

WELS IDENTITY GUIDELINES



WELS
Christ's Love, Our Calling.

INTRODUCTION

This document lays out guidelines for the use of visual elements of a new synod identity, which seeks to present our church body to our members and non-members alike in the most positive way possible.

This new identity is the result of several meetings among synod administrators that explored ways to address the perceptions many both inside and outside WELS hold of our church body. It was agreed that we must once again clearly articulate the tremendous blessings we enjoy as a synod and individual Christians, Christ's love, and all that we do in response—especially proclaiming that love to the world.

Our starting point in discussions was our current synod mission statement:

“As men, women, and children united in faith and worship by the Word of God, the Wisconsin Evangelical Lutheran Synod exists to make disciples throughout the world for time and for eternity, using the gospel in Word and sacrament to win the lost for Christ and to nurture believers for lives of Christian service, all to the glory of God.”

Our aim was to take this statement and crystallize it in a way that resonates both with members and non-members alike. The result is a refreshed logo and a new identity phrase, or tagline, that will be used throughout all our communications and resources. Together, this new tagline and logo will help focus attention on who we are—God's people through Christ's love—and our mission, or calling.

OUR LOGO



We've taken our traditional WELS cross and updated it to symbolize our mission to proclaim the gospel. Think of red as the color of the Holy Spirit, and the rings as the good news spreading from the cross throughout the world.

The phrase "Christ's Love, Our Calling" is not merely a short-term theme, but a new way of describing ourselves.

Our new identity phrase more clearly and concisely communicates what we're about, especially to those unfamiliar with the terminology in our official title.

We believe that a positive synod identity stands to benefit all WELS congregations and organizations. We are stronger collectively than individually. When the world understands that as a church body our mission is to proclaim Christ's saving love, it will make the connection that every individual WELS member shares that same mission.

All WELS congregations and schools are encouraged to make use of our new logo wherever appropriate—on Web sites, church signs, newsletters, stationery, displays, and more. It is only through repeated use that it will become widely recognized and that a collective identity can be established.

The new logo only has value if used in a uniform way in every application. That is why we ask you to follow the guidelines outlined in this document. Together we want to establish a visual identity that tells the world we preach Christ crucified.



CORE ELEMENTS

LOGO COLORS AND FONT

TWO-COLOR (PREFERRED)

Color is a powerful means of visual identification. Consistent use of our full color identity will build visibility and recognition.

SINGLE COLOR

The logo may be reproduced in WELS Blue (Pantone 2767) on one-color applications; however, when possible use the full-color logo.

BLACK

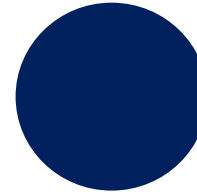
Use this version if black is the only color available, for example, on church bulletins, fax cover sheets, and forms.

WHITE

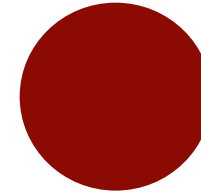
The signature may be reversed out of color backgrounds as long as there is sufficient contrast to ensure legibility. Always use the approved artwork. Do not attempt to change the blue or black artwork to white. The white logo has been specially created to compensate for the optical thickening of the strokes that occurs in all reversed art.

FONT

The font used in the WELS logo is Frutiger Light. This font is a traditional sans serif that complements the stylized WELS cross.



WELS Blue
Pantone 2767
CMYK: 100, 78, 0, 54
Web: #003366



WELS Red
Pantone 188
CMYK: 0, 97, 100, 50
Web: #990000



Single color, Pantone 2767



Single color, black



Reverse

LOGO REPRODUCTION

In order to maintain quality logo reproduction standards, please use the following reproduction methods:

OFFSET PRINTING

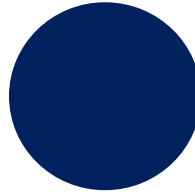
For full-color printing including photography or illustrations, the recommendation is to print six colors: four-color plus Pantone 2767 and Pantone 188. A less expensive alternative would be to print five colors: four-color plus Pantone 2767. These methods provide consistent and accurate color when producing full-color materials. This approach is ideal for most marketing materials.

DIGITAL PRINTING

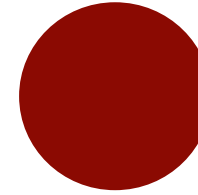
When offset printing is not possible—for example, in newspaper ads or when using any digital printing process—use the CMYK process method. Be sure to use the specified CMYK values for WELS Blue and WELS Red. An exact color match is not available in the digital print process.

SPOT COLOR

For printing applications that do not require four-color process, such as stationery and business cards, use the spot color method and match the Pantone numbers for WELS Blue and WELS Red.



WELS Blue
Pantone 2767
CMYK: 100, 78, 0, 54
Web: #003366



WELS Red
Pantone 188
CMYK: 0, 97, 100, 50
Web: #990000

PANTONE 188 U



+

PANTONE 2767 U



=



Colors on this page and throughout these guidelines have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® color standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.

LOGO BACKGROUND CONTROL

To ensure optimum legibility and impact, select the logo version that provides maximum contrast. Avoid busy areas that interfere with the logo.

On solid-color backgrounds, it is important to remember visibility and impact of the logo as well. The preferred white background for our full-color logo gives it the most impact.



Use full-color logo

0-20% background color



Use black or WELS Blue logo

20-60% background color



Use reverse out or white logo

60-100% background color

PREFERRED SIZE

On printed materials in standard sizes (e.g., U.S. letter/A4), the logo should be used in its preferred 2" (50mm) width.

MINIMUM SIZE

In reproducing the WELS logo, be conscious of the size and legibility of the tagline, "Christ's Love, Our Calling." The logo should never be less than 1.125" wide in print or 120 pixels wide on the Web. A logo that is too small has little to no impact. If a smaller version is necessary, contact WELS Communication Services at csc@wels.net.

LOGO CLEAR SPACE

Clear space frames the logo, separating it from other elements such as headlines, text, imagery, and the outside edge of printed materials.

When using the preferred 2" logo version, allow at least 1/4" clearance above, below, to the left, and to the right of the logo. When using a larger or smaller version of the logo, make sure to increase or decrease the amount of clear space proportionately.

Preferred size



Minimum size



Logo clear space



LOGO “DO NOT” EXAMPLES

The WELS logo must be used correctly to ensure that the impact and integrity of the WELS identity is not diluted or compromised. Always reproduce the logo from approved electronic artwork. The examples here illustrate a small range of incorrect uses. Use good judgment when working with the logo and avoid backgrounds that do not provide enough contrast and interfere with the readability of the signature logo.

If you are unsure if your logo application falls within these guidelines, contact WELS Communication Services at csc@wels.net.



Do not alter the color, distort, or skew any part of the logo.



The logo typeface is Frutiger Light. Do not change the logo font or recreate the logo.



Do not use the logo as part of a sentence or alter the approved tagline lockup.



Do not create holding shapes.



Do not rearrange or resize the logo elements.



Do not add any graphics to the logo.



Do not use WELS Blue backgrounds that are more than a 20% screen.



Do not use WELS Red backgrounds unless using the reverse out or white logo.



Do not use black backgrounds that are more than a 20% screen.

LOGO VARIATIONS

The WELS logo, complete with tagline, will always be the preferred option for most applications. However, due to size restrictions or space limitations on some applications, other logo variations are available. For more information, contact WELS Communication Services at csc@wels.net.

