

# TRINITY LUTHERAN CHURCH

WAUKESHA, WISCONSIN

**BRAND GUIDELINES**

September 9, 2019





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# Introduction

The Trinity brand is more than just a name. It's a visual expression and reflection of the church and accompanying ministries. The brand represents the identity, perception, and expectation of the church in the minds of the people in Waukesha and beyond. In order to be effective, it must be distinct, memorable, consistent and reinforce Trinity's mission and vision.

The brand consists of a complete system of colors, typography, logo, photography, artwork, and other design elements that reflect the values of Trinity. This system extends to every form of communication—from business cards and internal communication to mailings, signage, the website, and many other forms of media.

These guidelines have been created with care in order to protect the brand and to present a framework for all applications of the brand for easy reference. It is of the utmost importance that the brand be given the love and respect it deserves, and therefore, every implementation fall within these guidelines. However, this system still remains flexible. The guidelines are just that: a series of general rules or guidelines and a foundation on which to build future materials not presented here.

Any questions concerning the brand and visual identity of Trinity may be directed to:

Ian M. Welch, *Communications Director*  
ian.matthew@gmail.com

# Logo

The logo is Trinity's most valuable and important brand asset. The following walks through its construction and the best ways to present the logo in most contexts.



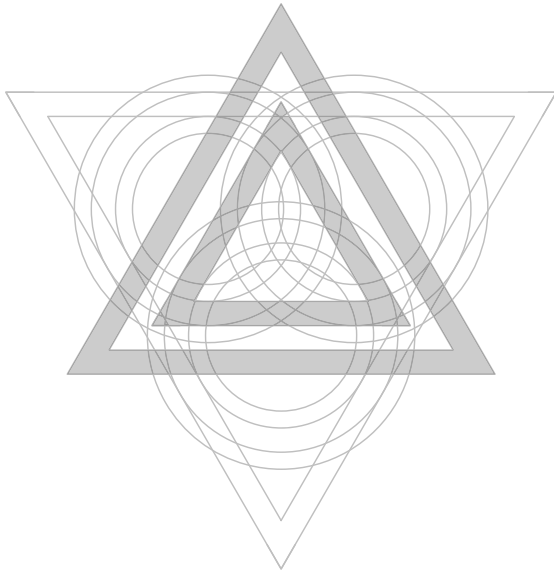
# Logo Construction

The logo consists of a logomark (the symbol) and wordmark. Various arrangements of these two elements can be used depending on the intended size of the logo and where it's applied. This offers adaptability in presentation and attempts to mitigate scenarios where the text may be too small for a given application.

The logomark is constructed with three elements that have represented the Holy Trinity for centuries: two explicit and one implicit. The two recognizable symbols are the triangle and trefoil. The non-visible symbol is the triquetra, or celtic knot, that is formed naturally from the trefoil.



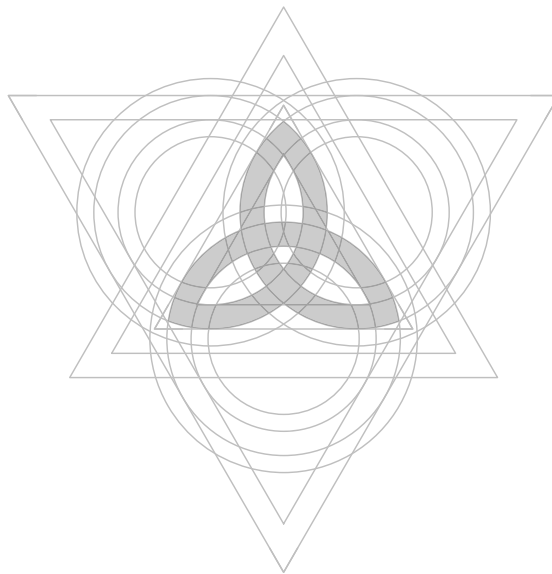
VOIDED TRIANGLE



TREFOIL



TRIQUETRA



# Logo Color

There should always be a high level of contrast between the logo and the background. Variations of the logo are offered in four colors: slate blue, rococo blue, white, and black. The colors ensure optimum legibility and production quality in all printed and digital means.

## **SLATE BLUE**

The dark blue logo is useful on white or off-white backgrounds and even a light blue background at larger sizes. It is also the preferred color to place onto the gold accent color.

## **ROCOCO BLUE**

The light blue logo is particularly useful on a dark blue background, but not on white or gold.

## **WHITE**

The white logo is good for both blue backgrounds, but refrain from using it on gold and other low-contrast colors.

## **BLACK**

When limited color options are available, choose black as a final resort.





**TRINITY**  
LUTHERAN CHURCH



**TRINITY**  
LUTHERAN CHURCH



**TRINITY**  
LUTHERAN CHURCH



**TRINITY**  
LUTHERAN CHURCH



**TRINITY**  
LUTHERAN CHURCH



**TRINITY**  
LUTHERAN CHURCH

# Logo Variations

Multiple variations of the logo were created in both English and Spanish. The version of the logo chosen will depend on where it's applied. In most cases, the horizontal variant should be the preferred option since the overarching style of the brand has text left aligned in nearly all situations and not centered. There may be applications, however, where the vertical logo may be better when the logo is centered above the text. For more information on the dimensions of these variants, see Appendix A.

## HORIZONTAL 1: ENGLISH



## HORIZONTAL 1: SPANISH



**HORIZONTAL 2: ENGLISH**



**HORIZONTAL 2: SPANISH**



**VERTICAL 1: ENGLISH**



**VERTICAL 1: SPANISH**



**VERTICAL 2: ENGLISH**



**STACKED: ENGLISH**



**STACKED: SPANISH**



# Logo Applications

The logo has been designed from the ground up to guarantee legibility across all media, whether print or digital. The variations were not created to have a wide variety of options to choose from no matter the application, but to ensure that the right version is chosen depending on the size and layout of a given application. The following pages go into more detail about when to use which logo.

It is also important to have a proper amount of white space surrounding the logo. A good rule to follow is to space things out equal to the width of the 'T' in Trinity. This is the minimum requirement and more space is preferable.





**TRINITY**  
LUTHERAN CHURCH

### **HORIZONTAL 1**

Useful for most applications at larger sizes. This is the primary logo for Trinity and should be used the most often. Along with the Vertical 1 variation, it has the subtitle “Lutheran Church” that should be retained in most applications. Other ministries will have different subtitles, but they will not stack with the primary subtitle. For example, the logo will not display “Lutheran Church, School, and Child Care”, but will have “Lutheran Church”, “Lutheran School”, and “Child Care” as subtitles in their own versions of the logo—primarily used in the stacked version. More information on subtitles are included in the Typography section and Appendix C.



**TRINITY**

### **HORIZONTAL 2**

This version is used when the horizontal variation has to be at a smaller size. A good example of this is on the website. Subtitle text would be far too small in the website header and therefore should be removed entirely. Other examples in print could be letterheads and business cards where the logo will roughly be only a couple inches wide.



# TRINITY

LUTHERAN CHURCH

## VERTICAL 1

A vertical or centered version of the logo is preferred when the text around it is also centered. This should be a rare occurrence since text will often be left-aligned according to the brand layout rules (see Typography section). The common place where you might see this logo is on apparel or brochures where there is more vertical space than horizontal.



## VERTICAL 2

A condensed version of the vertical or centered logo has been made for very small applications. Like the full vertical logo, its application shouldn't occur that often within the brand.



# TRINITY LUTHERAN CHURCH

## STACKED

Like the vertical version, the stacked logo is useful when there is a lack of horizontal space. It also makes it easier to swap out the text under the word Trinity. For example, one could replace Church here with School, Child Care, Kid's Camp, Youth Group, etc.



## SYMBOL

The logomark or symbol can be used alone in many different areas of media. Since the logomark is capable of representing the brand by itself, it may be used in icons or stylistically throughout various media where the name is implied or stated elsewhere.



# Incorrect Uses of the Logo

The logo is designed to be shown freestanding against a solid background as designated in the Primary and Secondary color sections of this document.

The logo must not be altered or distorted in any way. The effectiveness of the logo depends on consistently correct usage as outlined in the guidelines.

The examples on the following page illustrate some incorrect uses of the logo.

- 1** The logomark and wordmark must not be separated and paired at different distances from what is outlined in the guidelines.
- 2** The logo must not be placed tightly within a solid shape, such as a circle or rectangle.
- 3** The logo must not be placed tightly within an outlined shape, such as a box.
- 4** The logo must not be shown in outlined form.
- 5** The logo must not have dropshadows or other forms projecting from it.
- 6** The logo must not be distorted in any way from its original ratio.
- 7** The logo must not be shown with minimal contrast between it and the background.
- 8** Graphics of the logo must not be scaled up so as to cause pixelation or make digital artifacts visible.

1



2



3



4



5



6a



6b



7a



7b



8



# Primary Colors

Color is an essential part of the Trinity's visual identity and is one way in which Trinity is differentiated from other churches in the area. These primary colors should be considered first when designing any branded materials.



**PMS** 7545 C  
**RGB** 66 85 99  
**HEX** 425563  
**CMYK** 58 32 18 54

## SLATE BLUE

**PMS** 550 C  
**RGB** 141 185 202  
**HEX** 8DB9CA  
**CMYK** 42 7 8 8

## ROCOCO BLUE

**PMS** 7403 C  
**RGB** 238 212 132  
**HEX** EED484  
**CMYK** 1 11 58 2

## MELI GOLD

**PMS** 7527 U (25%)  
**RGB** 242 240 238  
**HEX** F2F0EE  
**CMYK** 4 3 4 0

**PMS** 7527 U  
**RGB** 220 215 210  
**HEX** DCD7D2  
**CMYK** 3 4 11 5

## PEARL GRAY

# Supporting Colors

A host of supporting colors are offered here for use in materials related to the brand, such as ministry materials, internal communication, and sets of individual yet related publications. This provides a little more visual variety throughout the brand.

**PMS** 5493 C  
**RGB** 127 169 174  
**HEX** 7FA9AE  
**CMYK** 47 4 16 16

**PMS** 5483 C  
**RGB** 79 134 142  
**HEX** 4F868E  
**CMYK** 65 11 25 27

**PMS** 557 C  
**RGB** 133 176 154  
**HEX** 85B09A  
**CMYK** 44 4 37 10

**PMS** 5555 C  
**RGB** 92 127 113  
**HEX** 5C7F71  
**CMYK** 51 12 39 37

**PMS** 157 C  
**RGB** 236 161 84  
**HEX** ECA154  
**CMYK** 0 42 74 0

**PMS** 7576 C  
**RGB** 219 134 78  
**HEX** DB864E  
**CMYK** 6 50 76 0

**PMS** 500 C  
**RGB** 198 133 143  
**HEX** C6858F  
**CMYK** 6 50 21 14

**PMS** 4995 C  
**RGB** 156 97 105  
**HEX** 9C6169  
**CMYK** 15 62 30 38

**PMS** 7654 C  
**RGB** 162 120 156  
**HEX** A2789C  
**CMYK** 34 55 10 0

**PMS** 7659 C  
**RGB** 93 55 84  
**HEX** 5D3754  
**CMYK** 32 75 0 64

**PMS** 7640 C  
**RGB** 147 64 84  
**HEX** 934054  
**CMYK** 0 79 24 41

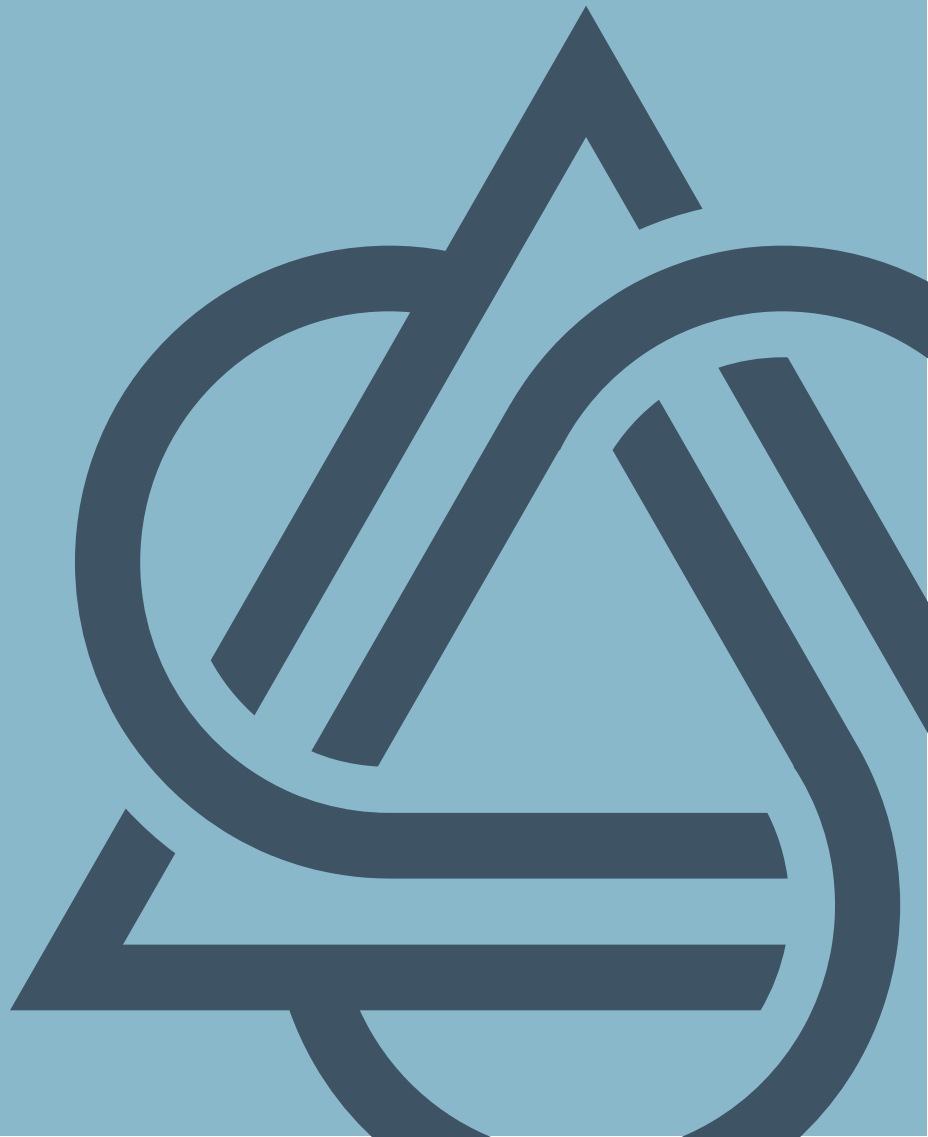
**PMS** 690 C  
**RGB** 97 33 65  
**HEX** 612141  
**CMYK** 30 98 13 68

**PMS** 5405 C  
**RGB** 79 117 139  
**HEX** 4F758B  
**CMYK** 68 35 17 40

**PMS** 7463 C  
**RGB** 0 43 73  
**HEX** 002B49  
**CMYK** 100 63 12 67

# Typography

Second only to the logo itself, the typeface and how it is used are incredibly important assets to the brand identity. It is yet another way that sets Trinity apart from other churches in the area and should be implemented in all of Trinity's designed materials.



# Typeface

The typeface chosen for the brand 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 together with the logomark.

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

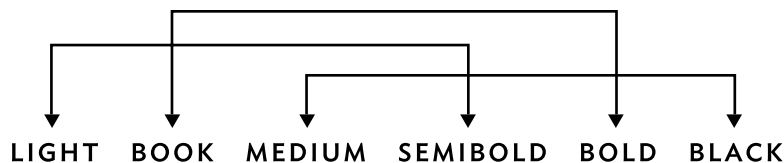
IDEAL SANS BOLD

# Type Applications

In order to make designs in print and digital look professional, the typeface must be used with great care and consideration. This not only produces a consistent look across the brand but gives the brand polish, beauty, and elegance. Here a few rules to follow when using the typeface.

## PAIRING WEIGHTS

Using varying weights can be quite impactful within the brand. No more than three weights need to be used on any given material. Two different weights is often enough. When using two weights together, it's important to keep enough contrast between them and to separate them by at least three weights. This means that if using the Book weight, the Thin or Bold weights should be paired with it. See the following page for examples.



## 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 and typically only for titles or subtitles. 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.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

CAPITAL LETTERS (ABOVE)  
SMALL CAPITALS (BELOW)



## BIBLE STUDIES

IDEAL SANS MEDIUM, 18 PT  
SMALL CAPS, 50 TRACKING

# Classes to equip you for faith and life.

IDEAL SANS BOLD, 28 PT

## Christian souls need to be nourished and motivated by the Word of God from cradle to grave.

IDEAL SANS BOLD, 18 PT

Bible study is the Lord's way of speaking to us, strengthening our faith and helping us through difficult times. Bible study unlocks the secrets of God and motivates us to worship and serve him.

IDEAL SANS BOOK, 13 PT

Bible study at Trinity is fun and informative. It's edifying and encouraging. One thing it's not: scary. No one will call on you to read or answer a question unless you raise your hand. Your level of participation is up to you. You can read, answer questions, and offer comments. Or you can simply sit, listen, and soak it all in. You don't need to be a Bible expert. No previous Bible study experience is necessary. Please give us the opportunity to show you how wonderful studying God's Word with fellow Christians can be!

## ADULT ENRICHMENT STUDIES

IDEAL SANS BOLD, 18 PT  
SMALL CAPS, 10 TRACKING

Bible class is an important part of Sunday morning at Trinity. Each **Sunday at 9:40 am** we begin several group studies of a scriptural topic. Sometimes we study a whole book of the Bible over a few weeks. Sometimes we consider a topical approach to the Word. Other times we consider subjects that connect us with God's church and mission. No matter what the topic, God promises that he will strengthen our faith through his Word. Take him up on the promise and join us for Bible class this Sunday.

## TEXT ALIGNMENT

The visual identity of the brand uses left-aligned text or combinations with right-aligned text, and therefore is the standard across all materials. Centered text should be avoided as much as possible and should not be combined with left or right-aligned text.

## ALTERNATE TYPEFACES

Ideal Sans should ideally be implemented throughout all branded materials, but it may be the case that purchasing it is outside of the budget for the church—at least for website use. In this case, it is recommended that another humanist typeface be used similar to 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.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

# Print & Digital

Printed materials will be the predominant way in which the logo and brand identity are applied. Digital applications such as slides, video, and social media are equally as important and are included here for reference.



# Stationery

Stationery such as letterheads, envelopes, and business cards play an important part in making the brand a reality. When it comes to print, high-quality materials should be used at all times. Cheap paper stock and lackluster print quality can be disparaging for the brand.

While things like letterheads can be printed in-house, it's important to use quality paper and not low-weight copy paper stock typically used on a daily basis. Simplified templates for letterheads and envelopes are created for in-house printing, while other templates and stationery items will need to be created by professional print companies due to color bleeds.





# Mailings

Postcards and newsletters make up the majority of mailings that are sent out to members and the community. The design of all postcards should be done in-house and never outsourced except for the actual printing and mailing. This ensures that all designs follow the same look and anyone who sees them knows that they are a Trinity publication.

The newsletter will always use the brand colors, while postcards can use colors that pair well with the photo used on them (see the Supporting Colors section for more options).



**Come Visit Us at Trinity—A Family of Believers  
Serving the Spiritual Needs of Our Community  
with the Good News of Jesus Christ.**

Saturday 5:30 PM Evening Worship  
Sunday 8:15 AM Morning Worship  
9:30 AM Sunday School  
9:40 AM Adult/Teen Enrichment  
10:45 AM Morning Worship  
Monday 6:30 PM Evening Worship

**School & Child Care**

Openings for Pre-K, Kindergarten, and Grades 1-8  
Partial and Full Day Care

**Community Events**

Mornings with Mommy, Kid's Camp, Trunk or Treat, Campus  
Ministry, and many more opportunities to serve the community

**Opportunities to Grow**

Bible Information and English as a Second Language Classes  
(with free babysitting), Bible Studies, Growth Groups, Youth Group

Learn more at [trinitywaukesha.com](http://trinitywaukesha.com)

Trinity Ev. Lutheran Church  
1052 White Rock Ave  
Waukesha, WI 53186

Church: (262) 547-5350  
School: (262) 547-8020  
Child Care: (262) 547-8522

**WELCOME TO THE  
NEIGHBORHOOD!**



TRINITY  
LUTHERAN  
CHURCH



**Nueva Sesión de Clases  
Bíblicas Gratuitas**

La Iglesia Trinidad es una iglesia luterana (WELS) que lleva más  
de 150 años sirviendo la ciudad de Waukesha. Somos parte de un  
grupo de cristianos alrededor del país y del mundo que se ha  
dedicado a la integridad de la Palabra de Dios. Creemos que  
Jesucristo es el Salvador del mundo y que todo el mundo queda  
perdonado por la pura gracia de Dios. Ahora, nuestra misión es  
llevar esas maravillosas noticias a ti. Ven y escucha que tan  
grande es el amor de Dios para ti.

Estudios cada Miércoles de 7-8 pm  
Cuidado de Niños Gratuito  
Presentado por Pastor Felipe Gurgel: (262) 888-9369

**Empieza el 19 de Junio a las 7pm**

Inscríbete en nuestra página de web:  
[trinitywaukesha.com/espanol](http://trinitywaukesha.com/espanol)

**Classes also offered in English.**

Visit [trinitywaukesha.com/bic](http://trinitywaukesha.com/bic) for more  
information and to register for classes.

Iglesia La Trinidad  
1052 White Rock Ave  
Waukesha, WI 53186

Trinity Ev. Lutheran Church  
1052 White Rock Ave  
Waukesha, WI 53186

**¿TIENES PREGUNTAS  
ACERCA DE DIOS  
Y LA BIBLIA?**



LA  
IGLESIA  
TRINIDAD



# Apparel

The same principal of using high-quality materials and vendors also applies to clothing—whether they are something simple like a t-shirt or more formal like collared shirts. That is, heavy and bulky shirts should be avoided and tri-blend or 100% cotton shirts should be sought out. Some vendors that do well to create good, customizable apparel are Next Level Apparel and Bella Canvas.







# Slides

Great care should be taken when making slides in PowerPoint or Keynote. By using some of the methods outlined in the Typography section, one can produce slides that fall within Trinity's visual identity.

It's recommended that Slate Blue be used for all backgrounds in slides. While seasonal colors may be used in the slides, a dark background with white text must be used at all times. Keep in mind that the color will appear lighter when projected than what is seen on a computer. Therefore, it is better to err on the side of having much darker colors than intended when they are produced. This background must be a solid color with no textures or accompanying graphics built into them. Similarly, text should not have any textures or effects added to them. This is to retain optimal legibility for most people in the pews.

Images should also be limited to only new member photos. That is, no clip art, logos, or other media should be added to the slides. In order to optimize the space that's projected on the walls, the format for the slides should be 4:3.

Examples are shown here of the pre-made templates created for use in services every weekend in the sanctuary.



THE OPENING SLIDE FOR A SERVICE INCLUDES THE SERVICE THEME, FESTIVAL NAME AND DATES. THE LOGOMARK MAY BE USED ON THIS SLIDE BUT NOWHERE ELSE.

ADULT ENRICHMENT

---

## Non-Christian Religions

with guest lecturer Rev. Paul Prange

Sundays at 9:40 am in the Sanctuary

BIBLE INFORMATION CLASS

---

## New Sessions Have Begun!

Sundays at 9:40 am  
Wednesdays at 7:00 pm

CAMPUS MINISTRY

---

All college students are invited for monthly gatherings with Christian devotions, prayers, mixers, snacks, activities, and service opportunities.

[trinitywaukesha.com/campus](http://trinitywaukesha.com/campus)

IN KEEPING WITH THE BRAND IDENTITY, TEXT SHOULD BE LEFT-ALIGNED AND NOT CENTERED ON SLIDES.

MOST SLIDES WILL HAVE A HEADER WITH MINISTRY NAMES OR TITLES THAT ANNOUNCE THE CONTENT OF THE SLIDE.

IF FULL SENTENCES NEED TO BE USED, LIMIT THEM TO ABOUT ONE SENTENCE. THIS ALLOWS FOR LARGER TEXT SIZES TO AID IN LEGIBILITY.

THE URL PROTOCOL "HTTP" AND SUBDOMAIN "WWW" SHOULD BE OMITTED FROM WEBSITE REFERENCES SINCE THEY ARE UNNECESSARY.

NEW MEMBER SLIDES ARE ONE OF THE ONLY ONES TO HAVE PHOTOS.

## Welcome New Member

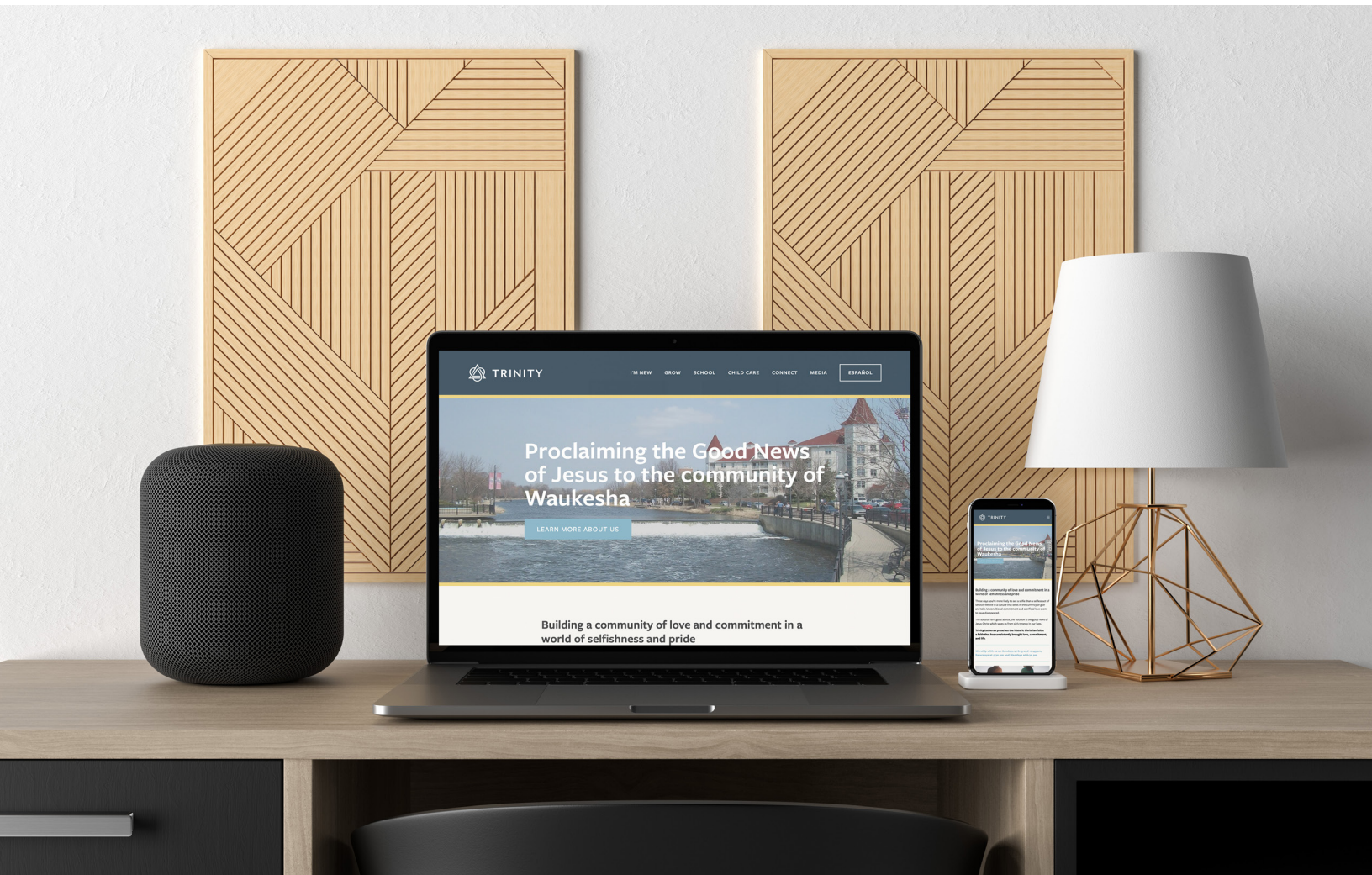
First Name  
Last Name



# Other Digital Media

The logo and brand assets have been created to work well within digital applications such as the website, social media, and digital newsletters. While it may be difficult to apply the font, Ideal Sans, to every digital project, using one of the alternate typefaces may be beneficial.

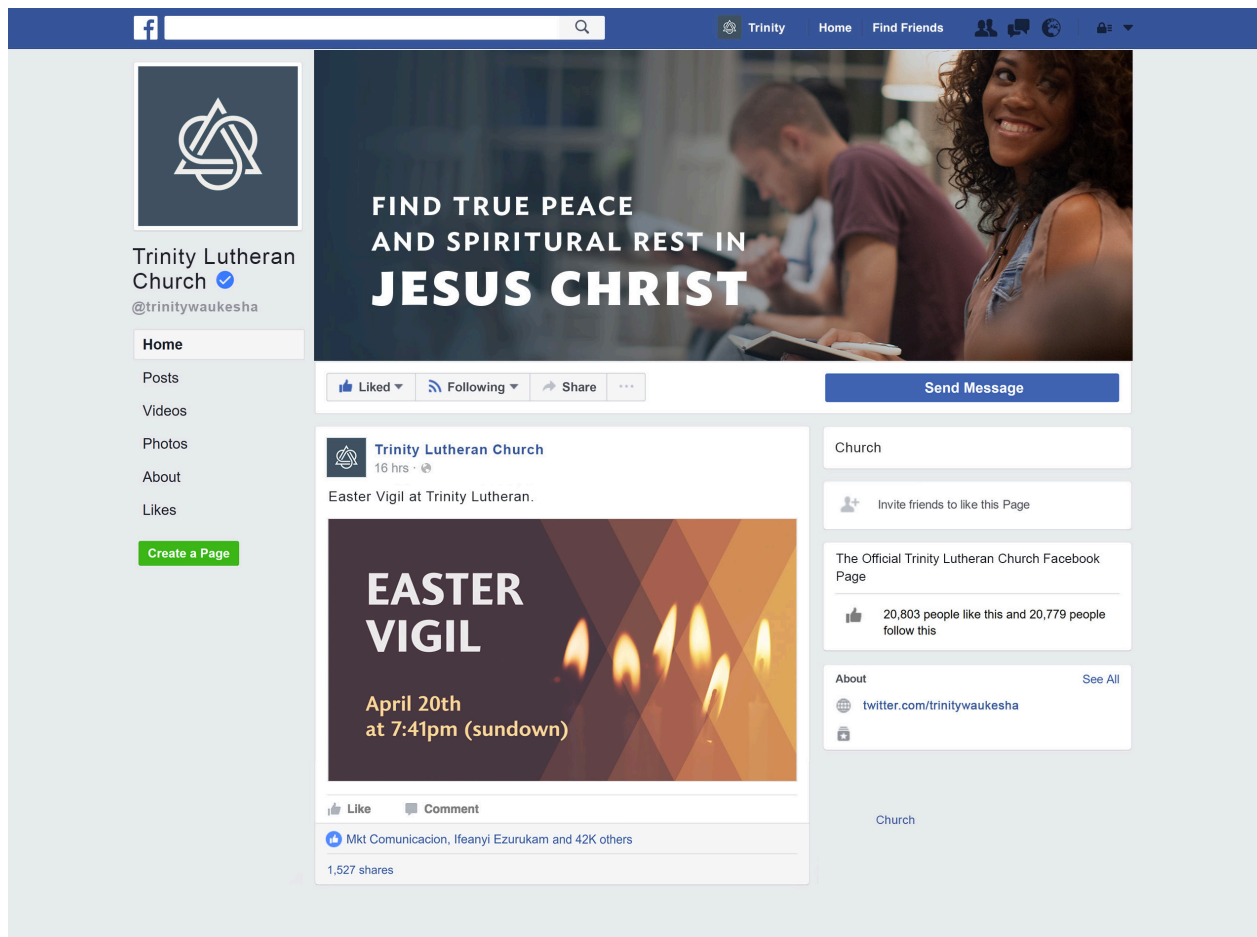
The primary brand colors should be used at all times when promoting the church as a whole, while secondary colors may be used in publicizing other ministries and groups within the church.



## ICONS



## FACEBOOK PAGE



## VIDEO BUMPERS AND LOWER-THIRDS



## NEWSLETTER EMAIL



*Upcoming News and Events*

### September 2019

#### Dinner and Movie

*September 14, 6:30-10:00pm*

Come join your youth group friends for dinner, following Saturday night service, and stay for a viewing of "I'm Not Ashamed," a biography of the first victim of the Columbine High School shooting. Following dinner and the movie, we will have small breakout discussion groups. (Parents and college age students who want to help facilitate, please let us know! as we could use 4-6 of you to help out!) This month we will have walking tacos (yes, we said WALKING TACOS!) Come enjoy some good grub and a meaningful movie with your friends! (Did we mention the tacos???)

#### Piala's Nursery Fall Festival Event

*September 29, 10am-1pm OR 1-4pm*

Psst - SERVICE HOURS ALERT HERE!! --> Once again, this year the Trinity Youth Team is on deck to support this fun family event. We are in charge of the children's game station again this year, which means all **we need 3-4 volunteers in each time slot (10-1 or 1-4) with some friendly smiles** and a willingness to hand out prizes and help with games. We get a chance to share our faith in action and donations go directly back Trinity. So WINS all around! Please let Ms. Reinke know which one you can help out at (Parents, too!!!)

#### Christian Living Series

*September 22 and 29, 9:40-10:30am*

NEW THIS YEAR! Parents and Teens (and the whole family) are welcome to come to this monthly two-part Bible study that addresses hot topics in families with teens. Our first two-part series will focus on being a Christian in a digital age and managing social media. Come hear Mr. & Mrs. Gut present the best way to safeguard your family around electronic communication.

For all RSVP/questions, email Ms. Laura Reinke ([youthgroup@trinitywels.com](mailto:youthgroup@trinitywels.com)) or call/text 414-254-3397.

Follow Us on Facebook

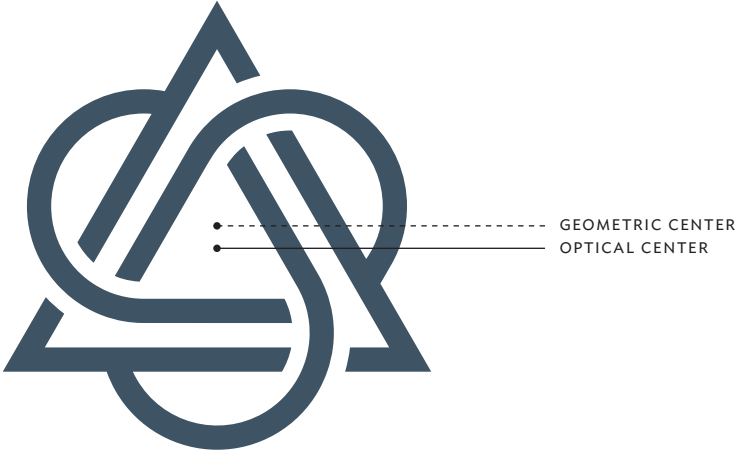
[trinitywaukesha.com/youth](http://trinitywaukesha.com/youth)

Copyright © 2019 Youth Group at Trinity. All rights reserved.

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.



# A: Logomark Geometry



# B: Logo Dimensions

Offered here are basic dimensions of each variation. The measurements are useful in constructing more variants beyond what has already been created. The numbers are a starting point and should be scale proportionately depending on the final size of the logo.

## NOTE

In the Horizontal variation, the text in the English version is positioned at the triangle's optical center which our eyes naturally see, not the geometric center which is slightly above. The Spanish version of the logo is positioned to the logomark's true center. This is done to keep the title weighted and balanced more toward the center visually in both versions.

In both the Horizontal and Stacked variations, the arms of the T and Y in 'Trinity' will always hang slightly beyond subtitle text. This is called optical margin alignment. It creates a pleasing visual alignment and keeps the subtitle from appearing to stick out too far from the invisible margin that is formed when they are stacked.



### HORIZONTAL 1: ENGLISH

100 PT IDEAL SANS BOOK,  
SMALL CAPS, 25 TRACKING

33 PT IDEAL SANS BOOK,  
SMALL CAPS, 125 TRACKING

110.5 PX LOGOMARK WIDTH  
115.5 PX LOGOMARK HEIGHT

88 PX WORDMARK HEIGHT  
ALIGNED TO OPTICAL CENTER  
(~18 PX LOGOMARK HANG ON  
TOP, ~9.5 PX ON BOTTOM)

40 PX SPACING BETWEEN  
LOGOMARK AND WORDMARK

20 PX SPACING BETWEEN  
TITLE AND SUBTITLE





**HORIZONTAL 1: SPANISH**

100 PT IDEAL SANS BOOK,  
SMALL CAPS, 25 TRACKING

40 PT IDEAL SANS BOOK, SMALL  
CAPS, 125 TRACKING

110.5 PX LOGOMARK WIDTH  
115.5 PX LOGOMARK HEIGHT

88 PX WORDMARK HEIGHT  
ALIGNED TO LOGOMARK  
GEOMETRIC CENTER

40 PX SPACING BETWEEN  
LOGOMARK AND WORDMARK

18 PX SPACING BETWEEN  
TITLE AND SUBTITLE



**HORIZONTAL 2: ENGLISH**

75 PT IDEAL SANS BOOK,  
SMALL CAPS, 25 TRACKING

83 PX LOGOMARK WIDTH  
87 PX LOGOMARK HEIGHT

38.5 PX WORDMARK HEIGHT  
ALIGNED TO OPTICAL CENTER  
(~27.5 PX LOGOMARK HANG ON  
TOP, ~21 PX ON BOTTOM)

30 PX SPACING BETWEEN  
LOGOMARK AND WORDMARK



**HORIZONTAL 2: SPANISH**

75 PT IDEAL SANS BOOK,  
SMALL CAPS, 25 TRACKING

83 PX LOGOMARK WIDTH  
87 PX LOGOMARK HEIGHT

38.5 PX WORDMARK HEIGHT  
ALIGNED TO OPTICAL CENTER  
OF LOGOMARK  
(~27.5 PX LOGOMARK HANG ON  
TOP, ~21 PX ON BOTTOM)

30 PX SPACING BETWEEN  
LOGOMARK AND WORDMARK



**VERTICAL 1: ENGLISH**

100 PT IDEAL SANS BOOK,  
SMALL CAPS, 25 TRACKING

31 PT IDEAL SANS BOOK,  
SMALL CAPS, 125 TRACKING

100 PX LOGOMARK WIDTH  
105 PX LOGOMARK HEIGHT

30 PX SPACING BETWEEN  
LOGOMARK AND WORDMARK

22 PX SPACING BETWEEN  
TITLE AND SUBTITLE



**VERTICAL 1: SPANISH**

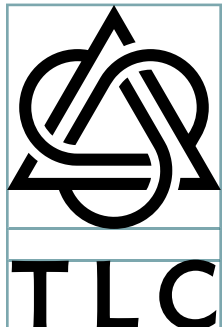
100 PT IDEAL SANS BOOK,  
SMALL CAPS, 25 TRACKING

40 PT IDEAL SANS BOOK,  
SMALL CAPS, 125 TRACKING

100 PX LOGOMARK WIDTH  
105 PX LOGOMARK HEIGHT

30 PX SPACING BETWEEN  
LOGOMARK AND WORDMARK

22 PX SPACING BETWEEN  
TITLE AND SUBTITLE

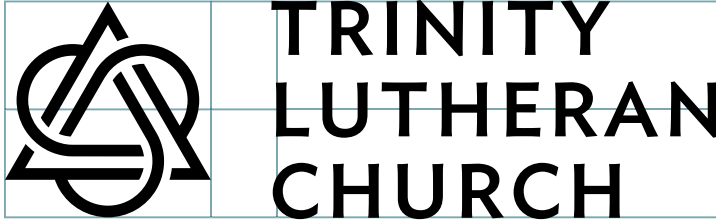


**VERTICAL 2: ENGLISH**

50 PT IDEAL SANS BOOK,  
SMALL CAPS, 100 TRACKING

80 PX LOGOMARK WIDTH  
84 PX LOGOMARK HEIGHT

12 PX SPACING BETWEEN  
LOGOMARK AND WORDMARK



**STACKED: ENGLISH**

56 PT IDEAL SANS BOOK,  
SMALL CAPS, 25 TRACKING,  
43 PT LEADING

35 PX SPACING BETWEEN  
LOGOMARK AND WORDMARK

114 PX LOGOMARK HEIGHT

WORDMARK POSITIONED  
ON LOGOMARK'S  
GEOMETRIC CENTER



**STACKED: SPANISH**

56 PT IDEAL SANS BOOK,  
SMALL CAPS, 25 TRACKING,  
43 PT LEADING

35 PX SPACING BETWEEN  
LOGOMARK AND WORDMARK

114 PX LOGOMARK HEIGHT

WORDMARK POSITIONED  
ON LOGOMARK'S  
GEOMETRIC CENTER

# C: Subtitle Examples

Provided here are multiple examples of different subtitles that can be used in the brand. As stated in the Logo Applications section, keep in mind that subtitles should not stack—that is, a logo should express one ministry of the church and not multiple.

It is also recommended that ministry logos be given different colors with maybe the exception of the school. This helps differentiate each ministry from one another and



TRINITY  
LUTHERAN  
SCHOOL



TRINITY  
LUTHERAN  
CHILD CARE



TRINITY  
YOUTH  
GROUP



TRINITY  
GROWTH  
GROUPS



TRINITY  
LUTHERAN  
KID'S CAMP



TRINITY  
CAMPUS  
MINISTRY



TRINITY  
MORNINGS  
WITH MOMMY



TRINITY  
SUNDAY  
SCHOOL