



LUTHERANS
FOR LIFE

Brand
Handbook





So what is a brand handbook anyway?

A brand handbook is a set of guidelines for your business. As your brand grows and develops, it is very important that brand guidelines are followed to maintain consistency so that Lutherans for Life is recognized as a strong, reputable, and dynamic brand.

Let this handbook serve as your brand recipe book of sorts. Recipes are meant to be followed teaspoon by teaspoon, but sometimes the best recipes are tweaked ever-so-slightly. Followed 99% of the time, and tweaked 1% of the time will result in a high-quality dynamic presentation.

Brand Guidelines

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IDENTITY

Lutherans for Life's logo is an identifier which embodies three main components:

GOSPEL CENTERED
MODERN
PROFESSIONAL

This logo is iconic, meaning it's focal point is an icon. The icon contains a heart and EKG symbol to represent life while all be centered around a cross showing that the gospel is the focus.

IDENTITY TOOLKIT

PRIMARY LOGO



SECONDARY LOGO



GRAYSCALE LOGO

Your logo is the cornerstone of your brand and one of your most important assets. The preferred way to use the logo is horizontal, in full color over a white or light background. If the logo is to be used on a dark background, please do so as illustrated below.

LOGOS

GRAYSCALE
LOGO



COLOR PALETTE

The colors used in the logo are an important element of the design. Color value and hue should be maintained in such a way as to replicate the original color in all applications of the logo in any media. Since the color matching process can differ according to variations in equipment, ink and media, the production process should be controlled to maintain the original color.

COLOR STANDARDS

PRIMARY:



PANTONE 7689 CP
sRGB: 25 152 213
CMYK: 76, 26, 0, 0
HEX: #1998d5



PANTONE 4274 CP
sRGB: 180 180 180
CMYK: 30, 24, 25, 0
HEX: #b4b4b4

TYPOGRAPHY

The Lutherans for Life logo utilizes the font Bebas Neue as the primary font for 'Lutherans'. It is a stylized san serif font to make a bold statement for the primary text. To balance out the primary font, it is paired with Raleway, which is a slightly lighter san serif that makes up 'for Life'.

FONTS

A

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,:!"?!

1234567890

UNACCEPTABLE USAGE OF LOGO

The logo is one of the strongest elements of Lutherans for Life's brand. It should be used appropriately.

LOGO STANDARDS

To create consistency, please do not use the logo in the following ways:

1. Do not change the logo's orientation.
2. Do not change the logo's color.
3. Do not add any sort of outline/"stroke" to the logo.
4. Do not add effects to the logo such as a glow, emboss, etc.
5. Do not scale the logo unproportionately.
6. Do not put the logo in a box of any sort.

1.



4.



2.



5.



3.



6.





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