Lower Susquehanna Synod Graphic Standards
Quick Reference Guide for Rostered Leaders, Congregations, & Partners
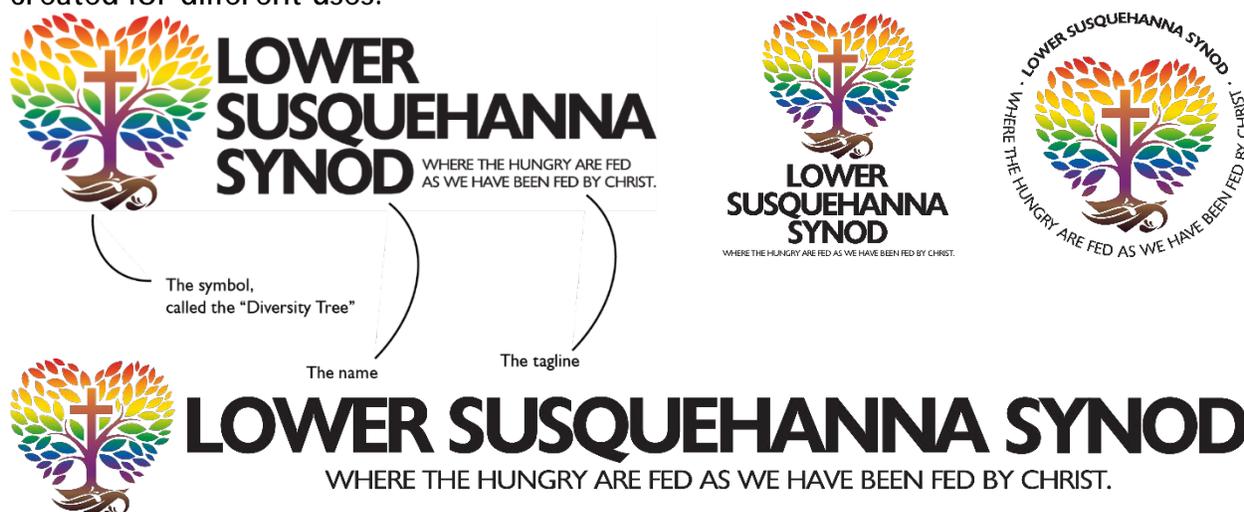
The Lower Susquehanna Synod (LSS) is a multifaceted synod with many missional priorities, and we recognize that no two congregations are the same. There are commonalities that tie us together, such as our belief in the transformative power of grace and our commitment to loving and serving God's creation. Branding consistency can strengthen those ties. The following quick-reference style sheet will help us present a consistent appearance and message to members and non-members throughout our communities and the world.

The Lower Susquehanna Synod Logo

The LSS Logo consists of the LSS symbol or Logomark, called the Diversity Tree, the LSS name, and the LSS tagline. The combination of these three elements together brings the LSS's identity to life. We ask that you use all three elements together whenever possible. There are several variations of the LSS Logo that have been created for different uses.

Logo usage: Colors and Fonts

We are currently using the LSS Logo in 2 color variations: Full color and Black and white. The typeface for the words "Lower Susquehanna Synod" is **Chantilly**, while the tagline "Where The Hungry Are Fed As We Have Been Fed By Christ" is in the typeface **Chantilly Bold.** Both the name of the synod and the tagline are always displayed with all capital letters when used properly in the logo. It is not necessary to use the Chantilly typeface in your documents when using the LSS Logo.

Full Color: The full color logo consists of the Diversity Tree with a rainbow color gradient. Use this for full-color printing and digital use. *Do not use the full color logo for one-color/black & white printing.*

One-Color black: Use this for one-color printing on white or light backgrounds

Logo Usage Standards

The more branding consistency we have, the stronger our organization becomes. Branding consistency can increase the overall visibility of our church throughout the world.

- The logo may be used only in the colors and following the graphic standards mentioned previously.
- Do not alter the tagline in text.
  - You may find it appropriate to remove the tagline in certain situations, but we ask that it is included whenever appropriate.
  - Do not replace the tagline with another tagline.
- Do not alter proportions of type. Do not condense, expand or stretch the fonts or logo.
  - When scaling the logo to a size that fits your needs, be sure to scale it appropriately in every direction.
- Never alter or resize the spacing of the logo's elements.
- When using the LSS Logo in conjunction with your own logo or brandmark:
  - Do not use the Diversity Tree, without the name of the synod.
  - Consider using a vertical line to separate your own logo or brandmark from the LSS Logo.
  - We recommend you use a vertical line when using the LSS Logo with your own.

Do not use the Diversity Tree without the LSS name.

Do not stretch, condense, or expand the logo improperly.

Do not alter colors or print the full color variation in black & white

Do not alter the electronic file or the typeface.

Do not apply noisy or busy backgrounds

Do not alter or replace the tagline

Example of properly using the LSS Logo in conjuction with another logo

Example of properly using the LSS Logo in conjuction with another logo

We have provided Full Color and One-Color Black Logo files for use digital and print use, as well several logo variations that may be used. Use your best discretion when choosing which logo to use. Download logo files and related resources at https://www.lss-elca.org/lss-logo/.