Rocky Mountain Synod, ELCA

Style Guide & Graphic Standards

ELCA Brandmark Usage

The ELCA brandmark

The ELCA brandmark consists of the ELCA symbol or emblem, the ELCA name and the ELCA tagline. The combination of these three elements is what brings the ELCA's whole identity to life. That's why it's important to use all three elements together whenever possible.

Evangelical Lutheran Church in America
God's work. Our hands.

The emblem

The name

The tagline
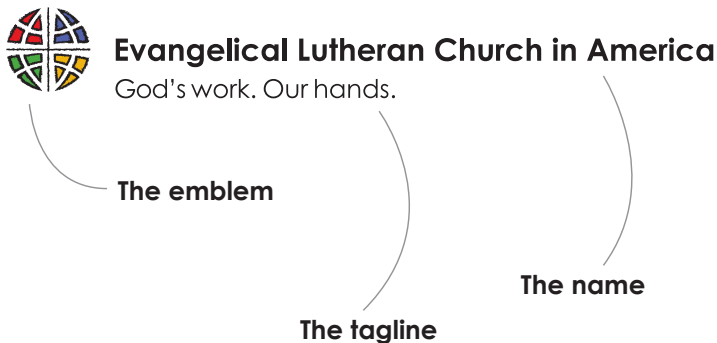
Elements of the brandmark

The emblem
The emblem is a graphic representation of the ELCA mission statement: marked by the cross of Christ forever, we are claimed, gathered and sent for the sake of the world.
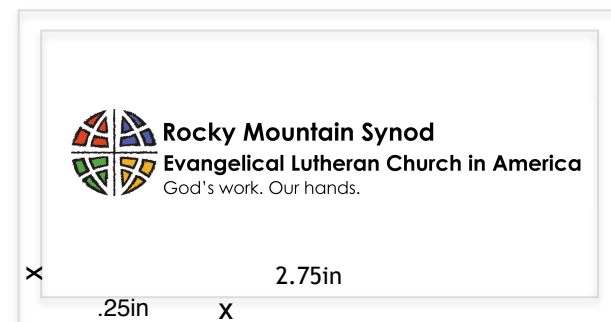
The name
When communicating with people who are not part of this church, it's important to use our church's full name, the Evangelical Lutheran Church in America, and not the acronym (i.e., ELCA).

The tagline
Our tagline is "God's work. Our hands." The brandmark doesn't always need to appear with the tagline. Avoid using the tagline on its own, without the brandmark, except as the theme of an event. If used as the theme of an event, the tagline should be in the tagline typeface specified, both sentences of the tagline should appear on one line and our church's name should appear within close proximity to the tagline.

Brandmark with synod or congregation name

When the brandmark is to be used in conjunction with the name of a synod or congregation, this is an example of how it should look. The brandmark with expression name should maintain at least one-quarter inch clearance on every side. No design element or typography may fall within this area. The smallest this brandmark should ever be is 2.75 inches wide. The 2.75 inches is measured from end to end.

Rocky Mountain Synod
Evangelical Lutheran Church in America
God's work. Our hands.

2.75in

.25in   X

RMS Style Guidelines

Typography

ELCA Brandmark

The typeface for the words "Rocky Mountain Synod" and "Evangelical Lutheran Church in America" is **Century Gothic Bold.** You should always display it in proper case. Always display the tagline "God's work. Our hands." in proper case using **Century Gothic Regular.**

Typography for print communications
Letterhead typeface
Times New Roman

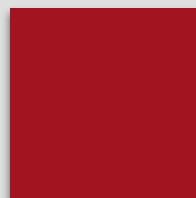**Non-letterhead typeface option**
Cambria (Headline)
Calibri (Body)

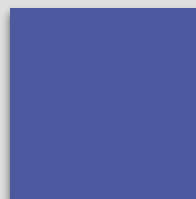### Typography for digital communications
Trebuchet MS (Headline)
Verdana (Body)

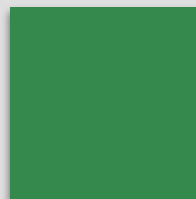### RMS Brand Colors

Red
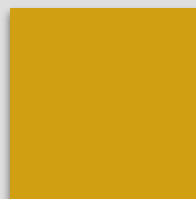RGB: 161r / 20g / 32b
Hex: #A11420

Purple
RGB: 76r / 89g / 158b
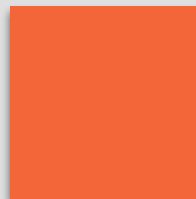Hex: #4C599E

Green
RGB: 54r / 137g / 77b
Hex: #36894D

Yellow
RGB: 208r / 160g / 18b
Hex: D0A012

Orange
RGB: 242r / 102g / 57b
Hex: F26639

RMS Graphic Standards

The strategic plan adopted by the Rocky Mountain Synod Council October 2016 resulted in a **Mission Statement**, **Tagline**, and four **Ministry Result Areas.** In February 2019, a 2.0 version of the strategic plan was approved, adding a fifth MRA. As appropriate, formal and informal communications should include language and graphics from the **Strategic Plan 2.0**.

Mission Statement
The mission statement should be used to begin all strategic plan related documents and woven into other communication (letters, sermons) as appropriate.

OUR MISSION
Together we proclaim and embody
God's unconditional love for the sake of the world

Tageline
The tagline logo should be used in all official RMS communications. When appropriate, the tagline may be used in the following format instead:
Christ's Church, Better Together

Christ's Church
better together

Ministry Results Areas
Each ministry result area (MRA) is accompanied by a set of goals. When documents or communications are connected to a specific MRA goal, the appropriate MRA graphic should be used.

Connecting in Ministry & Witness
Equipping all Leaders
Claiming our Gifts
Accompanying One Another into God's Future
Growing in Gratitude & Generosity

Reconciling in Christ

The Rocky Mountain Synod has been a Reconciling in Christ synod since 1993 and adopted an official Statement of Welcome at the 2016 Synod Assembly. As a RIC synod, all official RMS print and digital communication should include the statement of welcome, RIC logo, or RIC tagline as appropriate.

Placement

The logo or tagline should appear at the **bottom center** of a one-page document. Typically, it would appear on the back page of multi-page bulletin or booklet

Statement of Welcome

We as the Rocky Mountain Synod, ELCA invite all into the fullness of God's love. This invitation is inclusive of all people of every race, national origin, immigration status, sexual orientation, gender identity or expression, age, physical or mental ability, sex, or station in life. Rather than using our differences to divide us, we pledge to use our differences as gifts for our work together.

A Reconciling in Christ Synod

Templates

Christ's Church, Better Together
7375 Samuel Drive • Denver, Colorado 80221
www.rmselca.org • rmsynod@rmselca.org • 303.777.6700 • 1.800.525.0462 • fax 303.733.0750
A Reconciling in Christ synod

RMS Letterhead Footer

Christ's Church - Better Together

STRATEGIC PLAN 2016-2018
SUMMARY

OUR MISSION
Together we proclaim and embody God's unconditional love for the sake of the world

Cover page, logos only

Rocky Mountain Synod
Evangelical Lutheran Church in America
God's work. Our hands.

Christ's Church
better together

<u>Website Guidelines</u>

Body Content

Note: Typeface in edit mode will not reflect actual style of typeface in view mode.

Normal font: Default and used for all body content text.
Normal (DIV): generally ignore this option
Formatted: Generally ignore this option
Header 1: Is not available for selection in the Body. It is reserved for Page Title]
Header 2: Use this font for All Page Headlines
Header 3: Use this font as an option for Sub Headlines
Header 4: Use this font for Right Hand Column
Header 5: This font should rarely be used
Header 6: Use this font as an option for Sub Headlines

Body Text Recommendations:

Bold text can be used to highlight important information or as section headings
Italic text can be used as explanatory subtext or caption
ALL CAPS should almost NEVER be use

Website Photo Sizes

Page Header Photos………. 850 x 350
Home Page Photo………… 1160 x 400
Bottom Home Trio………….. 380 x 150
Staff Photo………………….. 133 x 100

Full website style guidelines can be found on the website:
www.rmselca.org/website-page-styles

Social Media Guidelines

The Rocky Mountain Synod recognizes social media channels such as Facebook, Twitter, Instagram, Vimeo, and Youtube as opportunities to **proclaim and embody God's unconditional love for the sake of the world.** Specifically, we will use our social media presence to:

• Celebrate the ministry and witness of our congregations, leaders, and ministries of the Rocky Mountain Synod

•Connect leaders and ministries to our Church-wide and global witness

• Offer theological reflection and public statements to offer our Lutheran lens on current events

• Share news and updates directly connected to Rocky Mountain Synod and ELCA ministries and events

• Promote new resources available for congregations and leaders

We adhere to these Facebook posting guidelines to ensure consistent messaging, authentic presence, and a witness that supports dialogue and community.

- **Note timing of previous post** before sharing new post, to ensure consistent, but not overwhelming, presence.

- Include the **tagline** whenever possible: Christ's Church, Better Together.

- Include **images, links, and videos** when relevant to increase interaction.

- Pictures should be posted **within 24 hours** of event taking place.

- **Get permission** to post pictures, particularly pictures of children. This could be done by announcing your intention to take pictures and post on Facebook.

- **"Like" other related pages** to develop relationships and share information.

- Post **original AND shared content**. A good rule is 80/20.

- Posts should be directly related to **RMS/ELCA affiliated ministries.** Posts connected to non-ELCA organizations need to be approved by RMS staff.

Logos

Rocky Mountain Synod
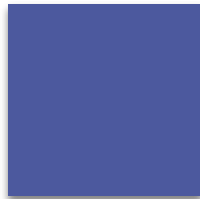**Evangelical Lutheran Church in America**
God's work. Our hands.

Christ's
Church
better together

Colors
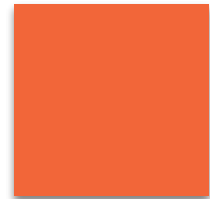
Red	Purple	Green	Yellow	Orange
RGB: 161r / 20g / 32b	RGB: 76r / 89g / 158b	RGB: 54r / 137g / 77b	RGB: 208r / 160g / 18b	RGB: 242r / 102g / 57b
Hex: #A11420	Hex: #4C599E	Hex: #36894D		Hex: F26639

Fonts

Letterhead typeface

Times New Roman

Non-letterhead typeface option

Cambria (Headline)

Calibri (Body)