

LWML

Lutheran Women *in Mission*

## Brand Guidelines

- 2 Brand vision +  
Logo meaning
- 3 Logo + usage
- 5 Typography
- 7 Color palette
- 8 Supporting marks

---

## LWML Brand Vision

The goal of the LWML brand is 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 and 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. Clarity was a goal for the primary text, LWML. A clean, rounded font was selected that provides a timeless representation of the organization.



*for God so loved the world ... (John 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 ... (Hebrews 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 Corinthians 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



---

icon stacked logo



---

vertical stacked secondary logo



---

horizontal secondary logo



# Correct Use

## 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.



## 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

The following fonts were chosen because of their unique visual characteristics and their supportive quality to the overall look of the brand. **See next page for alternate fonts for general use.**

## Main Typeface

# GOTHAM

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.

**GOTHAM medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

GOTHAM light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**GOTHAM bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# Mercury

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 Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Mercury Light*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Mercury Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

---

## Typography continued

# Klinik Slab

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.

*Klinik Slab Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Klinik Slab Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Klinik Slab Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

---

## Alternate Fonts for General Use

The general public will NOT have access to these fonts (Gotham, Mercury, Klinik Slab) in most cases, due to licensing regulations and copyright.

We recommend instead using the following fonts in such cases:

- Times New Roman      Times New Roman
- Arial                      Arial
- Verdana                    Verdana
- Georgia                    Georgia
- Helvetica                 Helvetica

---

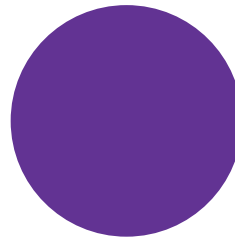
# Color palette

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 may be used to differentiate various groups within the LWML organization.

## Color Usage

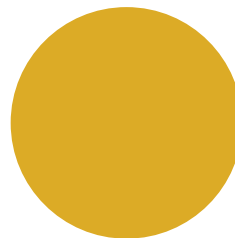
Color is vital in the visual representation of LWML. The correct color usage should be reflected throughout all communication and applications.



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.



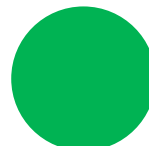
PMS 110  
CMYK 16/31/100/0  
RGB 218/169/0  
WEB #DAA900

## Supporting Colors

Purple is a powerful color, but it deserves supporting colors that compliment it when used. Pantone 1655 and Pantone 7841 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.

### 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.

### National Committee 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.

---

horizontal type only



---

stacked type only



---

Women in Mission Script



---

Women in Mission Script Stacked



---

national committee example





---

## District Logos

Because of the many districts within the LWML, there was a need to create a specific visual personality for each district. **The districts may always use the LWML logo as illustrated and described on page 3.** They may also use the logos that are personalized for each district as seen here. 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 Logos

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

### Color Palette for District Logos

Districts have the option of a personalized logo incorporating their name. This can be created by request with coordinating supporting color PMS 1655, or in the primary colors PMS 267 and PMS 110.

---

## Local Group and Zone Logos

Local groups and zones have the option of a personalized logo incorporating their name, available upon request. These are meant to be used as a way to differentiate the LWML local groups and zones from the district and national organizations.

### Color Palette for Local Group and Zone Logos

These logos can be created by request in supporting color PMS 7481, or in the primary colors PMS 267 and PMS 110.

---

LWML primary logo horizontal district



---

horizontal district



---

stacked vertical district



---

zone submark



---

local group submark

