



**LWML**

Lutheran Women *in Mission*

**Brand Guidelines  
2017**



LWML

Lutheran Women *in Mission*

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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 so unique. This new identity aims to re-engage existing members, connect local units with national, illustrate a unified vision, and capture the passion represented by current members of the LWML.

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# Logo + 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.

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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 tear of compassion; and a **cross** above all else to proudly show 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.



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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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vertical stacked secondary logo



**Lutheran  
Women**  
*in Mission*

---

horizontal secondary logo



**Lutheran  
Women**  
*in Mission*

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# Logo Usage

## 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 two (2) inches wide due to the Lutheran Women in Mission subtext. When logo is smaller, the legibility is greatly decreased.

The heart icon may be used on its own in certain applications, however this must not be applied smaller than one-half (.5) inches tall.



## 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.



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## Incorrect Use



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- 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 + Color Palette

The following fonts were chosen because of their unique visual characteristics and their supportive quality to the overall look of the brand.

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 is used to differentiate various groups within the LWML organization.

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## Main Typeface

Aa

GOTHAM

### Suggested 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 sans-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.

### Alternative:

When Gotham is not available, Helvetica may be substituted. This should only be used when absolutely necessary.

### GOTHAM medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### GOTHAM light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### GOTHAM bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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## Typefaces

Aa

### Suggested 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

### Mercury Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### *Mercury Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### **Mercury Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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## Typefaces

Aa

### 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

Klinik Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Klinik Slab Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Klinik Slab Book Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

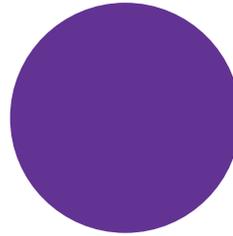
*0123456789*

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# Color Palette

## Color Usage

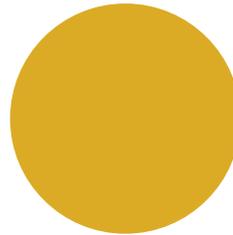
Color is vital in the visual representation of LWML. The correct color usage should be reflected throughout all communication and applications.



**PMS 267**  
**CMYK** 82/87/0/0  
**RGB** 95/37/159  
**WEB** #5F259F

## Purple and Gold

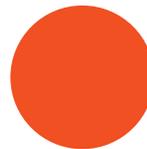
Purple (Pantone 267) is the predominant brand color and should be used whenever possible. The gold accent should be incorporated when contrast and dimension are needed. The gold should always be in support of the purple and not overpower.



**PMS 110**  
**CMYK** 4/17/98/7  
**RGB** 207/166/82  
**WEB** #CFA652

## Supporting Color

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 allow you to populate various media with sophistication and boldness, while maintaining the feel of the existing LWML brand.



**PMS 1655**  
**CMYK** 0/84/100/0  
**RGB** 252/76/2  
**WEB** #fc4c02



**PMS 7481**  
**CMYK** 82/0/86/0  
**RGB** 51/170/102  
**WEB** #33AA66

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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.

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# Supporting Marks

## 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.

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horizontal type only



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stacked type only



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Women in Mission Script

*Lutheran Women in Mission*

*Lutheran Women  
in Mission*

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# District Marks

## District

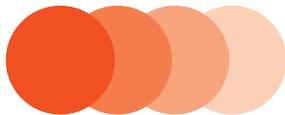
Because of the many districts of LWML, there was a need to create a specific visual personality for each local organization. This is an optional mark to be used as each organization sees fit, however the more unified the voice, the stronger the brand.

## Orientation of district marks

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

Just like the primary mark, the district marks have various orientation options that can be used accordingly.

Additionally, each region must use the PMS1655



**PMS 1655**  
**CMYK** 0/84/100/0  
**RGB** 252/76/2  
**WEB** #fc4c02

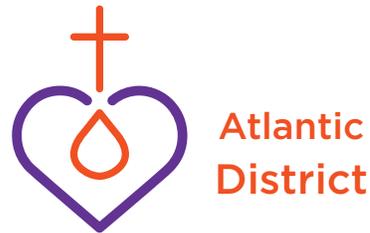
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LWML primary logo horizontal district



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horizontal district



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stacked vertical district



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# Committee Marks

The committee marks are meant to be used in moderation and only as a way to differentiate the various committees within the LWML organization.

Pantone 784, seen below must be used in order to remain separate from the primary mark and the district logos.



**PMS 7481**  
**CMYK** 82/0/86/0  
**RGB** 51/170/102  
**WEB** #33AA66



**Women  
of Vision**  
Zone



**Heart to  
Heart Sisters**

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# Transparency Effect

In some instances, the stand alone heart icon may be added in the background of a design at 10% opacity. The results should be subtle and resemble a watermark. If needed, type can be placed on top of the icon to create dimension within the design.

This effect should be used sparingly and always in conjunction with another logo at 100% opacity. This is not meant to be the only logo mark on an application.

Additionally, when the icon is used as a transparency it may be cropped so that it bleeds off the edge of the design. Be sure not to crop more than a quarter of the icon as seen below.



Do Not: crop more than 25% of the icon



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# File Types

Due to the variety of merchandise and the volume of applications, it is imperative that proper files are rendered and shared with participating vendors.

The following page describes the various file types and the best scenarios for their use.

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# File Types

## **.AI/.EPS**

Any file with an .ai or .eps is saved as vector artwork. This can be scaled to any size without concern for pixelation. Use this version whenever possible.

These files are specifically useful for cutting signs, vinyl, laser cutting, etching, screen printing, and embroidering.

## **.DWG**

This should only be sent to fabricators or sign shops. Certain fabricators using routers or laser cutters require this file for fabrication specifications.

## **.TIFF**

A .tiff is a high resolution CMYK raster file. Use this when printing large files and when vector is not an option.

## **.JPG/.PNG**

Best uses are embroidery, Web, Word documents and emails. These file types should avoid resizing as much as possible.

## **.PDF**

A pdf should be saved and transmitted for viewing/proofing only.