

Frequently Asked Questions

The refreshed branding for The Lutheran Church—Missouri Synod was introduced in April 2012. Here are some of the questions you asked about our rebranding.

Why are we rebranding now?

In July 2010 the Synod in convention adopted a number of resolutions that reorganized the structure and governance of our church body. Since that time, a number of changes have taken place at the LCMS International Center. Offices and departments have been restructured and our activities have been unified. Our refreshed branding helps LCMS members and the general public know that, amidst the many changes taking place at the LCMS International Center and across the Synod as a result of restructuring, the essence of the LCMS — who we are and what we do — has not changed. We are committed to our mission and our calling to bear witness, show mercy and carry out our life together as the body of Christ.

What are some branding elements that have changed?

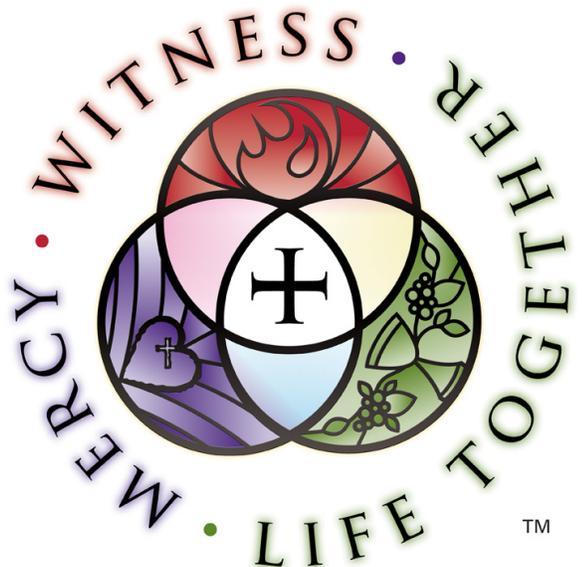
Probably the most notable change in our refreshed branding is the change in the color of the church's tripartite cross logo, which has changed to blue from burgundy. Other changes include:

- new standards for using the LCMS cross logo when the *Witness, Mercy, Life Together* emphasis logo is included on the same piece;
- specific *Witness, Mercy* and *Life Together* logos for use in brand marketing settings; and
- new color palette for LCMS communications materials.

Why was the blue color chosen?

The new blue palette for the LCMS cross logo was chosen for several reasons after numerous meetings over several months.

The new color palette was viewed positively by the pastors, seminary professors, donors, laity and others participating in the rebranding effort. Royal blue is a classic, conservative color that will stand the test of time. It sets a friendly and inviting tone. The blue color palette also complements the colors of our new mission branding — *Witness, Mercy, Life Together* — better than the burgundy color, which has been in use for almost 30 years and was viewed by some as outdated.



What happens to the burgundy cross?

Beginning in spring 2012, as resources allow, the LCMS logo cross in blue will begin replacing the burgundy cross at the LCMS International Center. Our goal is to achieve high levels of implementation by year's end, assuming necessary resources are available. External organizations that are licensed to use the LCMS logo cross, such as member congregations, schools and certain LCMS agencies, may continue to use the burgundy cross as long as they wish.

Is the *Witness, Mercy, Life Together* graphic the LCMS' new logo?

No. The traditional, tripartite LCMS cross is the church body's principal identifier along with the words "The Lutheran Church—Missouri Synod." This logo signature should always take the primary position. The tri-emphasis logo — *Witness, Mercy, Life Together* — should take a secondary position for institutional communications. Additional graphics also have been created that will help communicate to people what we do.

Are the new blue logo and the *Witness, Mercy, Life Together* logo always used together?

Not necessarily. By organizing our programmatic ministries under new offices, we may call attention at different times to one particular emphasis — proclaiming the Gospel of Jesus Christ, helping others, or demonstrating how we carry out our life together as the body of Christ. For this reason we have created individual graphics to support each area of emphasis. This includes the introduction of three new brand statements: *Witness Always*, *Mercy Forever* and *Life Together*. Also, the LCMS cross can take on the color palette of the emphasis areas to create greater impact for particular ministry areas of the church.

What happens to all the previous ministry logos?

Some will be kept, and some will be discontinued. Over time the goal is to organize the logos in use by the ministries in the Office of International Mission and Office of National Mission. Our new branding guidelines are intended to harmonize and organize communications — not homogenize it. Each ministry area should still express its mission and activities in creative ways suitable to its audiences. The new branding approach supports this goal.

How can I find out more?

Download a copy of our brochure, *An Introduction to Our New Structure and Refreshed Branding*, at www.lcms.org/brand, or contact us at 888-THE LCMS (843-5267).