



April 4, 2012

Dear Friends in Christ,

This week we are formally introducing refreshed branding for The Lutheran Church—Missouri Synod. One of the most notable changes in our updated branding is an expanded color palette for the LCMS cross logo. This is meant to provide more flexibility for international, national, district and congregational communications.

For years, many congregations and schools have been using colors for the LCMS cross logo other than burgundy, so as to match or complement their school colors. This week, we are introducing blue as a new color choice for the LCMS cross logo. You also will begin to see red, purple and green treatments for the LCMS logo cross.

The rationale for the change in the color of the logo cross is multifaceted. It serves to acknowledge that there has been much change taking place within the church; namely, historic, sweeping changes to the church body's system of structure and governance as a result of the restructuring resolutions. It allows for better integration with the color palette of the *Witness, Mercy, Life Together* emphasis for the church. And, it provides more options for other programs of the church to use a complementary cross logo in their communications.

However, by not altering the shape or the theological intent of the logo cross design, we are conveying that the core of who the LCMS is and what we do remains the same.

This week, you will begin to see the blue logo cross appearing on official Synod communications, including the website, the official periodicals, other publications, brochures, etc. The red, purple and green logo crosses will begin appearing when we talk specifically about witness, mercy and life together work

You may be asking, “Can we keep the burgundy cross logo?” The answer is absolutely. Our refreshed branding standards are widening the colors available for use.

Congregations, schools and districts using the burgundy color or another color they have selected are welcome to continue using it. When and if the time arises for LCMS organizations to reorder or replace ministry resources that include the LCMS cross logo, we would encourage them to consider adopting the blue logo, if that serves their ministry.

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I invite you to learn more about the LCMS' refreshed branding by reading the numerous resources available online at www.lcms.org/brand. Also, look for our ads in *Reporter* and *The Lutheran Witness* and updated exhibits at district conventions this spring.

Meanwhile, if you have questions, please don't hesitate to contact the LCMS Church Information Center at infocenter@lcms.org or 888-843-5267.

In His service,

A handwritten signature in black ink, appearing to read "Gregory K. Williamson". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

The Rev. Gregory K. Williamson
Chief Mission Officer