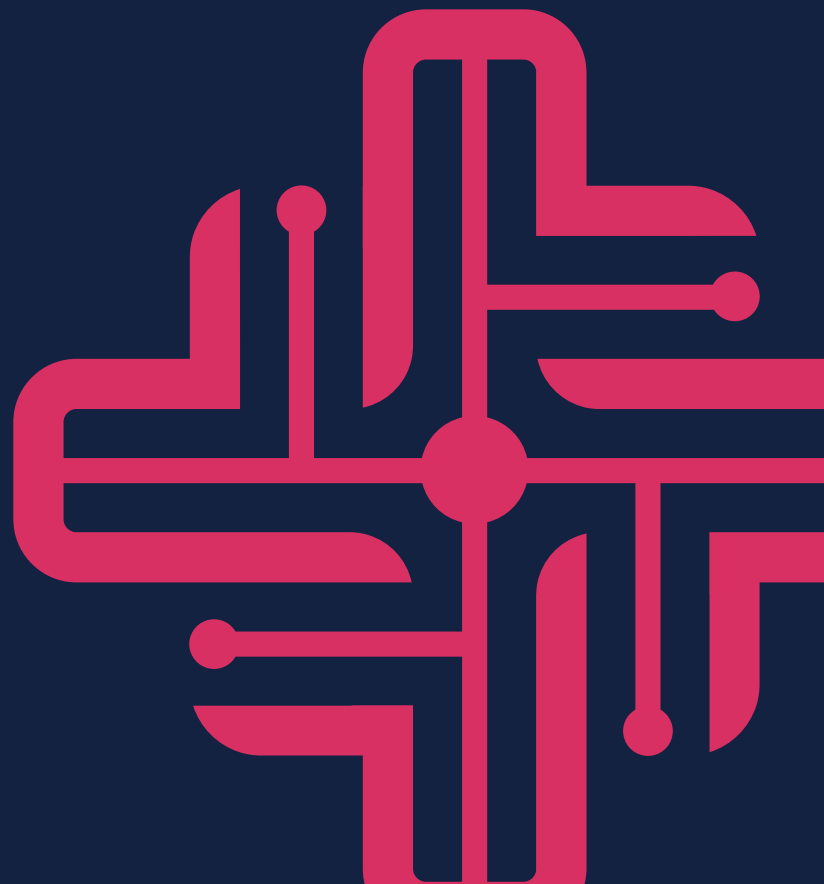


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Logo Construction

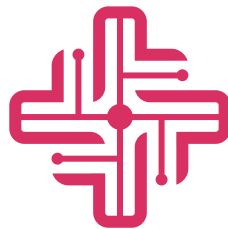
The logo consists of a logomark (the symbol) and wordmark. Two variations are offered in horizontal and vertical arrangements. The wordmark uses Source Sans Black in all capitals.

LOGOMARK (OR SYMBOL)

WORDMARK (SOURCE SANS BLACK, ALL CAPS)



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Logo Colors

Variations of the logo are offered in four main color combinations. Other single-color logos are also produced in black, grayscale, blue, red, and white.

RED-BLUE

Useful on white or off-white backgrounds.

RED-WHITE

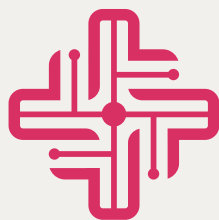
Useful on blue or dark backgrounds.

BLUE-RED

Useful on white or off-white backgrounds.

BLUE-WHITE

Useful on a red background.



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Primary Colors

Two main colors are used: Blue and red. Color codes are provided to help when applying the colors to print and digital materials.

RGB 28 33 66
CMYK 94 89 44 48
HSL 232 40 18
HEX 1C2142

RGB 216 48 100
CMYK 11 95 44 0
HSL 341 68 52
HEX D83064

Supporting Colors

Supporting colors may be used in materials related to the brand. These are merely supplements and not replacements for the colors on the previous page.

RGB 229 229 229

CMYK 0 0 0 10

HSL 0 0 90

HEX E5E5E5

RGB 242 171 6

CMYK 4 36 100 0

HSL 42 95 49

HEX F2AB06

RGB 109 184 187

CMYK 57 9 27 0

HSL 182 36 58

HEX D9D9D6

Typeface

The typeface chosen for the brand is Source Sans, which is a free font offered through Adobe and Google Fonts (<https://fonts.google.com/specimen/Source+Sans+3>). Treatments of the typeface are used here to create a clean look that would pair well with the symbolic element of the logo. Source Serif may also be used for body text as shown on the following page (<https://fonts.google.com/specimen/Source+Serif+4>).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SERIF REGULAR

ANNOUNCEMENT

SOURCE SANS REGULAR, 18 PT
SMALL CAPS, 50 TRACKING

Theological Anthropology Conference

SOURCE SANS BLACK, 28 PT

**Anthropology may be the critical
theological loci of the next century.**

SOURCE SANS BOLD, 18 PT

This is seen easily in the transgender movement or the cultural debates on sexuality. Knowing what to make of the body, though, and how to impact the soul through it is a vast question that the Church now faces in special force because of recent technological gains. This conference will begin to give that question attention.

SOURCE SERIF REGULAR, 13 PT

Together we will ponder questions like: What is happening with someone who “worships online?” Is enfleshed gathering necessary to the life of the Church and, if so, how essential? What are forms of delivering the Word through technology that edify the body of Christ? What might they look like in the future? What might we shy away from? In short, what does it mean for Lutherans with Christological (read incarnation here) and sacramental commitments to make use of technology without its potentially dehumanizing effects?

SUB HEADING

SOURCE SANS BOLD, 13 PT
SMALL CAPS, 10 TRACKING

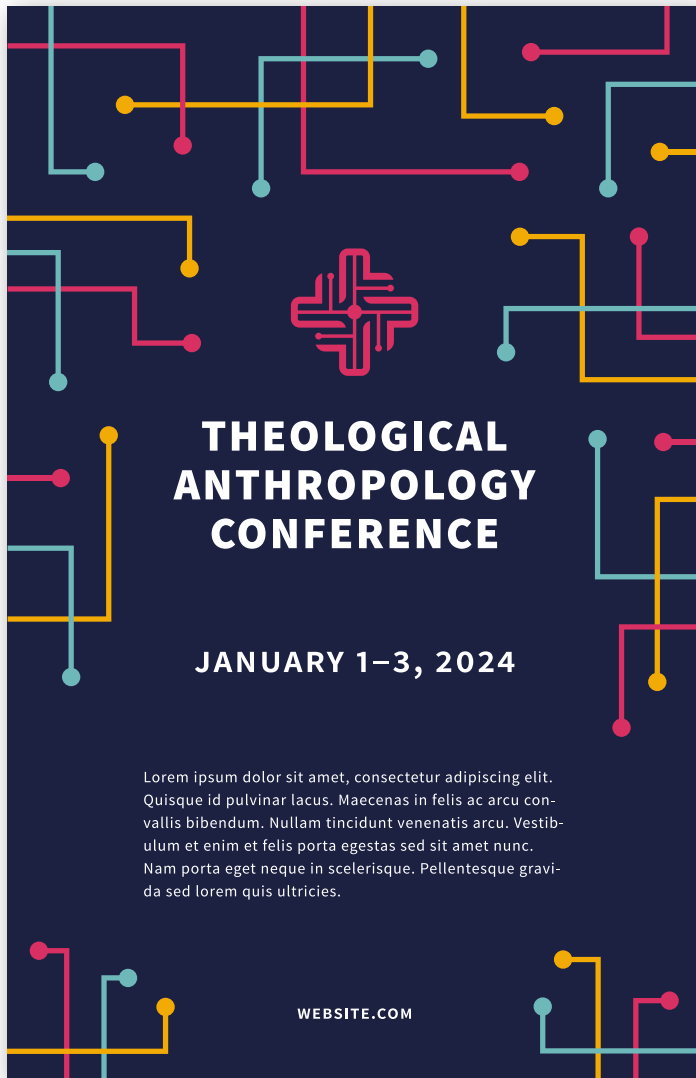
Sed quis ornare ex. Curabitur sit amet diam luctus, suscipit ex et, ultrices nibh. Morbi hendrerit sapien quis enim faucibus, in fringilla nulla interdum. Pellentesque urna nunc, scelerisque eget quam sit amet, facilisis vulputate justo.

Brand Examples

The following images show a few examples of how the brand may be applied for print and digital.

FACEBOOK BANNERS



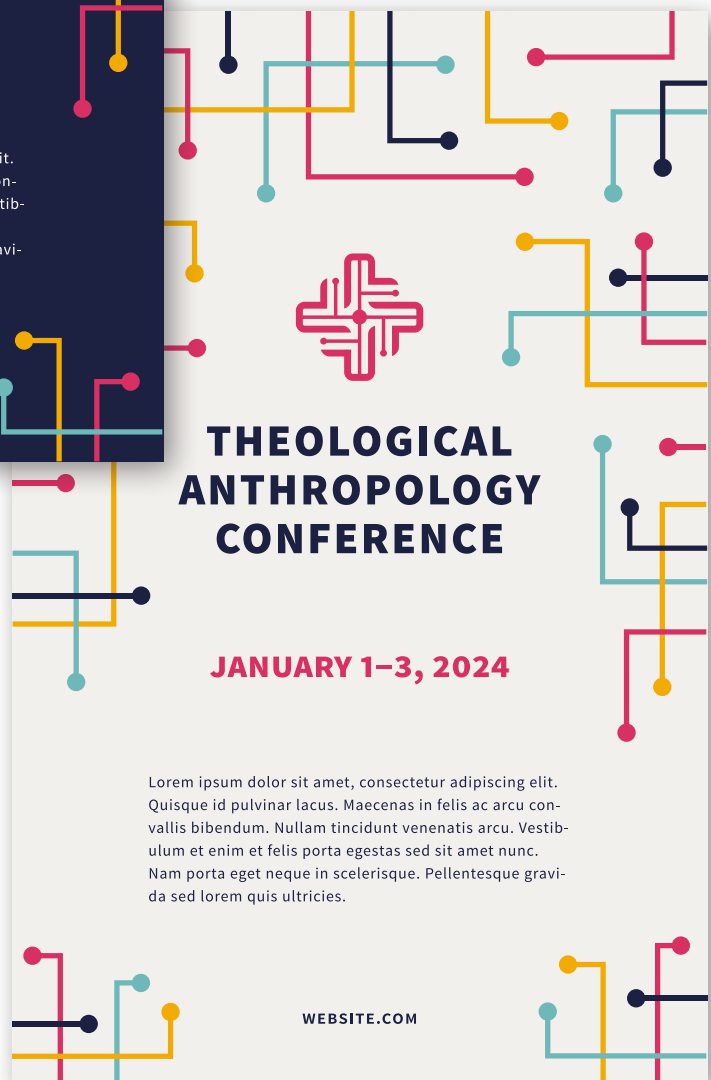


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JANUARY 1-3, 2024

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque id pulvinar lacus. Maecenas in felis ac arcu convallis bibendum. Nullam tincidunt venenatis arcu. Vestibulum et enim et felis porta egestas sed sit amet nunc. Nam porta eget neque in scelerisque. Pellentesque gravida sed lorem quis ultricies.

WEBSITE.COM



THEOLOGICAL ANTHROPOLOGY CONFERENCE

JANUARY 1-3, 2024

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WEBSITE.COM