brandmark, even slight, can cause confusion and give the impression of disorganization.

#### DOWNLOADS

All brandmark files can be downloaded at [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark).

## Elements of the brandmark (continued)

## Our emblem



The emblem is a graphic representation of the ELCA mission statement: Marked by the cross of Christ forever, we are claimed, gathered and sent for the sake of the world. This emblem reflects the good news of Christ's resurrection.

The emblem's black outlines are roughhewn. Within the spheres of the orb are smaller crosses (a design sometimes known as the "Jerusalem Cross"), a traditional symbol for the commission to spread the gospel to the whole world.

**The emblem is shown alone here for purposes of this brand book only. In practice, it should always be used with our name.**

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).

The use of the ELCA name, emblem and tagline is limited to the ELCA churchwide organization, ELCA synods and ELCA congregations. Other entities may use these only with the agreement and written permission of the ELCA.



## Our name

# Evangelical Lutheran Church in America

The Evangelical Lutheran Church in America is the name derived from the union of three North American Lutheran church bodies: the American Lutheran Church, the Lutheran Church in America and the Association of Evangelical Lutheran Churches. The word “evangelical” is an especially important part of our church’s name. It conveys that we are gospel-focused. As Lutherans, we focus on the gospel boldly, humbly and with abundant love.

Whenever possible, use our church’s full name as part of the brandmark: Evangelical Lutheran Church in America. It’s more informative and welcoming to both non-members and new members.

Using “ELCA” is appropriate when these initials are part of a longer name. Two examples are the ELCA Foundation and the Women of ELCA. The initials also may be used when space will not accommodate the full name. See page 23 for examples.

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).

The use of the ELCA name, emblem and tagline is limited to the ELCA churchwide organization, ELCA synods and ELCA congregations. Other entities may use these only with the agreement and written permission of the ELCA.

**NOTE:** The type treatment of our name (as shown above) can be used without the emblem, but such application should be avoided as much as possible. Please refer to page 27 for typography guidelines.

## Elements of the brandmark (continued)

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## Our tagline

God's work. Our hands.

The tagline “God’s work. Our hands.” is an important component of the ELCA brandmark. For more on the meaning of the tagline, please see pages 10–11.

Avoid using the tagline on its own, without the brandmark, except as the theme of an event. If used as the theme of an event, the tagline should be in the tagline typeface specified below. Both sentences of the tagline should appear on one line and in close proximity to our church name as described on page 20.

Whenever referenced in running text, it’s best to use the tagline at the end of a sentence. When referring to the tagline “God’s work. Our hands.” in the middle of a sentence, do so in the manner in which this sentence does (with periods and a capital “O” in “Our”).

Display the tagline in proper case, using the typeface Century Gothic Regular. Avoid bolding the typeface. Please refer to page 27 for typography guidelines.

God’s work. Our hands.™ is a service mark of the Evangelical Lutheran Church in America (U.S. Patent and Trademark SN 76/687622).

The use of the ELCA name, emblem and tagline is limited to the ELCA churchwide organization, ELCA synods and ELCA congregations. Other entities may use these only with the agreement and written permission of the ELCA.

**NOTE:** If you would like to use the tagline on its own, please contact the Marketing Communications team for permission at: 800-638-3522.

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## Preferred brandmark

## Four-color



**Evangelical Lutheran Church in America**

God's work. Our hands.

The preferred primary brandmark appears with the tagline in four-color whenever possible. Since high-quality, relatively low-cost color printing is now widely available, the four-color version of the brandmark is the preferred version for all printed communications. The four-color brandmark should also be used in all digital/electronic media (PowerPoint® slides, websites, etc.)

The four-color brandmark consists of a black cross and the orb filled with red (Pantone 1797) in the upper left quadrant, purple (Pantone 2725) in the upper right quadrant, yellow (Pantone 124) in the lower right quadrant and green (Pantone 362) in the lower left quadrant. These colors reflect the seasons of the church year. Never rearrange color quadrants or substitute other colors in this format.

Note: Do not use the old brandmark or church seal as our brandmark – see page 25.

**DOWNLOADS**

All brandmark files can be downloaded at [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark).

Alternative brandmarks

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## Two-color



**Evangelical Lutheran Church in America**  
God's work. Our hands.

For two-color printing, use the two-color brandmark where the orb is filled with red (Pantone 1797).

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## Black



**Evangelical Lutheran Church in America**  
God's work. Our hands.

The black brandmark should be used for single-color printing on white or light backgrounds.

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## White



**Evangelical Lutheran Church in America**  
God's work. Our hands.

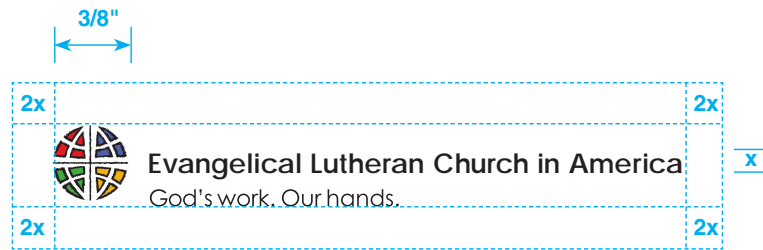
Use the white or reversed out brandmark when it appears on dark backgrounds.

**DOWNLOADS**

All brandmark files can be downloaded at [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark).

Primary brandmark usage

## Clear space and minimum size



x = height of capital letters in the name

Whenever the brandmark is at least three inches wide in size, it should appear with the tagline.

Maintain the minimum clear space on every side of the brandmark as shown here. No design element or typography may fall within this area. The clear space is defined by twice the height of a capital letter in the name.

The minimum size of the brandmark is defined by the minimum size of the emblem within it. The emblem should never be smaller than 3/8".

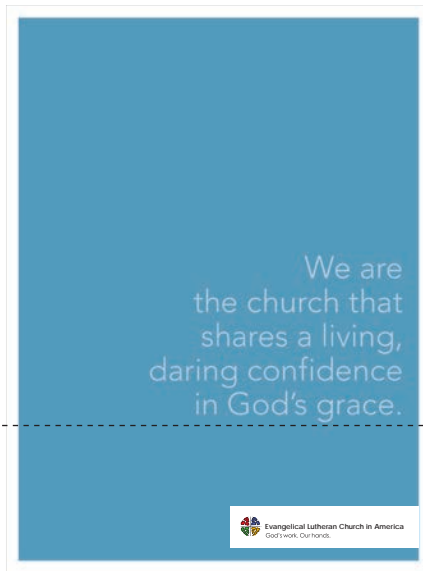
## Text alignment and spacing



Align the tagline flush left under the ELCA name and space it exactly one cap-height in height. Never alter or resize the spacing of the brandmark's elements.

Brandmark tab treatment

To encourage more frequent use of the four-color logo with tagline (see page 18) on materials, we've developed the tab treatment. This treatment will make it possible to use the four-color logo on a wide variety of colored backgrounds while still preserving its legibility.



White border is 1/4" around

Tab shape sits 1/4" up from white border

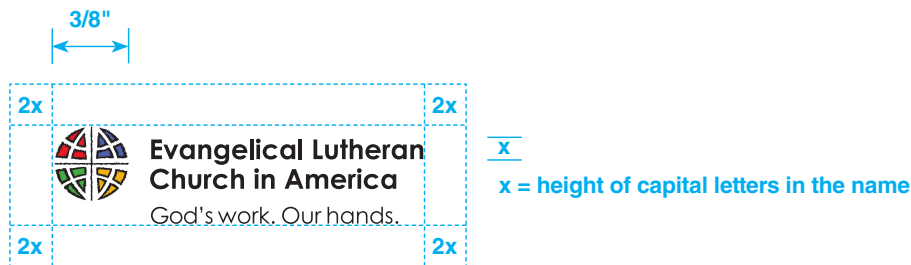
Secondary brandmark usage

## Secondary brandmark



When you must reduce the brandmark to less than three inches in width, use the secondary brandmark. The secondary brandmark consists of the emblem, stacked name and tagline.

## Clear space and minimum size



Maintain the minimum clear space on every side of the secondary brandmark as shown here. No design element or typography may fall within this area. The clear space is defined by twice the height of a capital letter in the name.

The minimum size of the secondary brandmark is defined by the minimum size of the emblem within it. The emblem should never be smaller than 3/8".

## Text alignment and spacing



Align the tagline flush left under the stacked ELCA name and space it exactly one cap-height in height. Never alter or resize the spacing of the brandmark's elements.



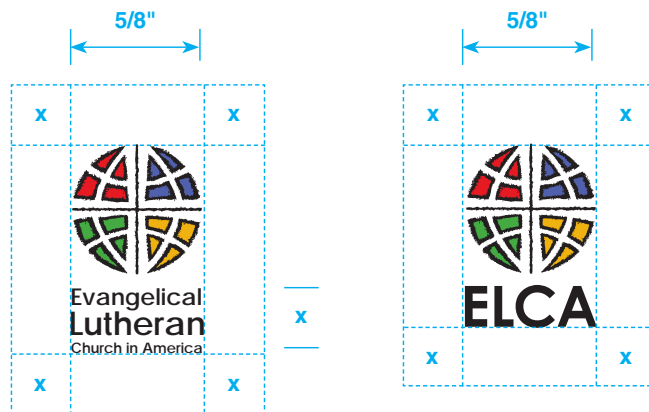
## Stacked brandmarks usage

## Stacked brandmarks



In situations where layout space cannot accommodate a horizontally aligned brandmark, use one of the stacked brandmark versions shown here. In addition to the vertical alignment of emblem and name, the stacked brandmark is characterized by different proportions between these elements. The emblem is significantly larger than the name. Because of these altered proportions, the stacked brandmark is well-suited for display purposes. The stacked brandmarks should not be used with the tagline.

## Clear space and minimum size



Maintain the minimum clear space on every side of the stacked brandmarks, as shown here. No design element or typography may fall within this area. The clear space is defined by the height of the stacked name.

The minimum size of the brandmarks is defined by the width of the text ("Church in America" at left and "ELCA" at right), which should never be smaller than 5/8".

A version of the stacked brandmark is available for embroidery and silkscreen application. Please contact the Marketing Communications team to request this file.

Incorrect usage



It's up to all of us to maintain the visual integrity of our brandmark. To ensure we have a consistent and compelling public presence, do NOT do the following:

- Alter the electronic file
- Outline letters
- Add graphics
- Add type
- Use non-approved colors (see page 28)
- Apply noisy or busy backgrounds
- Stretch the brandmark
- Use ornamentation
- Alter tagline text
- Alter proportions of type
- Draw your own brandmark
- Recreate any element of the brandmark

**Incorrect usage** (continued)

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What our brandmark is not



**Old brandmark**

This is an old version of the brandmark that has been replaced and should not be used.



**Church seal**

This is the church seal and should only be used for official church documents. Please contact the Marketing Communications team with any questions.

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## Note

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Preferred typefaces

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Deca Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

We've chosen two typefaces that reflect the brand personality and provide flexibility in designing a wide range of print and electronic communications. We show the regular version of both typefaces here. Italic, bold and web-friendly versions of these fonts are also available.

**Sans serif typeface**

Our preferred sans serif typeface is Century Gothic Bold. We've chosen it for its clean, contemporary look. This is also the typeface for our landmark: the name of the church is in bold, and the tagline is in regular.

**Serif typeface**

Our preferred serif typeface is Deca Serif. It has a more elegant, classic feel, and is ideal for large quantities of text.



Our colors

**Bright Colors (Brandmark Colors)**

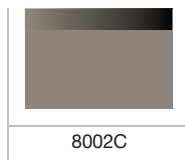
With Black				
Full strength				
<b>Pantone</b>	1797C	2725C	362C	124C
<b>CMYK</b>	C0 M100 Y99 K4	C77 M68 Y0 K0	C70 M0 Y100 K9	C0 M28 Y100 K6
<b>RGB</b>	R227 G27 B35	R82 G97 B172	R73 G169 B66	R238 G177 B17

**Warm Colors**

With Black					
Full strength					
<b>Pantone</b>	7529C	173C	1385C	1605C	484C
<b>CMYK</b>	C0 M4 Y12 K17	C0 M69 Y100 K4	C0 M44 Y100 K7	C0 M56 Y100 K30	C0 M95 Y100 K29
<b>RGB</b>	R217 G207 B192	R232 G109 B31	R232 G148 B26	R182 G102 B18	R179 G35 B23

**Cool Colors**

With Black					
Full strength					
<b>Pantone</b>	2945C	7445C	549C	265C	576C
<b>CMYK</b>	C100 M45 Y0 K14	C30 M20 Y0 K3	C52 M6 Y0 K25	C54 M56 Y0 K0	C49 M0 Y100 K39
<b>RGB</b>	R0 G105 B170	R169 G182 B217	R86 G155 B190	R129 G119 B183	R92 G135 B39



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.

8002C

The swatches on the left represent the color palette we encourage you to use for ELCA-related graphic materials. Warm and sophisticated colors provide a welcoming feel. Cool colors add breadth and confidence. Bright, vibrant colors can be used for accents and emphasis. Be sure to use bright colors (brandmark colors) carefully, as they can be too distracting and too intense.

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. For absolute color-matching accuracy, please always use a Pantone chip, available from your local printer.

Note that in order to expand the color palette's usability, you can either screen the colors or add black to them in various degrees. This is particularly useful for web applications. This kind of value "adjustment" of color should not be overused, though. You should always make sure that colors used at full strength are dominant in ELCA communications.

A photograph of a choir performing in a cathedral. The choir members, dressed in white robes, are standing on a wooden balcony and holding black songbooks. The background features a large, ornate stained glass window with a central cross and several smaller circular windows. The lighting is dramatic, highlighting the choir and the intricate details of the cathedral's architecture.

EXPRESSIONS

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## How should I use the ELCA brandmark in my communications?

We're all part of the same church. Whether you're communicating about or promoting the ministries of a congregation, synod or sub-brand, it's important to convey a strong visual connection to the ELCA – doing so underscores our strength as a faith community and our shared sense of purpose. The following pages provide you with examples and guidelines for integrating the ELCA brandmark within your communications.



EXPRESSIONS

CONGREGATIONS

## Congregations

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## Brandmark with congregation name



**Central Lutheran Church**  
**Evangelical Lutheran Church in America**  
God's work. Our hands.

Congregations are encouraged to utilize the ELCA brandmark as depicted in the example at left. A brandmark template for congregations is available online at [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark). For brandmark guidelines regarding clear space, minimum size, text alignment and spacing, see page 20.

## Congregations

# Why should the ELCA affiliation be in my congregation's communications?

Affirming your alignment with the ELCA makes an important statement within your congregation and to the world. It shows that our individual congregations are part of a larger community, and that we are called together to do God's work.

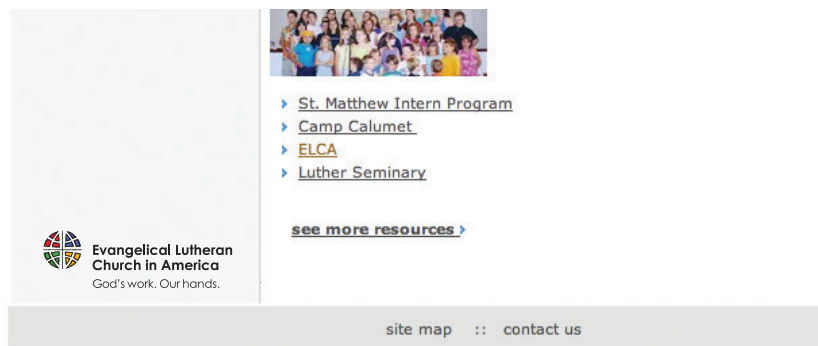
To allow for harmonious integration of the ELCA brand into an individual congregation's communications, two co-branding options were developed:

## Create a co-branding signature using ELCA name

If your congregation has its own landmark, include the following text: A congregation of the Evangelical Lutheran Church in America.

## Add the ELCA landmark

Add the ELCA landmark to your communications. In print publications the ELCA landmark should appear on the front, back or inside covers. On websites, the ELCA landmark should appear somewhere near the bottom of the home page. If the project allows, use the full-color version of the ELCA landmark.



Congregations: roadmarker sign



To help promote the presence of your congregation in your community, the Marketing Communications team has developed a customizable roadmarker. Order forms can be found at [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark). Congregations will fax their orders directly to Stout Industries, an approved supplier, who will handle production, payment processing and shipping. All orders will ship direct to each congregation. Be sure to check your local regulations concerning posting of signs prior to placing your orders.

EXPRESSIONS

SYNODS

Synods

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## Brandmark with synod name



**Upstate New York Synod**  
**Evangelical Lutheran Church in America**  
God's work. Our hands.

All synods should utilize the ELCA brandmark as depicted in the example at left. A brandmark template for synods is available online at [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark). For brandmark guidelines regarding clear space, minimum size, text alignment and spacing, see page 20.

EXPRESSIONS

SUB-BRANDS

Churchwide ministry sub-brands

## Brandmark with sub-brand name



**ELCA Foundation**  
 Evangelical Lutheran Church in America  
 God's work. Our hands.



**ELCA Fund for Leaders**  
 Evangelical Lutheran Church in America  
 God's work. Our hands.



**ELCA Malaria Campaign**  
 Evangelical Lutheran Church in America  
 God's work. Our hands.



**ELCA Missionary Sponsorship**  
 Evangelical Lutheran Church in America  
 God's work. Our hands.



**ELCA World Hunger**  
 Evangelical Lutheran Church in America  
 God's work. Our hands.



**Lutheran Disaster Response**  
 Evangelical Lutheran Church in America  
 God's work. Our hands.

Churchwide ministry sub-brands should utilize the ELCA brandmarks as depicted on this page. Brandmarks for Lutheran Disaster Response and ELCA World Hunger are available online at [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark). The other brandmarks are available through the Marketing Communications team. For brandmark guidelines regarding clear space, minimum size, text alignment and spacing, see page 20.

The ELCA Foundation sub-brand includes work for the ELCA Endowment Fund Pooled Trust, and ELCA World Hunger includes work for HIV and AIDS.



## Churchwide ministry sub-brands: Lutheran Disaster Response

## Lutheran Disaster Response identity use for ELCA churchwide ministry, synods, congregations and companions



Lutheran Disaster Response  
Evangelical Lutheran Church in America

When Lutheran Disaster Response is referred to in any communication that you produce, use the identity in the example directly at left, which includes the emblem, aligned with “Lutheran Disaster Response,” followed by “Evangelical Lutheran Church in America” and our tagline.

## Lutheran Disaster Response identity use for partners and affiliates



Lutheran Disaster Response

We have provided this version of the Lutheran Disaster Response identity in the example immediately at left. This “emblem only” identity application is the sole exception to our identity standards. It is provided to partners and other pan-Lutheran organizations to continue their long-standing relationship with Lutheran Disaster Response.

## Why is this identity approach different from other sub-brands?

Lutheran Disaster Response was formerly a joint ministry of The Lutheran Church—Missouri Synod and the Evangelical Lutheran Church in America (ELCA). This relationship ended in 2012, but the name Lutheran Disaster Response will remain with the ELCA. Lutheran Disaster Response will now be used as the sub-brand identity for both domestic and international work and replaces the former identity, ELCA Disaster Response. By consolidating both the international and domestic disaster relief programs under Lutheran Disaster Response, we will minimize confusion among our members and promote deeper engagement with partners and donors.



STATIONERY

Letterhead



To produce and customize letterhead for congregations or synods, use provided templates. When customizing address/contact block, be sure to retain the left margin specified on this page.

Remove the address/contact block from the layout of the letterhead if a second sheet is needed.

The text of the letter should position as shown.

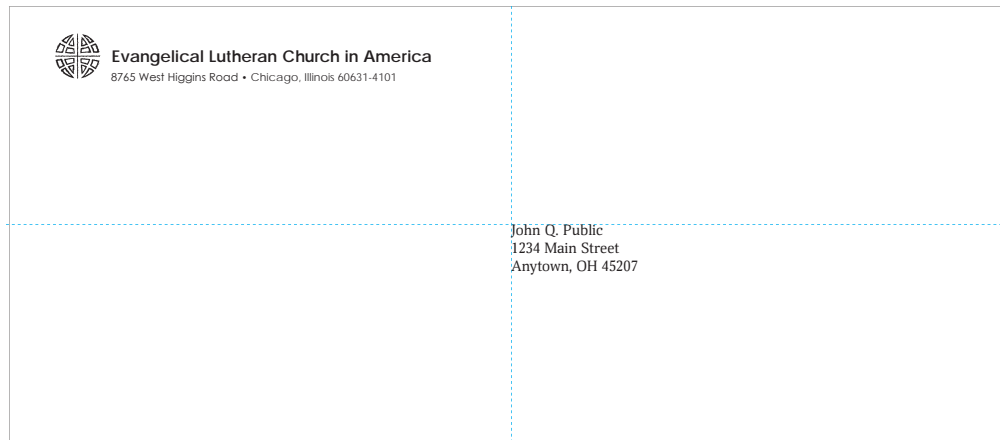
The examples on this page are shown at 50 percent of their actual size.

**Paper specifications**

For letterhead:  
Atlas Bright, white imaging, 24 lb.

## STATIONERY

### No. 10 envelopes



To produce and customize a No. 10 envelope for congregations or synods, use provided templates. When customizing the return address block, be sure to retain the left margin specified on this page.

The examples on this page are shown at 55 percent of their actual size.

#### Addressing

The addressing should position as shown in the upper left corner of the lower right quadrant of the envelope.

#### Paper specifications

For envelopes:  
Atlas Bright, white imaging, 24 lb.

Business cards



----- Margin: address/contact block "sits" on 3/16" margin

Front



Back (optional)

To produce and customize business cards for congregations and synods, use provided templates. When customizing address block, be sure to retain the bottom margin and paragraph spacing specified on this page.

The examples on this page are shown at actual size.

Paper specifications

For business cards:  
Majestic Aura, 130 lb. cover

DOWNLOADS

All brandmark and stationery files can be downloaded at [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark).



PHOTOGRAPHY GUIDELINES



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The images used to communicate a brand are vital to effective expression. Typically, brand personality comes through in candid and portrait photography, while the brand essence is best supported by concept photography.



Compelling photography



**WORSHIP** ELCA Churchwide Assembly, Minneapolis, Minn.



**YOUTH** ELCA Youth Gathering 2009, New Orleans, La.



**CLERGY**



**LAY MINISTER** Mission trip, Sunday school teacher. Photo Credit: Pastor Dirk van der Duim.



**SPECIAL EVENTS** Holy Trinity Lutheran Church, Livonia, Mich. Photo Credit: Kathy Weinberg.



**VOLUNTEERING** ELCA Youth Gathering 2009, New Orleans, La.



**HOLIDAY** Easter Vigil, St. John's Lutheran Church, Atlanta, Ga. Photo Credit: Greg Williams.



**MISSION WORK** Photo Credit: Paul Jeffrey/Act Alliance.

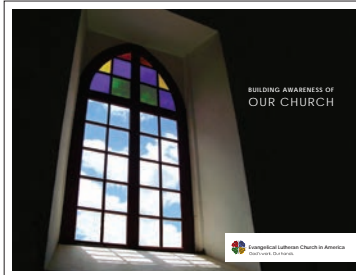


**COMMUNITY OUTREACH** Puppet project for patients at a children's hospital. Our Saviour's Lutheran Church, Arlington Heights, Ill.

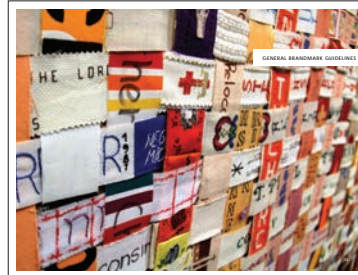
Photographs capture a moment in time – and much more. Whether candid or formal, a memorable photograph offers insights into people and relationships, and prompts us to see something anew – whether it's a detail, a grand vista or the most ordinary event. When creating or choosing photographs for your communications, keep in mind that you're not just documenting. You're providing a visual articulation of our faith: how we pray and celebrate, how we interact with one another, and what it means to us and the people we serve when we use our hands to do God's work in the world.

Digital photography has taken a lot of the guesswork out of getting a good image. Even “operator error” mistakes can often be mitigated through cropping, color correction and other digital photo editing techniques. The fundamentals still apply, however – so always look for photos that are clear in terms of subject matter or center of focus (make sure your audience can tell what's important in the photo and where to look); interactions that look genuine rather than staged; and angles and framings that make everyone in the photo look engaged and interesting.

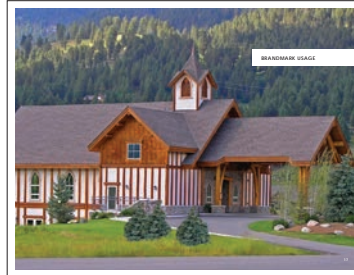
Here are some powerful examples of typical photographic subjects.



**COVER** Photo Credit: Melissa Ramirez-Cooper.



**PAGE 12** Tapestry, ELCA Lutheran Center. Photo Credit: Philip Miller.



**PAGE 17** All Saints in Big Sky, Big Sky, Mont.

Every photo in this guide tells a story of an ELCA community or mission. We're grateful to the professional and amateur photographers who created these images, which so beautifully capture our living, daring confidence in God's grace.

**Resources**

For more information about brandmark usage go to [www.ELCA.org/brandmark](http://www.ELCA.org/brandmark) or contact the Marketing Communications team at 800-638-3522.



**PAGE 26** Students at 2009 ELCA Youth Gathering in New Orleans, La. Photo Credit: Len Mason.



**PAGE 29** Choir at St. Mark's Lutheran Church, Baltimore, Md. Photo Credit: Stuart Wayne Wright.



**PAGE 39** A cross along the Listening Walk at Halfway Creek Lutheran Church in Holmen, Wis. Photo Credit: Matt Pagliaro.



**PAGE 43** Women carry their harvest to Naam Okoro camp in northern Uganda. Photo Credit: Paul Jeffrey/Act Alliance.



# Evangelical Lutheran Church in America

God's work. Our hands.

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