

Evangelical Lutheran Church in America Graphic Standards

Quick Reference Guide

The Evangelical Lutheran Church in America (ELCA) is multifaceted, and no two congregations are alike. But there are commonalities that tie us together such as our belief in the transformative power of grace and our commitment to loving and serving God’s creation. Branding consistency can strengthen those ties. All of us need to follow these guidelines to present a consistent appearance and message to both members and non-members throughout the world.

The ELCA landmark

The ELCA landmark consists of the ELCA symbol or emblem and ELCA name. More branding options are offered to accommodate the ELCA acronym. The globe can also be used as a visual representation of the ELCA, with no accompanying text.



Brandmark usage: Colors and font

The ELCA brandmark comes in three color variations: black, white (reverse), and four-color. The typeface for the words “Evangelical Lutheran Church in America” is **Proxima Nova**. You should always display it in proper case.



RED
Pantone: 1797
CMYK: 0c 100m 99y 4k
RGB: 227r 27g 35b



BLUE
Pantone: 2945
CMYK: 100c 45m 0y 14k
RGB: 0r 105g 170b



YELLOW
Pantone: 124
CMYK: 0c 28m 100y 6k
RGB: 238r 177g 17b



GREEN
Pantone: 362
CMYK: 70c 0m 100y 9k
RGB: 73r 169g 66b



BLACK
Pantone: Black
CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b



Four-color: The four-color brandmark consists of a black cross and the orb filled with red in the upper left quadrant, blue in the upper right quadrant, yellow in the lower right quadrant and green in the lower left quadrant. Never rearrange color quadrants or substitute other colors in this format.



One-color black: Use this for one-color printing on white or light backgrounds.



White (Reverse): Use white when printing on dark backgrounds.

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). 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).

Full landmark

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



The full landmark should maintain at least .25 inch clearance on every side. No design element or typography may fall within this area. The primary landmark should never be smaller than 1.75 inches wide, with the round emblem no smaller than .5 inch. The 1.75 inches are measured from end to end.

Alternate landmarks

The landmark is available in alternate formats in order to offer flexibility for various applications in our changing digital world.



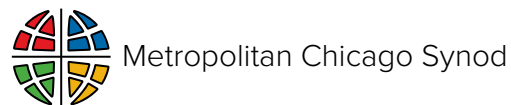
As needed, these options can also be used as a visual representations of the ELCA.

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



Brandmark with expression name

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



The brandmark with expression name should maintain at least .25 inch clearance on every side. No design element or typography may fall within this area. When sizing this brandmark, the globe should be no smaller than .5 inch.

Brandmark usage

The more branding consistency we have, the stronger our organization becomes. Branding consistency can increase the overall visibility of our church throughout the world.

- The brandmark may be used only in the colors and following the graphic standards mentioned previously.
- Do not alter proportions of type. Do not condense, expand or stretch the fonts.
- Never alter or resize the spacing of the brandmark's elements.
- Questions or requests regarding ELCA brandmark usage can be directed to communications@elca.org.



Do not alter the electronic file.



Do not add graphics.



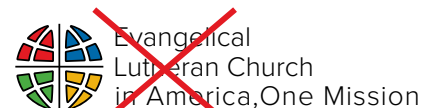
Do not apply noisy or busy backgrounds.



Do not stretch the brandmark.



Do not use other colors.



Do not add type.

ELCA brandmark files and templates are available for download at [ELCA.org/brandmark](https://elca.org/brandmark).

Preferred Fonts

Three fonts provide flexibility in designing a wide range of print and digital communications.

Sans Serif

Our primary sans serif font is **Proxima Nova Light**. This is also the typeface that appears in the ELCA brandmark. This is an official licensed font from Adobe. Variations on Proxima Nova are acceptable.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

If you're unable to access the primary font, consider using a similar secondary font. An alternate sans serif font is **Avenir Next** or **Avenir**.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Serif

Our preferred serif font is **Times New Roman**. It is widely available and ideal for large quantities of text.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

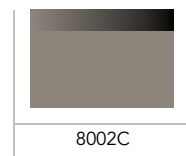
Secondary Color Palette

In addition to the primary colors featured in the brandmark, the swatches below represent the color palette we encourage you to use for ELCA-related graphic materials. 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. To expand the color palette's usability, you can either screen the colors or add black to them in various degrees. This kind of value "adjustment" of color should be used sparingly, with colors used at full strength primarily appearing in ELCA communications.

Warm Colors

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



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.

Cool Colors

With Black					
Full strength					
Pantone	2725C	7445C	549C	265C	576C
CMYK	C77 M68 Y0 K0	C30 M20 Y0 K3	C52 M6 Y0 K25	C54 M56 Y0 K0	C49 M0 Y100 K39
RGB	R82 G97 B172	R169 G182 B217	R86 G155 B190	R129 G119 B183	R92 G135 B39