



# Branding Guide

United Lutheran Church, Tacoma, WA

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## Tagline

### “Proclaiming God’s Promises”

The tagline was chosen in consultation with the Pastor, and was inspired by the photo of the double rainbow arching over the façade of the church building in a photo seen on the congregation’s Facebook page. Remembering in Genesis that God put the rainbow in the sky to remind the people of the promise in the covenant with Noah, the promise of God is both seen and unseen in our lives, but we can always speak to that promise. Since United is a congregation where people have found grace and acceptance, this tagline highlights the messages heard from the pulpit – messages not of negativity and condemnation, but of hope and mercy, grace and love.

### “Proclaiming God’s Promises Come Celebrate with Us”

The extended tagline was chosen as a call to action, to encourage all persons to celebrate God’s promises with this congregation. It also describes this congregation’s faith life as celebratory, a contrast to what others may associate with Christian churches.

## Fonts

The following fonts could help to keep brand uniformity. These fonts are recommended for use on all on all published external and internal documents. Internal Memos/Correspondence between staff and council could also make use of these fonts, but is not necessary.

**Elephant**  
Congregation Name,  
Newsletter Name

Century Gothic  
Tagline, Pertinent Info,  
Major Headings and  
Subheadings, ELCA name

Times New Roman  
Body text, caption text, less  
pertinent info

## Colors

The color pallete below is an example of what could be used for all publications, internal and external signage, and other applications. The colors could be adjusted slightly, but the Maroon and Purple colors will need to stay due to current branding and interior design. Black would be the Dark Accent color, which is already in use in the current logo.

									
Primary		Accent				Alternate			
<b>Maroon</b>		<b>Purple</b>		<b>Pink</b>		<b>White</b>		<b>Pentecost</b>	
RGB: 110   12   0		RGB: 72   24   112		RGB: 255 209 215		RGB: 255 255 255		RGB: 176   5   10	
Hex: 6E0C00		Hex: 481870		Hex: FFD1D7		Hex: FFFFFFFF		Hex: B0050A	
Logo, Headings		Headings, Medium Accent		Subheadings, Light Accent		Natural Accent		For special occasions	

## Logo



The congregation has used the “three crosses” logo since its inception. The logo holds two significant meanings. One is a significant meaning to adherents of the greater Christian faith, recalling that Jesus was crucified between two thieves. The second significant meaning is for members of this congregation. United Lutheran Church is the product of a merger between three congregations, and thus, recalls the history of this community of faith. The three crosses logo should be used as it is seen here, without alterations to the color, with the exception of prints in grayscale.

## Brand Marks

Stacked



**United  
Lutheran  
Church**  
ELCA



**United  
Lutheran  
Church**



**United  
Lutheran  
Church**



**United  
Lutheran  
Church**  
[unitedlutherantacom.org](http://unitedlutherantacom.org)



**United  
Lutheran Church**



**United  
Lutheran Church**



**United**



**United**



**United**  
[unitedlutherantacom.org](http://unitedlutherantacom.org)

Side by Side



Letterhead

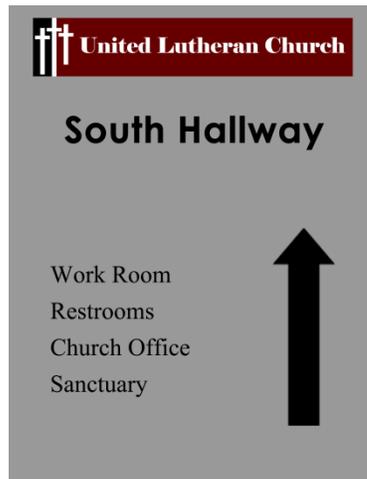
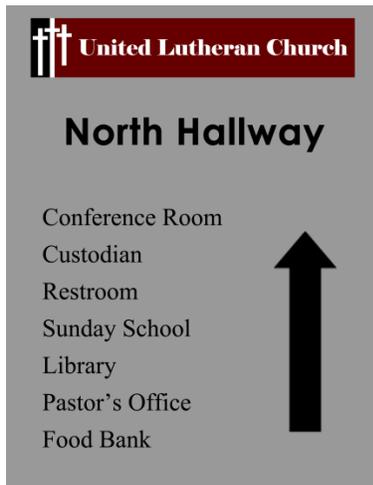


## Additional Branding Items

Interior Door Signs – size 8" x 2"



Interior Hallway Directories – size 8.5" x 11"



Outside Door Signs – 12" x 4"



Parking Lot Entrance and Exit Signs – 24" x 9"



Current Reader Board – Example of Simplified Messaging



New Marque Concept (to replace reader board) with removable 6' banner frame – 10' x 4'



New Marque Placement ideas

