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This brand guidelines manual provides rules and standards on how the Lutheran School of Theology at Chicago’s new visual identity and elements — such as our logo, colors palette, fonts, etc. — should be used.

This manual will ensure that the Lutheran School of Theology at Chicago's identity is communicated consistently across all media, including digital, print, signage, etc.

These guidelines were created to assist faculty and staff, affiliates and vendors establish and build on the principles of the Lutheran School of Theology at Chicago brand, and apply them when using the visual identity.

Following these guidelines will help strengthen our brand and ensure its integrity over time.
BRAND ARCHITECTURE

ESSENCE
Bringing faith into the public sphere

PROMISE TO POTENTIAL STUDENTS
Learning leadership skills for purposeful, engaged ministries

PROMISE TO FACULTY/STAFF
Rigorous intellectual environment in a justice-oriented community

PROMISE TO DONORS/VOLUNTEERS
Making an impact on future leaders

PROMISE TO COMMUNITY
Leadership without borders

BRAND PERSONALITY
Inclusive, Bold, Innovative

COMMUNITY POSITION
Leading urban Lutheran seminary training students for purposeful vocations in the global community

PILLARS
Good News of Jesus Christ, Social justice, Global engagement, Intellectual rigor
BRAND POSITIONING

Lutheran School of Theology at Chicago students are immersed in a curriculum grounded in the “public church,” a concept that embodies the integration of Christian leadership into all aspects of a pluralistic society. Aligned with its Lutheran heritage and built on a foundation of intellectual rigor, the Lutheran School of Theology at Chicago experience offers students a full complement of graduate education degrees. Its M.Div., M.A.T.S., M.A.M., TH.M. PH.D., ACTS D.Min. and Ecumenical D.Min. programs lead to academic, pastoral and lay leadership careers devoted to social justice and community engagement.
OUR BRANDMARK

Lutheran School of Theology at Chicago
OUR BRANDMARK

THE SYMBOLISM

World  Pathways  Cross  Trinity  Stained Glass
Our new visual identity system contains two versions: one without the tagline, and one with the tagline. The system was developed to allow the user the option to use either version, as the user deems relevant or desirable.

Please note the size, color, font and placement of the tagline has been carefully selected, so the artwork cannot be altered in any way when using this version.
OUR BRANDMARK

CONFIGURATIONS

The brandmark has both horizontal and vertical versions. The horizontal configuration is the preferred option and should be used whenever possible.

When the horizontal configuration does not work in the space needed, the vertical configuration can be used.
Our Brandmark

Minimum Size

The brandmark should always be used in a size that ensures legibility. Both brandmark configurations have a minimum size in order to maintain proper legibility.

Horizontal configuration

MINIMUM SIZE

The Lutheran School of Theology at Chicago horizontal configuration should never be used smaller than 1.5" across to ensure proper legibility.

1.5"

Vertical configuration

MINIMUM SIZE

The Lutheran School of Theology at Chicago vertical configuration should never be used smaller than 1.125" across to ensure proper legibility.

1.125"
CLEAR SPACE USAGE

To ensure clear communication free of visual distraction, this guideline mandates a minimum “clear space” on all four sides of the Lutheran School of Theology at Chicago brandmark, equivalent to 2x the height of the letter “o” in Chicago. No element should appear within the “clear space” boundary.

A minimum “clear space” on all four sides of the Lutheran School of Theology at Chicago brandmark, equivalent to 2X the height of the letter “o” in Chicago.

NOTE: These same rules apply for the vertical configuration.
FULL-COLOR USAGE

Where possible, use the Lutheran School of Theology at Chicago brandmark in the full-color version for maximum recognition, consistency and impact. If this is not possible, then the brandmark may be reproduced in one color.

Acceptable dark background:

- Dark Blue (refer to page 18 for color specifications)
OUR BRANDMARK

ONE COLOR USAGE

Where possible, use the Lutheran School of Theology at Chicago brandmark in the full-color version for maximum recognition, consistency and impact. If this is not possible, then the brandmark may be reproduced in one color.

Acceptable one color options:

- Black
- White (on dark background)
- Signage material (metal, wood, stone, etc.)
OUR SEAL

The new visual identity system also contains a seal. The seal contains symbols and colors consistent with the standard brandmark, but is formatted for special situations.

The intent is to use the seal only in limited applications specialty items and other unique situations.

For authorized permission to use the seal please contact Jan Boden.

**MINIMUM SIZE**

The Lutheran School of Theology at Chicago Seal should never be used smaller than 1" across to ensure proper legibility.
BUSINESS CARDS

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CALLED INTO THE WORLD
SIGNAGE

Examples of signage.
EXAMPLES

SPECIALTY ITEMS
The color palette consists of carefully selected colors that complement each other. Together they add flexibility and visual interest to our communications.

Colors are representational and will vary from screen to screen, and printer to printer. Always refer to PMS colors swatches for accurate representation.
Merriweather is the primary font that should be used whenever possible. Merriweather is available in both Sans and Serif versions. Both have a variety of thicknesses and italics which make this font family extremely versatile. Both are Google fonts and available for web applications.

**Merriweather Sans** is the preferred font. It can be used for headlines, body copy and captions.

**Merriweather Serif** can be comfortably blended with Merriweather Sans, or used singularly, to provide richness and flexibility to Lutheran School of Theology at Chicago’s communications.
For applications when Merriweather is not available you can substitute with Arial and Georgia.

**Arial**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

- Arial Regular
- Arial Bold
- Arial Regular Italic
- Arial Bold Italic

**Georgia**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

- Georgia Regular
- Georgia Bold
- Georgia Regular Italic
- Georgia Bold Italic
**Usage Don’ts**

The Lutheran School of Theology at Chicago brandmark is an integrated system of elements, and has been created to ensure consistency across a great array of applications, over time. To achieve our objective, it is very important to follow our guidelines and not deviate from them, even in the smallest ways.

To the right are just a few examples of what is NOT permissible when using our brandmark.

- **Keep it Simple**
  - Don’t use a color that’s not approved for the brandmark. See the color usage on page 18.
  - Don’t stretch, skew, scale or alter any of the elements of the Brandmark.
  - Don’t rotate or move any of the elements.
  - Don’t use a different typeface than the approved artwork.
  - Don’t change the proportion or alter any of the elements of the Brandmark.
CONTACT US

HOW CAN WE ASSIST YOU?

If you have a question or need a specific brandmark file please contact:

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