American Lutheran
Theological Seminary

Graphic Standards Guide

September 2014

Graphic Standards Guide

Visual communications play an important role in how an organization is perceived. An organization's promotional materials, stationery, forms, signage and attire convey an image to all audiences. That image is what we call the "brand" image.

The American Association of Luthern Churches (AALC) has visual communications guidelines that project a consistent, strong image to the public. The logo, which is described here, is indicative of the overall experience people receive from the AALC.

We request that everyone works to ensure the success of our identification system through consistent adherence to these guidelines. By doing so, our brand will better reflect the excellence of the AALC.

Overview

The importance of a managed brand and identity cannot be overstated.

The center of a graphic identity is a logo: a symbol representing an organization. However, an identity system is much more than the utilization of a logo.

A comprehensive graphic system is a structure for communicating and presenting information logically, clearly and with distinction.

To function properly, the standards and guidelines presented in this guide should be embraced by the entire organization.

This is a guide to the basic components of the AALC identity system. Implementation of these standards will develop greater awareness of the AALC.

American Lutheran
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[Minimum size 1.5"   ]

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[Black logo version   ]

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[Horizontal logo version]

ALTS

[Abbreviated logo version]

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Our Logo

Our logo is the identity of our organization and should be displayed consistently throughout all forms of media. We take great pride in the brand we've created and wish to maintain the integrity of it in all uses. The approved mark and logotype should be used exclusively for all artwork and never altered or redrawn.

Core Elements

The AALC logo is comprised of the mark and logotype in customized Utopia font. The logotype should never be replaced by another font or any other type.

Logo

Logo Mark

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Logotype
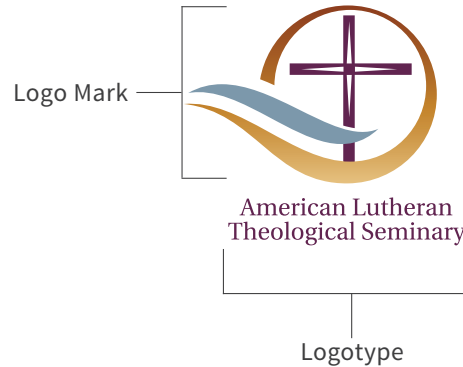
The logo consists of Pantone Matching System (PMS) colors of Pantone 7652, Pantone 5425, white and a gradient of yellow.

The size of the logo is always measured in width. The logo or mark must always be displayed at a minimum of 1.50 inches or 108 pixels wide. Exceptions to minimum size restrictions include name badges, business cards or other small products.

A black and white logo should be used in newspaper, phone books and other various one-color printing or silk-screening processes. Legibility is highest when used in these print formats as a solid black or white color.

Free Space Guidelines

Allow a generous amount of free space surrounding the logo. As a guide, use the height of the letter "L" as clearance on all sides of the logo (left).

Integrity

Do not attempt to create logo formats other than those illustrated in this graphic standards guide. Consistent use of logo standards will ensure the highest level of accuracy and consistency in all applications.

Pantone 7652
C: 58 **M:** 93 **Y:** 40 **K:** 32
R: 98 **G:** 38 **B:** 80
CMYK   RGB

Pantone 5425
C: 55 **M:** 32 **Y:** 24 **K:** 0
R: 125 **G:** 152 **B:** 171
CMYK   RGB

C: 10 **M:** 23 **Y:** 57 **K:** 0
R: 229 **G:** 193 **B:** 128
CMYK   RGB

Colors

The AALC logo uses Pantone Matching System (PMS) colors; full-process colors for printing (CMYK); on-screen colors for video and web (RGB); and black or white.

Pantone 7652 and Pantone 5425 are the primary colors and should be the primary colors on all collateral. The yellow C=10 M=23 Y=57 K=0 is the AALC's secondary color and should only be used as an accent in collateral.

Print Backgrounds

The preferred versions of the logo are purple, blue and gradient yellow (Figure 1). Solid white and black should only be used when the application calls for a single color only (Figures 2, 4). Avoid using the logo on other colored backgrounds (Figure 3). Heavily illustrated or photographic backgrounds should use a version of the logo with outer glow (Figure 6). Avoid using the logo on heavily illustrated photographic backgrounds without glow (Figure 5).

Although the logo may be printed on a background, the integrity of the logo demands that no words or images overlap or merge with it.

Size and Placement

Do not shrink the logo below the specified size and always change the size proportionally. Do not stretch or squeeze the logo in any way (Figures 7, 8).

The abbreviated logo should be used in applications when the viewer is familiar with the organization, or on material that also has the title of the organization spelled out in another area. For example, it can be used within church materials and establishments. The horizontal version of the logo should be used in applications where the vertical logo cannot fit, such as horizontal magnets and labels.

Typeface

Times New Roman Regular should be used when working with body text, and Times New Roman Bold should be used when drawing emphasis to a word in the body copy or in subheads. Utopia Semibold should be used for headlines. The AALC purple can also be used to draw emphasis to words or headlines.

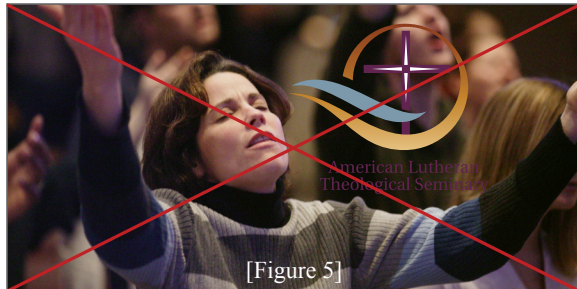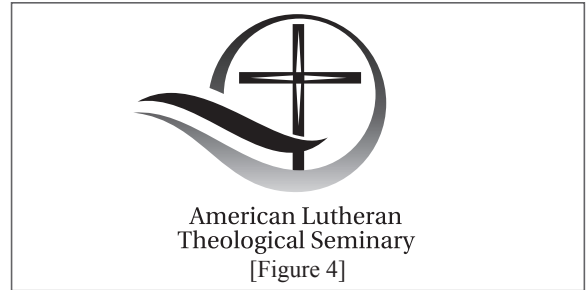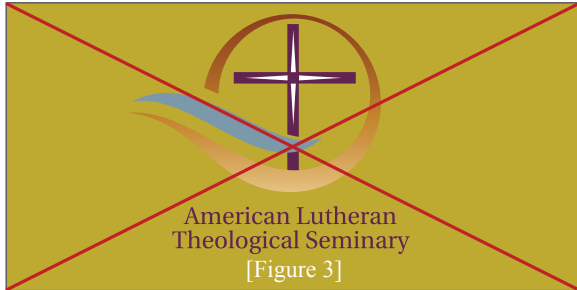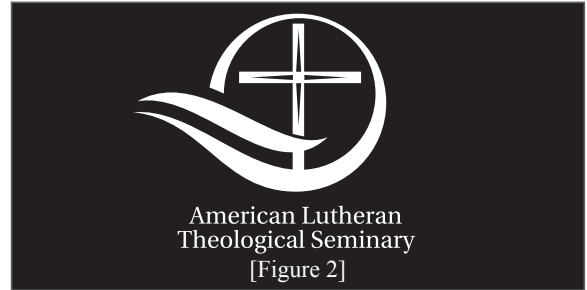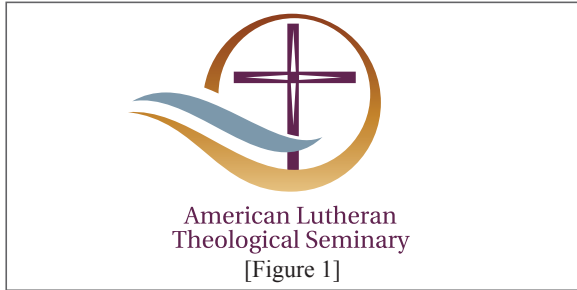# Utopia Semibold

▲Use for headlines

Times New Roman Bold
Times New Roman Bold Italic
▲Use for subheads

Times New Roman Regular
Times New Roman Italic
▲Use for body copy

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[Figure 1]

American Lutheran
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[Figure 2]

American Lutheran
Theological Seminary
[Figure 3]

American Lutheran
Theological Seminary
[Figure 4]

American Lutheran
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[Figure 5]

American Lutheran
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[Figure 6]

American Lutheran
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[Figure 7]

American Lutheran
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[Figure 8]

AMPERAGE

MOVE THE NEEDLE