



Lutheran World Relief

Identity Usage Guidelines

Introduction

Lutheran World Relief (LWR) is pleased to introduce our new brand identity. The success of our new identity depends on a coordinated and consistent use of the logo standards outlined here. The electronic files provided will help to ensure that these elements remain constant. While these files allow you to provide those who will work with our logos the correct images, the possibility that someone will manipulate and alter them remains. Be vigilant with these images, and check that they are not being changed. It is easy to stretch, condense, distort, shrink, and otherwise alter computer files in most software programs. Sometimes these changes are made on purpose “to make it fit,” and other times changes occur by accident. Either way, when reviewing future uses of the logo, check carefully to see that it has been used correctly. LWR’s visual identity will appear across many different applications and must always appear the same. Use this document as a guide and reference.



Lutheran World Relief
SUSTAINABLE DEVELOPMENT. LASTING PROMISE.

Primary Signature

The LWR logo is made up of two main parts, the symbol and the logotype. Together, they form the logo signature.



Tagline Version (Primary Only)

In many applications, the logo will appear with the tagline: *Sustainable Development. Lasting Promise.* Versions with and without the tagline are provided.



Compact Version

Where space considerations are constrictive, an alternative version of the Primary Signature may be used without the tagline.



Type

The tagline *Sustainable Development. Lasting Promise.*, when used separately from the logo, should always typeset using DIN Medium.

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Selection

Color is an important element of the logo. The logo is designed for three colors: teal, green and black.

Size

The minimum size the logo should appear in printed materials is shown here. The logo should not be reduced so that the height of the symbol is less than 1/2". Any further reduction will impair legibility. There is no maximum size restriction.

Clear Space

The logo must be separated from all other visual elements to preserve and maximize visibility and legibility. Crowding the logo will make it difficult to read, and can often have the effect of changing the appearance of the logo.

The combined height of the logotype and tagline is used as a unit of measurement ("X") for minimum clear space.

No other elements should appear within these defined areas. Use these spaces when placing the logos near the edge of the page as well.

Color Breakdown

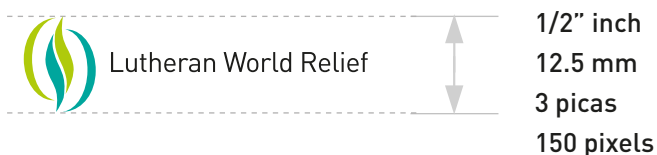
Depending upon the number of colors available and the application specifications, the following colors should be used.



TEAL	80C	5M	45Y	0K	PMS 3272	0R	162G	155B
GREEN	40C	0M	100Y	0K	PMS 390	181R	191G	0B
BLACK	0C	0M	0Y	100K	BLACK	4R	4G	4B

Size of the Logo

Maximum reduction
Shown actual size



Clear Space Requirements



Alterations

The LWR logo should never be altered in any way.

- Do not stretch or distort this unit. Always scale it proportionally.
- The logo is a complex image. Do not try to draw or recreate it.
- Do not scan it from previously produced versions.
- Never change the size or positioning relationships of the parts of the logo. They should remain as a unit.

Always obtain an official version from the LWR marketing department.

Symbol and logotype

In order for the logo to build brand recognition, the symbol should never be used by itself. The logotype should always accompany the symbol in the approved logo formats.

Examples of Unacceptable Usage

The logo should never appear in the following ways:

Do not distort the logo by stretching it up or down or in any other way.



Do not change the size or positioning relationships of the parts of the logo.



The typefaces used in the logotype is DIN Medium. Do not substitute a similar or different typeface in the logotype.



Do not separate the parts of the logo or use them individually.



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Color

Color is an important element of the logo. It is important not to change the colors of the logo under any circumstances.

Whenever possible, the 4-color version of the logo should be placed on a white background. This is the first choice for all applications.

If you need to place the logo on a colored background, use the black version for light colors. When the background is darker and doesn't provide sufficient contrast, use the reversed (white) version.

The logo may never appear in the following ways:



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Acceptable Black-and-White Versions, Positive



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Black Tint: 40K

Acceptable Black-and-White Versions, Reversed (White)



Lutheran World Relief



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Color

When only one- or two-color is available for printing, the black or white version should be used. In this case, all parts of the logo print in 100% of that color. Never screen back portions of the logo to create a two-color version.

Do not place any version of the logo over other design elements such as line patterns or other distracting images.

The black version or the reverse version of the logo can be placed on a photographic background as long as the area of the photograph within the clear space field of the signature is a solid color.

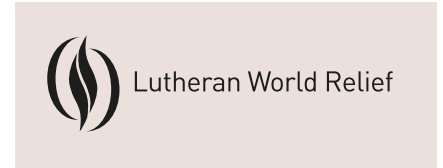
All recommended treatments and applications apply equally to the version of the logo that includes the tagline.

Acceptable Color Backgrounds for Black Version

The black version of the logo may appear on the following backgrounds:



Black version on white background (preferred usage)



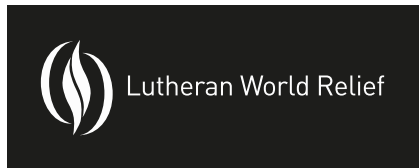
Black version on light neutral background



The black version of the logo may be placed on any light-colored background as long as there is sufficient contrast for the logo to be visible.

Reverses on Dark Backgrounds

This shows the acceptable version of the logo on a black or dark-background.



The reverse version of the logo is the black version changed to white.



Reverse version on dark neutral background.



The reverse version of the logo may be placed on any dark-colored background as long as there is sufficient contrast for the logo to be visible.