

GRAPHIC IDENTITY GUIDE

LOGO

This is the primary Minneapolis Area Synod logo (1). When needed, for space or balance, and for more internal use (to our congregations or leaders, other synods, or the ELCA), a version of the logo without ELCA is available (2). In some internal instances, the circle icon without the words is acceptable (3). To be used only when necessary, a stacked version is also available (4).

Whenever possible, the logo should appear in the colors shown. When an alternate color version must be used, the logo should always stay as one color, preferably black or white (5).

The logo should never be stretched or distorted in any way (6), nor should any part of the logo be replaced with other text or symbols. The only exception to this is within the "Church Together" theme.

To keep objects from crowding the logo, a "clear space" equivalent to twice the height of the "n" should be maintained on all sides of the logo. No text or other graphics should appear inside this space.



TYPOGRAPHY

Consistent use of fonts will help promote brand recognition. For example, the font used in the logo - Whitman - will become recognizable. In addition, fonts used in general communications materials, like brochures, flyers, and ads, contribute to your brand development by helping to create a certain overall "look and feel."

When these fonts are unavailable, preferred alternatives are Georgia (header), Trebuchet (subheader), or Aptos or Calibri (body).

PRIMARY TYPEFACES

Whitman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mundo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR

Color is an important part of an organization's brand, and can be a powerful tool when used effectively. This is the approved color palette, with color conversions:

