ST. MATTHEW'S
LUTHERAN CHURCH

BRAND
GUIDELINES

BRAND GUIDELINES

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ABOUT

ST. MATTHEW'S
LUTHERAN CHURCH

ABOUT ST. MATTHEW'S LUTHERAN CHURCH

St. Matthew's is a passionate, imperfect community of Christ. We boldly affirm people of all cultures, ages, abilities, stories and experiences, skin tones, sexual orientations, and gender identities. We trust in the ridiculous love of God that shows no partiality. When our unique identities are used to divide or hurt us, we are committed to reconciliation and healing, so that justice, grace and inclusion continue to be our way of life.

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stmatthewsrenton.org

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CONTACT
425-226-2420

MASTER LOGO

ST. MATTHEW'S
LUTHERAN CHURCH

BRAND GUIDELINES

LOGO VARIATION

WHITE BACKGROUND

BLACK BACKGROUND

BLACK COLOR LOGO

WHITE COLOR LOGO

VERTICAL VERSION

LOGO VARIATION

WHITE BACKGROUND

BLACK BACKGROUND

BLACK COLOR LOGO

WHITE COLOR LOGO

HORIZONTAL VERSION

LOGO VARIATION

WHITE BACKGROUND

BLACK BACKGROUND

BLACK COLOR LOGO

WHITE COLOR LOGO

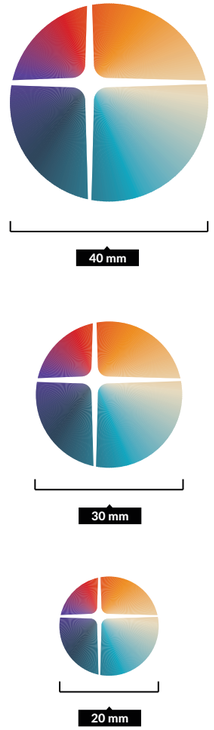
CIRCLE VERSION

LOGO USAGE

LOGO
CLEAR SPACE

LOGO CLEAR SPACE

LOGO CLEAR SPACE



MINIMUM
LOGO USAGE

TYPOGRAPHY

LATO HEAVY

PARAGRAPH FONT

UPPERCASE **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

LOWERCASE **abcdefghijklmnopqrstuvwxyz**

FIGURES **1234567890!@#$%^&*()_+=";?><**

LATO LIGHT

PARAGRAPH FONT

UPPERCASE ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE abcdefghijklmnopqrstuvwxyz

FIGURES 1234567890!@#$%^&*()_+=";?><

WORD SAMPLE

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance.

TYPOGRAPHY

PALATINO LINOTYPE BOLD

PARAGRAPH FONT

UPPERCASE ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE abcdefghijklmnopqrstuvwxyz

FIGURES 1234567890!@#$%^&*()_+=";?><

PALATINO LINOTYPE LIGHT

PARAGRAPH FONT

UPPERCASE ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE abcdefghijklmnopqrstuvwxyz

FIGURES 1234567890!@#$%^&*()_+=";?><

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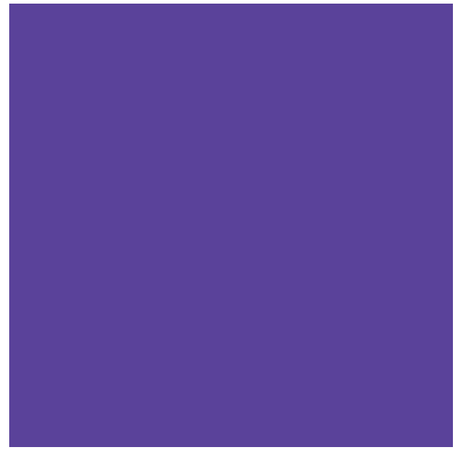
COLOR PALETTE

PRIMARY

HEX : #30A8C0
R : 48 | G : 168 | B : 192
C : 76 | M : 15 | Y : 21 | K : 0

HEX : #F09018
R : 240 | G : 144 | B : 24
C : 4 | M : 53 | Y : 100 | K : 0



HEX : #6048A8
R : 96 | G : 72 | B : 168
C : 79 | M : 89 | Y : 0 | K : 0

COLOR PALETTE

SECONDARY

HEX : #D83030

R : 216 | G : 48 | B : 48

C : 9 | M : 100 | Y : 100 | K : 2

HEX : #E7DABF

R : 231 | G : 218 | B : 191

C : 9 | M : 11 | Y : 26 | K : 0

COLOR PALETTE

TERTIARY

HEX : #616176
R : 97 | G : 97 | B : 118
C : 69 | M : 63 | Y : 38 | K : 17

HEX : #3E5062
R : 62 | G : 80 | B : 98
C : 87 | M : 67 | Y : 44 | K : 31

BRAND GUIDELINES

COLOR PALETTE

GRADIENT
COLOR

NAME USAGE

HOW TO MENTION THE NAME

FIRST MENTION:

EXAMPLES

SECOND MENTION:

EXAMPLES

EXAMPLES:

EXAMPLES

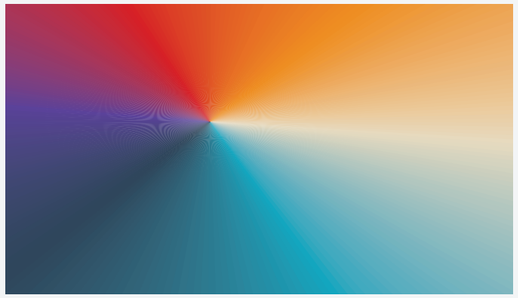
SHOULD NOT BE / INCORRECT USE:

EXAMPLES

BRAND APPLICATION

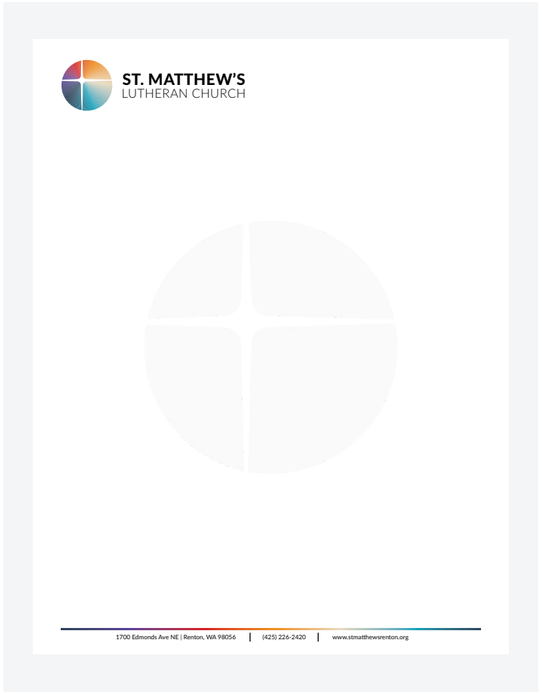
BUSINESS CARD DESIGN

FRONT



BACK

BUSINESS CARD
DESIGN MOCKUP

BRAND APPLICATION

LETTERHEAD DESIGN