

# LUTHER SEMINARY BRAND STYLE GUIDE



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VISION

The Holy Spirit calls Luther Seminary to lead faithful innovation for the sake of the Gospel of Jesus Christ in a rapidly-changing world.



## The Luther Seminary brand style guide brings consistency to the way we communicate.

Our colors, typography, visual style, and voice all work together to create a consistent, personal and unique identity for Luther Seminary. These brand guides help to inform and inspire how we communicate. The Luther Seminary brand should feel personal and unique, yet consistent, so that our audience recognizes who we are. The Luther Seminary brand should be forward-looking, innovative, inspiring, and vibrant.

# Visual Identity

## SEMINARY LOGO



### USAGE

Academics  
Recruiting  
External Facing

### COLORS



### TYPOGRAPHY

Averta Std Light  
**Averta Std SemiBold**  
**Averta Std Black**

## INSTITUTIONAL SEAL



### USAGE

Presidential  
Institutional  
Ceremonial

### COLORS



### TYPOGRAPHY

Averta Std Light  
**Averta Std SemiBold**  
**Averta Std Black**



# Logos & Symbols



# Logos

## OUR FAMILY OF LOGOS, ICONS, SEALS AND SYMBOLS

Luther Seminary has three primary brand identifiers. On the following pages you will find recommended usage and application for each of these elements.

- Seminary Logo
- LS Icon
- Institutional Seal



[SEMINARY LOGO]



[LS ICON]



[INSTITUTIONAL SEAL]

# Logos

## SEMINARY LOGO

The Seminary logo should be used on all Luther Seminary publications, websites and e-communications, and materials.

The secondary mark to the Seminary logo is the Seminary "LS" icon. This icon can be used as a graphic element or in some instances, in place of the Seminary logo.

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Only the original electronic files from Luther Seminary should be used; the logo should never be recreated or altered.



[SEMINARY LOGO]



[SEMINARY ICON]



# Logos

## SIZE & SPACE

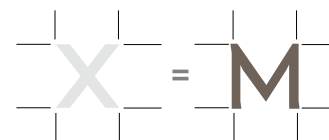
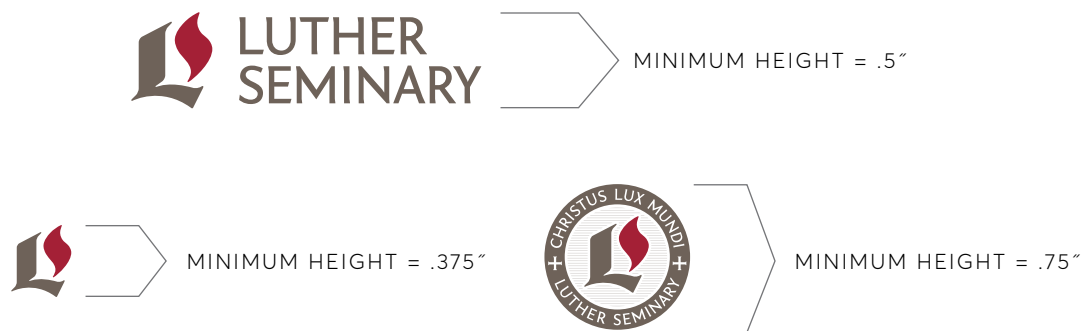
The logo looks best when used at a size appropriate for the medium.

The logo should be used at a size at or larger than 0.5 inches in height. The "LS" icon should be used at a size at or greater than 0.375 inches in height. The Institutional Seal should be used at a size at or larger than 0.75 inches in height.

In order to protect the integrity of the logo, white space needs to be maintained around the logo perimeter. Avoid placing text and/or graphics immediately adjacent to or intersecting the logo.

No matter what size you're using the logo, leave a space around the logo equal or greater than the height/width of the "X" (see illustration at right).

ACTUAL SIZE APPLICATION FOR VISUAL REFERENCE



X = HEIGHT OF "M" CHARACTER IN LOGO

# Logos

## INAPPROPRIATE USE

The name Luther Seminary, and its logo, icon or seal should always be used to support its image and reputation.

Examples of inappropriate use include, but aren't limited to, the use of the Luther Seminary logo in connection with alcoholic beverages, unofficial social media accounts, tobacco products, sexually oriented products or services, political parties or organizations, gaming or games of chance, or firearms.

Additional examples of inappropriate use are outlined to the right.



[DO NOT CHANGE COLORS]



[DO NOT CHANGE FONTS OR TYPEFACES]



[DO NOT RECONFIGURE  
LOGOS AND ICONS]



[DO NOT USE LOGO ON A  
SIMILAR COLORED BACKGROUND]



[DO NOT STRETCH OR SKEW]



[DO NOT APPLY GRADIENTS OR  
DROPSHADOWS]



[DO NOT ADD OR REMOVE  
COMPONENTS TO/FROM THE LOGO ]



[DO NOT USE LOGO ON BUSY OR  
DISTRACTING BACKGROUNDS]



# Color Palette



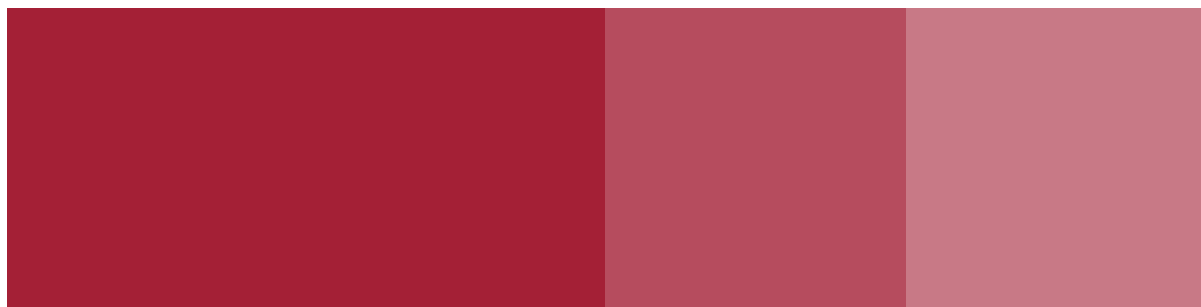
# Colors

## COLOR PROFILES

The official colors of Luther Seminary are maroon (Pantone 201), gray (Pantone Warm Gray 11) and gray (Pantone Cool Gray 9).

A wider color palette exists to add depth and energy to the Luther Seminary identity. The following colors are the only colors to be used on publications, materials, and the website. Tints of these colors, as well as black and white, are also acceptable.

Please use the exact PMS colors (for print) or hex colors (for web) and avoid trying to match colors based on what you see on a computer screen or office printer. The appearance of the colors will vary widely on different media; using the PMS and hex colors will ensure accuracy.



PANTONE 201 C  
CMYK: 7 / 100 / 68 / 32  
RGB: 157 / 34 / 53  
HEX: #9D2235



PANTONE WARM GRAY 11 C  
CMYK: 26 / 36 / 38 / 68  
RGB: 110 / 98 / 89  
HEX: #6E6259

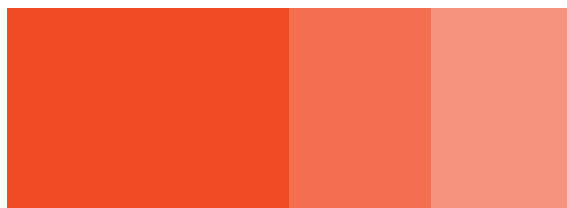


PANTONE COOL GRAY 9 C  
CMYK: 30 / 22 / 17 / 57  
RGB: 117 / 120 / 123  
HEX: #75787B

# Colors

## SECONDARY COLORS

The secondary colors, which compliment the primary palette, should be used as accents or points of contrast.



PANTONE 172 C  
CMYK: 0 / 73 / 87 / 0  
RGB: 250 / 70 / 22  
HEX: #FA4616



PANTONE 637 C  
CMYK: 62 / 0 / 8 / 0  
RGB: 78 / 195 / 224  
HEX: #4EC3E0



PANTONE 122 C  
CMYK: 0 / 11 / 80 / 0  
RGB: 254 / 209 / 65  
HEX: #FED141



PANTONE 381 C  
CMYK: 25 / 0 / 98 / 0  
RGB: 206 / 220 / 0  
HEX: #CEDC00



PANTONE: Black 6 C  
CMYK: 100 / 79 / 44 / 93  
RGB: 16 / 24 / 32  
HEX: # 101820





# Type Style

# Type Style

## PRINT

We recommend the use of these fonts for all printed material.

Aa

Averta Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Aa

Averta Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

## DIGITAL

Luther Seminary digital communications uses *Poppins* or *Verdana* as the primary and secondary digital typefaces.

Aa

Averta Std Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Aa

Averta Std Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

DIGITAL USE ▼

Aa

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Aa

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789





# Graphic Assets

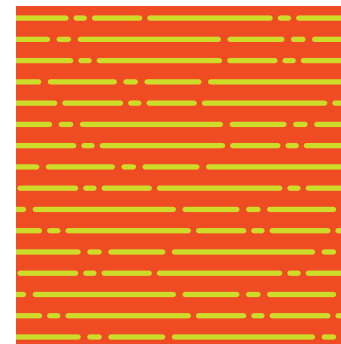
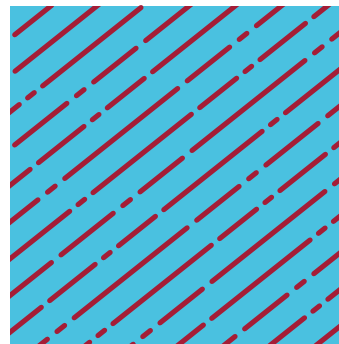
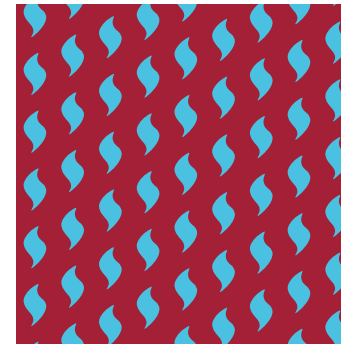
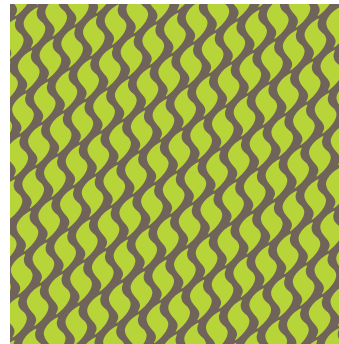
# Graphic Assets

## PATTERNS

The visual identity of Luther Seminary is distinguished through the use of various graphic elements, including iconography and patterns. These elements help represent Luther Seminary in support of the logo and identity system.



Note: The flame pattern and color combination of green and gray is reserved for use by the Innovation Leadership Team only.



# Graphic Assets

## STYLE RECOMMENDATIONS

The combination of color, type, imagery, and patterns we choose help to visually convey a mood or feeling that supports the message being communicated.

We have provided examples of appropriate typographic hierarchy to help emphasize and differentiate larger blocks of copy/content.

The use of secondary colors and patterns should be used as accents. These elements should not dominate the layout or overpower the message. Our goal is to strike a harmonious balance of elements.







# Brand Voice

# Brand Voice

## OUR PERSONALITY

The Luther Seminary brand voice is the style of written and oral prose that consistently reflects the desired attributes of the brand.

The voice should be:

- Soundly rooted in Lutheran theology
- Forward-thinking
- Convey innovative ideas
- Optimistic and energetic
- Strong, intentional, and impactful
- Inclusive of all cultures, ethnicities, races, and identities.

## WE ARE

**WELCOMING** ..... ELCA-ONLY

**GLOBAL** ..... CAMPUS-ONLY

**ACCESSIBLE** ..... NORWEGIAN LUTHERAN  
OR NORTHERN  
EUROPEAN LUTHERAN-ONLY

**BUILDING  
CHRISTIAN  
LEADERS** ..... MASTER OF  
DIVINITY-ONLY

## WE ARE NOT





# Image Style



# Image Style

## PHOTOGRAPHY

Pictures connect with people in ways that words can't. While our logo, typography, and colors make us easily recognizable, photos add a relatable element to our communications. They showcase our students, faculty, staff, and communities in a vibrant way.

Our preferred image style is candid, emotional, and thoughtful. The images used should support the message of the communication and reflect the values of the Luther Seminary brand.





# Image Style

## VIDEO

One of the most effective tools for communication and storytelling is video. To ensure a consistent user experience, it is important that videos are of high quality, demonstrate excellent production values, and are distributed in the proper format and resolution.

Most online video channels enforce copyright for music in all uploaded videos. Even music to which rights are owned may be “flagged,” preventing viewing of the video. It is critical to avoid the use of copyrighted music included on videos uploaded to YouTube, Vimeo, and other video service providers.



[www.luthersem.edu](http://www.luthersem.edu)