St. Paul's Lutheran

CHURCH • SCHOOL • CHILD CARE

Branding & Style Guide

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Main Logo

Our primary logo with the logo mark (i.e., symbol) looks like this:

St. Paul's Lutheran
CHURCH • SCHOOL • CHILD CARE

The logo you see above should be used for most applications, to present St. Paul's as a single, unified entity.

For certain applications, this logo may not be appropriate — for example, at very small sizes, or different proportions (such as a square or round area). In those cases, refer to the **Alternate Symbols** section.

Currently, all logos are only provided in black. If you need the logo in a different color, please contact Brian Hoops.

Alternate Symbols

When the main logo does not work well in an application, the logo mark (symbol) may be used alone. If the application is specific to only the Church, or only the School, or only the Child Care – alternative logos have also been provided.

St. Paul's
LUTHERAN CHURCH

St. Paul's
LUTHERAN SCHOOL

St. Paul's
CHILD CARE CENTER

In general, the main logo should be used — only use these alternatives if needed.

Proper and Improper Usage

When displaying the main logo or any of the alternate symbols, take care make sure it displays properly. Here are some basic rules to follow so that the logos are always correctly displayed.

Give the logo room to breathe

Don't display additional text, images, or other elements too close to the logo. Give the logo some "white space" to allow it to stand alone.

St. Paul's Lutheran
CHURCH • SCHOOL • CHILD CARE

Don't squish or skew the logo

Be especially careful not to stretch, squish, skew, or distort the logo in any direction. Keep the ratio between the width and height of the logo the same. If you need to make the logo fit in a certain spot, scale it proportionally up or down. If scaling does not work (e.g., the text becomes too small), then use an Alternate Symbol.

For example, don't do this:

St. Paul's Lutheran
CHURCH • SCHOOL • CHILD CARE

Don't combine the mark with an alternate logo

Each logo is designed to stand on its own. Don't combine an alternate logo with the mark, such as:

Don't modify the logos or mark

The logos and mark have been carefully designed, so don't modify them on your own. If the provided logos aren't working for your application, contact Brian Hoops to discuss.

Use the proper format and resolution (size)

There are different image formats provided for every logo. Some are better for in certain applications than others – this guide does not go into the technical details of why that is.

Certain image formats will become grainy or pixelated when you enlarge them. If the logos provided are not a high enough resolution (i.e., large enough) for your application, a higher-resolution version can be provided to you. Contact Brian Hoops for details.

Downloading Logo Files

The latest logo files and copy of this document can be downloaded here:
http://stpaulbeatrice.org/branding-style-guide/