



Lutheran School *of*
Theology *at* Chicago

Brand Guidelines Manual

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INTRODUCTION

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

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.



Lutheran School *of* Theology *at* Chicago

THE SYMBOLISM



World



Pathways



Cross



Trinity



Stained Glass

WITH AND WITHOUT TAGLINE

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.

Without tagline



Lutheran School *of*
Theology *at* Chicago

With tagline



Lutheran School *of*
Theology *at* Chicago

CALLED INTO THE WORLD

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.

Horizontal configuration



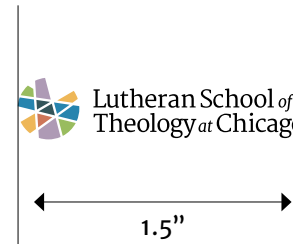
Vertical configuration



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.

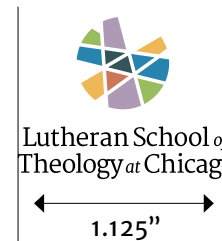
Horizontal configuration



MINIMUM SIZE

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

Vertical configuration

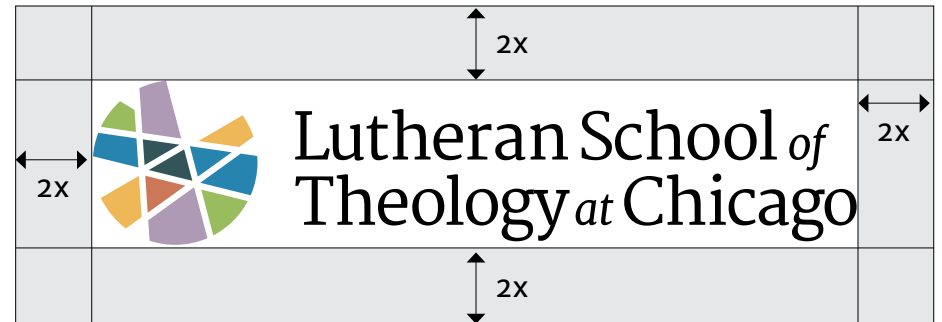


MINIMUM SIZE

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

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.



Chicago  x

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)

Full-color version



Full-color version on dark background



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.)

One color version with tints



One color version



One color version on dark background



OUR BRANDMARK

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.

EXAMPLES

BUSINESS CARDS



Lutheran School of
Theology *at* Chicago

Jan Boden
*Director of
Communications
and Marketing*

lstc.edu

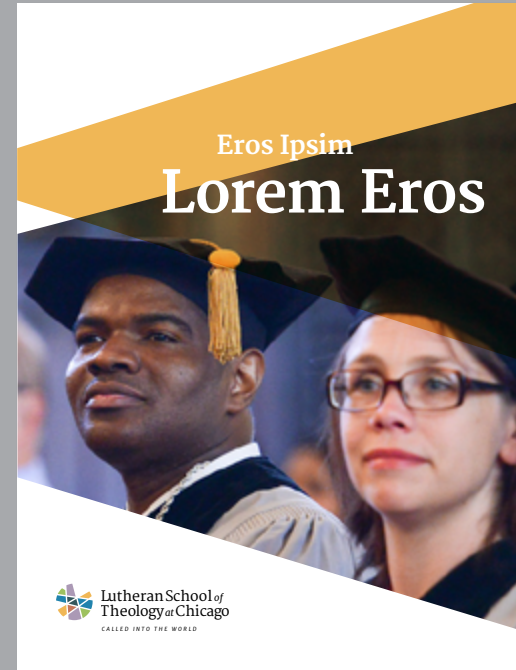
Lutheran School of Theology at Chicago
11 East 55th Street
Chicago, Illinois 60615

773-256-0744
jboden@lstc.edu

CALLED INTO THE WORLD

EXAMPLES

COLLATERAL



EXAMPLES

SIGNAGE



EXAMPLES

SPECIALTY ITEMS



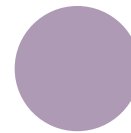
COLORS

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

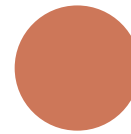
Colors are representational and will vary from screen to screen, and printer to printer. Always refer to PMS colors swatches for accurate representation.



BLUE
RGB R38, G132, B174
WEB 2684AE
CMYK C82, M39, Y18, K0
PMS 2925



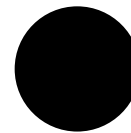
PURPLE
RGB R174, G154, B181
WEB AE9AB5
CMYK C33, M39, Y14, K0
PMS 521



ORANGE
RGB R205, G119, B89
WEB CD7759
CMYK C19, M63, Y70, K0
PMS 7416



DARK BLUE
RGB R29, G57, B101
WEB 1D3965
CMYK C100, M86, Y36, K20
PMS 287



BLACK
RGB R0, G0, B0
WEB 000000
CMYK K100
PMS BLACK



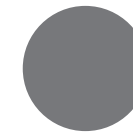
YELLOW
RGB R238, G183, B88
WEB EEB758
CMYK C6, M29, Y76, K0
PMS 142



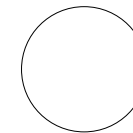
GREEN
RGB R153, G188, B95
WEB 99BC5F
CMYK C45, M9, Y81, K0
PMS 7489



DARK GREEN
RGB R51, G85, B90
WEB 33555A
CMYK C81, M53, Y53, K30
PMS 5473



GRAY
RGB R119, G120, B123
WEB 77787C
CMYK C0, M0, Y0, K65
PMS 424



WHITE
RGB R255, G255, B255
WEB FFFFFFFF

MERRIWEATHER

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.

MERRIWEATHER SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Merriweather Sans Book

Merriweather Sans Book Italic

Merriweather Sans Regular

Merriweather Sans Regular Italic

Merriweather Sans Bold

Merriweather Sans Bold Italic

Merriweather Sans ExtraBold

Merriweather Sans ExtraBold Italic

MERRIWEATHER SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Merriweather Serif Regular

Merriweather Serif Regular

Merriweather Serif Bold

Merriweather Serif Bold Italic

Merriweather Serif Heavy

Merriweather Serif Heavy Italic

PPT AND EMAILS

For applications when Merriweather is not available you can substitute with Arial and Georgia.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

Arial Regular Italic

Arial Bold

Arial Bold Italic

GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Regular

Georgia Regular Italic

Georgia Bold

Georgia Bold Italic

USAGE DON'TS

KEEP IT SIMPLE

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.



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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