The Evangelical Lutheran Church in America (ELCA) is multifaceted, 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 and ELCA name. More branding options are offered to accommodate the ELCA acronym. The globe can also be used as a visual representation of the ELCA, with no accompanying text.

Brandmark usage: Colors and font
The ELCA brandmark comes in three color variations: black, white (reverse), and four-color. The typeface for the words “Evangelical Lutheran Church in America” is Proxima Nova. You should always display it in proper case.

Four-color: The four-color brandmark consists of a black cross and the orb filled with red in the upper left quadrant, blue 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.

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

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

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).
Full brandmark
Whenever the brandmark is at least 1.75 inches wide, the brandmark should look like this.

The full brandmark should maintain at least .25 inch clearance on every side. No design element or typography may fall within this area. The primary brandmark should never be smaller than 1.75 inches wide, with the round emblem no smaller than .5 inch. The 1.75 inches are measured from end to end.

Alternate brandmarks
The brandmark is available in alternate formats in order to offer flexibility for various applications in our changing digital world.

As needed, these options can also be used as a visual representations of the ELCA.

The alternate brandmarks should maintain at least .25 inch on every side. No design element or typography may fall within this area. When sizing the alternate brandmarks, the globe should be no smaller than .5 inch.

Brandmark with expression name
When the brandmark is to be used in conjunction with the name of a synod or congregation, it should look like this.

The brandmark with expression name should maintain at least .25 inch clearance on every side. No design element or typography may fall within this area. When sizing this brandmark, the globe should be no smaller than .5 inch.

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 proportions of type. Do not condense, expand or stretch the fonts.
• Never alter or resize the spacing of the brandmark’s elements.
• Questions or requests regarding ELCA brandmark usage can be directed to communications@elca.org.

ELCA brandmark files and templates are available for download at ELCA.org/brandmark.