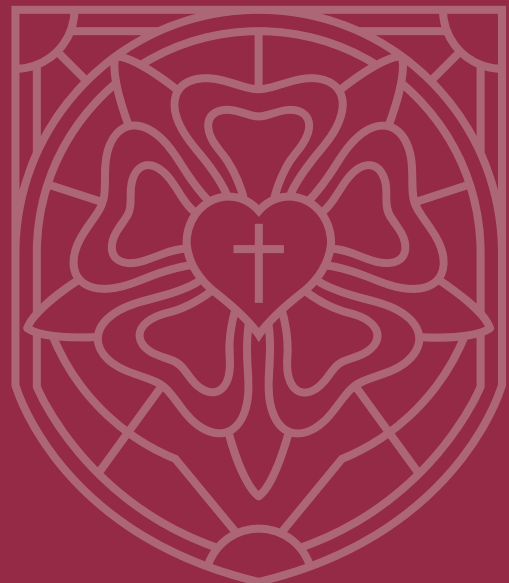


The Institute for Lutheran Apologetics

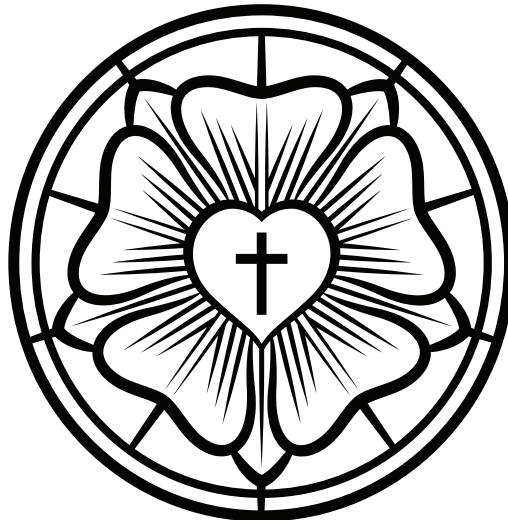
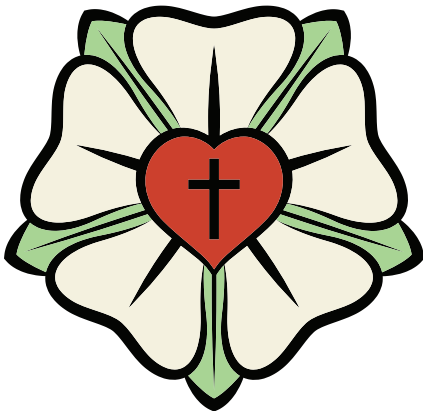
LOGO CONCEPT

March 19, 2020

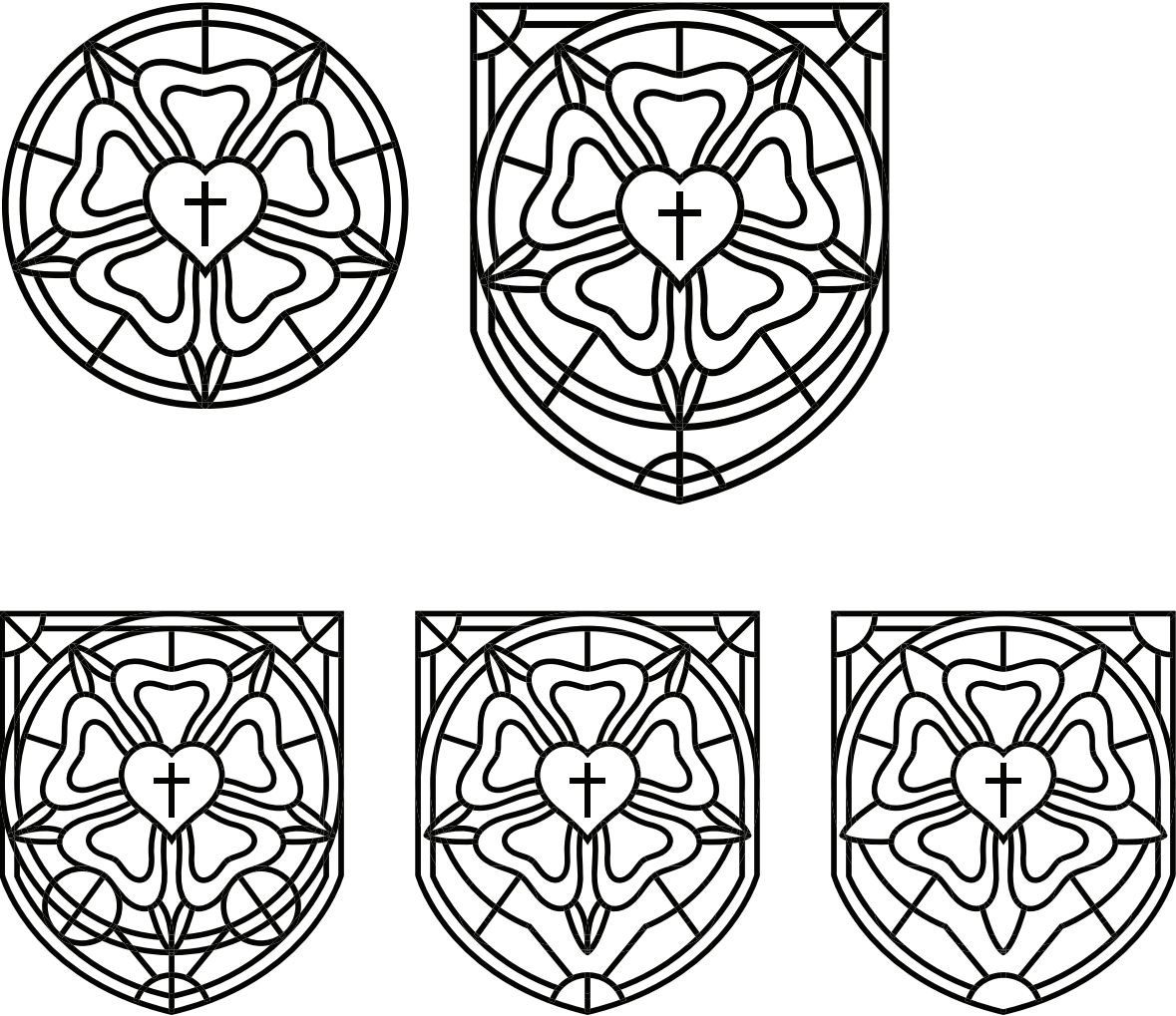


Design Process

The logo design process began with Luther's seal as the primary element. Because apologetics can be hard to encapsulate into a simple logo, it was deemed necessary to incorporate some element of Lutheranism. The roses found in St. Augustine's Monastery in Erfurt were a starting point in building out the seal as seen in the images below.



The seal was simplified into lines of the same thickness and a shield was then added around the seal to help symbolize apologetics. Others will often include a sword when representing apologetics, but that was deemed too militaristic and not fitting for the logo as a whole. After establishing some lines and structure to the logo, it was then simplified so that it can be more recognizable at smaller sizes. The final result is a logo fitting of an institution and adaptable to many sizes and configurations.



Because of the difficulty in creating a logo for apologetics, some monograms were explored. Due to the awkward combination of I, L, and A, these concepts were abandoned in favor of the Luther seal and shield.



Typeface

The typeface chosen for the concept is Berlingske Serif—a modern take on classic calligraphy serifs. It is designed by PlayType (playtype.com), a foundry based in Copenhagen, Denmark. The letterforms offer a clear and aesthetically design while retaining good readability at any size. The smooth characters also provide a unique look not typically found in formal serifs, which makes the text both approachable and expressive.

Berlingske Serif

*Extrabold weight
used for headings
and logo text*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Berlingske Serif Text

*Regular, Italic, and
Bold used in body text*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Berlingske Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The sans serif version can be utilized in headings and small text.

Light, Medium, and Extrabold weights shown here.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Berlingske Serif (Other)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Other weights of Berlingske Serif can be used for the brand.

Light, Medium, and Black weights shown here.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors

Some color samples are included here and applied on the following pages. Red was chosen as the primary color to use for the logo and brand. Blue was selected as an alternate color that could also work as an accent color with the red. Various tints of these colors are utilized when overlaid on colored backgrounds.

PMS 7637 C
RGB 145 47 70
HEX 912F46
CMYK 8 92 38 35

PMS 7633 C HEX C4A4A7
RGB 196 164 167 CMYK 17 34 17 1

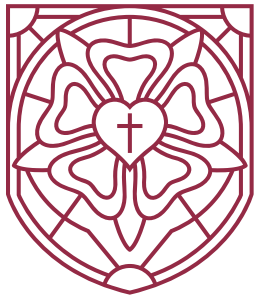
PMS 2380 C
RGB 40 51 74
HEX 28334A
CMYK 90 67 17 62

PMS 290 C HEX B9D9EB
RGB 185 217 235 CMYK 25 1 0 0

PMS Cool Gray 1 C (25%) HEX D9D9D6
RGB 217 217 217 CMYK 10 7 5 0

Logo Arrangements

The logo has been designed from the ground up to guarantee legibility across all media, whether print or digital. The positioning of the text around the logomark will depend on the application and the size.



**The Institute for
Lutheran Apologetics**



**The Institute for
Lutheran Apologetics**



**The Institute for
Lutheran Apologetics**



Logo Applications

The following pages show the logo in various scenarios in which it might be applied. While the logo will predominantly be placed on a white background, colored backgrounds can be utilized to great effect as shown here.



**The Institute for
Lutheran Apologetics**



**The Institute for
Lutheran Apologetics**



**The Institute for
Lutheran Apologetics**



**The Institute for
Lutheran Apologetics**

Website



The Institute for
Lutheran Apologetics

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**“What I am saying is
true and reasonable.”**

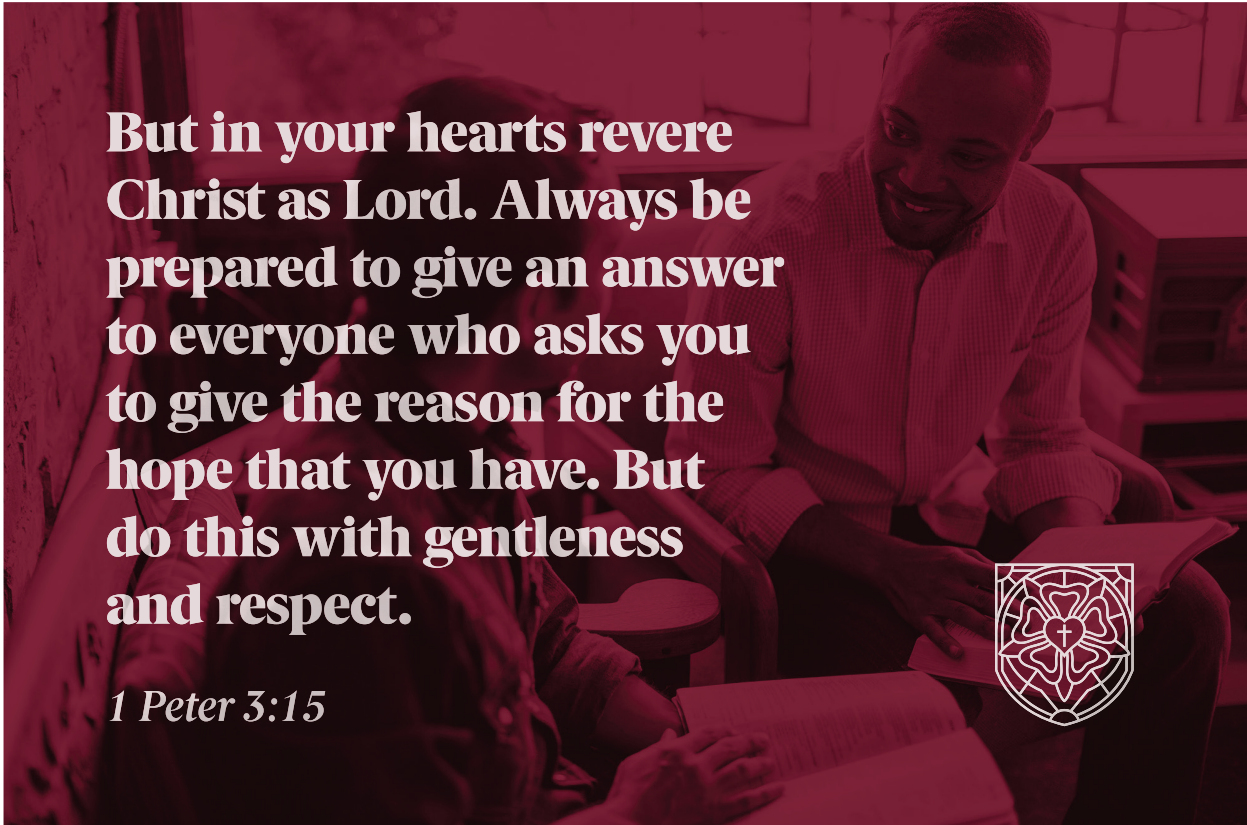
Saint Paul

Assisting and encouraging pastors and lay members to use apologetics in their lives and ministries.

The Institute for Lutheran Apologetics (ILA) is a group of Confessional Lutherans who have brought together their training and experience in utilizing apologetics for both evangelism and discipleship purposes. Members of the ILA hope to assist and encourage pastors and lay members to use apologetics in their lives and ministries in appropriate ways.

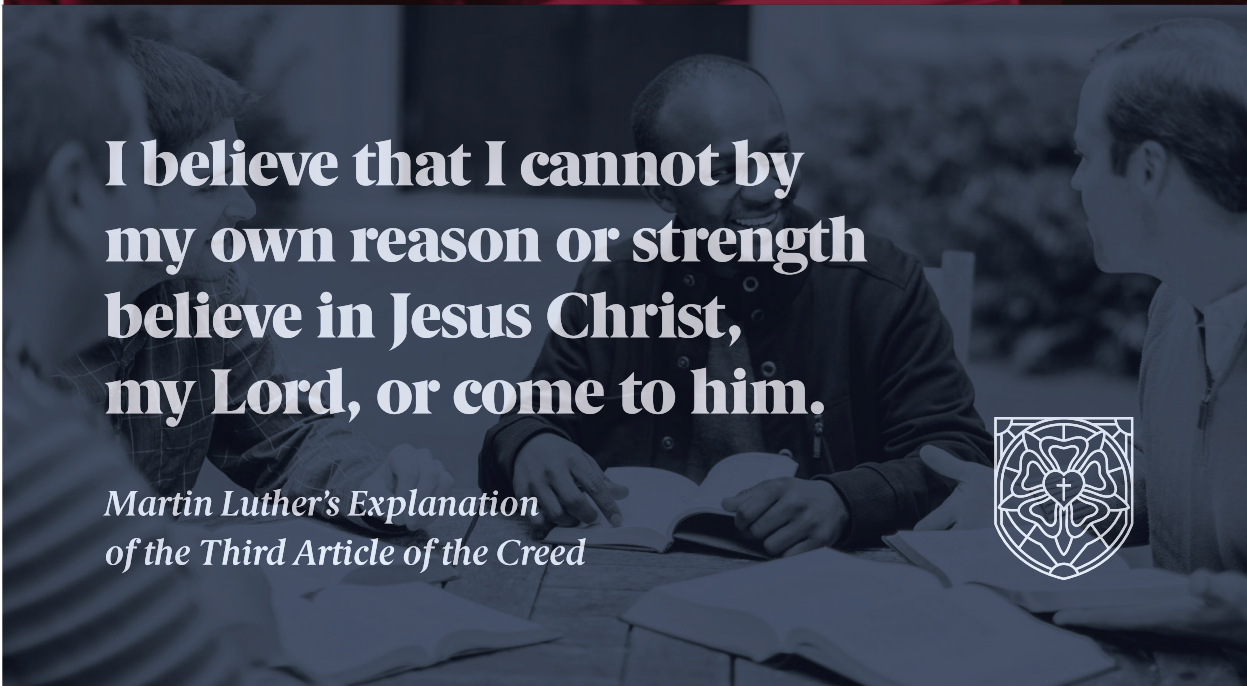
Members of the Institute for Lutheran Apologetics believe that only the gospel has the supernatural power to create and sustain saving faith. They also acknowledge that apologetics involves the ministerial use of reason in presenting or defending Christian truth claims out of love for the gospel and those who need to hear it.

Banners/Slides



**But in your hearts revere
Christ as Lord. Always be
prepared to give an answer
to everyone who asks you
to give the reason for the
hope that you have. But
do this with gentleness
and respect.**

1 Peter 3:15



**I believe that I cannot by
my own reason or strength
believe in Jesus Christ,
my Lord, or come to him.**

*Martin Luther's Explanation
of the Third Article of the Creed*



Letterhead



The Institute for Lutheran Apologetics

About the Institute

OBJECTIVE

The Institute for Lutheran Apologetics (ILA) is a group of Confessional Lutherans who have brought together their training and experience in utilizing apologetics for both evangelism and discipleship purposes. Members of the ILA hope to assist and encourage pastors and lay members to use apologetics in their lives and ministries in appropriate ways.

PRESUPPOSITIONS

Members of the Institute for Lutheran Apologetics believe that

- 1 Only the gospel has the supernatural power to create and sustain saving faith
- 2 Apologetics involves the ministerial use of reason in presenting or defending Christian truth claims out of love for the gospel and those who need to hear it
- 3 Apologetics fits with biblical, Lutheran doctrine in that...
 - it makes use of reason, a blessed light, in the service of the law and gospel
 - the Bible is grounded in history and ought to be presented as such
 - God has given us knowledge of him in nature and conscience, to which apologetics often appeals
- 4 Apologetics ought to support our evangelistic purpose. It does that as it
- 5 Shows that Christians are not anti-intellectual and Christianity is intellectually viable
 - Shows that Christianity is a robust, coherent, and livable worldview
 - Shows that we care about skeptics and allows us to maintain dialogue with them
 - Shows that the Christian claim is possible if not probable
 - Is carried out with a spirit of humility as we realize we do not have all the answers
- 6 Apologetics ought to support our efforts in Christian discipleship. It does so as it
 - Gives Christians tools to beat back sinfully rational objections with sanctified rational responses
 - Fosters a desire to continue to study the Word and the world
 - Helps Christians avoid the extremes of fideism and rationalism
 - Gives Christians confidence in their pastors and others who speak and write about apologetics as people who take doubt seriously and are willing and able to answer skeptics in truth and love

Conference Badges

