

LUTHERAN CHURCH-CANADA VISUAL IDENTITY

FONT SELECTIONS

TYPEFACE: HELVETICA BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

TYPEFACE: HELVETICA REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

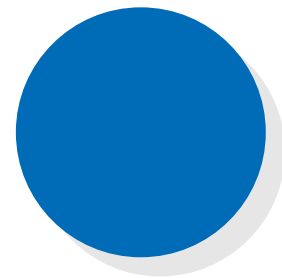
PRIMARY LOGO



OUR WORDMARKS



STRONG COBALT BLUE



#0046AD
RGB% - 0, 27.5, 67.8
CMYK% - 100, 60, 0, 32
Pantone (PMS) 293

LOGO COLOUR

BLACK & GRAYSCALE VARIATIONS

