

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

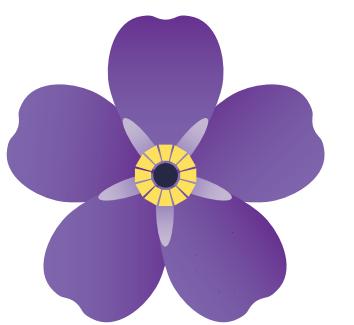
Shows that faith brings joy, comfort, blessedness, and peace beyond that of the world.

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.

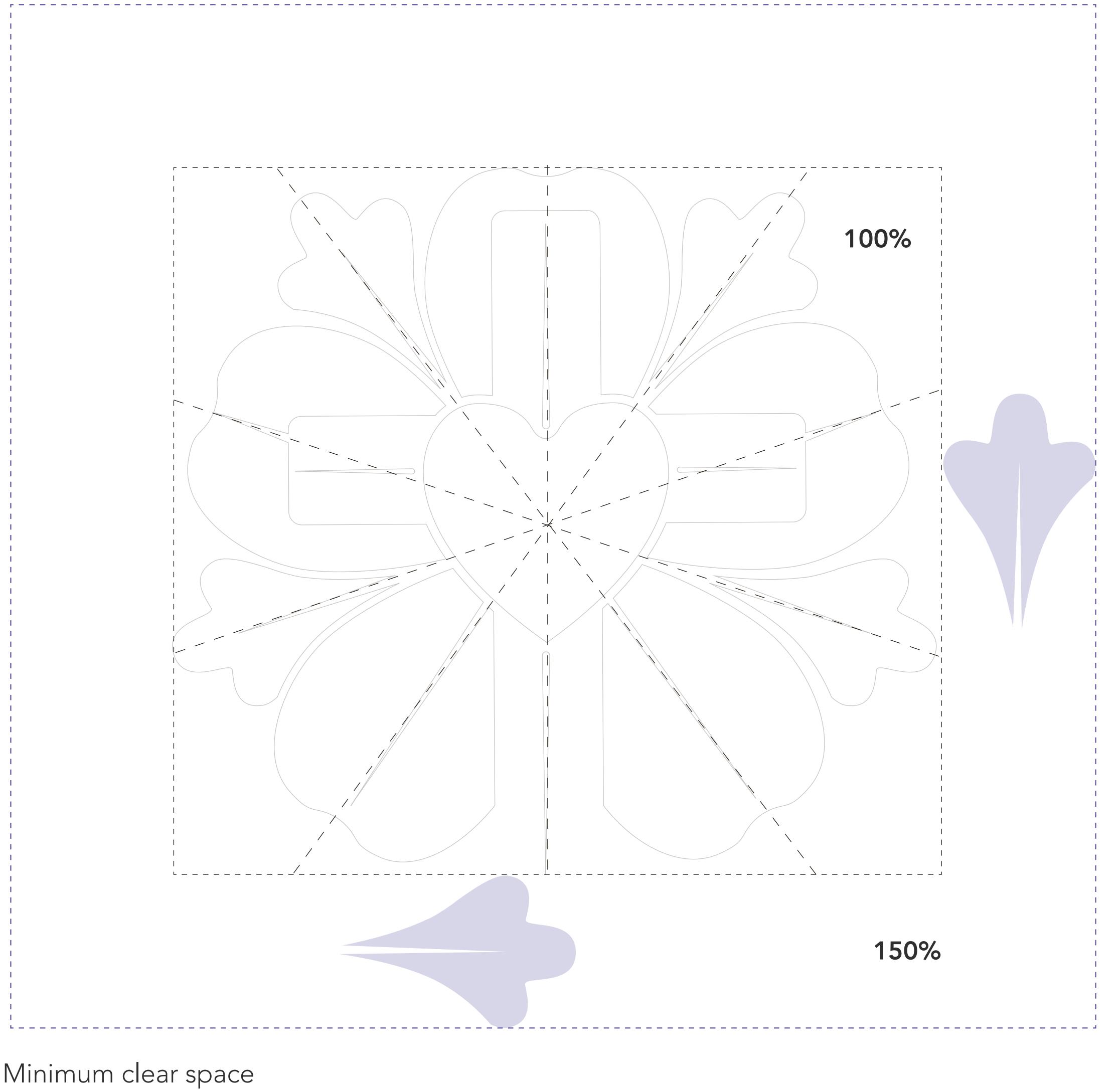
As a secondary symbol we use a **Red Oak leaf**, with pointed lobes, which in autumn acquire a bright red color, a tree from which germinate acorns that adorn our fields.



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



120px

Minimum size

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.

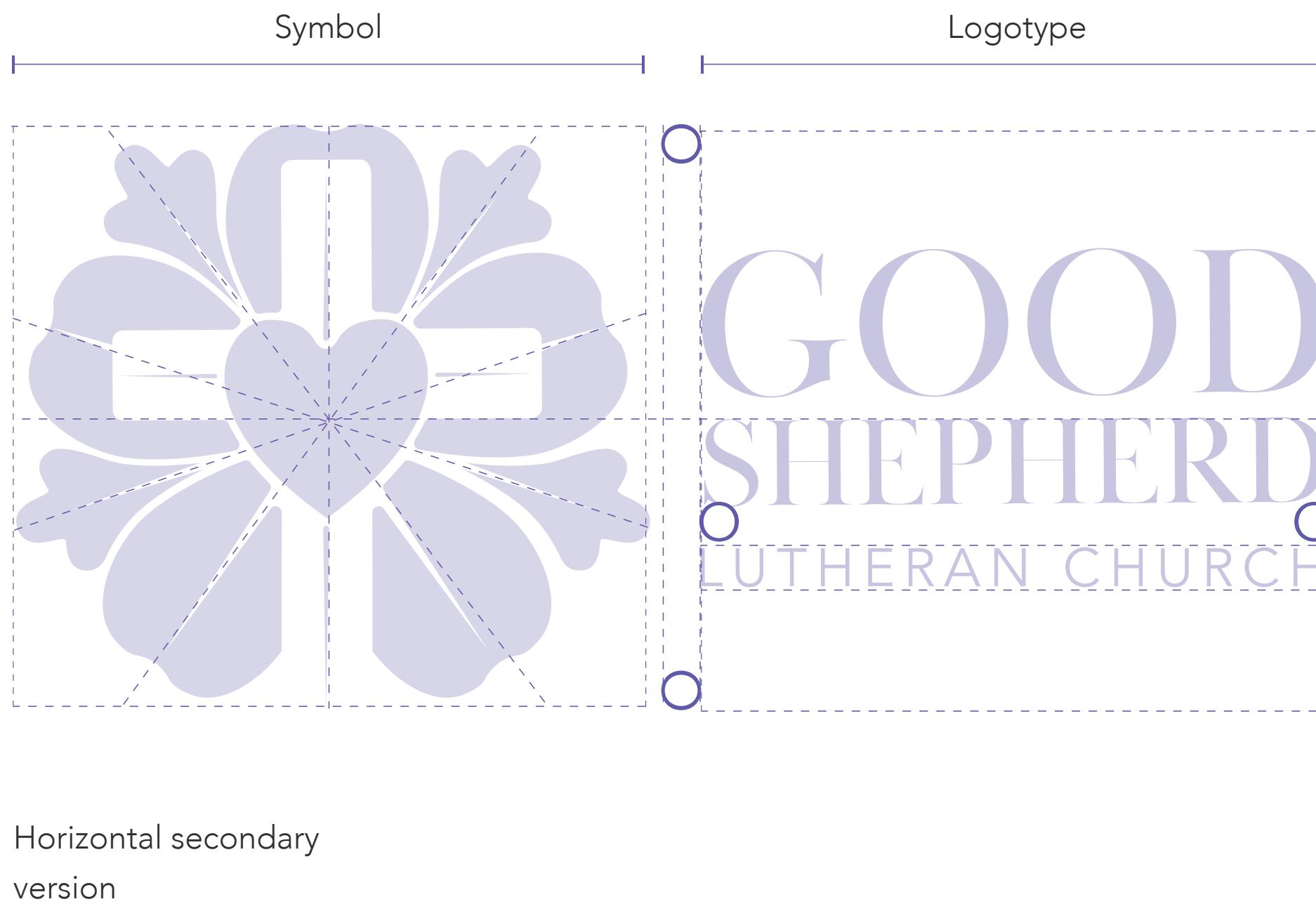
SPACING

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.



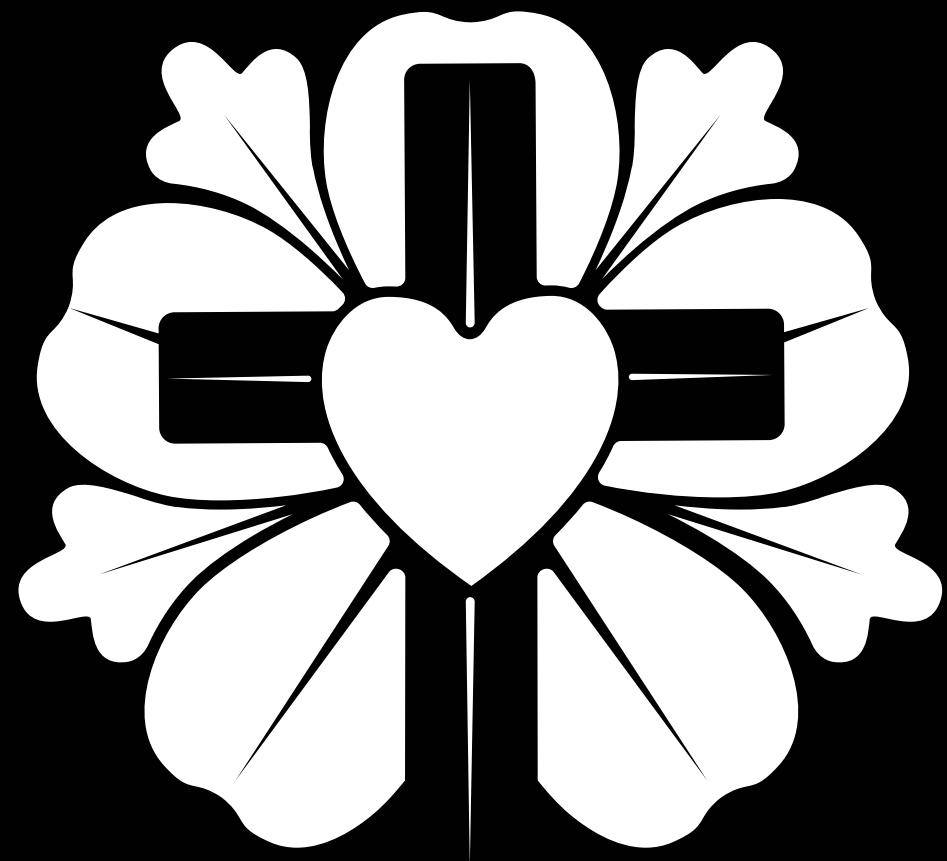
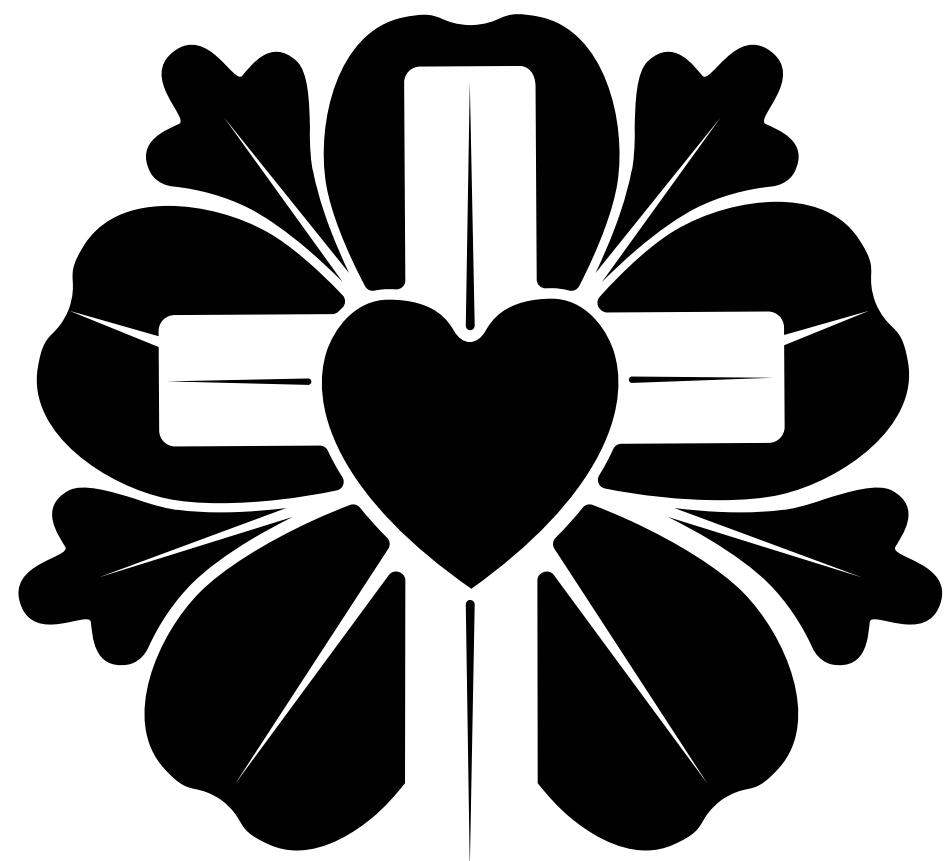
Vertical primary
version



The logo =
symbol +
logotype

LAYOUT GRIDS

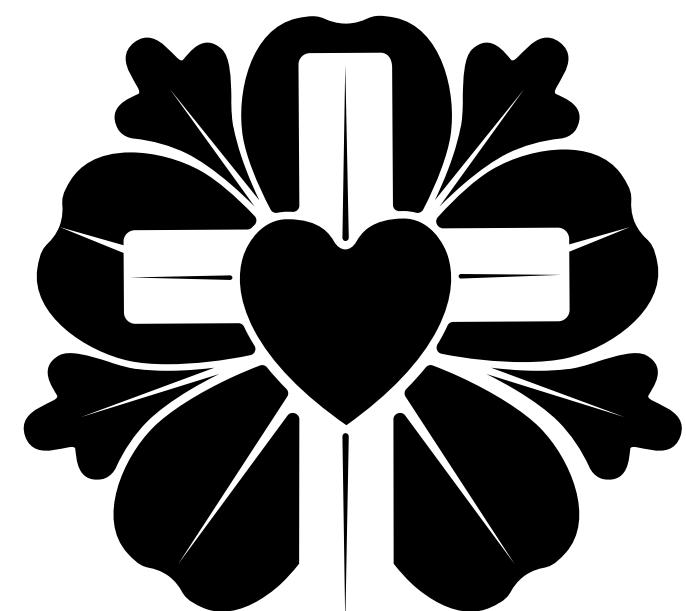
As primary version we use the Vertical version, in case the area is mostly horizontal we use its secondary version.



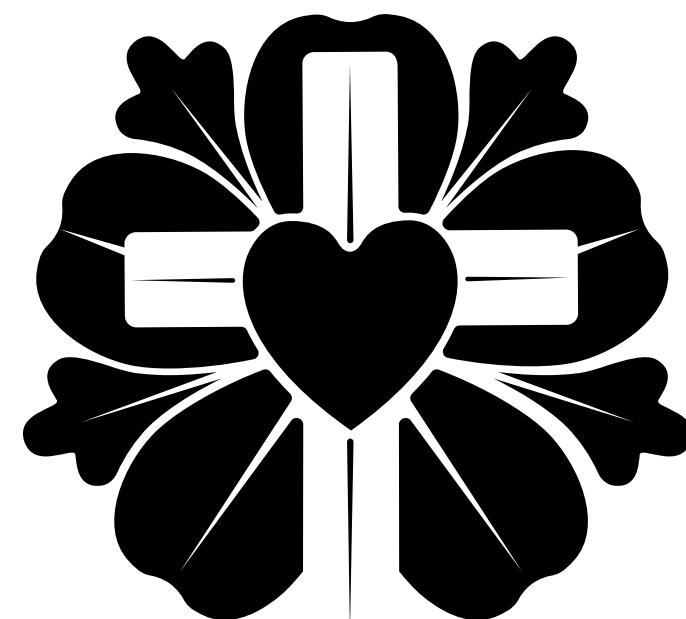
Symbol

BACKGROUNDS

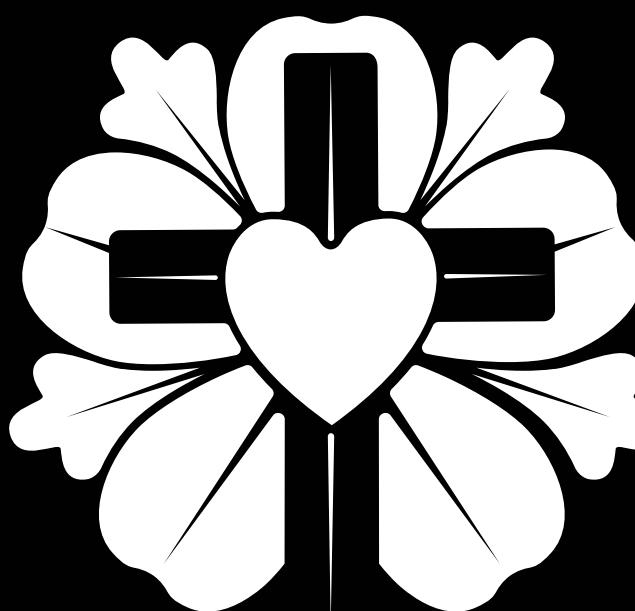
The symbol should preferably be applied on a white background or, failing that, on a black background.



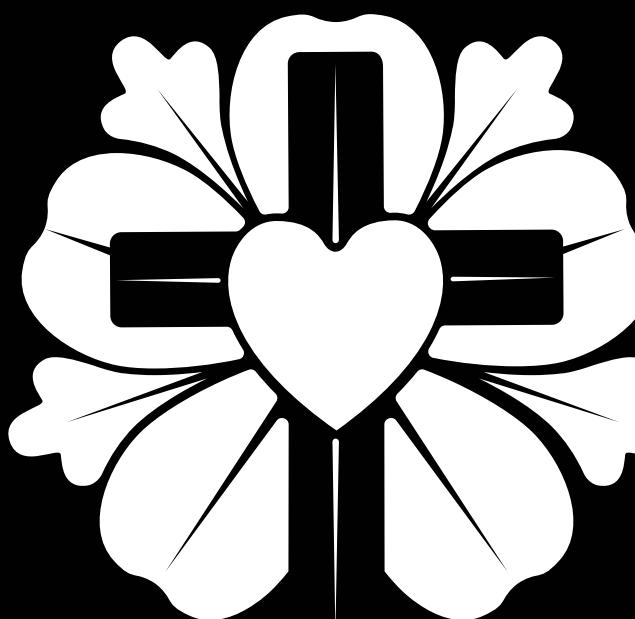
**GOOD
SHEPHERD**
LUTHERAN CHURCH



IGLESIA LUTERANA
**EL BUEN
PASTOR**



**GOOD
SHEPHERD**
LUTHERAN CHURCH

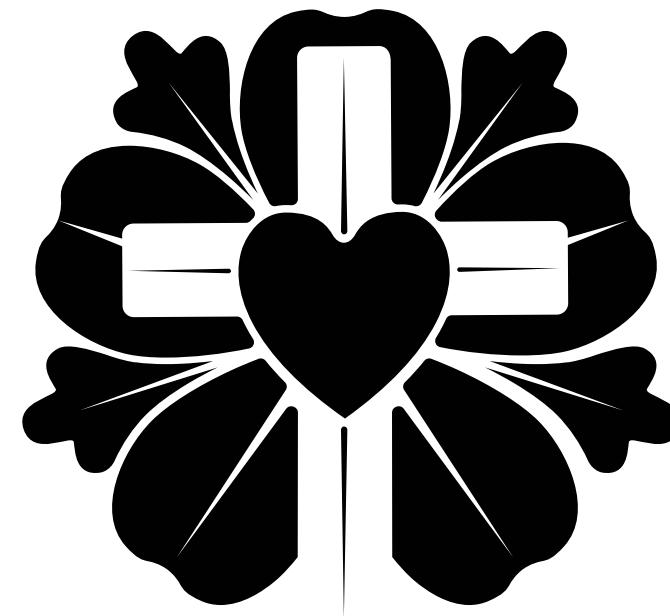


IGLESIA LUTERANA
**EL BUEN
PASTOR**

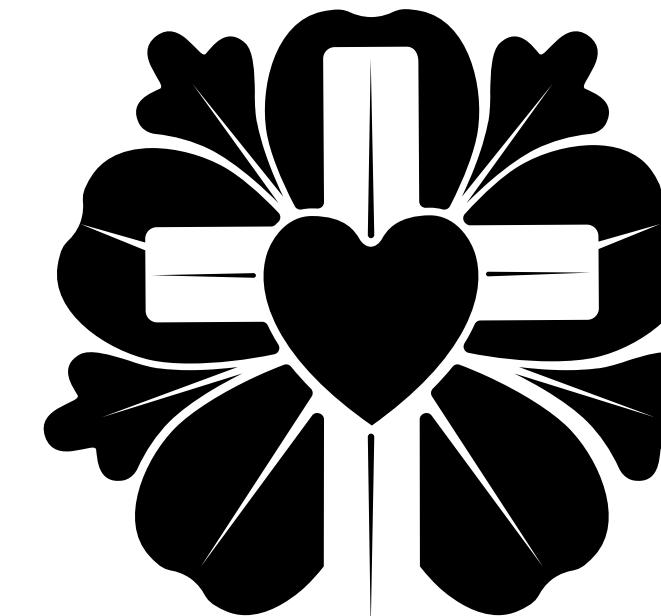
Logo
Primary version

BACKGROUNDS PRIMARY VERSION

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GOOD
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LUTHERAN CHURCH

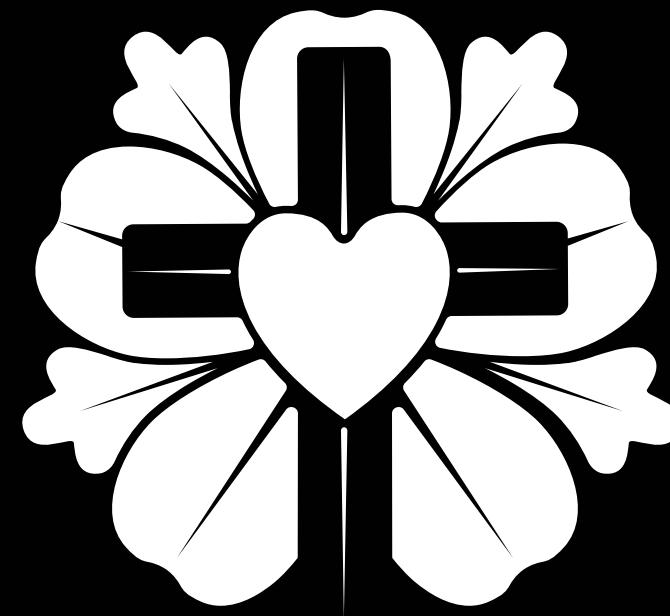


IGLESIA LUTERANA
EL BUEN
PASTOR

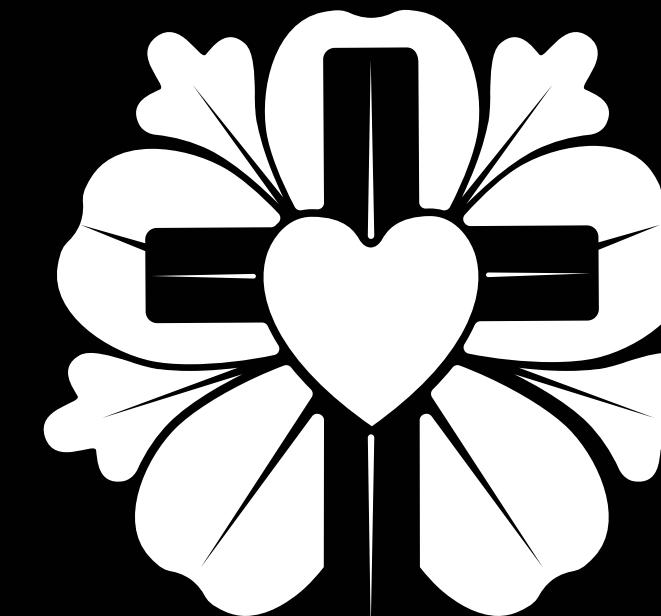
Logo
Secondary version

BACKGROUNDS

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

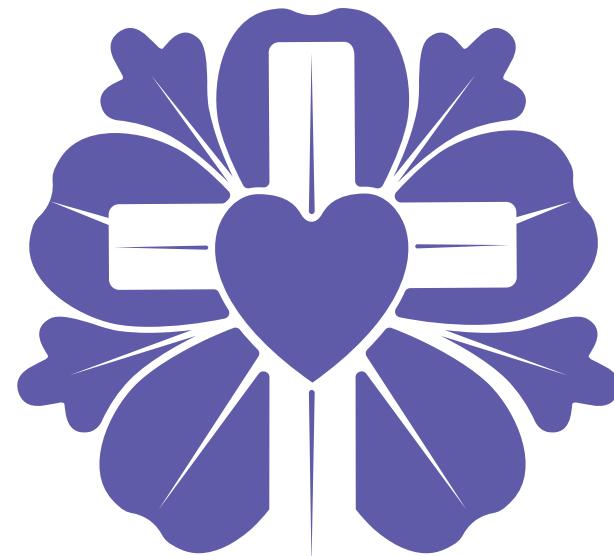


GOOD
SHEPHERD
LUTHERAN CHURCH



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Color guide



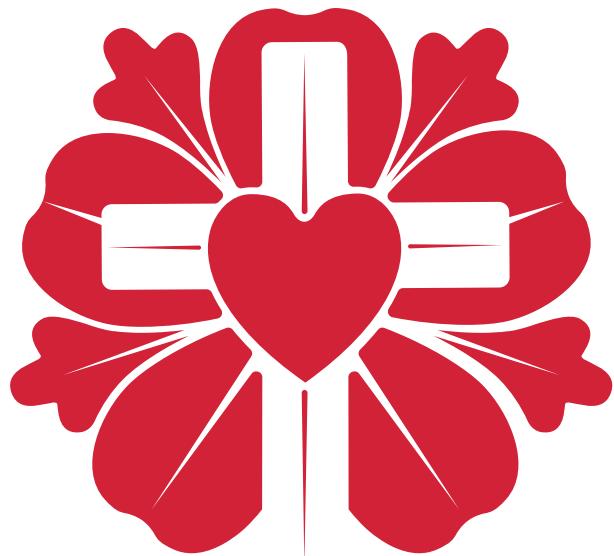
NJ Violet

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



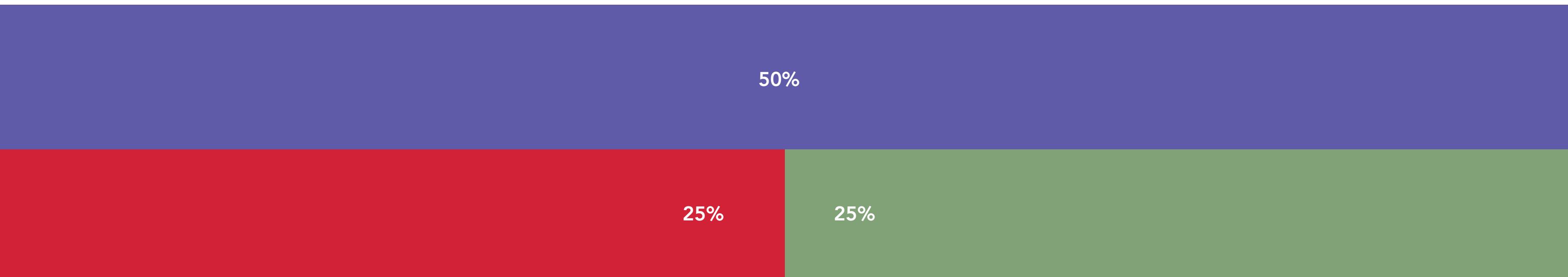
Green Sheep

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.



GOOD
SHEPHERD
LUTHERAN CHURCH



IGLESIA LUTERANA
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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.



GOOD
SHEPHERD
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IGLESIA LUTERANA
EL BUEN
PASTOR

Full color
logo

HORIZONTAL VERSION

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

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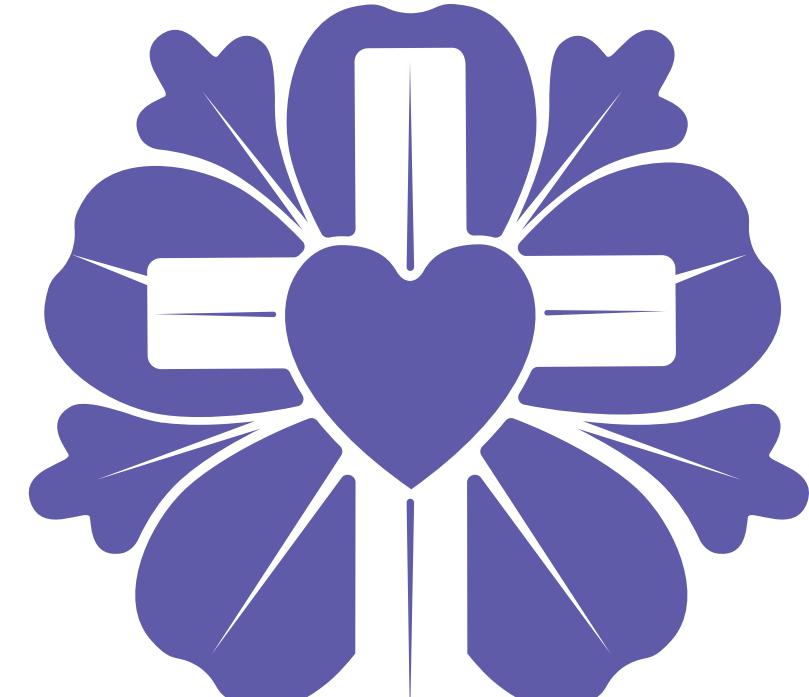
IGLESIA LUTERANA
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Full color
logo

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GOOD
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NJ Violet



GOOD
SHEPHERD
LUTHERAN CHURCH

Green Sheep



GOOD
SHEPHERD
LUTHERAN CHURCH

Red Heart

Logo
is colorful

COLOR VARIATIONS

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

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

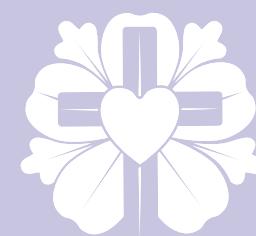
The full color stamp logo is used on light or white backgrounds.

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

Brand applications

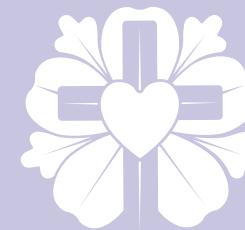
With the objective of reaching more people of good will, which is to serve in and to this world. Each one with the gifts he/she has received.



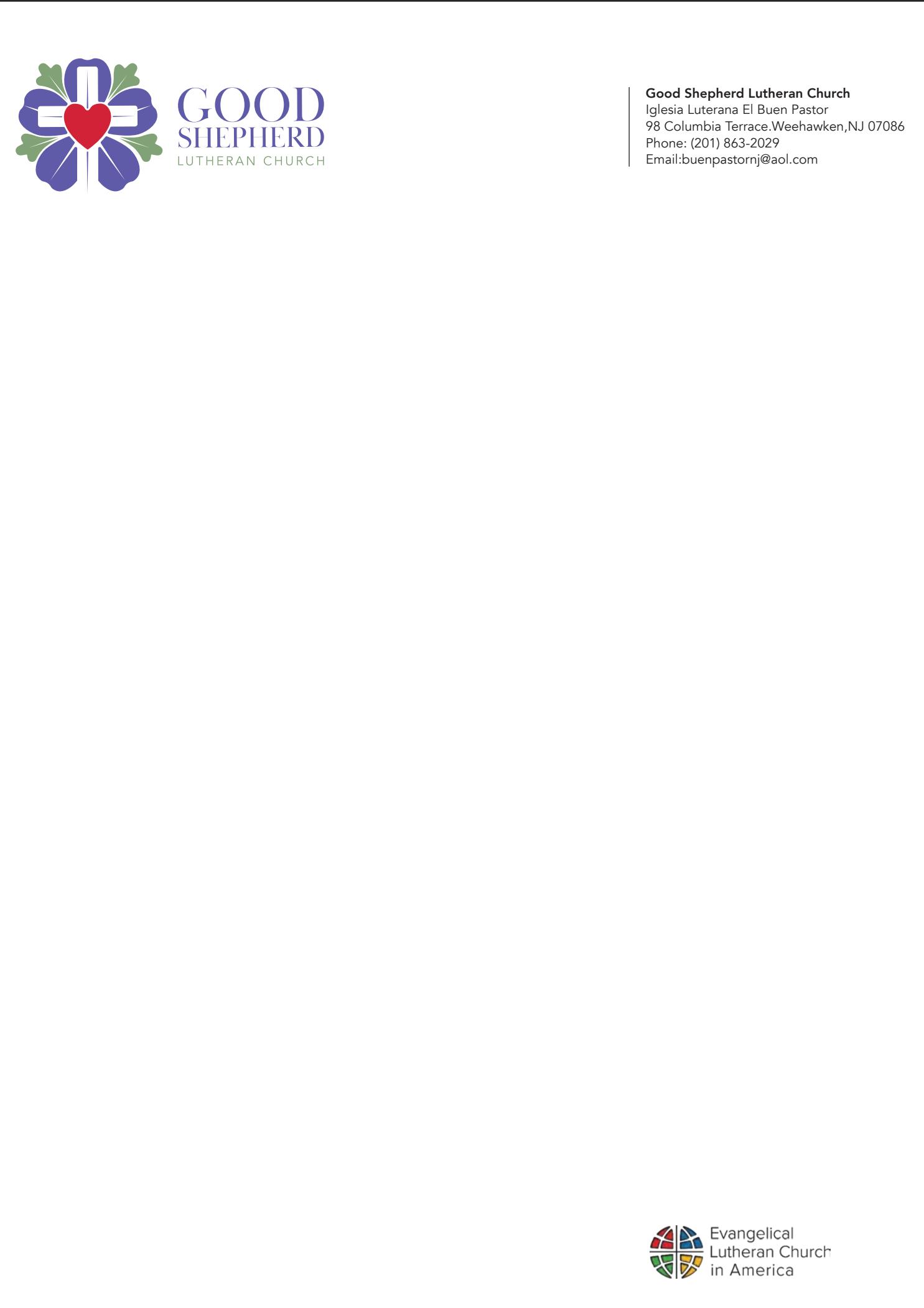


T-Shirt

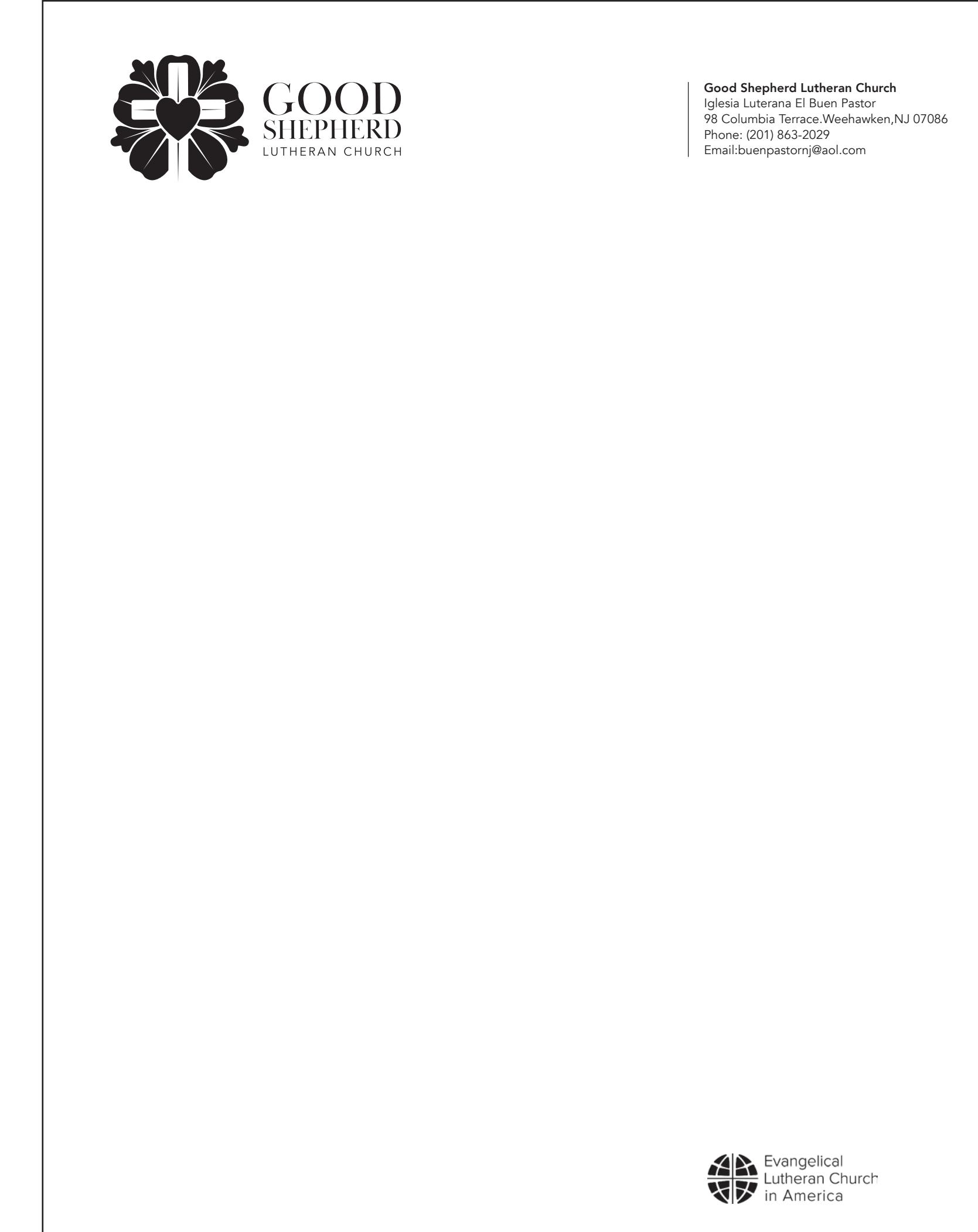




Stationery



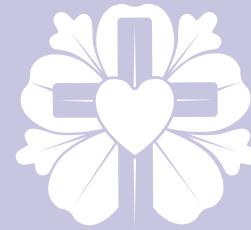
Good Shepherd Lutheran Church
Iglesia Luterana El Buen Pastor
98 Columbia Terrace, Weehawken, NJ 07086
Phone: (201) 863-2029
Email: buenpastornj@aol.com



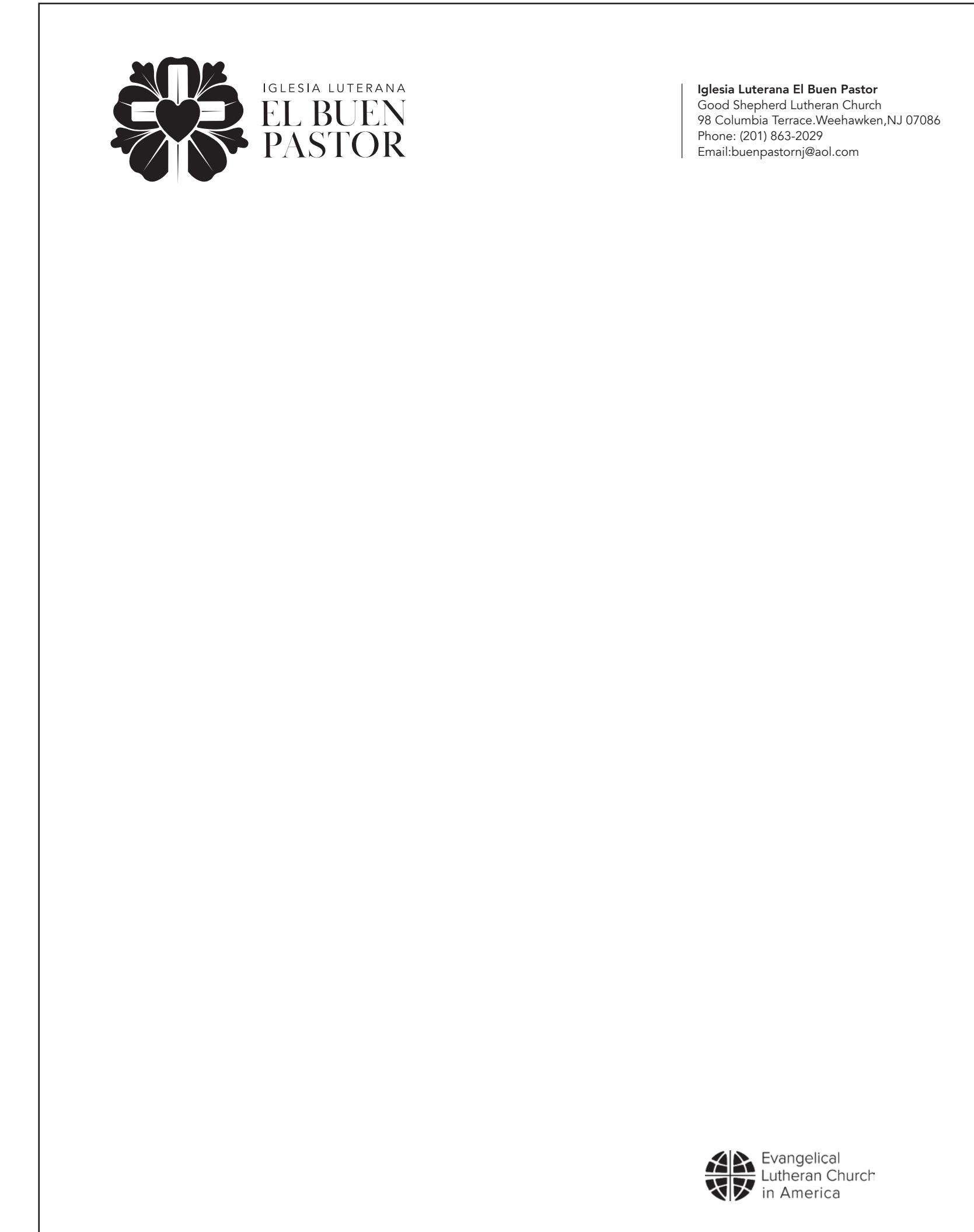
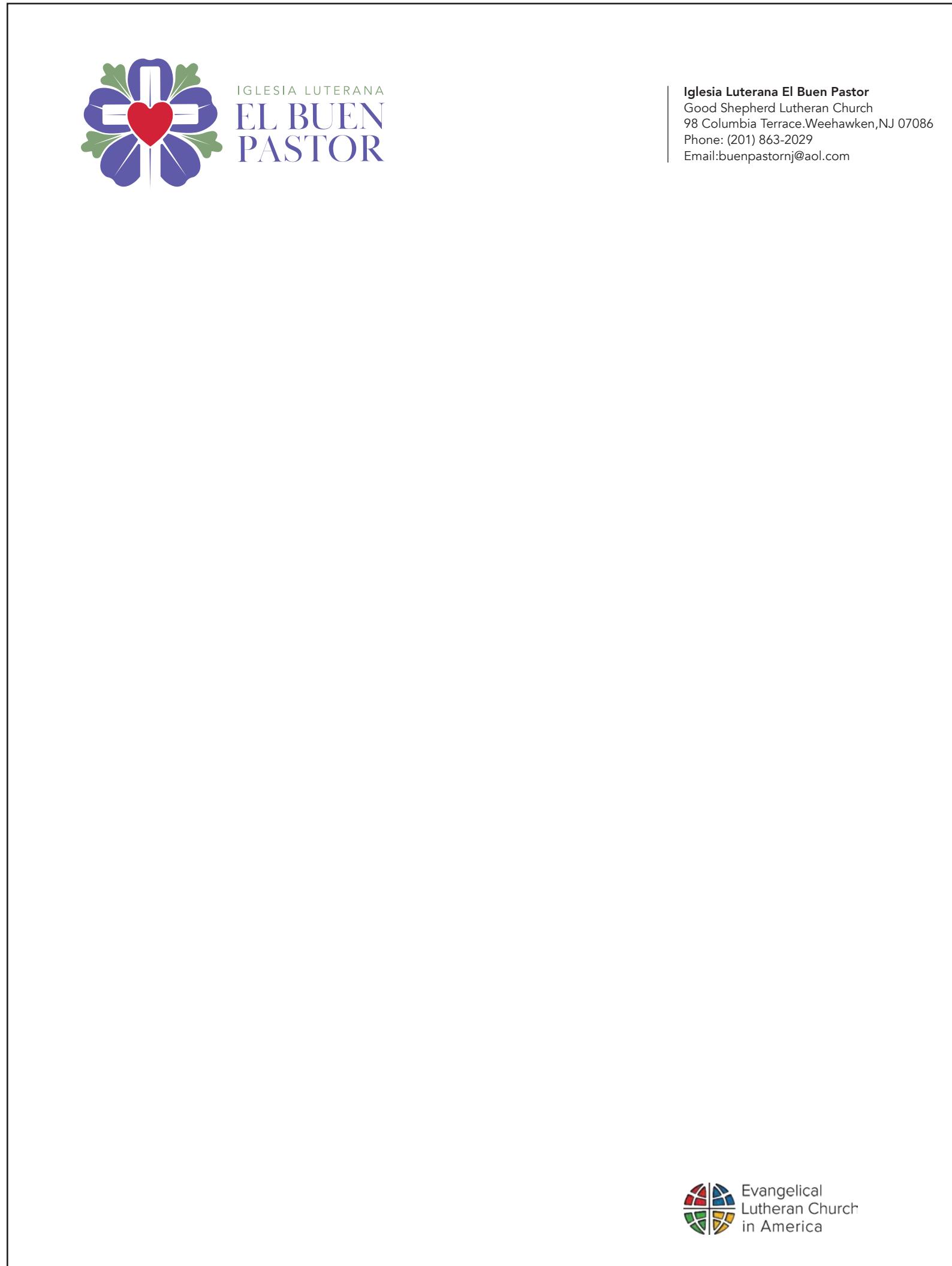
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English Letterhead



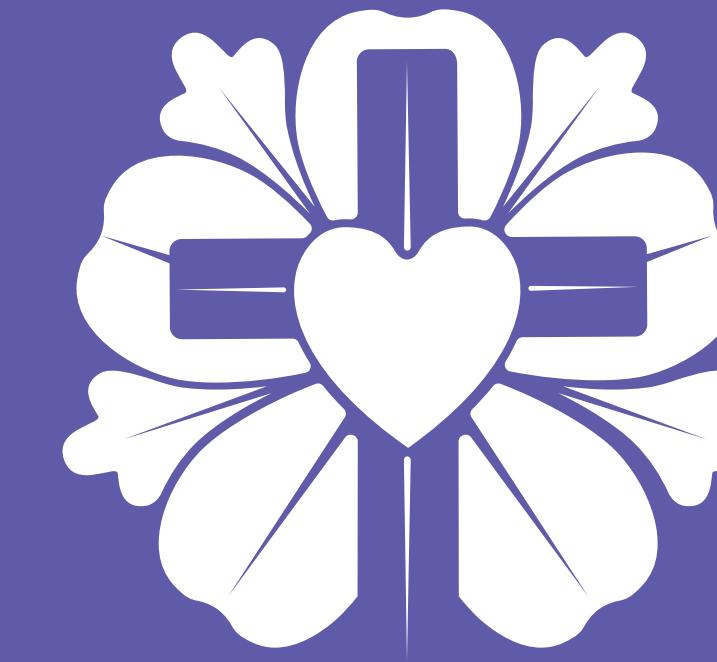
Stationery



LETTERHEAD

Spanish color version and B&W

GOOD
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