



SAINT LUKE LUTHERAN CHURCH

Church Brand Overview

Name: Saint Luke Lutheran Church or Saint Luke

Written out in entirety, avoid common abbreviations like “St.” or writing out alternative naming such as “St. Luke Lutheran Church of Devon.” Referring to the church by varying names reduces the strength of the brand and can confuse those less familiar with the church.

Mission Statement: To Know, Love, and Serve Christ

Typography: Using multiple fonts, font sizes, and font colors reduces readability and detracts from the goal of creating a recognizable church identity that community members can easily know. As a general rule of thumb utilize the following:

Logo Font: Bodoni 72 (bold)

*Only used in the form of our logo

Secondary Font: Calibri
(Open Sans for website)

Headings: Approx. size 16-20, bold

Body: Approx. size 12-14, regular

Email & Signatures: Calibri, size 13

Bodoni 72 (Logo)

Calibri (Headings)

Calibri (Body Text)

Name (bold)

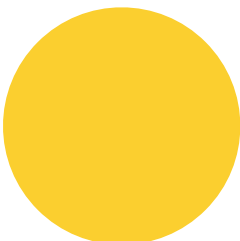
Title

Saint Luke Lutheran Church – Devon, PA

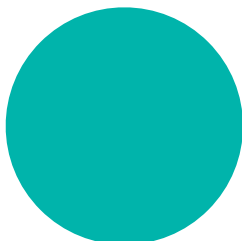
610.688.0122 x####

www.SaintLukeDevon.org

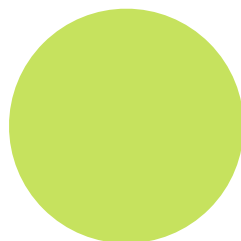
Brand Colors: Hex Color numbers included below. Hex Color can be accessed in Microsoft or Pages, in the “Colors” panel under RGB Sliders.



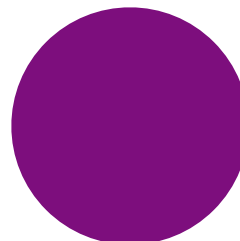
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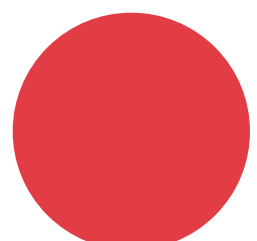
00B4AB



C6E25E



7D0E7D



E23C45

Church Logos

Primary Logo: Icon with text beside (rectangle)



Secondary Logos: Icon with text below (square) or icon alone.



Kids/Youth Logos:



Brand Architecture: We structure every sub-brand to follow the same pattern as the primary logo. Samples below.

