

Graphic Standards Manual

May 2007

Issued by
Lutheran Church–Canada



Our visual identity



The logo for Lutheran Church–Canada was created to provide a unique visual identity for our church. It bears a resemblance to the logo for The Lutheran Church–Missouri Synod, the mother church of LCC.

Each person will see different meanings in the logo. First, it is derived from the cross – the focus of our Christian faith. Second, the three segments in three parts speak of the Holy Trinity – Father, Son and Holy Spirit. The three segments can also be symbolic of the three districts created by LCC at its founding convention. Third, one sees in the logo the letters LCC – the acronym for our Synod. With its dynamic forward motion the logo symbolizes a church which is on the move.

Every organization creates an individual visual identity which allows easy recognition by both its own members and the general public. It is important that use of this visual identity remain consistent. The following guidelines have been developed to assist Lutheran Church–Canada offices, institutions, congregations, auxiliaries and others associated with the church in maintaining a consistent visual identity for our Synod.

Our name

LUTHERAN CHURCH–CANADA

The official name of our Synod is Lutheran Church–Canada.

- the name should not be prefaced with “the”
- the official abbreviation is **LCC**
- the dash in the long-form name is not a hyphen but in typography is known as an “n” dash. On a Windows-based computer it is formed by the keystroke combination **ALT 0150**. If the name is not composed on a computer, two hyphens can be substituted.
- when used as an official title, our name should appear in **UPPER CASE** letters in the type face **Helvetica** – medium or bold. (Other similar fonts include Arial and Swiss 721.)
- **MEDIUM** is suitable for booklets, congregational letterheads, brochures and business cards.
- **BOLD** should be used on materials which make print more difficult to read such as signs, film and reverse printing.

Our logo



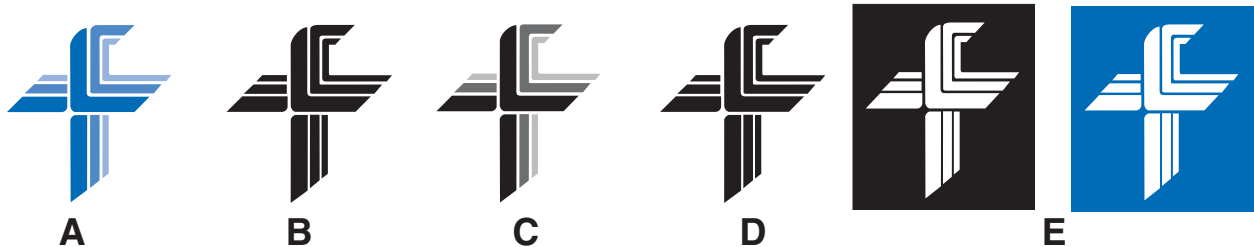
- The LCC logo is a copyright mark.
- Wherever possible the logo should appear with the words LUTHERAN CHURCH–CANADA and/or the French equivalent ÉGLISE LUTHÉRIENNE du CANADA
- Using the logo with other words is permitted only with the approval of the Board of Directors' Committee for Communication and Technology. Artwork should be submitted for approval before printing.
- The logo should never be used as a substitute for a “cross” symbol. It is a graphic representation of an organization, not a representation of the cross of Christ.

The logo can be used in the following colours:

- A PANTONE (PMS) 293* in three screens (40% 70% 100%)
- B PANTONE (PMS) 293* in solid
- C BLACK in three screens (40% 70% 100%)
- D BLACK in solid
- E REVERSE: white on solid black or solid PMS 293 background

*This colour can be substituted with REFLEX Blue if necessary.

The logo **must not** appear in any other colour without the permission of the Board of Directors' Committee for Communication and Technology.



Our Wordmark

This is the combination of logo and title created for the illuminated sign on the LCC office building in Winnipeg.

The official Wordmark places the LCC logo between the words LUTHERAN and CHURCH



Official Abbreviations

Lutheran Church–Canada	LCC
Alberta-British Columbia District	ABC
Concordia Lutheran Theological Seminary, St. Catharines	CLTS
Concordia Lutheran Seminary, Edmonton	CLS
Concordia University College of Alberta	CUCA
Lutheran Women’s Missionary League–Canada	LWMLC
International Lutheran Laymen’s League	Int’l LLL
Lutheran Laymen’s League of Canada	LLL-C
The Lutheran Church–Missouri Synod	LCMS

Stationery

Congregations are encouraged to use the following words and graphics on stationery:



Church Signs

Synod office is pleased to provide assistance and advice with your church signs. Congregations are encouraged to include the words:



on the church sign or somewhere on the church building.

Computer Graphics

All current LCC graphics are available at www.lutheranchurch.ca/graphics.