



Grand Canyon Synod
Evangelical Lutheran Church in America
 God's work. Our hands.

Communications Policy

Draft version, revised 11/26/19

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We gratefully acknowledge the hard work done the Rocky Mountain Synod staff, who provided an excellent and publicly available template for us to use.

This communications policy also builds upon the excellent work done by the churchwide ELCA branding and communications team. Whenever possible, we defer to the churchwide branding and style guidelines, always remembering that we are church together.

Guiding Principles

STRATEGIC PLAN
Communicate Jesus.
Connect People.
Create Possibilities.

BETTER TOGETHER FOR THE SAKE OF THE GOSPEL

VISION
Communities together in Christ serving the world.

MISSION
Communicate the love of Christ.
Connect diverse people.
Create new ways of outreach.

CORE VALUES
Grounded in grace of Christ, we encourage, empower, and equip our communities to:
proclaim Jesus through Lutheran teachings;
nurture passionate inclusivity;
live out radical hospitality;
work for justice and mercy, and
cultivate faith-filled relationships with all ages.

*“In the beginning was the Word, and the Word was with God, and the Word was God...
And the Word became flesh and lived among us, and we have seen his glory, the glory
as of a father’s only son, full of grace and truth.”*

—JOHN 1:1–14

*“But you will receive power when the Holy Spirit has come upon you; and you will be
my witnesses in Jerusalem, in all Judea and Samaria, and to the ends of the earth.”*

—ACTS 1:8

“You have made public profession of your faith. Do you intend to continue in the covenant God made with you in holy baptism...to proclaim the good news of God in Christ through word and deed...I do and I ask God to help and guide me.”

—AFFIRMATION OF BAPTISM, EVANGELICAL LUTHERAN WORSHIP

†S6.01. *The Church is a people created by God in Christ, empowered by the Holy Spirit, called and sent to bear witness to God’s creative, redeeming and sanctifying activity in the world.*

†S6.02. *To participate in God’s mission, this synod as a part of the Church shall:*

a. Proclaim God’s saving Gospel of justification by grace for Christ’s sake through faith alone, according to the apostolic witness in the Holy Scripture, preserving and transmitting the Gospel faithfully to future generations.

b. Carry out Christ’s Great Commission by reaching out to all people to bring them to faith in Christ and by doing all ministry with a global awareness consistent with the understanding of God as Creator, Redeemer, and Sanctifier of all.

STATEMENT OF PURPOSE, CONSTITUTION OF THE GRAND CANYON SYNOD

Called to Proclaim: A Theology of Communication

AS THE GRAND CANYON SYNOD of the Evangelical Lutheran Church in America, we claim a particular understanding of our call to bear witness to God’s grace in the world. This call is rooted in our understanding of Scripture, shaped by the stated purpose in our governing documents, and grounded in our baptismal promises.

“In the beginning was the Word and the Word was with God and the Word was God” we hear in the opening verses of the Gospel of John. What a powerful image to begin the unfolding of the story of God incarnate! These words from John remind us that God’s Word is both embodied in our sacred texts and in the life and witness of Jesus. As followers of Jesus, we are called to continue that proclamation of God’s unconditional radical love for all of creation in both word and deed.

In the Grand Canyon Synod, we articulate our understanding of that call through our mission statement, that together “we proclaim and embody God’s unconditional love for the sake of the world.” Grounded in that mission, we understand that all we say and do, all decisions made, and all the ways ministry is supported, is not for ourselves, but for the sake of a world in need of love, grace, and healing.

WHAT DOES THIS MEAN?

Claiming our central call as followers of Jesus to proclaim the Gospel informs our understanding and strategy for communication. Communication, understood as both the exchange of information and the means of connection between people, is also more than those definitions. Communication is indeed the tools we engage in print, digital, and social medias. And our tools are not simply the means to the end, that is the proclamation of the Gospel. Indeed, our responsible, creative, intentional engagement of the tools available to us are also the embodiment of the Gospel.

We claim a commitment to actively engage any mediums that will strengthen our proclamation in ways those we serve are best able to receive what we share, while always seeking to be wise in our engagement. We also commit to collective discernment in using our formal communication channels to respond to happenings in our church and world, trusting that God indeed will “help and guide us”. With joy and assurance of our call, we will seek first and foremost to proclaim and embody God’s unconditional love for the world.

Messaging Guidelines

ELCA Messaging

This content is selected from the ELCA's *Building Awareness of Our Church* document. Full resources are available at <https://elca.org/Resources/ELCA-Branding>.

OUR LEAD MESSAGE

Our lead message sums up our vision, the benefit of affiliating with us and our differentiation in relation to other churches. If you think of an identity as crystallizing the promise of an experience, our lead message places that promise in a larger landscape.

“We are the church that shares a living, daring confidence in God’s grace. For us as the Evangelical Lutheran Church in America, this faith comes through the good news of Jesus Christ and gives us the freedom and the courage to wonder, discover and boldly participate in what God is up to in the world. Liberated by our faith, we embrace you as a whole person — questions, complexities and all.”

ELEVATOR SPEECH

The elevator speech is a concise and meaningful distillation of “Who are you — really?” It’s a conversation starter, intended to both answer the initial query and to be intriguing enough to invite listeners to ask for more information (once you’re off the elevator).

“As members of the ELCA, we believe that we are freed in Christ to serve and love our neighbor. With our hands, we do God’s work of restoring and reconciling communities in Jesus Christ’s name throughout the world.”

PERSONALITY

Like individuals, we have a distinctive personality made up of character traits. These are the key traits of the ELCA personality.

Generous † Faithful † Hard-working † Caring † Welcoming † Thoughtful † Courageous † Resilient

TAGLINE

Our tagline since 2007, God's work. Our hands. uses just four words to open a door to conversation about our life of faith and how we live in service for the life of the world. Our tagline continues to be an essential element of our identity.

God. The most important message we have is not about ourselves, but about what God is doing. God is at work, and Jesus embodies what God is working on — the new creation.

God's work. God is at work. In a time when some see God as a distant and detached observer or a master planner, we witness who God was, is and will always be — actively working “for us and our salvation.”

Our hands. In a culture that reduces matters of faith to a private consumer choice and leaves people isolated in self-serving lives, we have a liberating message that is incarnational and vocational. God joins us in Jesus to a community, the body of Christ. In the life of that body, God is working both in us and through us and our hands. In us, God's Holy Spirit accomplishes what nothing else, not even God's law, could accomplish — a life freed from sin and death through Christ, a life where our hands are generous and loving.

Grand Canyon Synod Messaging

TAGLINE

Communicate Jesus. Connect People. Create Possibilities.

These six words are the essence of our strategic plan and the basis of our messaging.

This is the tagline of the Grand Canyon Synod, to be repeated whenever possible, in its entirety or using one of the three phrases on their own.

If #gcsynod is the salt of our hashtags, our pepper is #communicatejesus, #connectpeople, and #create-possibilities.

DEMYSIFYING THE OFFICE OF THE BISHOP

It is too common to hear the Office of the Bishop referred to as “The Synod,” when the Grand Canyon Synod is in fact the members, leaders, and congregations of a specific geographic area of the ELCA.

We will remind people that we are synod together by saying those words—“we are synod together”—as often as we proclaim “we are church together.” We will clarify the Office of the Bishop’s role in the in the ELCA and Grand Canyon Synod, and encourage members to be mindful of their roles in the synod and church as well.

The collective name of the synod staff, the bishop, and their physical location is the Office of the Bishop. Use the phrase “Office of the Bishop” to help clarify when we are talking about the office rather than the synod as the whole.

In talking about the Office of the Bishop, it helps to think of how we talk about congregations and the greater ELCA. We refer to an individual congregation by its name, and know it is part of the ELCA. By using the term “Office of the Bishop,” we remind people of the interwoven nature of the ELCA’s structure. Similarly, when we talk about the nationwide organizing structure, we refer to it as Churchwide or the Churchwide Office, and use the terms Presiding Bishop Elizabeth Eaton or Bishop Eaton.

Our language should clarify we are simultaneously members of a congregation, a synod, and the ELCA: we are church together.

NAMES

The power of being named and recognized cannot be underestimated. Whenever possible, we will lift up congregations, events, and people of the Grand Canyon Synod by name.

Bishop Hutterer prefers to be called Bishop Hutterer. In print, please use the full name of Bishop Deborah K. Hutterer. Realizing that Spanish speakers may have difficulty pronouncing Hutterer, Obispa Deborah can be said for ease of use. Deb can be used if you are lucky enough to be in the Bishop’s family: otherwise, Bishop Hutterer.

CLARIFYING MESSAGE

As the Office of the Bishop’s staff works through Patrick Lencioni’s book *The Advantage*, we will clarify our reasons for existence, our most urgent actions, and the essential message we need to share. In early 2020 that message will be clear and we will overcommunicate that message to reinforce its clarity.

RECONCILING IN CHRIST SYNOD MESSAGING

As a Reconciling in Christ synod, we will claim that title by researching RIC resources and implementing best practices. We will also lift up the Reconciling in Christ congregations in our synod.

Standard Paragraphs

We will use the ELCA's standard paragraphs, as well as one of our own, for use on communications which introduce the ELCA and GCS to an audience which may be hearing about us for the first time.

ELCA WEBSITE STANDARD PARAGRAPH

This is Christ's church.

There is a place for you here.

We are the church that shares a living, daring confidence in God's grace. Liberated by our faith, we embrace you as a whole person--questions, complexities and all. Join us as we do God's work in Christ's name for the life of the world.

ELCA NEWS RELEASE STANDARD PARAGRAPH

About the Evangelical Lutheran Church in America:

The ELCA is one of the largest Christian denominations in the United States, with nearly 3.5 million members in more than 9,100 worshiping communities across the 50 states and in the Caribbean region. Known as the church of "God's work. Our hands.," the ELCA emphasizes the saving grace of God through faith in Jesus Christ, unity among Christians and service in the world. The ELCA's roots are in the writings of the German church reformer Martin Luther.

GRAND CANYON SYNOD STANDARD PARAGRAPH

About the Grand Canyon Synod:

The Grand Canyon Synod is part of the Evangelical Lutheran Church in America, with nearly 40,000 members in more than 100 worshiping communities across Arizona, southern Nevada and St. George, Utah. Grounded in the grace of Christ, we encourage, empower, and equip our communities to communicate Jesus, connect people, and create possibilities.

Branding

ELCA Brandmark



Evangelical Lutheran Church in America
God's work. Our hands.



Iglesia Evangélica Luterana en América
La obra de Dios. Nuestras manos.

The ELCA brandmark consists of the ELCA symbol or emblem, the name of our church and our tagline. The combination of these three elements is what brings the ELCA's whole identity to life. That's why it's important to use all three elements together whenever possible.

EMBLEM

The emblem is a graphic representation of the ELCA mission statement: Marked by the cross of Christ forever, we are claimed, gathered and sent for the sake of the world. This emblem reflects the good news of Christ's resurrection. The emblem's black outlines are roughhewn. Within the spheres of the orb are smaller crosses (a design sometimes known as the "Jerusalem Cross"), a traditional symbol for the commission to spread the gospel to the whole world.

NAME

The Evangelical Lutheran Church in America is the name derived from the union of three North American Lutheran church bodies: the American Lutheran Church, the Lutheran Church in America and the Association of Evangelical Lutheran Churches. The word "evangelical" is an especially important part of our church's name. It conveys that we are gospel-focused. As Lutherans, we focus on the gospel boldly, humbly and with abundant love. Whenever possible, use our church's full name as part of the brandmark: Evangelical Lutheran Church in America. It's more informative and welcoming to both non-members and new members. Using "ELCA" is appropriate when these initials are part of a longer name. Two examples are the ELCA Foundation and the Women of ELCA. The initials also may be used when space will not accommodate the full name.

TAGLINE

Avoid using the tagline on its own, without the brandmark, except as the theme of an event. If used as the theme of an event, the tagline should be in the tagline typeface specified below. Whenever referenced in running text, it's best to use the tagline at the end of a sentence. When referring to the tagline "God's work. Our hands." in the middle of a sentence, do so in the manner in which this sentence does (with periods and a capital "O" in "Our"). Display the tagline in proper case, using the typeface Century Gothic Regular. Avoid bolding the typeface.

USE

The preferred primary brandmark appears with the tagline in four-color whenever possible. Since high-quality, relatively low-cost color printing is now widely available, the four-color version of the brandmark is the preferred version for all printed communications. The four-color brandmark should also be used in all digital/electronic media (PowerPoint® slides, websites, etc.) The brandmark should not be smaller than three inches wide.

The four-color brandmark consists of a black cross and the orb filled with red (Pantone 1797) in the upper left quadrant, purple (Pantone 2725) in the upper right quadrant, yellow (Pantone 124) in the lower right quadrant and green (Pantone 362) in the lower left quadrant. These colors reflect the seasons of the church year. Never rearrange color quadrants or substitute other colors in this format.

Grand Canyon Synod Brandmarks

To clarify our involvement with the ELCA, we will use the brandmark as according to their best practices.

ELCA RECOMMENDED LOGO



Grand Canyon Synod
Evangelical Lutheran Church in America
God's work. Our hands.

LOGO BASED ON CONSTITUTION SEAL

We have also used a logo based on wording in our constitution, which describes our seal, and not a brandmark.

“The seal of this synod is of circular design with the upper portion comprised of unconnected, parallel, horizontal lines, representing a large western sun. The horizon consists of irregular lines, depicting mountains in panorama. A vertical cross, extending from near the top into the base, dominates the scene. Beneath the right arm of the cross are situated rectangular forms representing urban areas while the remainder of the landscape is left as desert, characteristic of much of Arizona-Southern Nevada terrain. The name of this synod is printed in bold type on the perimeter.”



We will phase out this logo and use it only for our seal. We do not have an original high-resolution and editable file of this logo, which is another reason to retire its use.

Brandmarks for GCS Congregations

Affirming alignment with the ELCA makes an important statement within GCS congregations and to the world. It shows that our individual congregations are part of a larger community, and that we are called together to do God's work.

To allow for harmonious integration of the ELCA brand into an individual congregation's communications, congregations can add their congregation name to the ELCA brandmark.

We will encourage Grand Canyon Synod congregations to use logos based on ELCA recommendations. As a service, the Office of the Bishop will customize the ELCA brandmark for any congregation who asks, provide the brandmark in a variety of formats, including Spanish, and aid in implementing its use.

If a congregation has its own brandmark, they can create a co-branding signature using the ELCA name by including the following text: “A congregation of the Evangelical Lutheran Church in America.”

They can also add the ELCA brandmark to their communications. In print publications the ELCA brandmark should appear on the front, back or inside covers. On websites, the ELCA brandmark should appear somewhere near the bottom of the home page. If the project allows, use the full-color version of the ELCA brandmark.

Color Palette

ELCA RECOMMENDATIONS

The swatches below represent the color palette the ELCA encourages you to use for ELCA-related graphic materials. Warm and sophisticated colors provide a welcoming feel. Cool colors add breadth and confidence. Bright, vibrant colors can be used for accents and emphasis. Be sure to use bright colors (brand-mark colors) carefully, as they can be too distracting and too intense.

Variations in color may occur, but try to match the ELCA color palette as closely as possible. For four-color printing, use the CMYK values. For one-color, two-color or three-color printing, use the Pantone numbers. Note that in order to expand the color palette’s usability, you can either screen the colors or add black to them in various degrees. This is particularly useful for web applications. This kind of value “adjustment” of color should not be overused, though. You should always make sure that colors used at full strength are dominant in ELCA communications.

GRAND CANYON SYNOD USAGE

We use the warm color palette primarily for our look and feel, and use other ELCA-recommended colors as needed.

Warm Colors

With Black					
Full strength					
Pantone	7529C	173C	1385C	1605C	484C
CMYK	C0 M4 Y12 K17	C0 M69 Y100 K4	C0 M44 Y100 K7	C0 M56 Y100 K30	C0 M95 Y100 K29
RGB	F217 G207 B192	R232 G109 B31	R232 G148 B26	R182 G102 B18	R179 G35 B23

HEXIDECIMAL

- Warm colors:
- Tan d9cfco
 - Orange e86d1f
 - Gold e8941a
 - Copper b66612
 - Maroon b32317

Bright Colors (Brandmark Colors)

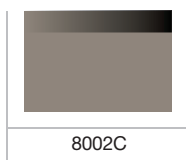
With Black				
Full strength				
Pantone	1797C	2725C	362C	124C
CMYK	C0 M100 Y99 K4	C77 M68 Y0 K0	C70 M0 Y100 K9	C0 M28 Y100 K6
RGB	R227 G27 B35	R82 G97 B172	R73 G169 B66	R238 G177 B17

- Bright colors:
- Red e31b23
 - Purple 5261ac
 - Green 49a942
 - Yellow eeb111

Cool Colors

With Black					
Full strength					
Pantone	2945C	7445C	549C	265C	576C
CMYK	C100 M45 Y0 K14	C30 M20 Y0 K3	C52 M6 Y0 K25	C54 M56 Y0 K0	C49 M0 Y100 K39
RGB	R0 G105 B170	R169 G182 B217	R86 G155 B190	R129 G119 B183	R92 G135 B39

- Cool colors:
- Blue 0069aa
 - Sky gray a9b6d9
 - Teal 569bbe
 - Purple 8177b7
 - Green 5c8727



On special occasions the use of a metallic color may be appropriate. Pantone 8002 is a metallic color and has no equivalent in CMYK or RGB color modes.

8002C

Typography

ELCA TYPOGRAPHY

The ELCA’s preferred sans serif typeface is **Century Gothic Bold**, chosen it for its clean, contemporary look. This is also the typeface for our landmark: the name of the church is in bold, and the tagline is in regular.

The ELCA’s preferred serif typeface is Deca Serif. It has a more elegant, classic feel, and is ideal for large quantities of text.

GRAND CANYON SYNOD TYPOGRAPHY

We use Century Gothic Bold and Regular for our sans serif typeface in accordance with ELCA standards. Because of Deca Serif’s unavailability on our website and cost of acquiring a print typeface, we use a similar typeface—PT Serif—on our website and in print for a serif typeface.

Deca Serif Example for Comparison

ABCDEFGHIJKLMN**OP**QRSTUV
abcdefghijklmnopqrstuv**xyz**
1234567890

PT Serif Example for Comparison

ABCDEFGHIJKLMN**OP**QRSTUV
abcdefghijklmnopqrstuv**xyz**
1234567890 1234567890

TYPOGRAPHIC SCALE

Our typography is set at a scale using the Fibonacci sequence, wherein the next number is found by adding the two numbers before it.

We use 7, 11, 18, 29, 47, 76, etc...

As an example, this document uses 11 point type for the main text, with headers of 18 and 29 points, and a title of 47 points.

Our website uses 18 point text with the following headlines and points: h1 = 76, h2 = 47, and h3 = 29.

Photography

Photographs capture a moment in time — and much more. Whether candid or formal, a memorable photograph offers insights into people and relationships, and prompts us to see something anew — whether it’s a detail, a grand vista or the most ordinary event. When creating or choosing photographs for your communications, keep in mind that you’re not just documenting. You’re providing a visual articulation of our faith: how we pray and celebrate, how we interact with one another, and what it means to us and the people we serve when we use our hands to do God’s work in the world.

Digital photography has taken a lot of the guesswork out of getting a good image. Even “operator error” mistakes can often be mitigated through cropping, color correction and other digital photo editing techniques. The fundamentals still apply, however — so always look for photos that are clear in terms of subject matter or center of focus (make sure your audience can tell what’s important in the photo and where to look); interactions that look genuine rather than staged; and angles and framings that make everyone in the photo look engaged and interesting.

We strive to use photos that show faces and the diversity of humankind.

PHOTOGRAPHY POINTERS:

- Get close to faces by zooming or stepping in. In photos of standing groups, include their feet.
- If you’re sharing a photo for use in print or at the Office of the Bishop, don’t crop or downsize before sending. It’s much easier to work with the original, unprocessed photo file.
- That said, cropping a photo on social media can greatly improve its appearance. Make a copy first if you can’t crop inside the social media app or site.
- People are very interested to know who is in a photo. Whenever possible, capture names, organizations, and congregations. Passing around a sheet of paper and asking for this info can be efficient. This makes it easier to tag people on social media as well.



Communications Channels

We are developing a list and schedule of communication channels, as well as standardizing emergency contact procedures and tracking visits by synod staff to congregations. This will be included in the next revision of this document.

Content Inclusion Guidelines

Our intent is to communicate news and build awareness of primarily the Grand Canyon Synod, as well as the ELCA and our place in the world. Our means and our message should be in alignment with our strategic plan and vision and mission statements.

We lift up members, congregations, leaders, and ministry partners of the Grand Canyon Synod through prayers, news items, and calendar events.

We include content that is directly related to the Grand Canyon Synod and the ELCA. Examples include:

- Events from a partner like Spirit in the Desert Retreat Center.
- Conference wide news that involves multiple congregations.
- Calls for urgent action by partners like Lutheran Social Services.
- Calls for gifts of time, treasure, and talents to synod organizations.
- Events hosted by congregations that are specifically drawing in other GCS members or the greater public, such as a special Christmas event.

We also include content that directly relates to the life of the Grand Canyon Synod. Examples include:

- General interest news about religion.
- Examples of innovative congregations.

CONTENT EXCLUSION GUIDELINES

We do not include content and news of individuals or individual congregations unless it reaches out to the greater synod.

We do not include explicit pleas for funds or fundraising drives that are not from the Office of the Bishop or Churchwide ELCA.

Social Media Guidelines

The Grand Canyon Synod recognizes social media channels such as Facebook, Twitter, Vimeo, and YouTube as opportunities to proclaim and embody God's unconditional love for the sake of the world. Specifically, we will use our social media presence to:

- Celebrate the ministry and witness of our congregations, leaders, and ministries of the Grand Canyon Synod.
- Connect leaders and ministries to our churchwide and global witness.
- Offer theological reflection and public statements to offer our Lutheran lens on current events.

- Share news and updates directly connected to Grand Canyon Synod and ELCA ministries.
- Promote new resources available for congregations and leaders.
- We adhere to these Facebook posting guidelines to ensure consistent messaging, authentic presence, and a witness that supports dialogue and community.
- Note timing of previous post before sharing new post, to ensure consistent, but not overwhelming, presence.
- Include the tagline whenever possible: Communicate Jesus, Connect People, Create Possibilities.
- Include images, links, and videos when relevant to increase interaction.
- Pictures should be posted within 24 hours of event taking place.
- Get permission to post pictures, particularly pictures of children. This could be done by announcing your intention to take pictures and post on Facebook.
- “Like” other related pages to develop relationships and share information.
- Post original AND shared content. A good rule is 80/20.
- Posts should be directly related to GCS/ELCA affiliated ministries. Posts connected to non-ELCA organizations need to be approved by GCS staff.

Style Guidelines

The primary style manual for the Evangelical Lutheran Church in America (ELCA) is the current edition of the Associated Press (AP) Stylebook. The primary dictionary is the current edition of Merriam-Webster's Dictionary. When alternate spellings are available in the dictionary, the first reference is used. Don't assume that an entry in this word list implies a difference with Merriam-Webster's or the AP Stylebook.

View the official ELCA Style Guide for more word usage: http://download.elca.org/ELCA%20Resource%20Repository/ELCA_Style_Guide.pdf

The Grand Canyon Synod follows the ELCA by example.

We are in the process of developing style guidelines specific for the needs of the Grand Canyon Synod.

Communication Templates

Footer in Printed Correspondence

Communicate Jesus + Connect People + Create Possibilities
1819 East Morten Avenue, Suite 100A, Phoenix, AZ 85020
www.gcsynod.org • office@gcsynod.org • 602-957-3223 • fax: 602-297-6521

Email Signature

Formal Name
Title
Office of the Bishop, Grand Canyon Synod | www.gcsynod.org
Evangelical Lutheran Church in America | ELCA.org
1819 E Morten Ave., Suite 100A, Phoenix, AZ 85020
Office: 602-957-3223 | Other phone numbers

Communicate Jesus • Connect People • Create Possibilities

POSSIBLE ADDITIONS TO EMAIL FOOTER:

Visit www.gcsynod.org for more info and to subscribe to our weekly newsletter.
A Reconciling in Christ synod

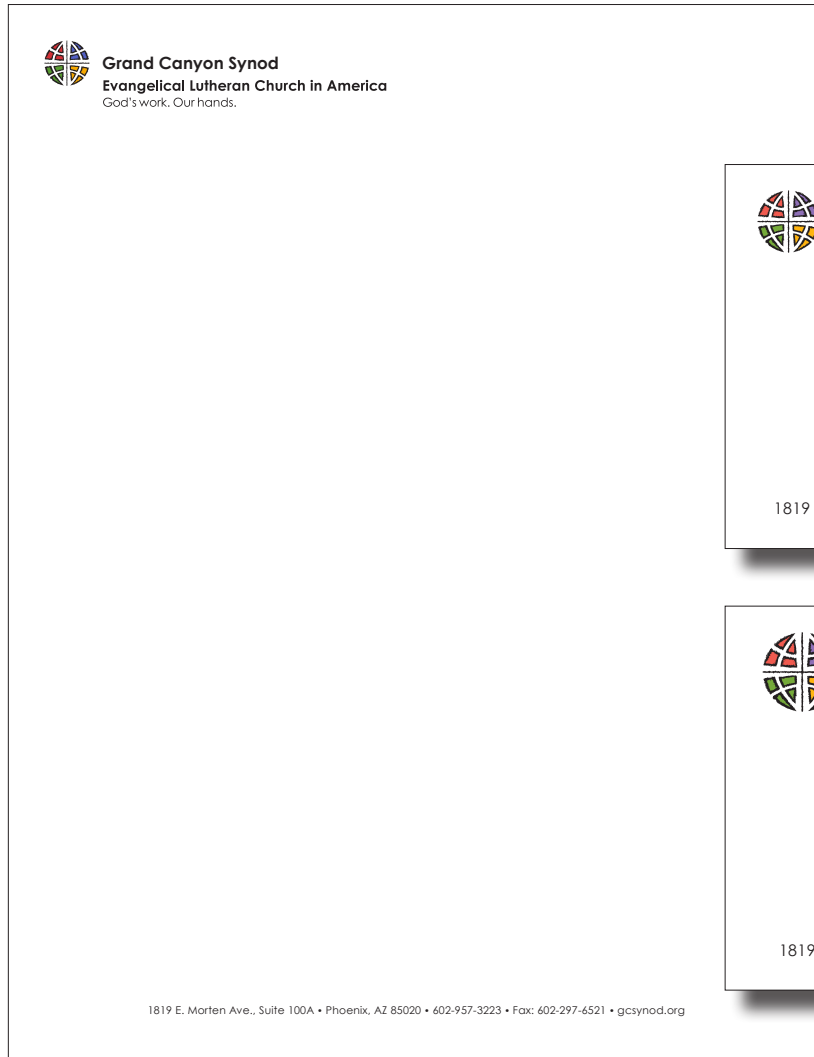
File Storage


We will develop private and public digital resources pages to store brandmarks, photos, artwork, and document templates for use by the Office of the Bishop, GCS congregations, and the general public as appropriate.

ELCA Template Examples

LETTERHEAD (1/2 SIZE)

Use one inch margins on all sides except for the top, which has a 1.75 inch margin.



 **Grand Canyon Synod**
Evangelical Lutheran Church in America
God's work. Our hands.

1819 E. Morten Ave., Suite 100A • Phoenix, AZ 85020 • 602-957-3223 • Fax: 602-297-6521 • gcsynod.org

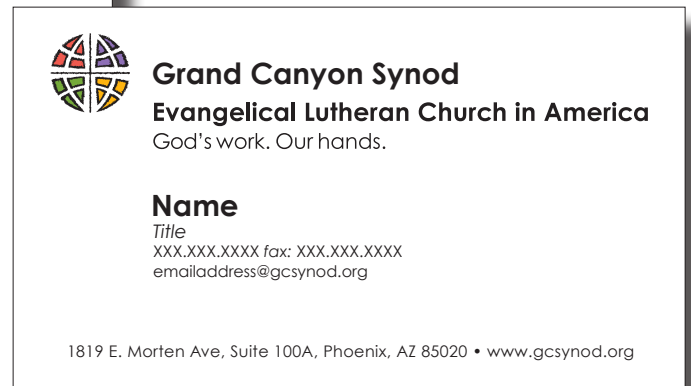
BUSINESS CARDS
The back can contain:
God's work. Our hands.
ELCA.org




 **Grand Canyon Synod**
Evangelical Lutheran Church in America
God's work. Our hands.

Name
Title
XXX.XXX.XXXX fax: XXX.XXX.XXXX
emailaddress@gcsynod.org

1819 E. Morten Ave, Suite 100A, Phoenix, AZ 85020 • www.gcsynod.org

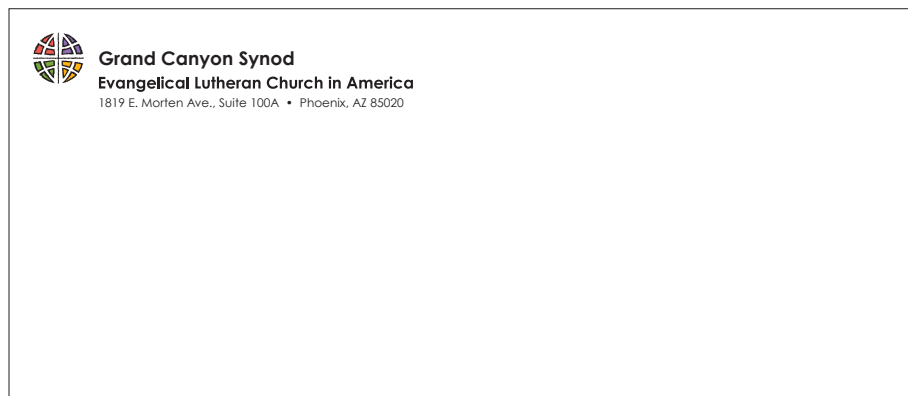



 **Grand Canyon Synod**
Evangelical Lutheran Church in America
God's work. Our hands.

Name
Title
XXX.XXX.XXXX fax: XXX.XXX.XXXX
emailaddress@gcsynod.org

1819 E. Morten Ave, Suite 100A, Phoenix, AZ 85020 • www.gcsynod.org

ENVELOPE (1/2 SIZE)



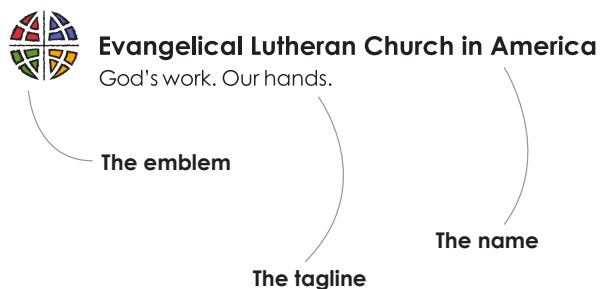
 **Grand Canyon Synod**
Evangelical Lutheran Church in America
1819 E. Morten Ave., Suite 100A • Phoenix, AZ 85020

ELCA Brandmark Quick Guide

The Evangelical Lutheran Church in America (ELCA) is extremely multi-faceted, and no two congregations are alike. But there are commonalities that tie us together such as our belief in the transformative power of grace and our commitment to loving and serving God's creation. Branding consistency can strengthen those ties. All of us need to follow these guidelines to present a consistent appearance and message to both members and non-members throughout the world.

The ELCA brandmark

The ELCA brandmark consists of the ELCA symbol or emblem, the ELCA name and the ELCA tagline. The combination of these three elements is what brings the ELCA's whole identity to life. That's why it's important to use all three elements together whenever possible.



Elements of the brandmark

The emblem

The emblem is a graphic representation of the ELCA mission statement: marked by the cross of Christ forever, we are claimed, gathered and sent for the sake of the world.

The name






When communicating with people who are not part of this church, it's important to use our church's full name, the Evangelical Lutheran Church in America, and not the acronym (i.e., ELCA).

The tagline

Our tagline is "God's work. Our hands." The brandmark doesn't always need to appear with the tagline. Avoid using the tagline on its own, without the brandmark, except as the theme of an event. If used as the theme of an event, the tagline should be in the tagline typeface specified, both sentences of the tagline should appear on one line and our church's name should appear within close proximity to the tagline.

Brandmark usage: Colors and font

The ELCA brandmark comes in four color variations: black, white (reverse), two-color and four-color. The typeface for the words "Evangelical Lutheran Church in America" is **Century Gothic Bold**. You should always display it in proper case. Always display the tagline "God's work. Our hands." in proper case using **Century Gothic Regular**.

	Red <ul style="list-style-type: none">• Pantone: 1797• CMYK: 0c 100m 99y 4k• RGB: 227r 27g 35b
	Purple <ul style="list-style-type: none">• Pantone: 2725• CMYK: 77c 68m 0y 0k• RGB: 82r 97g 172b
	Yellow <ul style="list-style-type: none">• Pantone: 124• CMYK: 0c 28m 100y 6k• RGB: 238r 177g 17b
	Green <ul style="list-style-type: none">• Pantone: 362• CMYK: 70c 0m 100y 9k• RGB: 73r 169g 66b
	Black <ul style="list-style-type: none">• Pantone: Black• CMYK: 0c 0m 0y 100k• RGB: 0r 0g 0b

One-color black: Use this for one-color printing on white or light backgrounds.



White (Reverse): Use white when printing on dark backgrounds.



Two-color: For two-color printing, use the black cross and fill the orb with red.



Four-color: The four-color brandmark consists of a black cross and the orb filled with red in the upper left quadrant, purple in the upper right quadrant, yellow in the lower right quadrant and green in the lower left quadrant. Never rearrange color quadrants or substitute other colors in this format.



The ELCA emblem is a registered trademark ® and service mark of the Evangelical Lutheran Church in America (U.S. Patent and Trademark Registration No. 2,413,816). EVANGELICAL LUTHERAN CHURCH IN AMERICA is a registered service mark ® of the Evangelical Lutheran Church in America (U.S. Patent and Trademark Registration No. 2,697,246). God's work. Our hands.™ is a service mark of the Evangelical Lutheran Church in America (U.S. Patent and Trademark SN 76/687622). ELCA trademark information can be found at www.elca.org/trademark.

Primary landmark

Whenever the landmark is at least 3 inches wide in size, the landmark should look like this.



The primary landmark should maintain at least one-quarter inch clearance on every side. No design element or typography may fall within this area. The primary landmark should never be smaller than 3 inches wide. The 3 inches are measured from end to end.

Secondary landmark

When you must reduce the landmark below 3 inches in size (for example, when used on a bookmark), use the secondary landmark.



Maintain at least one-quarter inch clearance on every side of the secondary landmark. No design element or typography may fall within this area. The secondary landmark should never be smaller than 1.75 inches wide. Measure the 1.75 inches from end to end.

Landmark with expression name

When the landmark is to be used in conjunction with the name of a synod or congregation, this is an example of how it should look.



The landmark with expression name should maintain at least one-quarter inch clearance on every side. No design element or typography may fall within this area. The smallest this landmark should ever be is 2.75 inches wide. The 2.75 inches is measured from end to end.

Extreme stacked landmark

The extreme stacked landmark is available for limited use. This landmark does not include the tagline and it cannot be customized, so we prefer that you use the primary or secondary landmark whenever possible. Please contact ELCA Marketing and Public Relations Team at 800-638-3522 for a limited-use file.



Brandmark usage

The more branding consistency we have, the stronger our organization becomes. Branding consistency can increase the overall visibility of our church throughout the world.

- The brandmark may be used only in the colors and following the graphic standards mentioned previously.
- Do not alter the tagline in text. "God's work. Our hands." should always read in proper case.
- Do not alter proportions of type. Do not condense, expand or stretch the fonts.
- Never alter or resize the spacing of the brandmark's elements.



Evangelical Lutheran Church in America
God's work. Our hands.

Do not alter the electronic file.



Evangelical Lutheran Church in America
God's work. Our hands.

Do not add graphics.



Do not apply noisy or busy backgrounds.



Evangelical Lutheran Church in America
God's work. Our hands.

Do not stretch the brandmark.



Evangelical Lutheran Church in America
God's work. Our hands.

Do not use other colors.



Evangelical Lutheran Church in America
God's work. Our hands. One Mission.

Do not add type.

Download brandmark files: ELCA brandmark files and templates are available at www.elca.org/brandmark.