LUTHERAN CHURCH OF AUSTRALIA

AGED CARE & COMMUNITY SERVICES

BRAND GUIDE

LUTHERAN AGED CARE AND COMMUNITY SERVICES

0501.02c.V1

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INTRODUCTION

The Lutheran Aged Care & Community Services Governance Dialogue was a 2016–2018 national initiative of the Lutheran Church of Australia (LCA). It discussed governance arrangements in Lutheran aged-care and community services. The intent of the dialogue was to strengthen and build on the rich history of service provided by Lutheran aged-care and community services across Australia.

In 2018 the LCA General Church Council approved a Governance Enhancement Implementation Plan to enact the recommendations of the final 'Way Forward' report and the agreements reached by the participants from the sector during the dialogue process.

Recommendation 23 of the report reads:

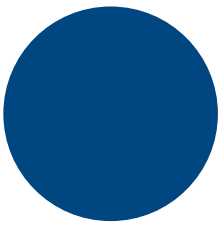
LCA, in consultation with the sector, co-design a short suite of general branding guidelines that could inform and assist individual Lutheran aged and community services within Australia, particularly in regard the use of the word 'Lutheran', the acronym 'LCA' and Lutheran marks and symbols by any Lutheran aged or community service. (Such guidelines would address all key branding issues including the use of the word Lutheran for those services that may not want Lutheran in their title).

The 'Lutheran Aged Care and Community Services Brand Guide' is the outcome of Recommendation 23. It was produced by the LCA in consultation with representatives of the sector. It continues to be a working document, and suggestions for updates or revisions from the sector are welcome.

ABOUT THE LCA LOGO

LOGO ELEMENTS

Like all families, Australian and New Zealand Lutherans have their own unique story. Our logo helps us to tell our story. It represents how we see ourselves as two nations under the Southern Cross – created by God, redeemed by Jesus Christ and empowered by the Holy Spirit to serve the people of our two nations and the world.



The blue background represents water. The fluidity of water is reflected in God's character. He is constant and faithful, but he is always moving; you can never capture or contain him. Water is life; without water, you will quickly die. Many people are dead inside because they do not have a life with God. Water also makes us clean. Lutherans believe that no matter how bad we have been, God wants to wash away every trace of our past and make us brand new again.

The cross is golden brown. The gold reminds us that Jesus is God's only Son; he is royalty, the King of Kings. The brown tone reminds us that Jesus left the glory of heaven to come to Earth to live with us, and even to die for us. He understands the heartache of broken relationships and what it is like to struggle and feel rejection. There is nothing pretty about pain, or about dying and Jesus understands that. The cross is also sloping forwards, and that represents a new future with Jesus, here on earth and then in heaven.

The Southern Cross reminds us that even on the darkest nights, God is still watching over us. He is close to us and never abandons us. The Southern Cross used to guide sailors and travellers. The cross guides us too, always pointing us to Jesus who loved us so much that he died and rose again, so we can live with him forever.

The red flames represent the Holy Spirit, who is the presence of God right here among us. On a cold night, a fire brings warmth and comfort. The Holy Spirit does that too, by giving us the peace of an eternity safe with God. Just like a fire, the Holy Spirit can also be wild and dangerous, at times burning off the deadwood of our lives. This might be painful sometimes, but it is necessary to begin a fresh new life.

The tagline *where love comes to life*, reflects the heart and soul of our mission. In every district and department of the Lutheran Church of Australia, in every congregation and school, in every Australian and New Zealander who identifies as Lutheran, we want to be the place where God's love comes to life. In other words, we want people to see the love, grace, forgiveness and compassion of Jesus Christ coming to them through every place and every person in our church.

CONDITIONS OF USE

SHARED MISSION AND VALUES

The logo is like a family crest or seal. It tells the wider community who we are and what we stand for. It is therefore expected that users of the logo and tagline, including those using it as a co-brand, share and practise the mission and values of the LCA, expressed in its *Our Direction 2018-2024:*

MISSION

God grows us as his people to a mature faith in Christ – a faith that comes to life through effective witness and ministry – so that people everywhere may know Christ and his love.

VALUES

SHAPED BY THE GOSPEL OF GRACE …
- as an undeserved gift from God
- as a life-changing and life-giving word
- in equipping us for action

BLESSED BY RELATIONSHIP …
- in service to each other
- in respect for each other's gifts
- in witness to our communities and the world

UNITED BY CHRIST …
- in our confession of faith
- in working together and sharing resources

INSPIRED BY COMPASSION …
- in actions and words
- favouring people who are poor and marginalised

MARKED BY INTEGRITY …
- effectiveness
- accountability
- excellence

AUTHORISATION TO USE

The LCA logo and tagline, in both separate and entire forms, are copyrighted to the Lutheran Church of Australia.

The logo and tagline may be used for signage and publications (print, digital and online) of LCA districts and agencies, including departments, boards, councils, congregations, schools and aged-care and community-care facilities. LCA districts and agencies do not require permission to use the logo, provided they use the authorised variations in this Brand Guide and they adhere to the usage guidelines and restrictions.

Authorisation must be obtained if:

- the logo and/or tagline are to be changed in any way (eg separation of the elements, colour change), which may be allowed in some circumstances
- the logo and/or tagline are to be used by any individual (whether or not they are a member of the church) or by any group that is not an LCA agency (whether or not it is comprised of members of the church).

Where there is a breach of the conditions of use, the right to use the logo may be withdrawn by the LCA Communications Manager via written notice explaining the breach.

For authorisation to use the logo, and for alternative sizes and file formats, contact LCA Communications (details on page 2).

CO-BRANDING

These LCA branding guidelines are to be used in conjunction with the service's own branding guidelines; they are not intended to replace them outright.

It is not a requirement under these guidelines to include the name 'Lutheran' in the service's name.

Ideally, the aged care or community service's logo will be co-branded with the LCA logo (some examples below), but this may not always possible or practical. Another option is to use the service's logo on its own and include elsewhere on the page the words: '[name of service] is a ministry of the Lutheran Church of Australia'. See pages 8-11 for examples of both options.

Notwithstanding the principles for using the LCA logo (pages 14-19), exceptions to its treatment can be made when it is co-branded with other logos. This is to enhance the overall style and balance of the co-brand, in particular to avoid the complication of competing colours, sizes and taglines. The examples below use a black LCA logo, and smaller than the service's logo.

Please consult LCA Communications (refer page 2) with questions or clarification about appropriate use of the LCA logo and/or if co-branding design work is required.

CORRECT USE OF CO-BRANDS

The following three co-brands demonstrate the correct use of the LCA logo in combination with the service's logo.

- The LCA logo is black, so that it blends with any aged care or community care service's logo regardless of its colour.
- The LCA is smaller than the service's logo, in order to minimise the sense of competing. Ideally it should be about 20%-25% smaller.

✓ ✓ ✓

Tanunda Lutheran Home Inc. | LUTHERAN CHURCH OF AUSTRALIA

Trinity Place PASADENA LUTHERAN AGED CARE ENVIRONS | LUTHERAN CHURCH OF AUSTRALIA

LHI RETIREMENT SERVICES | LUTHERAN CHURCH OF AUSTRALIA

INCORRECT USE OF CO-BRANDS

- Don't create unauthorised combinations of the service's name or logo with the LCA logo or tagline.
- Don't combine both the service's logo and tagline with the LCA logo and tagline (it is too complicated and busy).

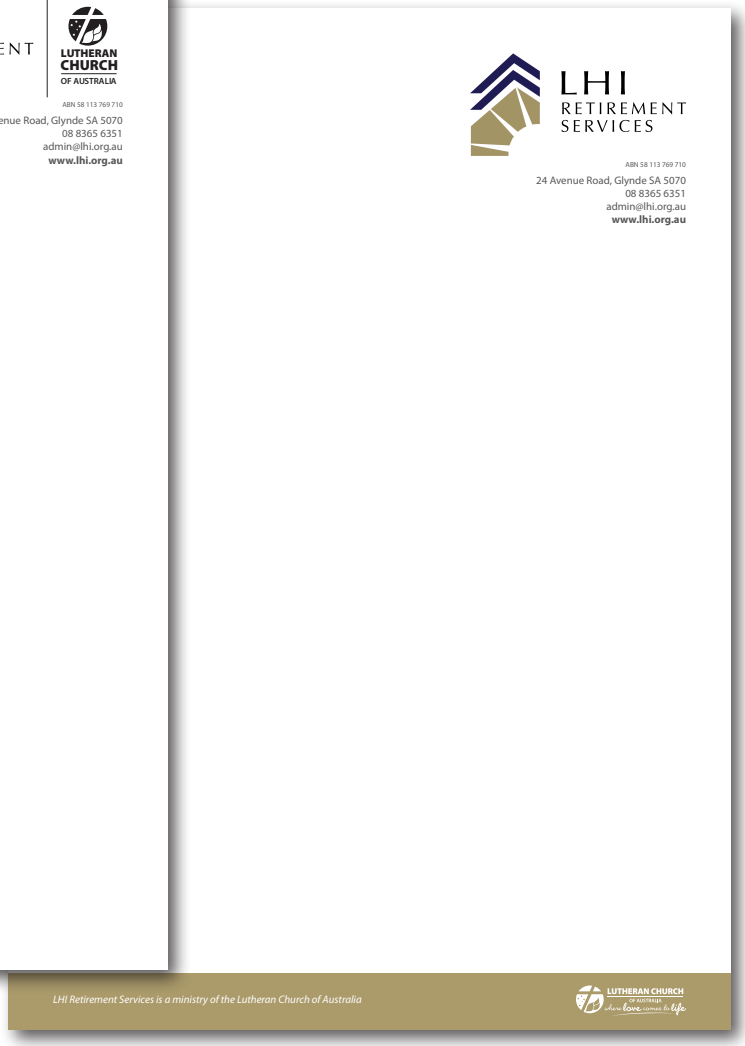
✗ ✗ ✗

TRINITY PLACE
LUTHERAN CHURCH OF AUSTRALIA

LHI RETIREMENT SERVICES
where love comes to life

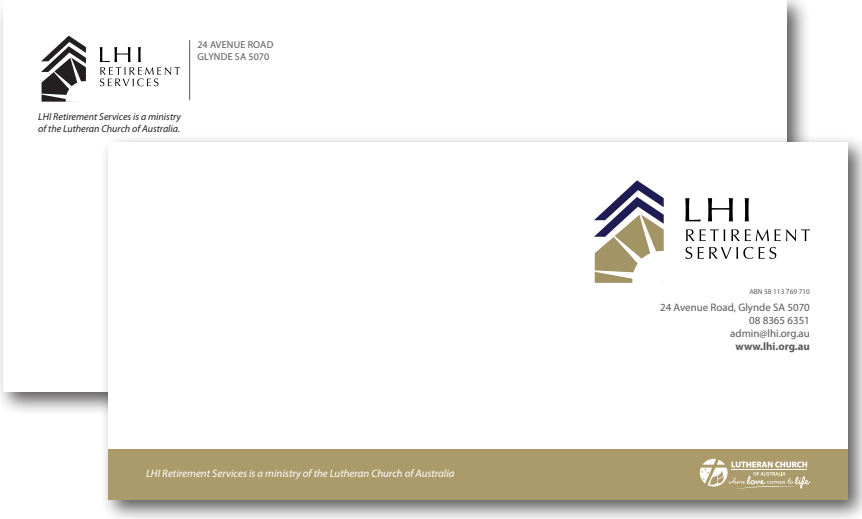
Tanunda Lutheran Home Inc.
Enriching the lives of our older people
LUTHERAN CHURCH OF AUSTRALIA
where love comes to life

CO-BRANDING - EXAMPLE
LHI RETIREMENT SERVICES



LETTERHEAD

BUSINESS CARD



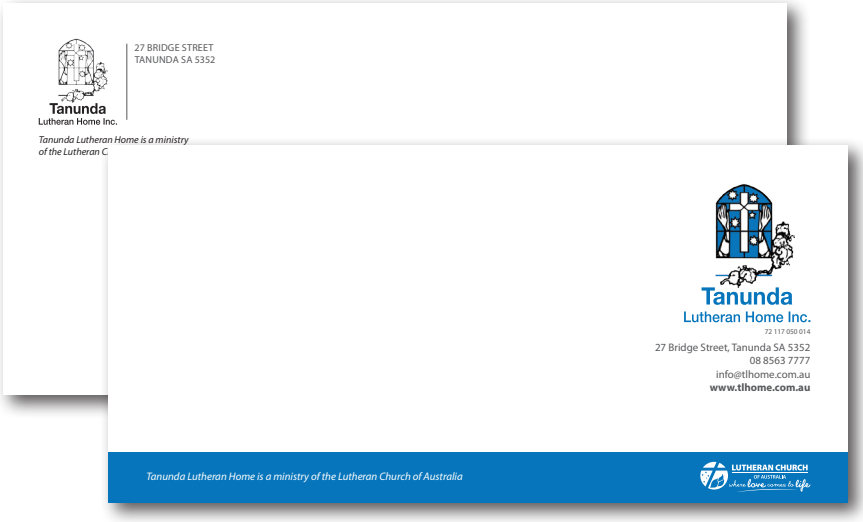
EMAIL SIGNATURE

ENVELOPE / WITH COMPLIMENTS SLIP

CO-BRANDING - EXAMPLE
TANUNDA LUTHERAN HOME

LETTERHEAD

BUSINESS CARD



EMAIL SIGNATURE

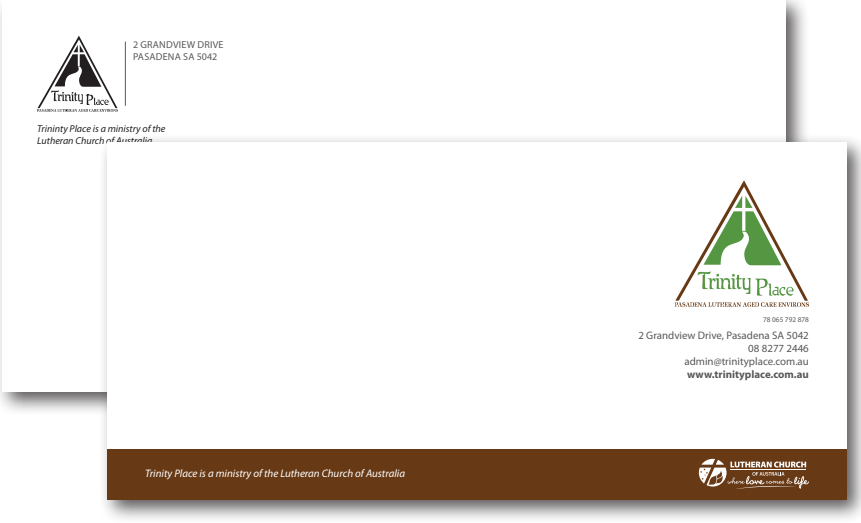
ENVELOPE / WITH COMPLIMENTS SLIP

CO-BRANDING - EXAMPLE
TRINITY PLACE

LETTERHEAD

BUSINESS CARD

EMAIL SIGNATURE



ENVELOPE / WITH COMPLIMENTS SLIP

CO-BRANDING - EXAMPLE
LUTHERAN COMMUNITY CARE

LETTERHEAD

BUSINESS CARD

EMAIL SIGNATURE

ENVELOPE / WITH COMPLIMENTS SLIP

LUTHERAN AGED CARE AND COMMUNITY CARE SERVICES WEBSITES

Lutheran aged care and community care services are encouraged to engage LCA Communications (details on page 2) to build their website. LCA Communications has built over 50 websites, using custom-made modules and templates for LCA departments, districts, agencies and congregations. Aged care and community care services that choose not to use LCA Communications to provide this service are invited to follow the layouts and branding principles on this page.

The following paragraph numbers relate to the numbers in the red circles.

1 The logo should be developed in this style. LCA Communications can create the design.

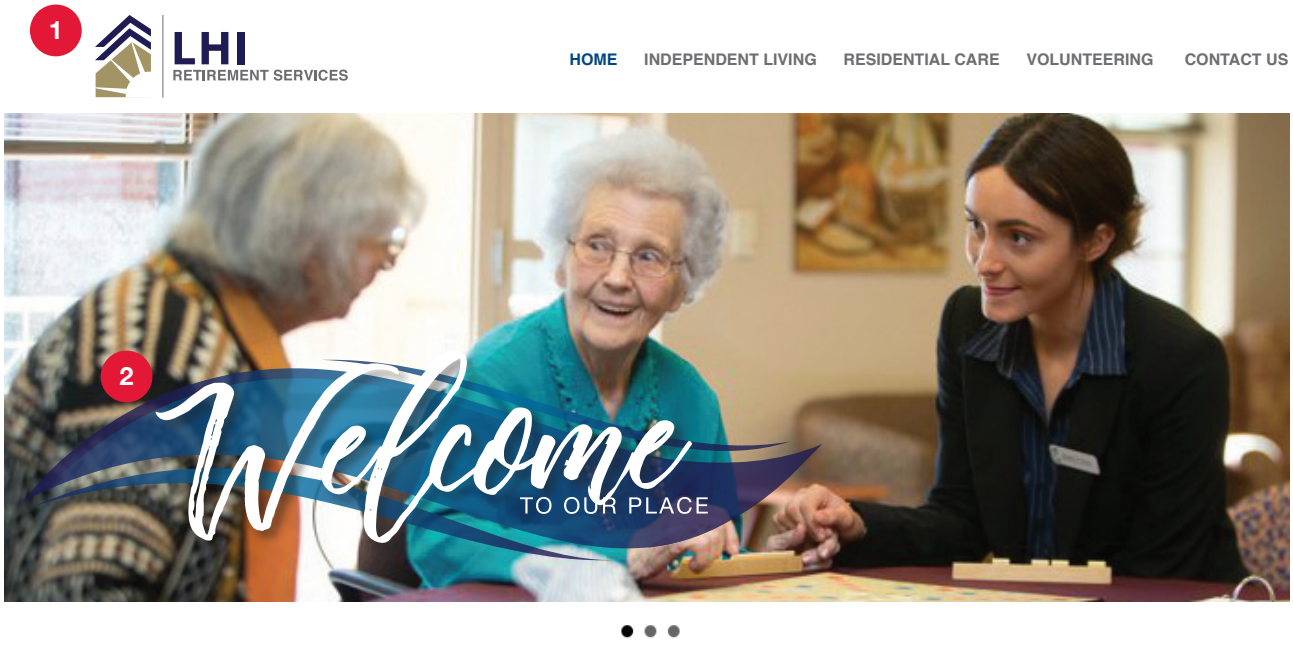
2 For consistency with other LCA agency websites, this 'welcome' message is recommended. LCA Communications can create the design.

3 The name of the aged care or community care service (and tagline if there is one) should appear prominently on the homepage.

4 The addition of this text is recommended: 'We're part of a bigger family, the Lutheran Church of Australia. Together we want to be a place *where loves comes to life*. We believe that God's love is for everyone, everywhere, and we want to see how his love comes to life in us – and in you.'

5 The LCA logo with tagline and the above text should appear as closely as practical under the name of the service. Please create a hyperlink on the logo to www.lca.org.au

(Please ask LCA Communications to provide the LCA logo and tagline to your website designer or builder.)



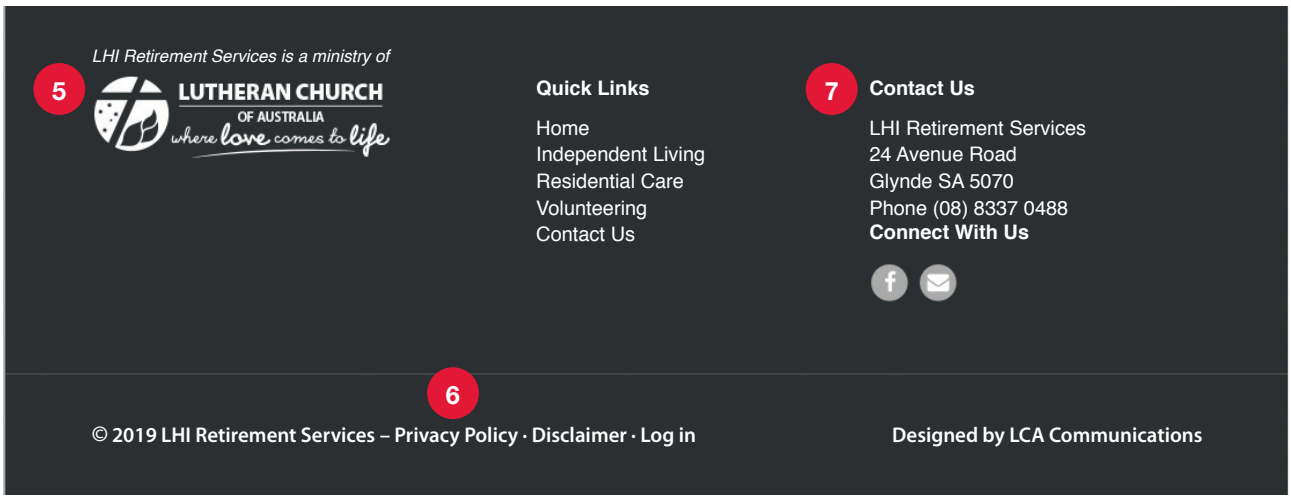
WEBSITE HOMEPAGE

LUTHERAN AGED CARE AND COMMUNITY CARE SERVICES **WEBSITES**

5 The footer should include the following text above the LCA logo and tagline: '[name of service] is a ministry of'

6 The footer should contain a link to the service's privacy statement.

7 The footer should include the service's contact details.



WEBSITE FOOTER

LCA LOGO - BRAND PRINCIPLES

BRAND COLOURS

As the LCA logo tagline is coloured with a gradient, printing should be done using the four-colour process method (CMYK) in order to maintain consistency and integrity of brand colour and style.

	BLUE	RED	GOLD	GREY
CMYK	C100 M60 Y0 K35	C0 M100 Y81 K4	C0 M30 Y94 K48	C0 M0 Y0 K70
RGB	R0 G71 B129	R227 G24 B55	R150 G111 B15	R109 G110 B113
HEX	#004681	#e21836	#966e0e	#6d6e70
PMS	294	186	1265	7540

SIZE

Logos downloaded from the LCA website (www.lca.org.au/logo) or supplied by LCA Communications should not be enlarged, as this will create pixelation or other distortions. Contact LCA Communications (page 2) if larger sizes are required, eg for posters or signage.

To maintain the integrity and legibility of the logo, it should be reproduced no smaller than the following;

minimum size 30mm

minimum size 17mm

minimum size 14mm

CLEAR ZONE

When using the LCA logo in close proximity to other logos, ensure the clear zone is observed. The clear zone is a minimum clear space around the logo, it's about double the width of the 'N' in LUTHERAN (5mm).

VARIATIONS

The LCA logo comes in variations that have been carefully considered to suit a wide variety of applications. Ensure that the variation that best suits the available space and context is used. Contact LCA Communications (page 2) for advice.

HORIZONTAL

HORIZONTAL STACKED

VERTICAL

MONO

REVERSED

GREY

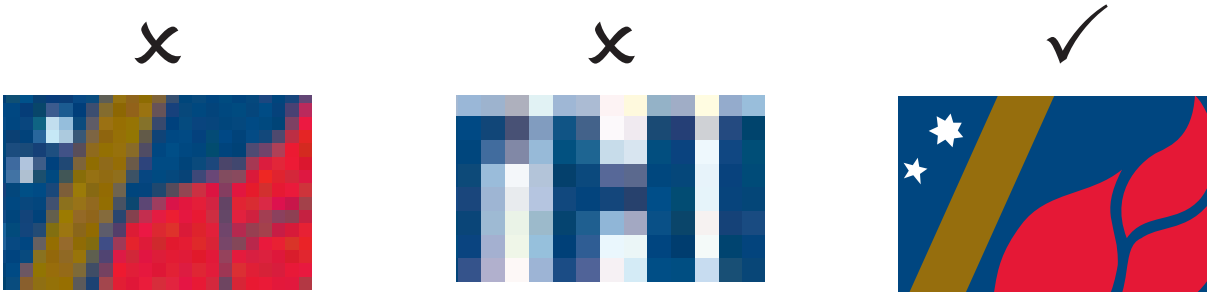
A grey version may be acceptable in some circumstances, eg when co-branding. Contact LCA Communications (page 2) for advice.

CIRCLE

The circle may be used on its own in a few specific situations, eg stickers, name badges or pins. Contact LCA Communications (page 2) for advice.

DOs & DONTs

DON'T use the old logo. **DO** use one of the approved 2010 variations.



DON'T enlarge supplied logo images. This results in loss of definition. **DO** request larger versions from LCA Communications (page 2) if needed for specific applications, eg posters or signage.

DON'T add or remove text or elements to the logo, or manipulate it in any way. **DO** use the logo as it was created and intended.

DOs & DONTs

DON'T change the proportions of the logo to fit a space. **DO** constrain the proportions by holding down the SHIFT key while resizing. (Note: The logo must not be resized up more than 30% of its original size – see page 9.) Contact LCA Communications (page 2) if larger sizes are required.

DON'T change the angle of the logo or add effects, eg shadows, to the logo. **DO** use the logo as it was created and intended.

DON'T change individual aspects of the logo. The logo comes in various configurations and variations that have been carefully considered to suit a wide variety of applications. Please speak to LCA Communications (page 2) if assistance is needed. **DO** use the logo as it was created and intended.

DOs & DONTs

DON'T add borders or an outline to the logo. **DO** use a mono (single colour) reversed option if you would like a border.

DON'T use the logo over an image that does not provide adequate contrast. **DO** use a contrasting version of the logo or reduce the contrast of the image, so the logo is clearly visible.

If you are unsure about the correct use of the logo and tagline, or if you have a particular need, contact LCA Communications lca.comms@lca.org.au

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