



**Lutheran Women**  
*in Mission*

## **Brand Guidelines**

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## 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 unique. The identity of LWML, also known as Lutheran Women in Mission, aims to re-engage existing members, connect local and national chapters, illustrate a unified vision, and capture the passion represented by Lutheran Women in Mission.

LWML has been known as Lutheran Women in Mission for over 25 years. In 1975, we were officially incorporated in the state of Missouri as the Lutheran Women's Missionary League (LWML). Since 1998, our registered Doing Business As (DBA) trade name has been Lutheran Women in Mission. Our organization uses these two names interchangeably.

The title, Lutheran Women in Mission, is a testament to our unwavering dedication to mission education, mission inspiration, mission service, and mission giving. Lutheran Women in Mission is a name that is reflective of our fundamental principles and convictions, as well as the global network of volunteers who joyfully serve the Lord side-by-side.

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## 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. Permission to use the LWML logo is granted to LWML districts, zones, and local groups for printed materials publicizing and educating others about the LWML. However, permission must be secured from the LWML PR Director when the LWML logo is used in any other manner.

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## 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.



The heart of God is behind all that we are and do ...  
*for God so loved the world ... (John 3:16)*



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)*

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# Our Logo

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primary LWML logo mark



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stand alone icon



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icon stacked logo



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stacked secondary logo



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center stacked 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



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# Typography

The following fonts were chosen because of their unique visual characteristics and their supportive quality to the overall look of the brand. Gotham will be used for the LWML primary mark with Mercury and Clinic Slab as secondary fonts with Gotham. **See next page for 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**

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## 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*

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## Fonts for General Use

The general public does not have access to the Main Typeface Fonts (Gotham, Mercury, and Klinik Slab). We recommend the following fonts for general use:

San Serif Fonts: Arial, Verdana, Helvetica, Monserrat, Open Sans.

Serif Fonts: Times New Roman, Georgia, Merriweather.

Arial

Times New Roman

Verdana

Georgia

Helvetica

Merriweather

Monserrat

Open Sans

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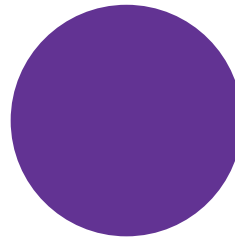
# Color palette

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

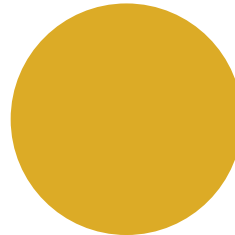
Color is vital in the visual representation of LWML. The correct color usage should be reflected throughout all communication and applications.



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

## Allowable Shades

The following are allowable shades to use on social media, websites, and other electronic media. They should be used to support the primary Purple and Gold colors.



RGB 208/184/234  
WEB #D0B8EA



RGB 161/159/162  
WEB #A19FA2



RGB 215/216/211  
WEB #D7D8D3



RGB 241/217/89  
WEB #F1D959



RGB 241/229/201  
WEB #F1E5C9

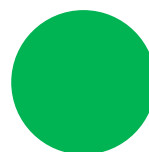
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## Supporting Colors

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

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# 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.

## Limited Space

In some cases the primary mark will need to be condensed. When space is limited the stand alone icon may be used.

The stand alone icon, script, and stacked orientation allow for instant recognition but must be used with the specified color palette.

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icon only



secondary stacked



## Lutheran Women in Mission Script

Lutheran Women in Mission can be paired with the stand alone icon. 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. The typeface for this script should be used as illustrated. Other script typeface in addition to the stand alone icon may be used as approved by the LWML PR Director.

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Women in Mission Script



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Women in Mission Script Stacked



## 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.

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national committee example 1



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national committee example 2



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national committee example 3



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## 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 primary logo as illustrated and described on page 4.*** 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.**

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## 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 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 the primary colors PMS 267 and PMS 110, or in the supporting color PMS7481.**

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primary logo horizontal district



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secondary district



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stacked vertical district



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zone submark



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local group submark

