

WELS NATIONAL CONFERENCE ON
LUTHERAN LEADERSHIP

STYLE GUIDE

Colors

Blue and/or red are the primary colors to be used in the brand. The option is given to use one or the other, or both. Gold is also offered as an accent color but can be excluded. All three colors produce a stately and regal aesthetic that affords more options with the visual identity of the brand. The off-white color works well when overlaying a colored logo on top of it. It's also preferable to use this off-white in place of solid white as a background on the website. This will slightly aid in the legibility of body text on bright computer screens. Related to this, either an off-white background with dark text or blue/red background with white text should be used in video materials to aid in legibility.

PMS 289 C
RGB 12 35 64
HEX 0C2340
CMYK 100 76 12 70

PMS 201 C
RGB 157 34 53
HEX 9D2235
CMYK 7 100 68 32

PMS 7562 C
RGB 189 155 96
HEX BD9B60
CMYK 8 29 66 19

PMS Cool Gray 1 C
RGB 217 217 214
HEX D9D9D6
CMYK 4 2 4 8

PMS Cool Gray 1 C (20%)
RGB 244 244 243
HEX F4F4F3
CMYK 3 2 2 0

Typeface

The typeface chosen for the concepts is Ideal Sans, which is an incredibly versatile sans serif designed by Hoefler & Co. (typography.com). It is a typeface in the Humanist style that is both classical and calligraphic. This helps give it a handcrafted feel—as apposed to some geometric sans serifs with mathematical proportions. Treatments of the typeface are used here to create a clean look that would pair well with the symbolic element of the logo. The end result is a timeless presentation that gives the logo a dignified look with gravitas and a masculine design together with the logo mark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

IDEAL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

IDEAL SANS BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

IDEAL SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

IDEAL SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

IDEAL SANS BOLD

Wordmark

The weights used in the wordmark are Semibold and Light, which offer suitable contrast when the logo is scaled to various sizes. Small capitals are also applied to the entire logo. Using this font variant gives the text a more robust and refined feel in keeping with the essence of the entire brand. Basic measurements are offered here which can be scaled proportionately when producing the wordmark from scratch.

WELS NATIONAL CONFERENCE ON
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30 PT IDEAL SANS LIGHT,
SMALL CAPS, 55 TRACKING

46 PT IDEAL SANS MEDIUM,
SMALL CAPS, 0 TRACKING
46 PT LEADING

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30 PT IDEAL SANS LIGHT,
SMALL CAPS, 60 TRACKING
30 PT LEADING

24 PT SPACING BETWEEN

66 PT IDEAL SANS MEDIUM,
SMALL CAPS, 0 TRACKING
56 PT LEADING

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Logomark

The symbolic element of the logo can be placed in a few locations relative to the wordmark. The three arrangements here are provided as graphics and vector files along with the monogram by itself. Note that in the “stacked” arrangement, the logomark is only used when the text is left-aligned. When right-aligned, the logomark is omitted.



HORIZONTAL
30 PT SPACING
FROM WORDMARK
75 PT LOGOMARK HEIGHT



VERTICAL
46 PT SPACING
FROM WORDMARK
86 PT LOGOMARK WIDTH



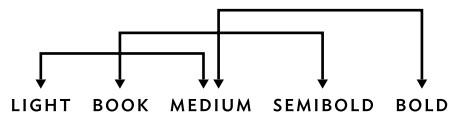
STACKED
30 PT SPACING
FROM WORDMARK
90 PT LOGOMARK HEIGHT

Considerations

PAIRING WEIGHTS AND ALTERNATING ELEMENTS

Using varying weights can be quite impactful within the brand. The wordmark itself uses two different weights of the same typeface family which can be carried over to most text elements of the visual identity.

When using two weights together, it's important to separate the weights by at least one from their neighboring weight. This means that if using the Medium weight, the Light or Bold weights should be paired with it—not Book or Semibold. There are two reasons for this: 1) It creates good contrast between the two text elements, and 2) it corresponds with the contrast formed in the brand's wordmark. By default, Medium and Light should be paired together, but something like Semibold with Book or Light could be used effectively.



WEIGHT PAIRING DIAGRAM

JANUARY 2020

ALTERNATING ELEMENTS WITH
IDEAL SANS LIGHT/MEDIUM,
SMALL CAPS, 50 TRACKING

President Mark Zarling

MARTIN LUTHER COLLEGE, NEW ULM, MN

PAIRING STYLES WITH
IDEAL SANS SEMIBOLD AND
IDEAL SANS BOOK SMALL CAPS

THE 2020 PASTOR

ALTERNATING WEIGHTS IN
TITLES WITH IDEAL SANS BOOK
AND SEMIBOLD

CHALLENGES OLD
CHALLENGES NEW

SMALL CAPS

While small capitals are used in the wordmark of the logo, it should not be overused in other branded materials. Since small caps help set the logo apart from other elements, it follows that any other elements should use small caps sparingly lest the logo be diluted. It may be better to focus first on font size, weights, and color with other text—then look to see if small caps could add another level of visual distinction or aid.

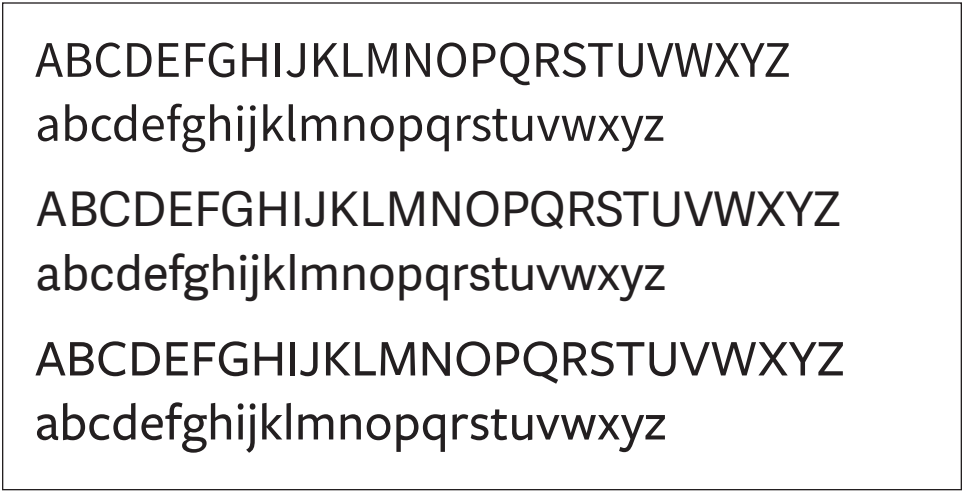


CAPITAL LETTERS (ABOVE)
SMALL CAPITALS (BELOW)

WEBSITE TYPEFACES

While Ideal Sans should ideally be implemented throughout all branded materials, it may be the case that purchasing it is outside of the budget for the synod, at least for website use. In this case, it is recommended that another humanist typeface be used that would compliment Ideal Sans.

Three alternate choices for the website are Source Sans Pro, Adelle Sans, and Freight Sans. These have similar attributes to Ideal Sans and a wide variety of weights. Serif counterparts for Source and Freight could also be used but not for Adelle, whose serif is a slab serif and would look out of place within the brand. Since the logo and brand is built upon Ideal Sans, these should be utilized as a last resort and only on the website.



SOURCE SANS (TOP)
ADELLE SANS (MIDDLE)
FREIGHT SANS (BOTTOM)

BRANDING ELEMENTS

There are three main elements that can be used in the visual identity of the brand based off of the logo itself. First is the typeface, Ideal Sans, which is represented both in the wordmark and the logomark's monogram. Second is the use of contrasting weights present in the title and subtitle of the wordmark. And finally, the bounding box that surrounds the monogram. This final element represents the four Gospels and by extension, God's Word—on which Lutheran leadership is founded. These elements offer a diverse palette one could use in creating a unique aesthetic for the conference and its promotional materials.



WELS NATIONAL CONFERENCE ON
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USE IDEAL SANS AS THE
PRIMARY TYPEFACE
OF THE BRAND



WELS NATIONAL CONFERENCE ON
LUTHERAN LEADERSHIP

PLAY OFF THE
WORDMARK BY UTILIZING
CONTRASTING WEIGHTS



WELS NATIONAL CONFERENCE ON
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IMPLEMENT THE BOX
THROUGHOUT THE BRAND