

LUTHERAN CHURCH–CANADA BRANDING GUIDELINES

WHY DOES THIS MATTER?

These branding guidelines serve to solidify the visual identity of Lutheran Church–Canada, to enhance easy recognition by both its own members and the general public.

These guidelines are a tool for Lutheran Church–Canada offices, institutions, congregations, and others associated with the church in maintaining a unified visual identity for our Synod.

OFFICIAL SYNOD NAME: LUTHERAN CHURCH–CANADA
or ÉGLISE LUTHÉRIENNE du CANADA

OFFICIAL ABBREVIATION: LCC

The name of the church body is rendered LUTHERAN CHURCH–CANADA using an en-dash (wider than a hyphen but narrower than an em-dash). The word “the” never precedes LUTHERAN CHURCH–CANADA. By contrast, “The Lutheran Church—Missouri Synod” uses “the” before the name and uses the em-dash.

FOR REFERENCE:

en-dash (Correct!)
LUTHERAN CHURCH–CANADA

LUTHERAN CHURCH—CANADA
em-dash (Incorrect!)

PRO-TIP:

An en-dash can be formed by the keystroke combination ALT 0150. If you are using a Mac, hold down the Option key and press the Minus key. If you're having difficulty, you can also Google “en-dash” and copy and paste the dash into your document.

OUR LOGO:

The LCC logo is a copyright mark. The logo should never be used as a substitute for a “cross” symbol. It is a graphic representation of an organization, not a representation of the cross of Christ.

