



ELCA Brandmark Utilization Guidelines

All organizations, including religious denominations, identify themselves through their branding. The Evangelical Lutheran Church in America is no exception, and we have utilized and implemented branding policies and guidelines since this church merged 35 years ago. From time to time, this brand has been refreshed to remain relevant. Now, in 2022, we are pleased to offer a refreshed version of the ELCA branding for the churchwide organization and the other expressions of this church.

We will use this refreshed brandmark for all ELCA offices and teams on letterhead, envelopes and business cards. Together we will maintain a consistent presentation from the churchwide organization, so we are all “speaking with one voice” on behalf of the ELCA. We will continue to encourage and support co-branding opportunities for our congregations and synods. This will help strengthen our identity as a unified church both internally and externally and support our efforts toward the Future Church goals and initiatives.

This refreshed suite of brandmarks offers flexibility for various applications in our changing digital world. The remainder of this document will lay out the specifics of this transition.

New Brandmark Design

The refreshed design features updated fonts and colors. The font appearing in the brandmark is Proxima Nova Light. We have selected two additional fonts to provide flexibility in designing a wide range of print and digital communications. Avenir is the preferred sans serif font and Times New Roman is the preferred serif font.

The globe emblem and cross have smooth edges, and 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.



Color Codes

| | Red | Blue | Green | Yellow |
|------|----------------|-----------------|----------------|----------------|
| PMS | 1797 | 2945 | 362 | 124 |
| CMYK | C0 M100 Y99 K4 | C100 M45 Y0 K14 | C70 M0 Y100 K9 | C0 M28 Y100 K6 |
| RGB | R227 G27 B35 | R0 G105 B170 | R73 G169 B66 | R238 G177 B17 |

New Brandmark Implementation

Digital Assets

The refreshed brandmark should be implemented as quickly as possible on digital assets. This includes web pages, emails, social media icons and new digital resources.

Print Assets

Because this is a refresh versus a rebranding, you may continue to use up current printed materials. These do not need to be recycled unless they simply are no longer needed or relevant. When it comes time to reprint or replace resources, then the refreshed brandmark should be utilized.

Churchwide Organization Use

One reason we are offering a brand refresh is to offer more flexibility for space, size and application. While we speak as one voice with the ELCA brand, we understand that programs and ministries occasionally have special branding needs. If you have any questions about how your team or project can use the brandmark, reach out to your marketer or [Strategic Communications](#).

All ELCA churchwide organization offices and home areas will utilize the ELCA brandmark, and not create office-specific versions. These include:

- Office of the Presiding Bishop.
- Office of the Secretary.
- Office of the Treasurer.
- Innovation.
- Service and Justice.
- Christian Community and Leadership.
- Operations.

The full brandmark, which identifies the full name of this church, Evangelical Lutheran Church in America, should be used for all official communications including:

- All stationery, envelopes and business cards for all churchwide organization offices, home areas, teams and staff, remote and hybrid, in the United States and worldwide.
- External communication including media relations, news releases and letterhead.

Depending on space and design, please use some version of the updated brandmark (full text, acronym or globe) on ELCA communications materials, which include:

- Buildings, property, banners, displays, signage.
- Collateral materials, such as brochures and posters, for all offices, teams and programs.
- Electronic and digital communications, including email, websites, PowerPoints and blogs.
- Advertising, presentations and employee hiring and training.

If you're not sure when or how to apply this brandmark, contact your [communications colleagues](#).

Sub-brands and Fundraising

Three sub-brands will continue to operate under a customized ELCA brandmark for fundraising and gift-planning efforts on behalf of the ELCA. (These sub-brands will utilize the ELCA brandmark on their stationery, general business envelopes and business cards.)

The fundraising sub-brands for annual giving, major gifts and planned gifts are:

- ELCA World Hunger.
- Lutheran Disaster Response.
- ELCA Fund for Leaders.

The fundraising efforts that will utilize the ELCA brandmark include:

- ELCA Good Gifts (includes God's Global Barnyard). There is a previously approved identity mark for Good Gifts that will continue to be used.
- Where Needed Most.
- Global mission priorities.
- Mission Support.

In addition, all gift acknowledgements, receipts and thank-you responses, as they relate to any fundraising efforts on behalf of the ELCA, will utilize a modified version of the stationery for security reasons. The envelope will have the ELCA brandmark.

Churchwide Events

All events will be branded with the ELCA brandmark. Certain nationwide events will occasionally have approved event logos or type lockups, based on a theme and created for short-term use. These events will also be branded as ELCA events, utilizing the ELCA brandmark in combination with the event lockup.

Social Media

Profile pictures for all ELCA social media platforms will be refreshed to reflect the updated emblem. Talk to your marketer if you have additional requests regarding brand use as you create social media posts.

Synods

Synods are encouraged to operate under a customized ELCA brandmark for their area. Refreshed files will be available for synods.

Congregations

All congregations will be encouraged to identify themselves as an ELCA congregation by co-branding their communications to indicate they are "A ministry of the Evangelical Lutheran Church in America." This co-branding will preferably include a version of the ELCA brandmark. Congregations may request a custom brandmark by contacting communications@elca.org.

Separately Incorporated Ministries and Affiliated Ministries

Affiliated and separately incorporated ministries will continue to use their individual brandmarks, and those who utilize a customized ELCA brandmark in their branding will receive an updated version. If you have questions, please reach out to [Strategic Communications](#).

Brandmark Resources

ELCA brandmark resources will be available on ELCA.org in the [resource section](#) and in the [Connect](#) center. Available resources include:

- Downloadable artwork files for professional printing, office use or website use.
- Electronic letterhead and Power Point templates.
- Spanish resources.

Please reach out to [Strategic Communications](#) or your designated marketer if you have questions.