Lutheran Women in Mission
BRAND GUIDELINES

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BRAND VISION

The goal of the brand is to attract a broader audience and convey the characteristics of the organization that make it unique. The identity of the Lutheran Women’s Missionary League (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.

**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 Lutheran Women in Mission logo is granted to LWML districts, zones, and local groups for printed materials publicizing and educating others about Lutheran Women in Mission. However, permission must be secured from the Public Relations Director ([pr@lwml.org](mailto:pr@lwml.org)) when the Lutheran Women in Mission logo is used in any other manner.
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 Lutheran Women in Mission 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 Lutheran Women in Mission. Clarity was a goal for the primary text, Lutheran Women in Mission. A clean, sans-serif 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).
OUR LOGO

primary Lutheran Women in Mission logo mark

stand alone icon

icon stacked logo

stacked secondary logo

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
TYPOGRAPHY

The following fonts were chosen because of their clean, strong visual characteristics and their variety of options for a cohesive overall look of the brand. Montserrat will be used for the LWML primary mark with Georgia as secondary font. See next page for font alternatives for general use.

Main Typeface

MONTSERRAT

suggested use:
Montserrat 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.

Montserrat may be used in many instances but is particularly useful in headings, quotes, numeral treatments, and all caps.

avoid using:
Montserrat may be used as body copy although Georgia is preferred for long sections of body copy.

MONSTERRAT regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
MONSTERRAT light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
MONSTERRAT bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia Pro

suggested use:
Georgia 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 Montserrat.

avoid using:
Georgia should not be used in headlines or other large scale instances.

Georgia Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Georgia Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Georgia Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Merriweather

suggested use:
Merriweather offers a Renaissance warmth while using proportions which are space-saving. It is suitable for secondary headings for differentiation or large scale callouts.

avoid using:
Merriweather should be used sparingly as it has similar characteristics to Georgia and will clash when used too frequently together.

Merriweather Light
ABCDEFHIGJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
0123456789

Merriweather Regular
ABCDEFHIGJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
0123456789

Merriweather Bold
ABCDEFHIGJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
0123456789

Special Use Fonts

These fonts are used for the indicated special-use only.

Open Sans

specific use:
Open Sans is a widely compatible web-font and is used only in email marketing and website applications.

Times New Roman

specific use:
Times New Roman is the required font for internal reports.

Font Options for Increased Compatibility

We recommend the following fonts for use in presentations (e.g., PowerPoint) and other editable documents (e.g., Word) that may be shared in live format, where fonts not available on the computer in use may affect appearance:

Verdana

Montserrat Alternative Use:
Verdana can be used in place of Montserrat in all instances for documents where font availability is a consideration.

Georgia (Pro)

Body Copy and Scripture Reference:
Georgia and Georgia Pro can be used interchangeably for documents where font availability is a consideration.
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 accentuate design and add interest or definition as needed.

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

**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.

**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.

**Color Hierarchy**
A visual representation of the level of color use in a design. Purple should be used as the primary identifier color with it’s shades for differentiation as needed. Gold should be used sparingly as a “highlight” or attention directing color, and grays should be used to support the rest of the design needs.
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.

<table>
<thead>
<tr>
<th>Icon only</th>
<th>Secondary stacked</th>
</tr>
</thead>
</table>

**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 and/or President (e.g., publicity and product use).

**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.
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. These are available by request in the standard color combinations presented on page 4. Legacy color versions (● PMS1655) may continue to be used. It is recommended that any new district logo requests conform to the color palette described on this page.

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 districts and the national organization.

Color Palette for Local Group and Zone Logos

These logos can be created by request in the primary colors PMS 267 and PMS 110. Legacy color versions (● PMS7481) may continue to be used. It is recommended that any new zone and group logo requests conform to the color palette described on this page.