

Michigan District

The Lutheran Church—Missouri Synod

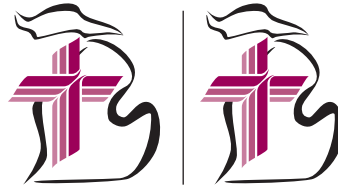
Logo Guidelines

The following information gives practical guidelines for using the Michigan District, LCMS logo. When used correctly, the logo identifies our church body—here in Michigan and on a national level. Through this logo and its proper use—and with the Holy Spirit’s guidance—we speak in a clear, unified, and recognizable voice about God’s love in Jesus Christ to all the world.

If you have any questions about the graphic standards or logo use, please contact Debby Fall, Assistant to the President - Communications at 734.665.3791 ext. 240 or debby.fall@michigandistrict.org.

How To Use The Logo

The logo may be used in two ways: as a standalone logo (right) or with the District’s name as shown on the far right. The Michigan District, LCMS logo contains the official LCMS cross; for additional guidelines on its use, visit www.lcms.org/logos.



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Required Colors

The official LCMS cross color is burgundy and the Michigan outline is black. The logo may also be used as displayed below:



Burgundy

- Pantone: 228
- CMYK: 40c 100m 42y 23k
- RGB: 135r 1g 80b
- Hexachrome: 8A004B



Black

- Pantone: Black
- CMYK: 0c 0m 0y 100k
- RGB: 0r 0g 0b
- Hexachrome: 000000



Official



Grayscale



1-color black



Reverse - white on dark background

Typography

Franklin Gothic is the required typeface for the Michigan District logo.

Michigan District—Franklin Gothic Demi Condensed
The Lutheran Church—Missouri Synod—Franklin Gothic Book

Who May Use This Logo

LCMS member congregations and schools (including pastors, teachers, and other rostered staff), and Synod agencies and auxiliaries may use the Michigan District logo in conformance with the above logo guidelines. Any exceptions to these guidelines must be approved by the Communications Department of the Michigan District, LCMS.

Who May Not Use This Logo

The logo may not be used by websites other than those of organizations mentioned above. Unofficial websites, though operated by LCMS laypeople or rostered LCMS pastors or other professional church workers, may not use the logo unless their sites carry the official endorsement of an LCMS district, congregation, or group of congregations.

Private businesses may not use this logo; nor may LCMS congregational members use the logo for business or personal use. Rare exceptions may be made only after consultation with, and securing the permission of, the Communications Department of the Michigan District, LCMS.

The Michigan District, LCMS logo is available for download on the Michigan District website at www.michigandistrict.org/logos or by calling 734.665.3791.