

Guidelines for Congregational Use of LCC’s Official Badges

Lutheran Church–Canada (LCC)’s Official Badges (the original design and LCC International Missions Badge) are visual symbols of our shared identity. To ensure they are used appropriately, congregations must follow these guidelines when incorporating the badges into any print or digital materials.



1. Permission and Eligibility

- The badges may be used only by LCC member congregations in good standing.
- Use is permitted for materials promoting the congregation or LCC-related events.
- Any use outside of these purposes requires prior written approval from LCC Communications.



2. Approved Versions

- Only the official, high-resolution badge files provided by LCC may be used.
- Do not alter the badges’ proportions, colours, or design.
- The badges may not be redrawn, retyped, or combined with other graphics to create a new logo.

3. Placement and Presentation

- The badges must be used in a way that is respectful, prominent, and not misleading.
- The badges must not be placed over busy backgrounds that impair visibility.

4. Colour and Backgrounds

- Do not change the badges’ colours, add effects, or distort the shape.

5. Prohibited Uses

- The badges may not be used in connection with political, commercial, or non-church-related activities.
- They may not be used in a way that suggests endorsement of non-LCC events, causes, or organizations.
- The badges may not be sold, licensed, or incorporated into merchandise for profit without written permission.

6. File Access

- Official files are available through LCC Communications.
- Distribution of the files to outside organizations or individuals is prohibited.