

A wide-angle photograph of the interior of a Gothic Revival style church. The view is from the back of the sanctuary looking towards the altar. The ceiling is a high, dark wood vaulted arch. Two large, ornate, multi-tiered lanterns hang from the ceiling, casting a warm glow. The altar is a large, dark wood structure with a central cross and a large, colorful mural above it depicting the Resurrection. The mural shows Jesus rising from the tomb, surrounded by angels and the three Marys. The altar is flanked by two smaller murals. The pews are dark wood and filled with people. The overall atmosphere is solemn and reverent.

Good Shepherd

LUTHERAN CHURCH

BRAND GUIDELINES

IGLESIA LUTERANA El Buen Pastor

MANUAL DE IDENTIDAD



Brand guidelines

This brand book brings together the basic tools for the correct use and graphic application of the **Good Shepherd Lutheran Church** in all its possible expressions.

It has been designed with the needs of all those responsible for interpreting, articulating, communicating and applying the brand in its different areas.

The correct and consistent use of the Good Shepherd Lutheran Church brand will contribute to achieving the objectives of identification and reinforcement of the brand.

It is a team effort, in which we all participate to make the image of El Buen Pastor Lutheran Church last and reach more people.



Luther Rose

SYMBOLISM

Black cross on a red heart

Represents the crucified Christ who saves us, reminding us of the pain and suffering of the cross, but also of the righteousness and life it brings through faith.

Red heart in the center of a white rose

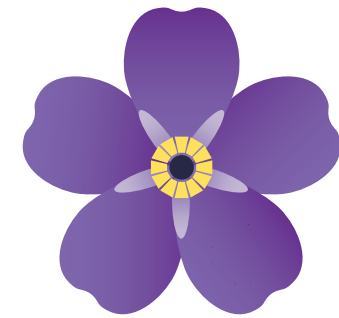
Shows that faith brings joy, comfort, blessedness, and peace beyond that of the world.

Sky blue background

Represents the joy in the Spirit and in faith, which is the beginning of heavenly joy to come.

Golden ring

Signifies that the bliss of heaven is endless, precious, and lasts forever.



New Jersey state flower

INSPIRATION

Our design is inspired by and takes elements from the original Lutheran Rose of 1530, a widely recognized symbol of Lutheranism worldwide.

The white rose is replaced by the **common Violet** (*Viola papilionacea*), a flower that has symbolized the state of New Jersey since 1971.

As a secondary symbol we use a **Red Oak leaf**, with pointed lobes, which in autumn acquire a bright red color, a tree from which germinate acorns that adorn our fields.



Our mission

Good Shepherd Lutheran Church is a single bilingual and multicultural congregation in a diverse urban situation, and as such, our mission is to unite people through the love and faith in Jesus Christ.

Our symbol

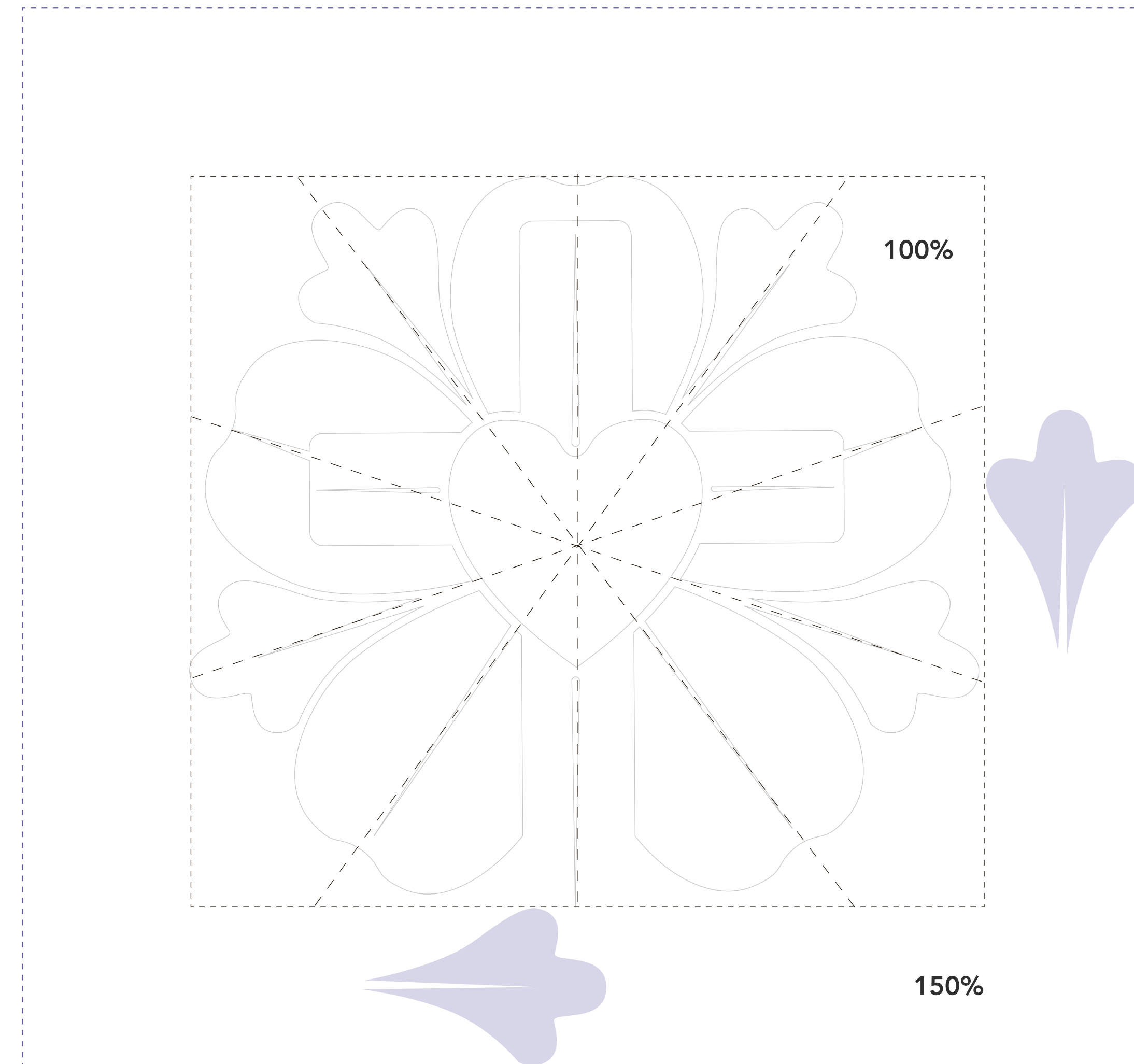
LAYOUT GRIDS

All the shapes of the logo are distributed around the heart, with a perfect symmetry, the outline of each element allows its reduction and application in different backgrounds.

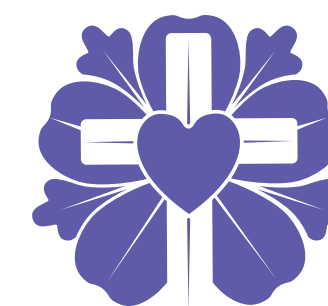
SPACING

Give our Flower some room to breathe.

- Clearspace around the logo is equal to the Oak symbol .
- The empty space around the logo should be at least 150% of the width of the logo.
- Don't go any smaller than 120 pixels wide.



Minimum clear space



120px

Minimum size



Vertical primary
version

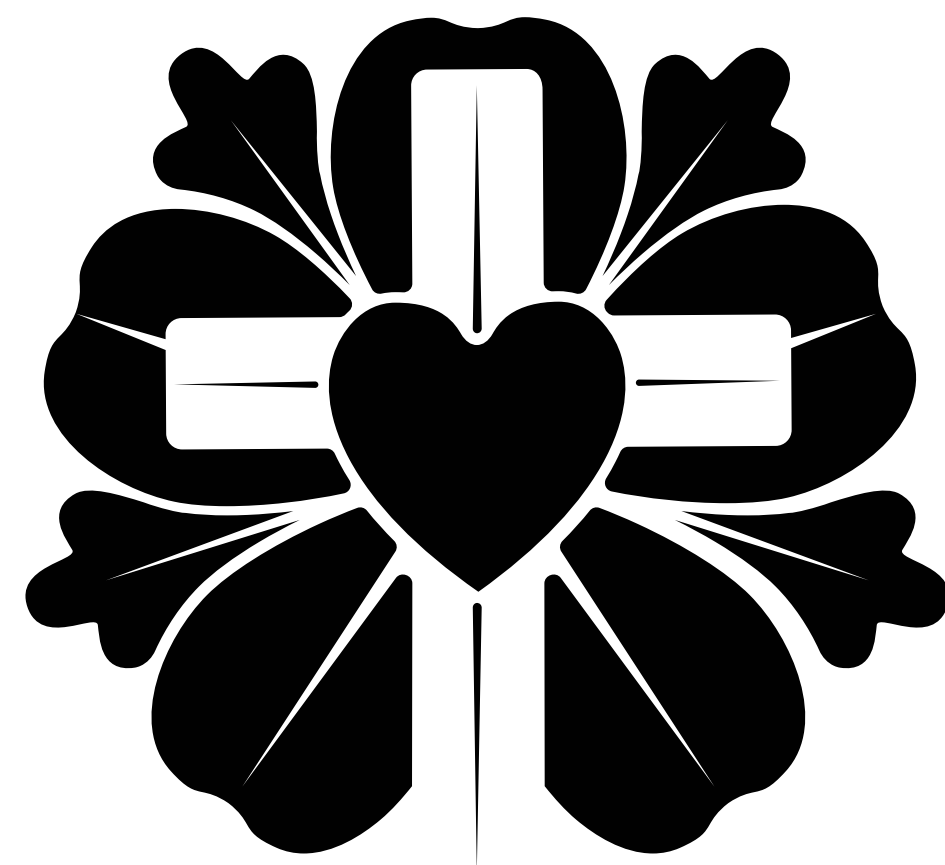


Horizontal secondary
version

The logo =
symbol +
logotype

LAYOUT GRIDS

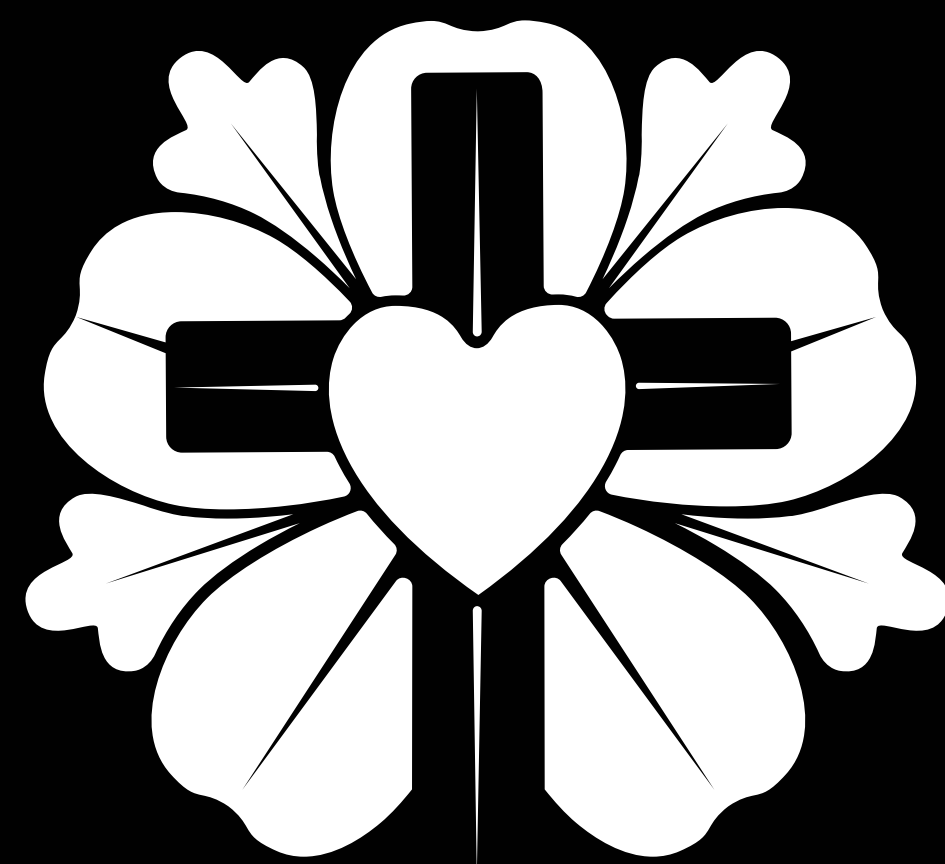
As primary version we use the Vertical version, in case the area is mostly horizontal we use its secondary version.

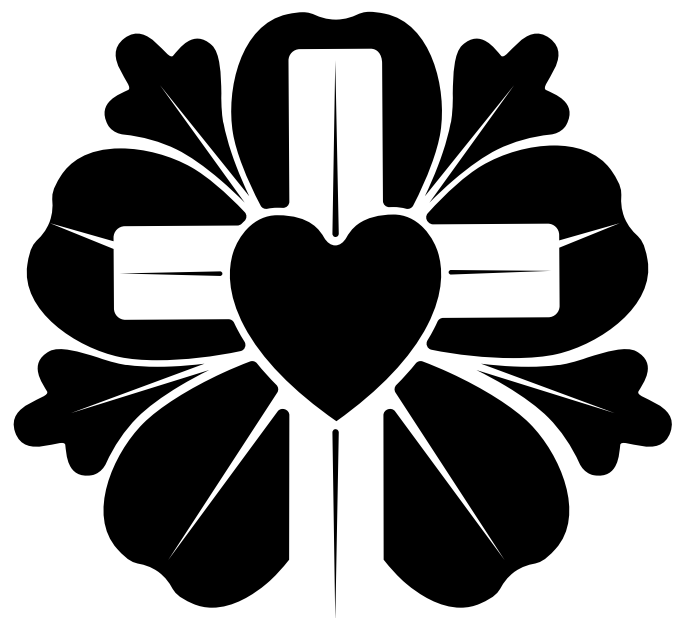


Symbol

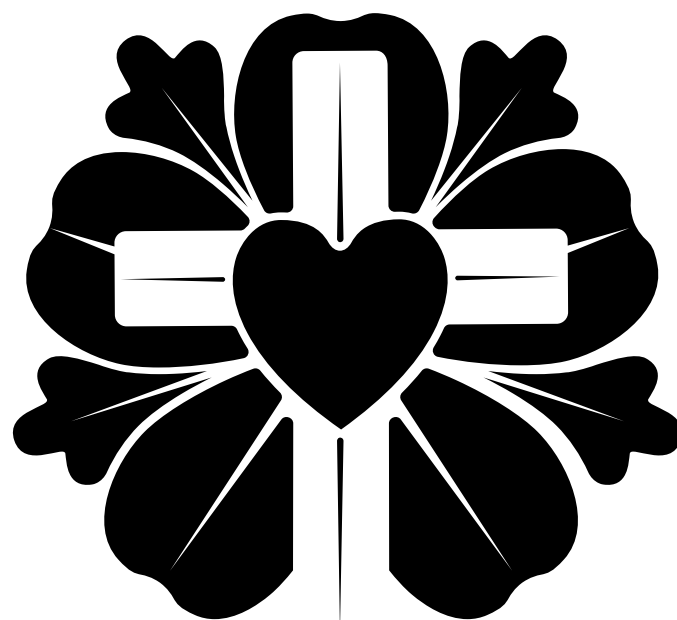
BACKGROUNDS

The symbol should preferably be applied on a white background or, failing that, on a black background.

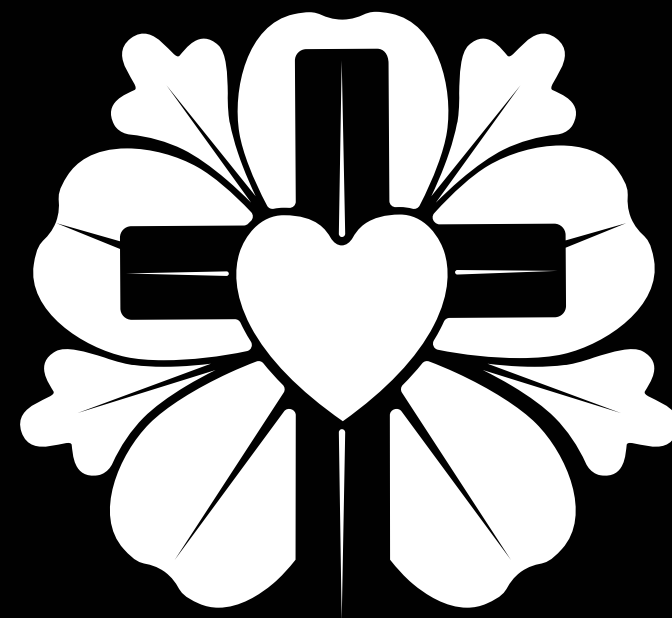




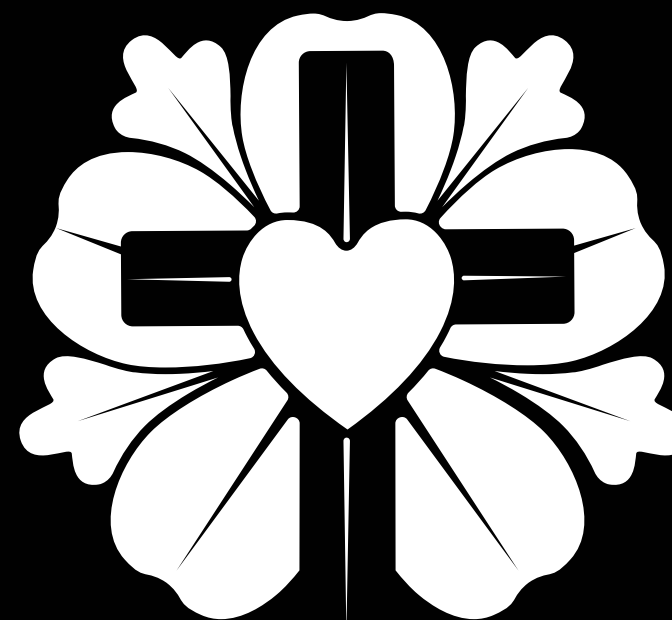
GOOD
SHEPHERD
LUTHERAN CHURCH



IGLESIA LUTERANA
EL BUEN
PASTOR



GOOD
SHEPHERD
LUTHERAN CHURCH



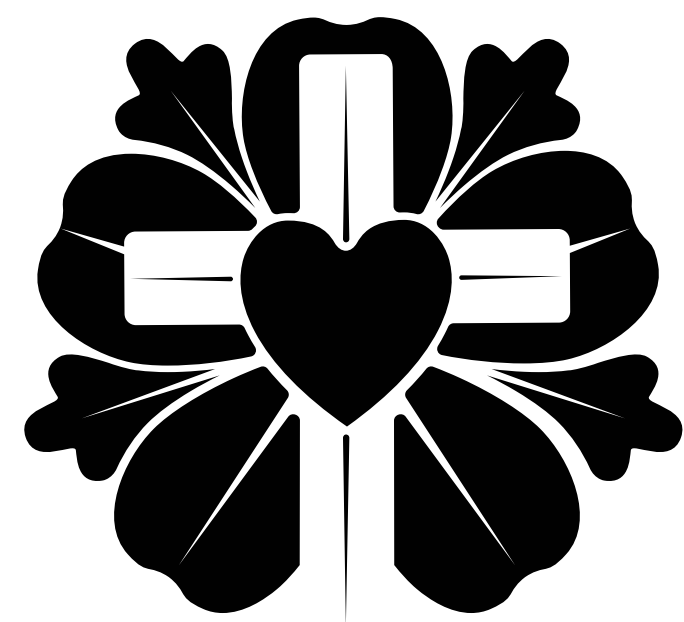
IGLESIA LUTERANA
EL BUEN
PASTOR

Logo

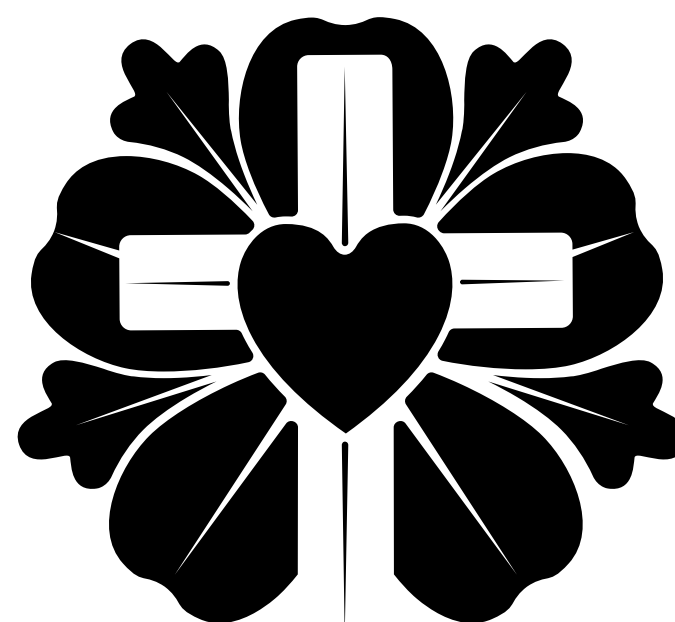
Primary version

BACKGROUNDS PRIMARY VERSION

The symbol should preferably be applied on a white background or, failing that, on a black background.



GOOD
SHEPHERD
LUTHERAN CHURCH



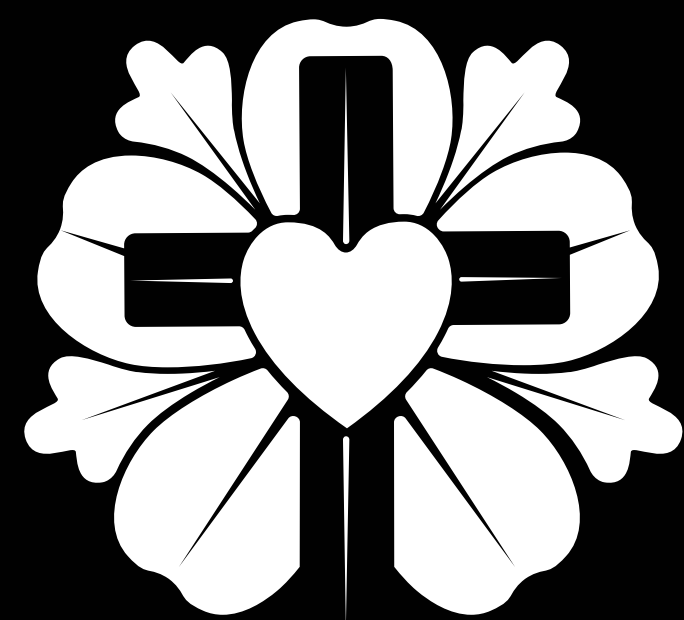
IGLESIA LUTERANA
EL BUEN
PASTOR

Logo

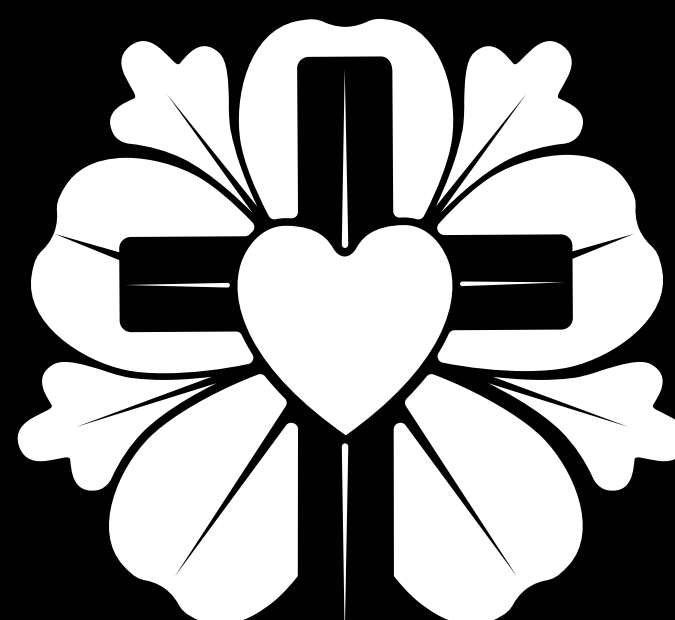
Secondary version

BACKGROUNDS

The symbol should preferably be applied on a white background or, failing that, on a black background.

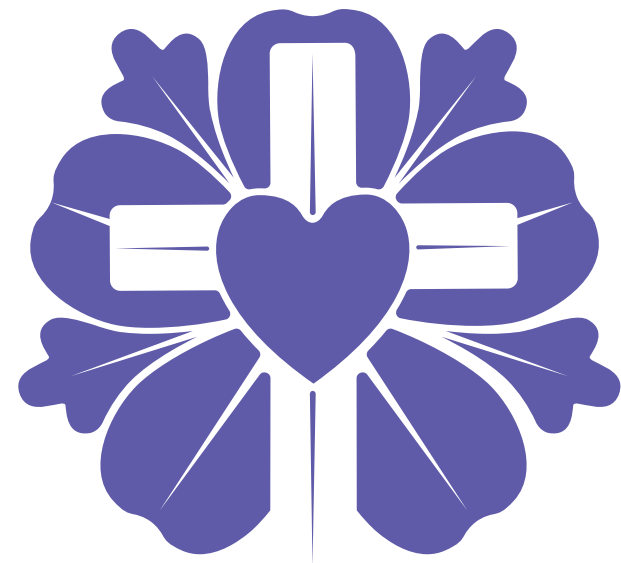


GOOD
SHEPHERD
LUTHERAN CHURCH



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EL BUEN
PASTOR

Color guide



NJ Violet

RGB - 97 83 204
CMYK - 73 73 0 0
HEX - 6153CC



Green Sheep

RGB - 129 161 119
CMYK - 55 25 65 0
HEX - 81A177



Red Heart

RGB - 210 34 56
CMYK - 15 100 85 0
HEX - D22238

PRIMARY BRAND COLORS

Our primary brand colors are NJ Violet, Green Sheep, Red heart. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.

USAGE PROPORTIONS

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people.

50%

25%

25%



GOOD
SHEPHERD
LUTHERAN CHURCH



IGLESIA LUTERANA
EL BUEN
PASTOR

Full color logo

VERTICAL VERSION

Use the full-color logo. Use the positive version on light or white backgrounds.

The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.



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Full color logo

HORIZONTAL VERSION

Use the full-color logo. Use the positive version on light or white backgrounds.

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Full color logo

HORIZONTAL VERSION

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Logo is colorful

COLOR VARIATIONS

Our logo can be used in one ink in the selected brand colors.



NJ Violet



Green Sheep



Red Heart

Typography

BASKERVILLE POSTER PT

Regular
Italic

Used for Headlines

AVENIR

Book
Heavy

Used for body copy and CTA



Stamp logo

ENGLISH VERSION

The full color stamp logo is used on light or white backgrounds.

The One-color reverse logo may be used on dark color backgrounds.





Stamp logo

SPANISH VERSION

The full color stamp logo is used on light or white backgrounds.

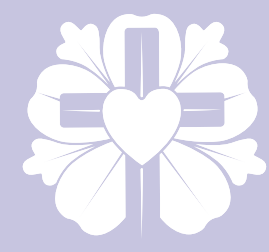
The One-color reverse logo may be used on dark color backgrounds.



Brand applications

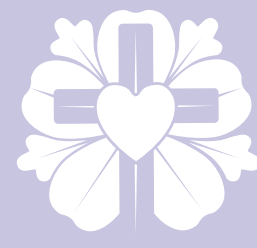
With the objective of reaching more people of good will, which is to serve in and to this world. Each one with the gifts he/she has received.





T-Shirt





Stationery



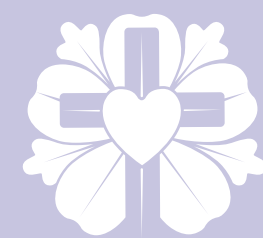
Good Shepherd Lutheran Church
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English Letterhead



Stationery



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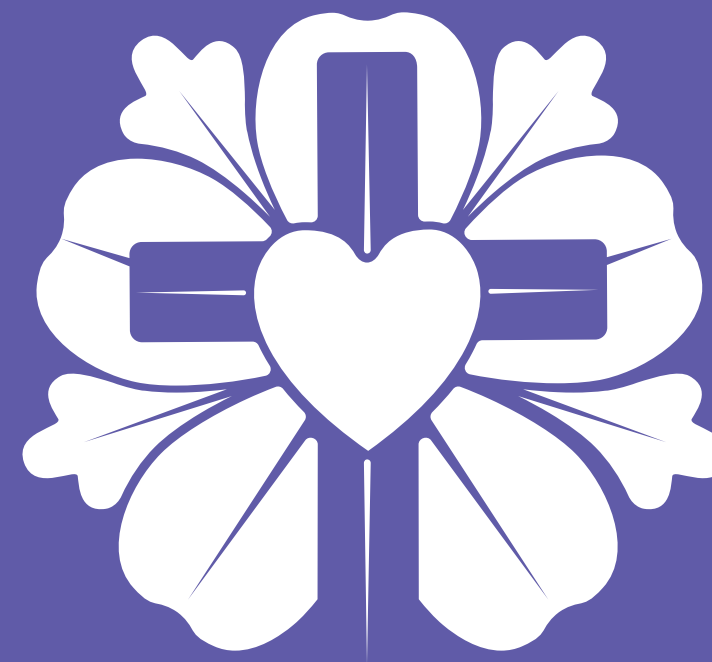
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LETTERHEAD

Spanish color version and B&W

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