

Virginia Synod, ELCA Graphic Standards

Quick Reference Guide

The Virginia Synod of the Evangelical Lutheran Church in America consists of over 149 unique churches. While no two congregations are alike, we have commonalities that tie us together such as the saving grace of Jesus and the desire to become Ambassadors for Christ in everything we do. Branding consistency can help strengthen our common identity. All of us need to follow these branding guidelines to present a consistent appearance and a message of unity to both members and nonmembers across the globe.

The Virginia Synod, ELCA Brandmark



The Emblem

The emblem is a graphic representation of our connection to the Evangelical Lutheran Church in America (ELCA) and that we seek to fulfill their mission statement here in Virginia. The mission statement reads: “marked by the cross of Christ forever, we are claimed, gathered and sent for the sake of the world.”

The Tagline

Our tagline is “Virginia Lutherans Ambassadors for Christ”. Most members of the Virginia Synod identify themselves as Lutheran so we incorporate that same language into our branded identity. The second part of our tagline, Ambassadors for Christ, is inspired by 2 Corinthians 5:20 which reads, “Therefore, we are ambassadors for Christ, God making his appeal through us.”

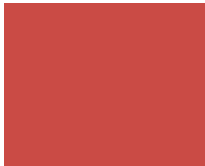
The Name

Our logo contains the full name: Virginia Synod, Evangelical Lutheran Church in America. Do not use just Virginia Synod and exclude Evangelical Lutheran Church in America and Vice Versa. The entire name may be excluded and just the emblem with the tagline may be used as is done with other secular brands.

Brandmark Usage: Colors, Fonts and Common Mistakes

The Virginia Synod brandmark includes various fonts. The typeface for the words "Virginia Lutherans" is **Goudy Old Style Regular**. For the words "Ambassadors for Christ" **Sofia Pro Light** is used. Lastly, for "Virginia Synod, Evangelical Lutheran Church in America" **Goudy Old Style Italic**.

Red



- HEX#: cB4D46
- RGB: 195r 77g 69b
- CMYK: 15c 84m 75y 4k

Green



- HEX#: 84BB4C
- RGB: 195r 77g 69b
- CMYK: 54c 6m 93y 0k

Yellow



- HEX#: F9D467
- RGB: 195r 77g 69b
- CMYK: 3c 15m 71y 0k

Purple



- HEX#: 675991
- RGB: 111r 85g 127b
- CMYK: 70c 73m 16y 2k

Black



- CMYK: 0c 0m 0y 90k

Common Mistakes



Do Not Add Any Other Text



Do Not Add Any Other Graphics



Do Not Change the Dimensions



Do Not Alter the Colors