



Concordia Seminary

BRAND MANUAL AND STYLEBOOK

JANUARY 2026



BRAND MANUAL

For nearly 200 years, Concordia Seminary, St. Louis has been preparing men for service in the Office of Holy Ministry and women for diaconal service in the name of The Lutheran Church—Missouri Synod. In addition, our Advanced Studies programs serve those who seek advanced theological training as pastors, teachers and other leadership roles. With this rich heritage of service to church and world, the Seminary is renowned across the globe.

Given the worldwide recognition of this institution, Concordia Seminary's brand manual has been created to establish clear guidelines on the consistent use of the Seminary's brand elements. This manual provides a roadmap for communications and serves as an essential tool for Seminary staff and other constituents who work to effectively and joyfully communicate the Seminary's mission.

For questions about information included within this manual or if you have questions about branding that are not addressed within, please contact Seminary Advancement at 800-822-5287 or communications@csl.edu.

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THIS PDF IS INTERACTIVE

Click on any Contents entry to link to the related page in the document. Cross-references, email and website addresses throughout this document are active links.

VISUAL IDENTITY



Concordia
Seminary
ST. LOUIS

shown in Primary Color Palette Green



Concordia
Seminary
ST. LOUIS

shown in Primary Color Palette Gold



Concordia
Seminary
ST. LOUIS

shown in black



Concordia
Seminary
ST. LOUIS

shown in Primary Color Palette Metallic Gold



shown in white

SEAL AND LOGOTYPE

The seal and logotype are the primary branding elements for Concordia Seminary and may be reproduced in Primary Palette colors as well as black and white (reversed out of a dark background).

The seal and logotype may be used separately; however, when used together, the size ratio and spatial relationship of the elements should not be altered. The minimum reproduction size of the seal is 1-inch diameter.

The seal, logotype or both should appear on the cover of all printed materials published by the Seminary and its units. If only the seal appears on the cover, "Concordia Seminary, St. Louis" as typeset copy also must be included, separate from the seal. In certain exceptions (including holiday greeting cards, invitations, Concordia Seminary magazine), the seal or logotype may appear on the back cover or an inside panel.

Do not attempt to create art for the seal and logotype. Digital files for both print and electronic applications can be obtained by contacting Communications. The department will determine which digital file is appropriate for any specific application.

VISUAL IDENTITY

CONTINUED



Concordia
Seminary
ST. LOUIS

shown in Primary Color Palette Green



Concordia
Seminary
ST. LOUIS

shown in Primary Color Palette Gold



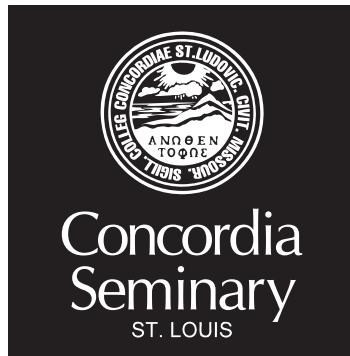
Concordia
Seminary
ST. LOUIS

shown in black



Concordia
Seminary
ST. LOUIS

shown in Primary Color Palette Metallic Gold



shown in white

VERTICAL SEAL AND LOGOTYPE

A vertical configuration of the seal and logotype is available for use in applications where space constraints prohibit use of the horizontal configuration. The same usage guidelines for the horizontal configuration apply to the vertical configuration.

VISUAL IDENTITY

CONTINUED



Concordia
Seminary
ST. LOUIS

Do not distort.



Concordia
Seminary
ST. LOUIS

Do not reproduce in a color other than
a Primary Palette color.



Concordia
Seminary
ST. LOUIS

Do not change the size ratios
or spatial relationships.



Do not print on or reverse out
of a distracting background.



Concordia
Seminary
ST. LOUIS

Do not attempt to recreate.



Concordia
Seminary
ST. LOUIS

Do not tilt.

UNACCEPTABLE USAGE

It is extremely important to maintain the integrity of the primary branding elements. The seal and logotype should not be altered in any way. Do not attempt to recreate the seal or logotype, or reproduce them in colors other than those in the Primary Color Palette.

Digital files for both print and electronic applications can be obtained by contacting Communications.

PRIMARY COLOR PALETTE

NAME	SWATCH	SPOT COLOR	CMYK	RGB	HTML
Green		COATED PMS 343	COATED 98C 0M 72Y 61K	0R 88G 61B	2D6044
		UNCOATED PMS 342	UNCOATED 96C 7M 80Y 33K		
Gold		COATED PMS 117	COATED 0C 18M 100Y 15K	222R 180G 8B	D7BE26
		UNCOATED PMS 110	UNCOATED 4C 17M 98Y 7K		
Metallic Gold		COATED PMS 872	n/a	n/a	n/a
		Use of Metallic Gold is reserved for special applications. Please consult Communications.			

SECONDARY COLOR PALETTE

Based on PANTONE COLOR BRIDGE® Coated (CP) and Uncoated (UP) Libraries

Colors in the Secondary Color Palette have been selected to complement the Primary Color Palette, and can be used in materials to enhance the design. These colors can be used full strength, or tinted to create lighter hues.

SWATCH	PANTONE ID	CMYK	RGB	HTML
	COATED 7421 CP	COATED 18C 100M 45Y 67K	101R 29G 50B	651D32
	UNCOATED 7421 UP	UNCOATED 34C 81M 46Y 26K		
	COATED 202 CP	COATED 9C 100M 64Y 48K	134R 38G 51B	862633
	UNCOATED 201 UP	UNCOATED 8C 89M 59Y 22K		
	COATED 1675 CP	COATED 5C 83M 100Y 27K	169R 67G 30B	A9431E
	UNCOATED 167 UP	UNCOATED 5C 58M 97Y 14K		
	COATED 7630 CP	COATED 29C 82M 50Y 73K	87R 45G 45B	572D2D
	UNCOATED 7630 UP	UNCOATED 20C 78M 70Y 50K		

CONTINUED

SECONDARY COLOR PALETTE

Based on PANTONE COLOR BRIDGE® Coated (CP) and Uncoated (UP) Libraries

SWATCH	PANTONE ID	CMYK	RGB	HTML
	COATED 309 CP	COATED 99C 27M 22Y 80K	OR 59G 73B	003B49
	UNCOATED 309 UP	UNCOATED 99C 32M 34Y 49K		
	COATED 541 CP	COATED 100C 58M 9Y 46K	OR 60G 113B	003C71
	UNCOATED 294 UP	UNCOATED 100C 53M 2Y 21K		
	COATED 2746 CP	COATED 100C 98M 0Y 0K	23R 28G 143B	171C8F
	UNCOATED 2756 UP	UNCOATED 92C 84M 1Y 5K		
	COATED 308 CP	COATED 100C 18M 8Y 50K	OR 88G 124B	00587C
	UNCOATED 308 UP	UNCOATED 99C 10M 14Y 39K		
	COATED 7704 CP	COATED 93C 4M 8Y 24K	OR 133G 173B	0085AD
	UNCOATED 640 UP	UNCOATED 100C 1M 8Y 10K		

CONTINUED

SECONDARY COLOR PALETTE

Based on PANTONE COLOR BRIDGE® Coated (CP) and Uncoated (UP) Libraries

SWATCH	PANTONE ID	CMYK	RGB	HTML
	COATED 5555 CP	COATED 51C 12M 39Y 37K	92R 127G 113B	5C7F71
	UNCOATED 625 UP	UNCOATED 56C 19M 40Y 8K		
	COATED 378 CP	COATED 6C 27M 100Y 12K	201R 151G 0B	C99700
	UNCOATED 385 UP	UNCOATED 22C 11M 91Y 40K		
	COATED 262 CP	COATED 58C 92M 12Y 54K	81R 40G 79B	51284F
	UNCOATED 525 UP	UNCOATED 57C 87M 7Y 22K		

VISUAL IDENTITY

CONTINUED

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book Italic

PREFERRED FONT FAMILIES

The preferred font families that have been selected to support the Seminary brand are **Gotham** and **Minion Pro**.

Samples of the available fonts in these families are shown below and on the following page. To maintain consistency, it is recommended that all headlines and subheads be set in Gotham, and body copy in either Minion Pro or Gotham.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black

VISUAL IDENTITY

CONTINUED

MINION PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro Bold Italic

VISUAL IDENTITY

CONTINUED

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Regular (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Oblique

ALTERNATE FONT FAMILIES

If the preferred fonts families are not available, the alternate font families of **Helvetica, Myriad Pro** and **Times New Roman** may be used. Helvetica is also used in email communications (see Email Signature guidelines).

Samples of the available fonts in these families are shown below and on the following pages.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold Oblique

VISUAL IDENTITY

CONTINUED

MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold Italic

VISUAL IDENTITY

CONTINUED

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold Italic

VISUAL IDENTITY

CONTINUED

SAMPLE PRINT COMMUNICATIONS

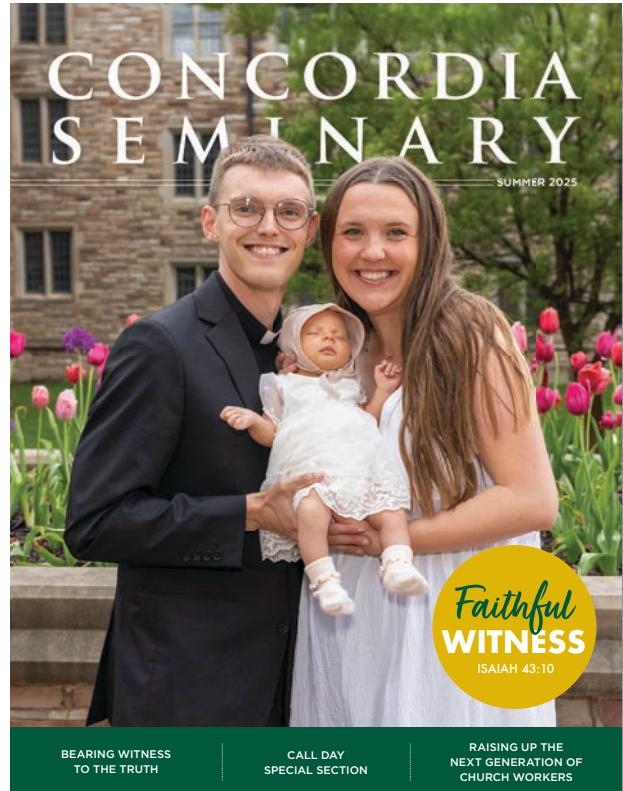


Concordia Seminary has established specific suppliers of designated printed products/services. Please contact Communications to arrange any commercial printing. Find a Communications job request form at csl.edu/communications.

VISUAL IDENTITY

CONTINUED

SAMPLE PRINT COMMUNICATIONS



CONCORDIA SEMINARY
SUMMER 2025

Faithful WITNESS
ISAIAH 43:10

BEARING WITNESS TO THE TRUTH | **CALL DAY SPECIAL SECTION** | **RAISING UP THE NEXT GENERATION OF CHURCH WORKERS**



TORNADO STRIKES St. Louis

SEMINARY RESPONDS WITH FAITH AND FORTITUDE

BY SARAH MANEY

On May 16, a powerful EF3 tornado ripped through St. Louis, with peak winds of 152 mph. The storm carved a 23-mile-long path of destruction, up to half a mile wide, damaging thousands of buildings, injuring at least 38 people and claiming five lives.

Among the impacted areas was Concordia Seminary, struck just hours after the Theological Diploma Service concluded and causing the evening's

Commencement exercises to be postponed. While the campus suffered considerable damage — especially to trees and power lines — no injuries were sustained.

Rising to the Challenge

Steve "Kris" Allen, site director of maintenance repair with C&W Services, recalled the frantic hours after the storm hit.

"After the tornado, the phones were nonstop. Everyone wanted to know what we were going to quickly figure out our priorities," says Allen. "Power lines were down near several faculty houses — that became our top concern. Then we turned our focus to the chapel, which had some windows blown out."

As Allen coordinated the initial response, a call came in that would change everything: a volunteer from Lutheran Early Response Teams (LERT) was asking to help. Allen, unfamiliar with the group at the time, soon learned just how prepared and committed they were.

"They didn't just show up — they arrived like an army," Allen says. "Thirty people, all with their own equipment — chainsaws, skid steers, high lifts."

LERT volunteers, who serve as part of The Lutheran Church—Missouri Synod's (LCMS) Disaster Response ministry, are trained to respond in times of disasters.

The tornado felled over 150 trees across the campus. But with swift coordination, 75 volunteers helped clear the path to Chapel Plaza by the end of the first day — and made it possible for the Commencement exercises to proceed the following evening.

"It was amazing," Allen says. "People brought food, water — everyone just pitched in. We wrapped up around 4 p.m. It was a huge blessing."

A Commitment Beyond Cleanup

LERT's support did not end after day one. Volunteers remained on campus for seven consecutive days, assisting with recovery and pledging to return monthly for the next year to grind stumps and continue restoration work.

"We do this because we're blessed," says Kris Schulte, a LERT team leader. "We believe we're called to be the hands and feet of Jesus. We serve with joy and gratitude — wherever we're needed."

Beyond manpower, the team donated a stump grinder and provided chainsaw safety training to Seminary staff and students.

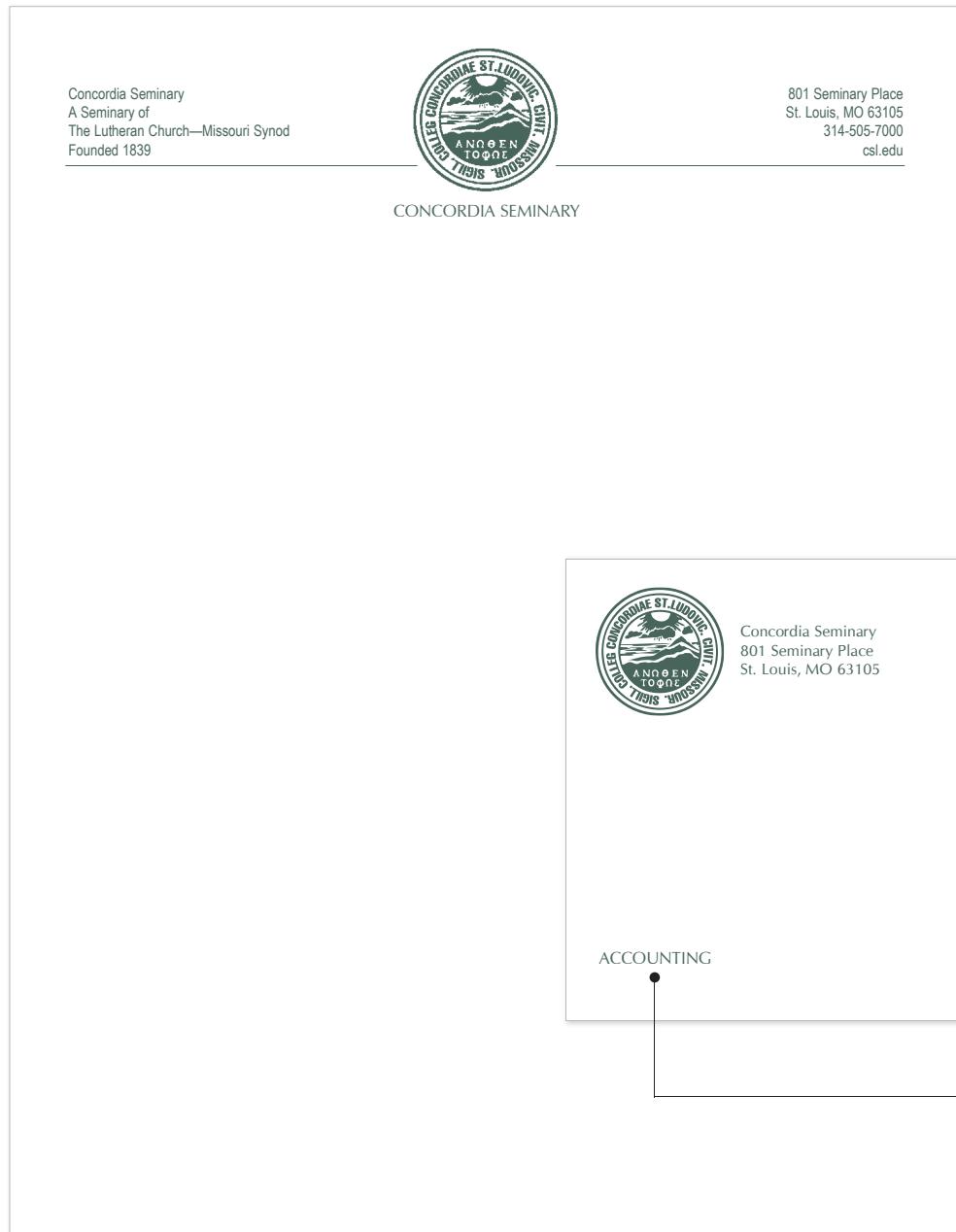
"Kris came out and trained six people right away," Allen says. "He'll be back to train even more local LERT volunteers. It's about more than just cleanup — it's about preparing us for the future."

Allen also marveled at the near-miraculous way many of the trees fell. "About 95% of them landed in the one direction that avoided serious damage. Just a two-foot difference in some cases, and it could've been devastating. We were completely blessed."

On May 25, during campus devotions, LERT volunteers presented a symbolic gift to Seminary President Dr. Thomas J. Egger: a cross-section from a felled oak tree, signed by the volunteers. It now serves as a powerful reminder — of the storm's force, of God's protection and of the unwavering strength of the community.

Sarah Maney is the communications manager at Concordia Seminary, St. Louis.

BUSINESS PAPERS



LETTERHEAD AND ENVELOPE

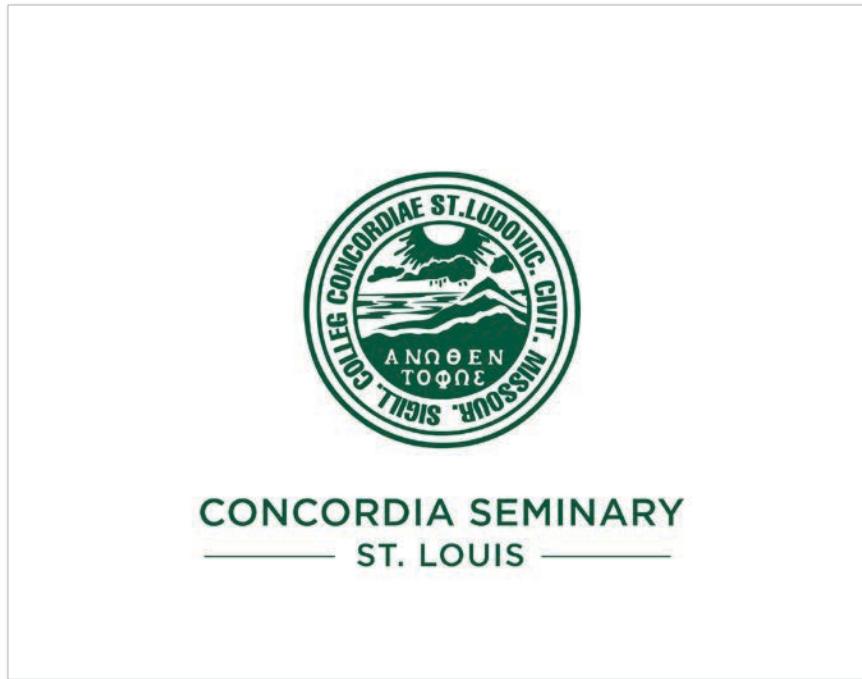
The standard Seminary letterhead and envelope are shown here. All departments use standard letterhead, with the exception of the Office of the President and Seminary Advancement. Electronic MS Word and PDF templates of the standard letterhead are available for download on SemNet.

Envelopes with department signatures are ordered on an annual basis.

Please contact Communications to request printed supplies. Find a Communications job request form at csl.edu/communications.

BUSINESS PAPERS

CONTINUED



NOTE CARD AND MAILING LABEL

The standard Seminary note card and mailing label are shown here. Please contact Communications to request printed supplies.

Find a Communications job request form at csl.edu/communications.



BUSINESS PAPERS

CONTINUED

Concordia Seminary
A Seminary of
The Lutheran Church—Missouri Synod
Founded 1839



CONCORDIA SEMINARY

Month XX, 2018

Dr. John Q. Sample
Concordia Seminary
0000 Main Street
City, ST 00000

Dear Dr. Sample:

Iquibus. Henimolorro dolore dolor aut ut voloraeperum lab ipicim que autemps est, nesciunt voluptas at res equae laboreruptis remperro consecet, ommoluptae molor simusciendit dolorro quis dunture ssimus mostium con cone peratem ipsamusa nullendia culparum natquia tiaeest, que offic teceatas et lit quo blandan daesed que porume et uta dolorio. Niae a et pro dolutem.

Modit eius aut etus soles aspelis voluptas am, qui con experum autest, quatia doles dit occatet, volecte pedis aut molor receaquam, conet volorep ernatur.

Disciur ibusciis re, am, vendicit, ad que dolum qui culpa sunt, sitionsed eosia qui volore, venis doluptiosae. Cil idem everferunt occupati tem fugiae. Nam, corescid et veliqui quas dolestet odic doloruptatem nonseque volupt: inciet, te mos serum fugit essir
pedis ad quae derate cor aut e

Ant que quid ex experit quossi labore mi, ommolorem verum que voluptatem essum nem fug seque conseque quam et ilitium peratem ipsamusa nullendia cu

Sincerely,

Vicki Biggs
Senior Vice President, Semina
Chief Communications Officer

ACCOUNTING

P.S. Sed quas maio blaut quam aut qui dem alia quo volum nol

801 Seminary Place
St. Louis, MO 63105
314-505-7000
csl.edu

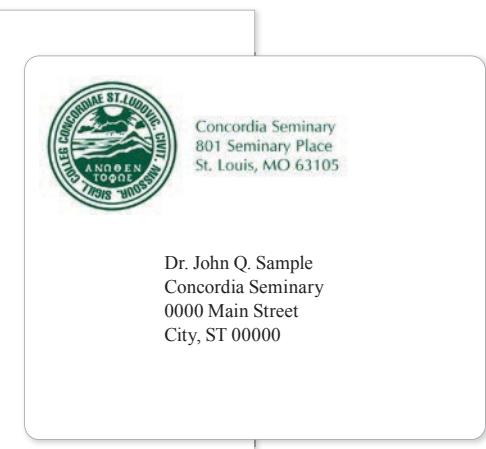
FORMATTING AND LAYOUT

Letters are set up with 1-inch left and right margins, using single-spaced 12-point Times New Roman. The entire letter is a flush-left layout, and paragraphs are separated by a single blank line.

Envelope and mailing label addresses are also set in single-spaced 12-point Times New Roman.

Electronic MS Word and PDF format templates of the standard letterhead, as well as an MS Word template of the mailing label, are available for download on SemNet.

Request digital signature files from Communications for a mass mailing or electronic letter. Find a Communications job request form at csl.edu/communications.



BUSINESS PAPERS

CONTINUED

name
title, department

street address
city, ST ZIP code
office phone
cell phone (optional)
fax (optional)
email
website

academic degrees above bachelor's
are included, following name

Back of the card

Matthew M. Daley, C.P.A.
Controller

801 Seminary Place
St. Louis, MO 63105
314-505-7306 office
314-302-5003 cell
314-505-7338 fax
daleym@csl.edu
csl.edu



CONCORDIA SEMINARY

Peter Nafzger, M.Div., Ph.D.
Assistant Professor of Practical Theology

801 Seminary Place
St. Louis, MO 63105
314-505-7011
nafzgerp@csl.edu
csl.edu
concordiatheology.org



CONCORDIA SEMINARY

CONSIDERING A CAREER
IN *Church Work?*



Scan the code
and we will
be in touch!



BUSINESS CARD

To order business cards, please contact Communications. See samples at left for information to be included on cards.

Find a Communications job request form at csl.edu/communications.

BUSINESS PAPERS

CONTINUED



BUILDING DIRECTORY SIGNAGE

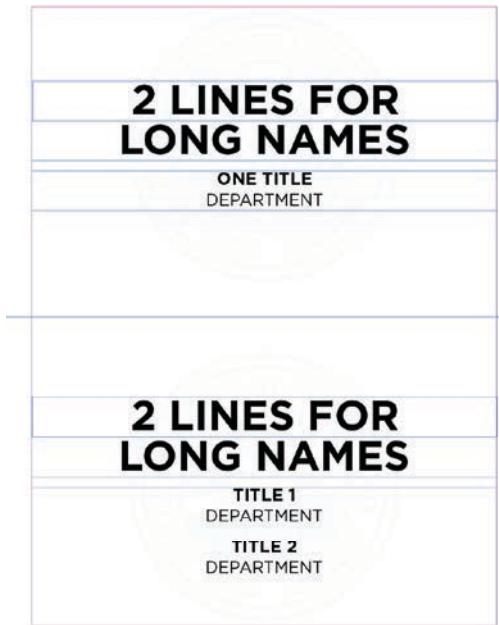
Font: Gotham Bold

- Floors are listed from the top floor down. (3, 2, 1)
- Department names are listed first in alphabetical order, followed by office numbers in numeric order.
- The names of individuals are listed below each department when applicable.
- Department names are listed only with the person who leads the department.
- Titles are listed for director level and above.
- Individual offices are listed for all buildings with the exception of Loeber Hall and the Student Services Building.
- Include both Rev. and Dr. when applicable.
- Include titles of other rostered church workers. (DCE, Deaconess)
- Directory signs are updated three times a year: fall, winter and summer.

If you need to request an update to the directory signs, contact Communications.

BUSINESS PAPERS

CONTINUED



The space between the name and title should not be altered from the original InDesign template.

OFFICE SIGNAGE

Font: Gotham Bold

- There are three templates for various buildings: Library, Pieper, and one for the rest of the buildings.
- Include both Rev. and Dr. when applicable.
- When Rev. Dr. forces the name onto a second line, separate the two lines as follows: Rev. Dr. (line one), name (line two). If the name goes onto a second line regardless of the title, split the lines up as evenly as possible while keeping the name on only two lines.
- Faculty with multiple titles should be listed as follows:
 - Teaching
 - Chair
 - Dean
 - Director

BUSINESS PAPERS

CONTINUED



The space between the name and title should not be altered from the original InDesign template.

ELECTRONIC

name (RGB 0:88:61)
title, department

street address, building/room
city, ST ZIP code
office phone

toll free phone (optional)
cell phone (optional)
fax (optional)

email (all lowercase)
website (all lowercase)

links to social media (optional)
(link graphics available from
Communications)

Vicki Biggs

Senior Vice President, Seminary Advancement
Chief Communications Officer
Concordia Seminary
801 Seminary Place
St. Louis, MO 63105
314-505-7266 office
000-000-0000 toll free
314-556-3829 cell
000-000-0000 fax
biggsv@csl.edu
csl.edu



#WhoWillGoForUs

EMAIL SIGNATURE

- Helvetica or Arial 10-point. text, name bold
- Prefixes of either Rev. or Dr. but in the case where a person has earned both, just use Dr.
- Upper and lowercase letters for name, Concordia Seminary, title, division, address and office location
- Office location optional on external email signature
- Lowercase letters for office, toll free, cell and fax number designation
- Email address all lowercase
- Email and website can be hyperlinks
- Do not use stationery or other background images, unless you are sending an approved e-blast
- If using a quote, please use the Seminary Mission Statement:

Concordia Seminary serves church and world by providing theological education and leadership centered in the Gospel of our Lord Jesus Christ for the formation of pastors, missionaries and leaders in the name of The Lutheran Church—Missouri Synod.

If you need assistance setting up an email signature, contact Communications or Technology Services.

Find a Communications job request form at csl.edu/communications.

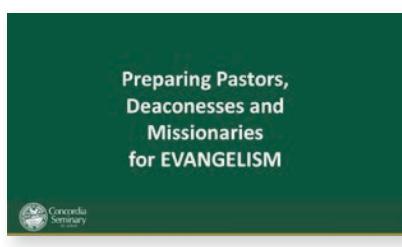
ELECTRONIC

CONTINUED

Standard PowerPoint Template



4:3



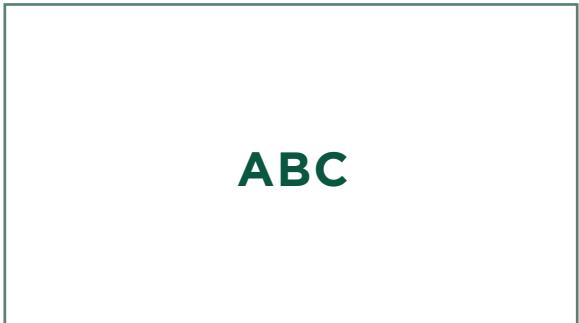
16:9
(preferred)

POWERPOINT TEMPLATE

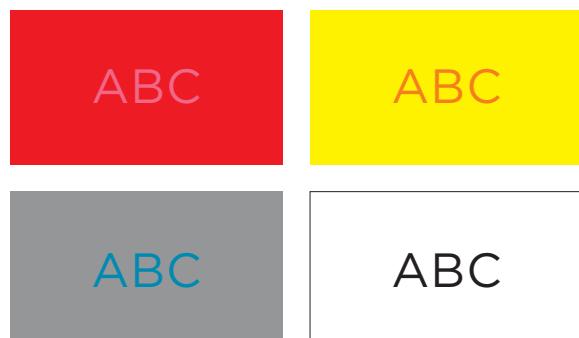
The standard MS PowerPoint template is available for download on SemNet.

The 16:9 slide format is preferred because it matches modern screens, projectors and online platforms, offers a wider layout that looks more professional and allows more content on each slide. It is the standard slide format for most presentations today and is ideal for presentations viewed on laptops, TVs or streamed online. However, some older projectors and equipment may still use the 4:3 format which can cause 16:9 slides to appear cropped or distorted. In those cases, creating or converting slides to 4:3 ensures the presentation displays correctly.

For assistance in developing presentations for lectures or presentations on campus, please consult our enclosed Presentation Guide.



We recommend using a light background and dark-colored text for easier readability. Alternatively, depending on the number of slides used, a dark background and light-colored text can also work.



Avoid the above combinations because they are hard to read when projected.

PRESENTATION GUIDE

These guidelines are designed to ensure your presentations look professional and engaging, and are applicable when creating PowerPoint or Keynote slides for lectures, presentations and other digital media. If you need assistance or have a question, contact the Technology Services Help Desk at helpdesk@csl.edu.

SET UP

All of our projectors are able to display full high-definition (1920 x 1080) resolution. Therefore, be sure to develop your presentation with a 16:9 aspect ratio. This also will ensure that your slides will display properly when the presentation is recorded and the slides are overlayed with the live video.

Computer monitors have a much higher resolution and your presentations will look different in a large room or from a distance. The fonts and colors must be chosen well in order for the presentation to display clearly.

FONTS AND BACKGROUNDS

To determine whether your presentation will be visible is to make your presentation full screen, stand back about 10 feet from your screen and see whether you can read the text and see the pictures well.

Use a darker background with lighter text. A blue, gray or green background overlaid with off-white or light yellow text works well.

Use light-colored text on a dark background (preferred) or dark text on a light background.

Avoid the following color combinations:

- Red and pink — the colors will bleed
- Bright yellow and orange — they are difficult to read onscreen
- Blue text on gray background — does not project well
- Black text on a white background — too much contrast to display well



The above background and text combination should always be avoided.

Sample

Serif font

Sample

Sans-serif font

PRESENTATION GUIDE CONTINUED

Avoid using backgrounds with low contrast (patterns or gradient) that will interfere with the text display.

Transparent or solid embossed watermarks should be used sparingly.

FONT CHOICE

There are two main categories of fonts: fonts with a serif and fonts without a serif (sans-serif). The serif is the “foot” at the bottom and top of letters. The serif is helpful for large bodies of text to lead the eye from one word to the next. However, for long distances it is better to use a sans-serif font because it is clearer on the screen. Thin serif fonts such as Times and Times New Roman will cause “noise” on the screen and are difficult to read.

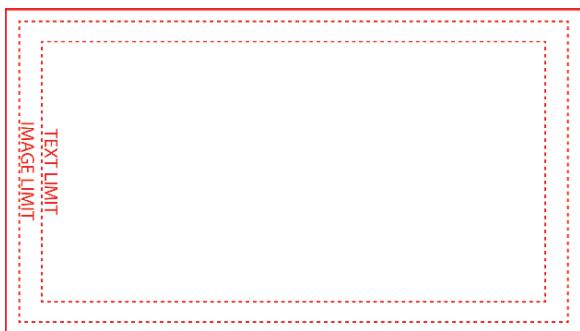
We highly recommend you use sans-serif fonts for your presentation. These are a recommended list of sans-serif fonts:

- Arial
- Gotham
- Helvetica
- Myriad Pro
- Calibri

If you must move your presentation between Windows and Mac, we recommend using Arial. This font works well on both systems. Use Arial to move your presentation from one computer to another or when copying text from a PowerPoint presentation to Keynote.

FONT SIZE

- Use at least 44 point font for headings.
- Use at least 28 point font for legible body text



Safe-title Area

PRESENTATION GUIDE CONTINUED

FONT STYLE CONSIDERATIONS

- Use italics sparingly, as it is more difficult to read on screen.
- Use bold for emphasis only.
- Avoid underlining as much as possible. Use thick underlining if you must use it.
- Thin (one point/pixel) horizontal lines will appear to vibrate on a television screen.
- DON'T USE ALL CAPITALS. It is more difficult to read as the eye tries to discern patterns.
- Allow ample space between lines. Set line spacing to 1 1/2 or 150 percent of font size.

SLIDE LAYOUT

It is always best to leave a margin or border around the edge to prevent any text or pictures from being cut off. Computer screens and video players have different proportions. To ensure your entire slide appears on the screen, keep a “safe-title area” around the edges of your presentation.

One way to help ensure safe margins is to add a 72 point size “1” or capital letter “M” and use that as a size reference. All text and graphics should be inset the distance of either the “1” or the “M” from the edges of your slide.

LAYOUT SUGGESTIONS

- No more than six words per line.
- No more than six lines per slide and avoid long sentences or paragraphs (use handouts).
- Left justify all text (except titles).
- Use standard, sans-serif fonts, unless for thematic or emphasis purposes (use those sparingly).
- Use larger fonts to indicate more important information.
- Avoid abbreviations and acronyms where possible.
- Keep it simple and straightforward.

PRESENTATION GUIDE CONTINUED

ANIMATIONS

While animation and text layering (having one text line appear at a time) may be a useful way of focusing audience attention on specific points, excessive use may be distracting.

Keep it simple — make text “appear” rather than “fly in” (especially when planning graphics for streaming video), as any superfluous motion and sound effects can be distracting.

Fancier effects may not be seen on a recording depending when the live video and slides are alternated. Keep it simple and only use the fancy “fly in” and “machine gun text” effects sparingly.

GRAPHIC ELEMENTS

GRAPHICS:

- Should balance the slide
- Should enhance and complement the text, not overwhelm it
- No more than two graphics per slide
- Avoid using images or graphics with small details and fine lines (1 point).

GRAPHS AND CHARTS:

- Keep them simple
- Use preferred colors and fonts
- Avoid using fine lines and too much detail
- Preview from a distance to ensure legibility by standing 10 feet from your screen

VIDEO AND AUDIO:

- If copying your PowerPoint presentation from CD or DVD to a presentation computer, keep all files in a single folder and copy that folder across with all its contents.
- When creating video clips, try to keep higher quality settings and larger formats. Be careful that file sizes don’t get too large as this may hamper storage or easy playback.
- To increase the size of video presentation window, press the shift key when dragging the window “handle” to keep the aspect ratio the same.

PRESENTATION GUIDE CONTINUED

- Make sure that the media team has time to test your multimedia-rich presentation. Player and plug-in versions must be compatible. Also, let us know in advance if your presentation contains audio.

Note: Even if you are using your own laptop, some special technical requirements must be met, so bring your computer in ahead of time.

COPYRIGHT

You must obtain copyright clearance for images or other materials before using them. If you are using images, be sure that you have the proper permission or are under a general public license that allows for use. If you need additional assistance or have questions about your presentation please contact Communications.

WEBSITE



Concordia Seminary's website serves a vital role in representing the institution to its constituents. For some, the website may be the first impression visitors have of the Seminary; for others, it is a vital source of information and resources. Thus, the maintenance of the website is an important matter. To request edits or updates to information on the website, please write to web@csl.edu.

Communications will manage annual reviews of the content throughout the site.

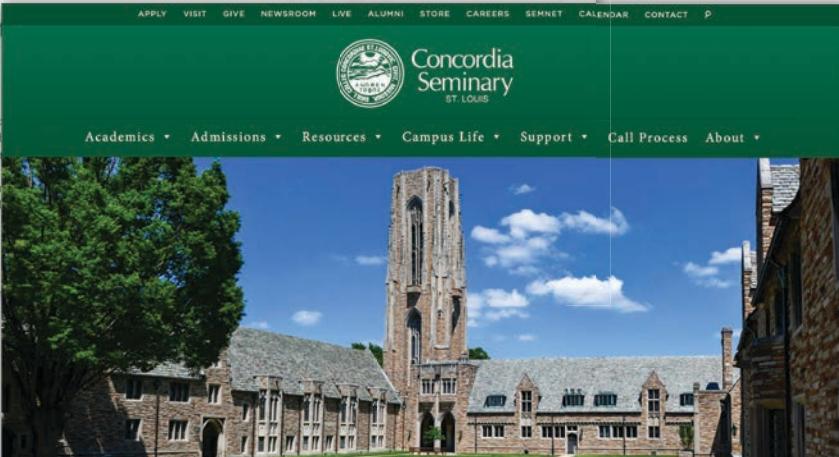
Admissions > Apply

Start Your Application

Step 1: Submit Your Information

You may be brand new to the Seminary application process and just have some questions. Or, perhaps you have thought about applying to the Seminary for a long time and are ready to begin the application process. The first step on this journey is to share your contact information with us and indicate your program of interest.

JOIN OUR CONTACT LIST



Discernment

Become a Student

Does taking the next step in your future include enrolling at Concordia Seminary, St. Louis? Whether you have just begun to explore this possibility or you have considered attending the Seminary for a long time, we can't wait to talk with you.

BEGIN A CONVERSATION

EXPLORE OUR PROGRAMS

FEATURED EVENTS

#WhoWillGoForUs



VIDEO PRODUCTION

Concordia Seminary, St. Louis is a private institution and owns the exclusive rights to images of its buildings, grounds, landmarks and all other property. The Seminary also owns the exclusive rights to its names and official symbols.

The Seminary maintains video production capabilities within Communications. All requests for use of Seminary-owned video or for any outside production must be approved by Communications prior to production. Concordia Seminary reserves the right to limit permission to entities whose purpose is in line with the Seminary's values and mission. The campus of Concordia Seminary cannot be shut down for any production, and disruption must be kept to a minimum. All video crews will be supervised by a Seminary representative.

All non-Seminary groups must submit an official request to:

Vicki Biggs
Senior Vice President, Seminary Advancement
Chief Communications Officer
Concordia Seminary, St. Louis
801 Seminary Place
St. Louis, MO 63105
biggsv@csl.edu
314-505-7266

All requests must include:

- A written statement of intent describing the reasons and purposes for using Seminary video or filming on Seminary property.
- A copy of the script (if one is being used). This copy must include a description of how images or video of the Seminary will be used.
- Liability waiver, releasing Concordia Seminary and its employees, students and other agents from any injury sustained during a production. In addition, acknowledgement that any damage sustained to Seminary property will be the responsibility of the video producer.
- Clearance from Ministerial Formation for the inclusion of students.
- Agreement to identify "Concordia Seminary, St. Louis" in credits (where applicable).

Members of the news media are not subject to the above policy. However, the news media is required to contact Communications before their arrival and must be supervised by a Seminary representative while on campus.

VIDEO PRODUCTION

CONTINUED

INTERNAL GUIDELINES

The purpose of these guidelines is to help our staff to create video footage that meets the style and branding guidelines of Concordia Seminary, St. Louis.

VIDEO FEATURES

GRAPHICS:

To maintain a consistent standard of videos displayed on our website and social media sites, there are several graphics available to use, which must be included in any Seminary-represented videos and cannot be altered. If you need a specific graphic, it must be created by Communications.

Contact: Communications at communications@csl.edu or find a communications job request form at csl.edu/communications.

SCRIPTS:

Communications must sign off on any topic, script and interviews used for videos that bear the Concordia Seminary name and branding. Communications staff also will work through the intended audience, purpose and expected outcomes of this video.

Contact: Communications at communications@csl.edu or find a communications job request form at csl.edu/communications.

VIDEO FOOTAGE:

Concordia Seminary maintains B-roll of campus landmarks, large-scale events, classes, campus life and aerial images. These can be used with permission.

Contact: Communications at communications@csl.edu or find a communications job request form at csl.edu/communications.

INTERVIEWS:

Concordia Seminary maintains a video studio in the basement of Sieck Hall, with microphones, chairs and sets conducive to conducting interviews. The studio can be set up for a one person stand-alone or an interview with two, three or four participants. Any number of participants above four would need to be discussed and approved. A TelePrompter is available; a script is required 24 hours prior to shooting time. Interview subjects should dress appropriate to the subject matter: for topics of a serious nature, clerical attire or business dress (suit) is expected; for informal and light-hearted topics, business casual is the norm. Solid dark colors, beige and light pastels are best choices for wardrobe. Avoid small stripes, checks, tweed, plaid, busy patterns, bright red, bright white and distracting (and noisy) jewelry.

Contact: Communications at communications@csl.edu or find a communications job request form at csl.edu/communications.

VIDEO PRODUCTION

CONTINUED



Dr. Thomas J. Egger
President
Concordia Seminary, St. Louis

FORMATTING GUIDELINES:

Keep all video and graphics within the title safe area.

Shoot in 16:9 widescreen and 720p/1080p High Definition (Progressive).

Save using a H.264 codec and as a mpeg4 format.

If using a lower third, you must use the Seminary's lower third. It may not be altered. The subject's name (including professional prefix, if applicable) is on the top line, the subject's official title is on the bottom line.

MERCHANDISE AND APPAREL



Branded merchandise is available for purchase at the Campus Store.

Departments are requested to consult with Communications before independently placing an order for promotional items over and above what is available in the store, as needed items may already be on hand given the inventory the department maintains. Also, this may represent budget savings to departments.

The Concordia Seminary Stylebook lists exceptions to the *Associated Press Stylebook* and the *Chicago Manual of Style* (if such exceptions exist). Terminology specific to Concordia Seminary also is included. For material not covered by the stylebook or to resolve any conflicts, consult the following references in the order listed:

1. *LCMS Stylebook*
2. *Concordia Publishing House (CPH) Stylebook*
3. *Associated Press Stylebook*
4. *Chicago Manual of Style*
5. *Webster's New World College Dictionary*

A

&: Use only as part of a formal name or in certain graphic designs.

Abbreviations (and acronyms): The first time the name of our church body or a related agency is used, it should be spelled out in full. The acronym should be typed immediately after the name in parentheses. Do not separate the letters of acronyms with periods or hyphens. Examples:

- The Lutheran Church—Missouri Synod (LCMS)
- Concordia Historical Institute (CHI)
- Lutheran Hour Ministries (LHM)
- LCMS Foundation (FND)
- Lutheran Church Extension Fund (LCEF)
- Center for Hispanic Studies (CHS)
- Specific Ministry Pastor Program (SMP)
- Ethnic Immigrant Institute of Theology (EIIT)
- Cross-cultural Ministry Center (CMC)
- Concordia University System (CUS)
- Seminary Women's Association (SWA)
- Concordia Publishing House (CPH)
- Lutheran Immigration and Refugee Services (LIRS)
- Lutheran Women's Missionary League or
Lutheran Women in Mission (LWML)
- Lutheran World Relief (LWR)
- Student Association (SA)

Please list the full names of sites on campus.

- **Yes:** Loeber Hall II **No:** Loeber II

academic degrees: M.Div., M.A., S.T.M., Ph.D., M.A., D.Min., M.S.W.

Adopt-A-Student or AAS

Advanced Studies: Includes the following programs: Master of Arts (M.A.), Master of Arts (M.A.) with Deaconess Certification, Master of Sacred Theology (S.T.M.), Doctor of Ministry (D.Min.) and Doctor of Philosophy (Ph.D.). Note: Master of Arts (M.A.) with Deaconess Certification also is part of Ministerial Formation.

Advent

adviser

After Chapel Concerts

Alumni Reunion**American Kantorei**

apostle: Lowercase: the apostles, the apostle Paul, the 12 apostles; but: the Twelve, the Eleven.

Apostles' Creed: See creeds and confessions.

apostolic: Uppercase when referring to the apostles themselves; otherwise, lowercase.

Example: Apostolic Fathers, apostolic church, apostolic succession.

article titles: Use quotes. Example: “Where we are and where we’re headed.”

athletic fields: Grassy area west of the chapel.

B

Benidt Center: Johann Hinrich Benidt Seminary Center. Building includes Koburg Hall, Wartburg Hall, kitchen, Food Bank, Re-Sell It Shop, Community Room.

Bible: Capitalize all references to the Bible, including Scriptures, God’s Word, the Word, etc. Do not capitalize the adjectives biblical and scriptural, however. Also, lowercase scripture when used as term for religious writings like Buddhist scriptures. See Scripture(s). When citing chapter and verse with a quote, the citation should be in parentheses following the closing quote mark and before the period: “God is love” (1 John 4:16 ESV).

Spell out the names of books of the Bible when used with a chapter number but no verse (Genesis 1, 1 John 3) or at the beginning of a sentence (in which case also spell out First, Second or Third: First Chronicles 3:12 says ...). When otherwise citing chapter and verse (Gen. 1:7), abbreviate as follows:

Old Testament

Genesis	Gen.	I Kings	I Kings	Ecclesiastes	Eccl. I	Amos	Amos
Exodus.....	Ex.	II Kings	II Kings	Song of Solomon.....	Song of	Obadiah	Obad.
Leviticus	Lev.	I Chronicles.....	I Chron.		Solomon	Jonah.....	Jonah
Numbers	Num.	II Chronicles.....	II Chron.	Isaiah	Is.	Micah	Micah
Deuteronomy	Deut.	Ezra	Ezra	Jeremiah	Jer.	Nahum	Nah.
Joshua.....	Joshua	Nehemiah.....	Neh.	Lamentations.....	Lam.	Habakkuk	Hab.
Judges	Judges	Esther.....	Esther	Ezekiel.....	Ezek.	Zephaniah	Zeph.
Ruth.....	Ruth	Job.....	Job	Daniel	Dan.	Haggai	Hag.
I Samuel	I Samuel	Psalm.....	Ps.	Hosea	Hos.	Zechariah	Zech.
II Samuel	II Samuel	Proverbs.....	Prov.	Joel	Joel	Malachi	Mal.

New Testament

Matthew	Matt.	Galatians	Gal.	Titus	Titus	III John	III John
Mark	Mark	Ephesians	Eph.	Philemon	Phil.	Jude	Jude
Luke	Luke	Philippians	Phil.	Hebrews	Heb.	Revelation	Rev.
John	John	Colossians	Col.	James	James		
Act	Acts	I Thessalonians	I Thess.	I Peter	I Peter		
Romans	Rom.	II Thessalonians	II Thess.	II Peter	II Peter		
I Corinthians	I Cor.	I Timothy	I Tim.	I John	I John		
II Corinthians	II Cor.	II Timothy	II Tim.	II John	II John		

(Note: The final book of the Bible is Revelation, not Revelations.)

biblical translations: The English Standard Version (ESV) is the Bible translation generally used in LCMS publications and study materials. Some of the other popular Bible versions include:

- King James Version (KJV)
- New King James Version (NKJV)
- American Standard Version (ASV)
- New American Standard Bible (NASB)
- The Living Bible (TLB)

When citing a passage from a Bible, use capital letter abbreviations following the chapter and verse. (A website helpful for determining from which translation a passage is taken is biblegateway.com). For example, for the King James version: The quote was from Matt. 18:19-20 (KJV). Or: Jesus said, “Verily I say unto you, Whatsoever ye shall bind on earth shall be bound in heaven; and whatsoever ye shall loose on earth shall be loosed in heaven” (Matt. 18:19 KJV). Books of the Bible are only abbreviated when both the chapter and verse are included.

biblical events and concepts: In general, uppercase the names of biblical events and concepts when used as unmodified phrases and lowercase when they are clarified phrases: the Flood, the incarnation of Jesus Christ, the Resurrection, etc.

BWV: The BWV (Bach-Werke-Verzeichnis) is a catalog of J.S. Bach compositions. Use BWV on all references.

C**call (call, called)**

Call Day: Two services are held on Call Day: Call Service and Assignment of Vicarages and Internships Service. Do not use “Call Day Service.”

Campus Store

carillon

capitalization: Capitalize titles before names but lowercase when they appear after a name. Example: President Dr. Thomas J. Egger or Dr. Thomas J. Egger, president of Concordia Seminary. Do not capitalize words that are not proper nouns. Example: psychologist.

catechism: Capitalize but do not italicize when the Small Catechism or the Large Catechism is meant and not previously referred to. Lowercase in subsequent references after the Small Catechism or the Large Catechism is identified or previously referred to. Lowercase when not referring to a specific catechism or when referring to more than one catechism: the catechisms. Uppercase and italicise when citing the exact name of a publication. Example: *Luther's Small Catechism with Explanation*.

catholic: The universal church. Capitalize when the Roman Catholic Church is meant.

Center for the Care of Creation**Center for Hispanic Studies (CHS)****Center for Reformation Research****Center for Stewardship****Center for the Study of Early Christian Texts (C-SECT)**

certificate programs: The following programs award certificates instead of academic degrees: the Residential Alternate Route (RAR), Center for Hispanic Studies (CHS), Ethnic Immigrant Institute of Theology (EIIT), Specific Ministry Pastor (SMP), Online Deaconess Studies (ODS) and Cross-cultural Ministry Center (CMS).

chapter: Capitalize in references to specific chapters; otherwise, lowercase: Chapter 3, the next chapter.

Chapel of St. Timothy and St. Titus**child care**

Christ the Cornerstone: The Campaign for Concordia Seminary: Use the full name of the campaign on first reference and write it in italics. Use "Christ the Cornerstone Campaign" or "the campaign" on subsequent references without italics: The Christ the Cornerstone Campaign began Jan. 1, 2024.

CSToday: Monthly staff/faculty newsletter

Christ Child**Christian Law Enforcement Chaplaincy**

Christlike

church: Lowercase in all uses except when referring to a specific church. Example: St. Paul's Lutheran Church, the Lutheran church. Note: To ensure the accuracy of the way a church writes its name, please refer to its website.

churchwide

commandment: Capitalize when referring to one of the Ten Commandments, otherwise lowercase. Example: the First Commandment, the Seventh Commandment, the commandments, a commandment.

commas in a series: When three or more items are listed in a series and the last item is preceded by and, or or nor, do not place a comma before the conjunction. However, place a comma before the concluding conjunction or before a complex series of phrases for the purpose of clarity. Example: red, white and blue; I had orange juice, toast, and ham and eggs.

Commencement

Communion: See Sacraments

Concordia Journal: Theological journal published four times a year. When written in a sentence, include “the” before Concordia Journal. Example: The Concordia Journal is a theological publication.

Concordia Plans

Concordia Seminary Author Reception: Former name is the Faculty Author Reception.

Concordia Seminary Music Series (formerly Concordia Seminary Concert Series): Annual concert and music arts series at Concordia Seminary that includes Hymn Festivals, Services of Sacred Music, After Chapel Concerts and Summer Carillon Concerts. On second reference, use lowercase music series

Concordia Seminary magazine: Published three times a year; chronicles news, issues and current events. (Note: “magazine” is not formally part of the publication’s name.)

Concordia Seminary, St. Louis: Always use a comma between Concordia Seminary and St. Louis, never a dash, hyphen or anything else. Avoid placing a comma after St. Louis in most uses.

- Concordia Seminary
- the Seminary
- CSL
- seminarian
- Seminary student (if referring to a student enrolled at Concordia Seminary, St. Louis)
- Sem (typically not used in formal documents)

concordiatheology.org: Seminary faculty blog site

Concordia Theological Seminary, Fort Wayne, Ind. (CTFW)

Concordia University System (CUS): The LCMS Concordia University System includes:

- Concordia University, Irvine, Calif.
- Concordia University Chicago, River Forest, Ill.
- Concordia University, Ann Arbor, Mich.
- Concordia University, Saint Paul, Minn.
- Concordia University, Nebraska, Seward, Neb.
- Concordia University Texas, Austin, Texas
- Concordia University Wisconsin, Mequon, Wis.

On first reference, refer to the college or university exactly as it appears above. After first reference, refer to the school by combining Concordia and the city in which the college or university is found. Example: Concordia Chicago, Concordia Irvine, etc. If only one LCMS college or university is mentioned in the communication, “the college” or “the university” may be used after first reference.

congregation names: In a first reference to an LCMS church, use the church’s full name, constructed with the name of the church, the city and the state in which it is located: Mount Calvary Lutheran Church, Fargo, N.D. (It is generally not necessary, however, to include “Evangelical” or “Ev.” in the church’s name.) After the first reference, if only one church is mentioned, use the church name alone: Mount Calvary.

constitution: Capitalize the LCMS Constitution. But: The constitution was referred to at the meeting.

conventions: Conventions serve as the principle legislative assembly of the LCMS. On first reference, use the following style: the 2019 Synod Convention. The more formal name may be used when appropriate: The 67th Regular Convention of The Lutheran Church—Missouri Synod. On subsequent references, use convention.

covenant: Capitalize when used as a synonym for the Old or New Testaments; lowercase when used as a theological concept.

Creation: See biblical events and concepts.

creeds and confessions: Capitalize names of particular creeds and confessions: the Apostles’ Creed, the Nicene Creed, the Athanasian Creed, the Lutheran Confessions, the Augsburg Confession. Lowercase when not referring to a specific creed or confession (creed, confession) and when referring to more than one creed or confession (creeds, confessions).

cross

crucifixion: See biblical events and concepts.

cross-cultural: Cross-cultural is a hyphenated, two-word adjective (Cross-cultural Ministry Center).

Cross-cultural Ministry Center (CMC)

D

Daily Announcements

deaconess: Always spell out and capitalize deaconess when used as a title before a person's name. See titles.

Deaconess Studies

distance education programs: At Concordia Seminary, these include the Center for Hispanic Studies (CHS), Ethnic Immigrant Institute of Theology (EIIT), Specific Ministry Pastor (SMP), Online Deaconess Studies (ODS) and Cross-cultural Minsitry Center (CMC).

district: Capitalize district when specifically referring to one of the 35 administrative districts comprising the LCMS. Also, all references to district names begin with "LCMS." For a complete listing of district names and examples, see the *LCMS Stylebook*.

district abbreviations: See lcms.org.

division vs. department: There are 10 divisions at the Seminary: Advanced Studies, Executive Administration, Executive Management Team, Faculty, Finance and Administration, General Academics, Ministerial Formation, Technology Services, Theological Research and Publication, and Seminary Advancement. What falls underneath those are departments. Example: The Communications department is part of the Seminary Advancement division.

department titles: Uppercase (Ministerial Formation, Alumni Relations) when used in a complete sentence. "The staff who serve in Communications create brochures."

Doctor of Ministry (D.Min.): An Advanced Studies degree but not part of the Graduate School. See also academic degrees.

Doctor of Philosophy (Ph.D.): An Advanced Studies degree. See also academic degrees.

doctrine

Dr. Dale A. Meyer or Dale A. Meyer

Dr. Jack Dean Kingsbury Office of Personal Financial Health and Responsibility

Dr. Thomas J. Egger or Thomas J. Egger

E

Earth: Capitalize when referring to the planet; otherwise lowercase.

email: Acceptable in all references for *electronic mail*. Use a hyphen with other e-terms. Example: e-book, e-reader, e-commerce, e-blast.

Ethnic Immigrant Institute of Theology (EIIT)

em-dash (—): The key command for an em-dash is Alt+0151 (Windows) or Option + Shift + - (Mac OS). Use to denote an abrupt change: We will fly to Paris in June — if I get a raise. (Use one space on either side of the dash.) Use to set off a series within a phrase: He listed the qualities — independence, sense of humor, intelligence — that he liked in a boss. Always use in The Lutheran Church—Missouri Synod (but with no spaces on either side).

en-dash (–) The key command for an en-dash is Alt+0150 (Windows) or Option + - (Mac OS). Use to denote ranges, such as ranges of dates or times, or with some compound modifiers. An en-dash is about half the width of an em-dash.

endowed chairs: These are the titles for the professors who occupy endowed chairs:

Buehner-Duesenberg Professor of Lutheran Missions

Dr. Jack Dean Kingsbury Professor of New Testament Theology

Eugene E. and Nell S. Fincke Graduate Professor of Theology (two endowed chairs)

Frank and Valerie Fuerst Professor of Historical Theology

Gregg H. Benidt Memorial Professor of Homiletics and Literature

Gustav and Sophie Butterbach Professor of Exegetical Theology

Kreft Professor for Music Arts (Note: Will use Kreft Chair for Music Arts if the occupant does not also serve as a member of the seminary faculty.)

Louis A. Fincke and Anna B. Shine Professor of Systematic Theology (two endowed chairs)

Lutheran Foundation Professor of Urban and Cross-Cultural Ministry

Waldemar A. and June Schuette Professor of Systematic Theology

Waldemar and Mary Griesbach Professor of Systematic Theology

Werner R.H. Krause and Elizabeth Ringger Krause Professor of Hispanic Ministries

W.G. Ray and Louis J. Rechtzigel Professor of Biblical Studies

Entry Level Competency Exams (ELCE)

epistle(s)

Eucharist: See Sacraments.

exegetical

exile: See biblical events and concepts.

exodus: See biblical events and concepts.

F

Faith and Writing Workshop

Fall: See biblical events and concepts.

Families in Transition (FIT) team

field education (not fieldwork): The term parish field education also is acceptable.

field house: Lowercase except when using the formal name. Example: Pederson Field House, the field house was closed.

FOCUS (former name of Concordia Seminary magazine)

Food Bank

G

Generations: The Campaign for Concordia Seminary. Use the full name of campaign on first reference and write it in italics. Use “Generations Campaign” or “the campaign” on subsequent references without italics: The Generations Campaign ran from July 1, 2012-Dec. 31, 2017.

Generations 20/20 Campaign: A three-year extension of the Generations Campaign. Write in italics. The *Generations 20/20* Campaign ran from Jan. 1, 2018-Dec. 31, 2020.

God: Capitalize God and any other nouns or pronouns that refer to Him (except when quoting from published materials, such as the ESV Bible, that do not capitalize such pronouns):

- God
- Lord
- Father
- Yahweh
- Lord of lords
- King of kings
- Alpha and Omega
- He/His/Him/Thee

When God is modified by an adjective, lowercase the modifier: almighty God, heavenly Father, etc.

When the modifier referring to God stands alone, it should be capitalized: the Almighty, the Most High.

godly: Of or from God; divine. Also: devoted to God; pious; devout.

Good News: Capitalize when used as a reference to the Gospel.

Gospel: Capitalize all references to the message of salvation through faith in Christ and to Law/Gospel. Capitalize “Good News” when the Gospel message is meant.

Graduate School: Includes the following programs: Master of Arts (M.A.); Master of Arts (M.A.) with Deaconess Certification; Master of Sacred Theology (S.T.M.); and Doctor of Philosophy (Ph.D.). Note: Master of Arts (M.A.) with Deaconess Certification also is part of Ministerial Formation.

Grapho: Student theological journal.

H

headlines: Headlines are generally lowercase except for the first word (unless there is a proper noun/name). Quoted material in headlines should include single quotes.

heaven

Hmong Symposium

Holy: Capitalize when referring to a religious term or object. Example: Holy Bible, Holy Baptism, Holy Trinity, Holy Land.

homiletical

Homiletical Helps

How Will They Hear? Campaign: The proper name is always italicized with a question mark at the end; never underline or put in quotation marks unless the font used cannot be italicized; then use quotation marks. Example: The *How Will They Hear?* Campaign ran from July 1, 2005-June 30, 2010.

hymn: Capitalize when referring to a specific hymn or part of a service. Otherwise, lowercase. Example: Hymn 22, Hymn of Praise, Hymn of the Day, hymn they sang.

hymnal: See worship book.

I

Iesu, Iuva.: When used in service folders, include a period at the end.

In the Word Bible Study

incarnate: Capitalize when used in the title for God; Incarnate Son. Otherwise, lowercase. Example: The Son of God was made incarnate.

Incarnation: See biblical events and concepts.

International Center: The building that houses the Synod staff in Kirkwood, Mo., is the LCMS International Center (IC) on first reference (not “Synod headquarters”). The abbreviation may be used on second reference.

internship

Institute for Mission Studies

Isolation Dorm (Iso): Informal name of the single student dormitories: O. Fuerbringer Hall (Dorm B), Brohm Hall (Dorm C) Buenger Hall (Dorm D). Also called Founders Hall and Iso Dorm.

J

Jefferson campus

Jesus Christ: Always capitalize His name and titles:

- Anointed One
- Promised One
- Good Shepherd
- Suffering Servant
- High Priest
- Son of God
- Messiah
- Savior
- Lamb of God
- Prince of Peace

Jesus'

J.S. Bach: Do not include spaces in J.S.

K

Kingdom: Lowercase when modified, when the term is used generically and in of constructions: God’s kingdom, kingdom of God, kingdom of glory. However, capitalize (the Kingdom) when standing alone and referring to the kingdom of God.

Kristine Kay Hasse Memorial Library: Use full name on first reference. Hasse Library may be used on subsequent references.

L

Laity: When referring to the laity, use lay people, layperson, lay reader, lay worker, etc.; avoid layman (laymen, laywoman, laywomen) unless gender description is necessary for clarity.

Last Supper**Laudamus**

Law: Capitalize when the opposite of the Good News, the Gospel, is meant. Example: God's Law, Law of God, the Law, First Table of the Law.

Lay Bible Institute (LBI)

LCMS: Abbreviation for The Lutheran Church—Missouri Synod. Typically used in second references or to identify an LCMS ministry. LCMS can stand alone without the definite article (the) only when it is used as an adjective. Example: LCMS officials encouraged volunteers to help hurricane victims in Florida.

When used as a noun, LCMS must be preceded by the definite article: The LCMS is based in Kirkwood, Mo. The possessive form is the LCMS'. Never use a hyphen or dash in this abbreviation.

LCMS ministries: Always spell out and capitalize the name of LCMS ministries. Never use an abbreviation for the ministry name and always precede the ministry name with LCMS.

Lectionary @ Lunch+

“Lectionary Kick-start”: A faculty podcast aimed at sparking ideas for lectionary planning.

Legacy Society: Includes those who have included the Seminary in their estate plans.

Lent**Lenten season****Life Team**

liturgical terms: Capitalize liturgical terms when the reference is to a part of a service of worship including:

- Gradual
- Kyrie
- Collect
- Lesser Festivals
- Common Doxology
- Litany
- Entrance Hymn
- Propers
- Responsive Prayer
- Hymn of Praise
- Sanctus
- Hymn of the Day
- Vespers
- Introit
- Words of Institution

See also prayers and canticles.

living: Lowercase: living Lord, living Word, living God.

log cabin

Lord: See God. Also note: Lord's Supper, Lord's Table, Lord's Prayer.

The Lutheran Church—Missouri Synod (LCMS): The organization's full name should always be written properly, including "The" and an em-dash, with no spaces, between the words church and Missouri. (Also, The Lutheran Church—Missouri Synod Foundation.) The Missouri Synod, the Synod and the LCMS are acceptable short forms for the church body's name. (For use of the word the before the abbreviation, see LCMS.) See also LCMS ministries.

Lutheran entities: Always capitalize and spell out on first reference the names of other Lutheran church bodies, organizations and partners: Concordia Publishing House (CPH), Evangelical Lutheran Church in America (ELCA), Lutheran Bible Translators (LBT), Lutheran Services in America (LSA), etc. Lutheran Hour Ministries, *The Lutheran Hour* when referring to the radio program, but: the Lutheran Hour office, the Lutheran Hour Speaker, the Lutheran Hour facilities.

Luther Tower

Luther Statue

M

Master of Arts (M.A.): An Advanced Studies degree. See also academic degrees.

Master of Arts (M.A.) with Deaconess Certification: A Ministerial Formation degree. See also academic degrees.

Master of Arts (M.A.) with Deaconess Certification and Master of Social Work (M.S.W.): The Seminary's Deaconess Dual Degree Program, a Ministerial Formation degree. See also academic degrees.

Master of Divinity (M.Div.): A Ministerial Formation degree. See also academic degrees.

Master of Sacred Theology (S.T.M.): An Advanced Studies degree.

Messiah

Ministerial Formation: Includes all pastor and diaconal formation programs including the Master of Divinity (M.Div.), Deaconess Studies (M.A. with Deaconess Certification), Specific Ministry Pastor (SMP), Residential Alternate Route (RAR), Ethnic Immigrant Institute of Theology (EIIT), Center for Hispanic Studies (CHS), Online Deaconess Studies (ODS) and Cross-cultural Ministry Center (CMC).

multiethnic

movie titles: Place movie titles in quotes.

Multiethnic Symposium

N

nativity: See biblical events and concepts.

numbers: Spell out numbers one through nine, and use numerals for 10 and above. Exception: when a sentence begins with a number. Example: Twenty-two students graduated. Percentages and weights use numeric figures. Example: 5 percent and 3 tons.

O

Online Deaconess Studies (ODS): A distance education Ministerial Formation program.

Opening Service

Orientation: Capitalize when referring to the Seminary's formal week of activities aimed at welcoming incoming new students before each new academic year begins. Otherwise, lowercase.

P

Partner churches: A “sister church” is a church body with which the LCMS is in altar and pulpit fellowship. A “partner church,” technically speaking, is a sister church with which the LCMS also has a mutually prepared and signed protocol document. (So, all partner churches are sister churches, but not all sister churches are also partner churches.)

Passion: See biblical events and concepts.

pastor: May be used as a title for a clergyman, but should be limited to ministers who lead congregations. See titles. The word “pastor” without a name following it should not be capitalized. Example: Pastor John Smith; Rev. John Smith, pastor of St. Paul’s Lutheran Church.

Pastor Sabbatical

Pastors, Place and Promise: The three facets of the *How Will They Hear?* Campaign.

Pederson Field House: Capitalize when using the formal name but lowercase “field house.”

periodicals: The two official periodicals of The Lutheran Church—Missouri Synod are The Lutheran Witness [include “The”] and Reporter [no “the”].

petition: Capitalize references to individual petitions of the Lord’s Prayer: First Petition. Otherwise, lowercase.

phone numbers: 314-505-XXXX (Use hyphens as separator; no parentheses around the area code.)

placement

prayers and canticles: Capitalize the names of specific prayers and canticles: the Gloria Patri, the Nunc Dimittis. See also liturgical terms.

Preachers: The name of the Seminary’s basketball team and other sports teams; includes “s” at the end.

Pre-Lenten Workshop

Presidential Scholarship

Prof Insights: Faculty-Led Workshop Series: Former name was Summer Workshop Series. Annual summer workshops led by faculty and held in locations around the country.

prophet: Lowercase when referring to a specific prophet: the prophet Isaiah.

Psalms: Capitalize when referring to the Old Testament book or a specific psalm: The book of Psalms, Psalm 8. Lowercase when used as a general term: this psalm.

Q

quad: Lowercase, but uppercase the formal name: Main Quadrangle or Main Quad.

R

Reformation: Capitalize when referring to the Protestant Reformation of the 16th century. Otherwise, lowercase.

Re-Sell It Shop**Resident Field Education (RFE)**

Residential Alternate Route (RAR): A residential Ministerial Formation certificate program.

reverend: See titles.

S**sacramental**

Sacraments: Capitalize Baptism when the Sacrament is meant; also Sacrament of Baptism, Sacrament of Holy Baptism or Holy Baptism; also my Baptism, Jesus' Baptism, John's Baptism (referring to John the Baptist).

Capitalize Communion when the Sacrament is meant: Holy Communion, the Sacrament of Holy Communion or the Lord's Supper; Communions hymns, liturgy. Lowercase communion when used as a general term: The fellowship of believers is a sacred communion.

Uppercase Sacrament when used as a synonym for Holy Communion or as part of a title (the Sacrament of Holy Communion). Lowercase sacrament as follows: the Roman Catholic Church recognizes seven sacraments; Communion is a sacrament.

Satan: Capitalize Satan and other proper names for him (Lucifer, Beelzebub, Belial). But do not capitalize the nouns devil and demon or the adjective satanic. Lowercase constructions referring to Satan (prince of darkness, prince of demons, prince of devils).

school: Lowercase school unless it is part of a proper name: day school, Sunday school, vacation Bible school, St. Paul's Lutheran School. Note: Preschool is a single, non-hyphenated word.

Scripture(s): Capitalize when referring to the Bible. Also Holy Scriptures. Lowercase when used as a general term for religious writings. Example: Buddhist scriptures. See Bible.

scriptural

SemGEM: Acronym for Seminary's monthly giving program, Seminary Give Every Month.

Seminary Guild: Also Sem Guild or the Guild.

SemNet

Soli Deo Gloria: When used at the end of programs, do not include a period at the end.

Son: Capitalize when referring to the second person of the Trinity. Example: Son of God, Son of man, Son of Mary.

Specific Ministry Pastor (SMP)

Specific Ministry Pastor to General Pastor Certification (SPM-GPC)

Spirit: God's Spirit, Spirit of the Lord, Spirit of God, Holy Spirit.

St. Louis Lutheran Chorale: Former name was *Pro Musica Sacra*. Chorale group that includes faculty, staff, students, spouses and community members.

State names: Spell out the state name when a city is not used but abbreviate when following the name of a city as follows (ZIP code abbreviations in parentheses):

Ala. (AL)	Del. (DE)	Ky. (KY)	Miss. (MS)	N.J. (NJ)	Ore. (OR)	Vt. (VT)
Ariz. (AZ)	Fla. (FL)	La. (LA)	Mo. (MO)	N.M. (NM)	Pa. (PA)	Va. (VA)
Ark. (AR)	Ga. (GA)	Md. (MD)	Mont. (MT)	N.Y. (NY)	R.I. (RI)	Wash. (WA)
Calif. (CA)	Ill. (IL)	Mass. (MA)	Neb. (NE)	N.C. (NC)	S.C. (SC)	W.Va. (WV)
Colo. (CO)	Ind. (IN)	Mich. (MI)	Nev. (NV)	N.D. (ND)	S.D. (SD)	Wis. (WI)
Conn. (CT)	Kan. (KS)	Minn. (MN)	N.H. (NH)	Okla. (OK)	Tenn. (TN)	Wyo. (WY)

Eight states are not abbreviated: AK (Alaska), HI (Hawaii), ID (Idaho), IA (Iowa), ME (Maine), OH (Ohio), TX (Texas), UT (Utah). Also: District of Columbia (DC).

Use the two-letter Postal Service abbreviations only with full addresses, including ZIP code.

Summer Carillon Concerts

Synod: Capitalize when referring to the LCMS. Example: The Synod convention (always precede "Synod" with "the"). Avoid use of "synodical" and "synodically."

T

tabernacle

“Tangible: Theology Learned and Lived”: A faculty podcast

Ted Drewes Memorial Tennis Courts

temple: The place of worship in ancient Jerusalem.

The Gospel of Mark: Former touring presentation by Seminary faculty and alumni. Always include “The” in the name.

Theological Symposium

times: Use periods between the time conventions. Example: 10 a.m., 3:15 p.m.

time, date and place: In most cases, it's best to use time, date and place. Example: The event is set for 8:30 p.m. Saturday, Dec. 2.

- Do not add other words (night, morning) to distinguish between day and night.
- Use noon or midnight, not 12 p.m. or 12 a.m.
- After times, please do not add a comma. Example: Yes: 7 p.m. No: 7 p.m.,
- When including a day of the week and date, please set the date off by commas when part of a sentence. Example: Wednesday, Aug. 3, is the date of the event.
- Use a comma between the day and date. Example: The event is set for 7 p.m. Saturday, Dec. 2.
- Spell out the days of the week (never abbreviate).
- Always spell out March, April, May, June and July. Abbreviate the following when used with an exact date, otherwise spell out: Jan., Feb., Aug., Sept., Oct., Nov., Dec.

titles: Use Rev. or Dr. before a clergyman's full name (when not in a direct quotation). Use “Dr.” not “Rev. Dr.” Do not use “the” before Rev. Use only the last name (no title) on second reference. See pastor.

formal titles: In general, confine capitalization to formal titles used directly before an individual's name. Do not capitalize director of Christian education director of Christian outreach, deaconess, etc., unless used before a name: Jim is a director of Christian education. He came for a visit along with Director of Christian Outreach John Schmidt and Deaconess Jane Carr. Avoid using “Mr.,” “Mrs.” and “Miss.”

Transfiguration: See biblical events and concepts.

Triduum: Religious observance lasting three days. Paschal Triduum is the three days from the evening of Maundy

Thursday to Easter Sunday.

Trinitarian

Trinity: Capitalize references to Trinity and the three persons of the Trinity. Example: Father, Son and Holy Spirit (preferred to Holy Ghost). See God, Jesus Christ and Son.

Triune God**U**

“Under the Fig Tree”: A recruitment-focused audio and video podcast.

United States and U.S.: Spell out United States when used as a noun but abbreviate when used as an adjective. Example: We live in the United States; the U.S. Constitution.

V

verse: Abbreviate v. or vv. in parenthetical references. Never use vs. for verse.

Vespers: Do not use “Vesper Service.” See also liturgical terms.

vicarage**virgin Mary**

Vocatio: High School: Enrollment event.

Vocatio: Retreat: Enrollment event.

W

Walther: Dr. C.F.W. Walther; Emilie Walther

Walther Archway

Walther Society: Giving society that includes donors who make annual, unrestricted gifts of \$1,000 or more.

We are Your Seminaries: Theme for shared recruitment activities and exhibits with Concordia Seminary and Concordia Theological Seminary, Fort Wayne, Ind.

web: Short form of World Wide Web. Also, website, webcam, webcast, webfeed, webmaster, webpage. But web address, web browser.

#WhoWillGoForUs: Hashtag used as part of recruiting emphasis.

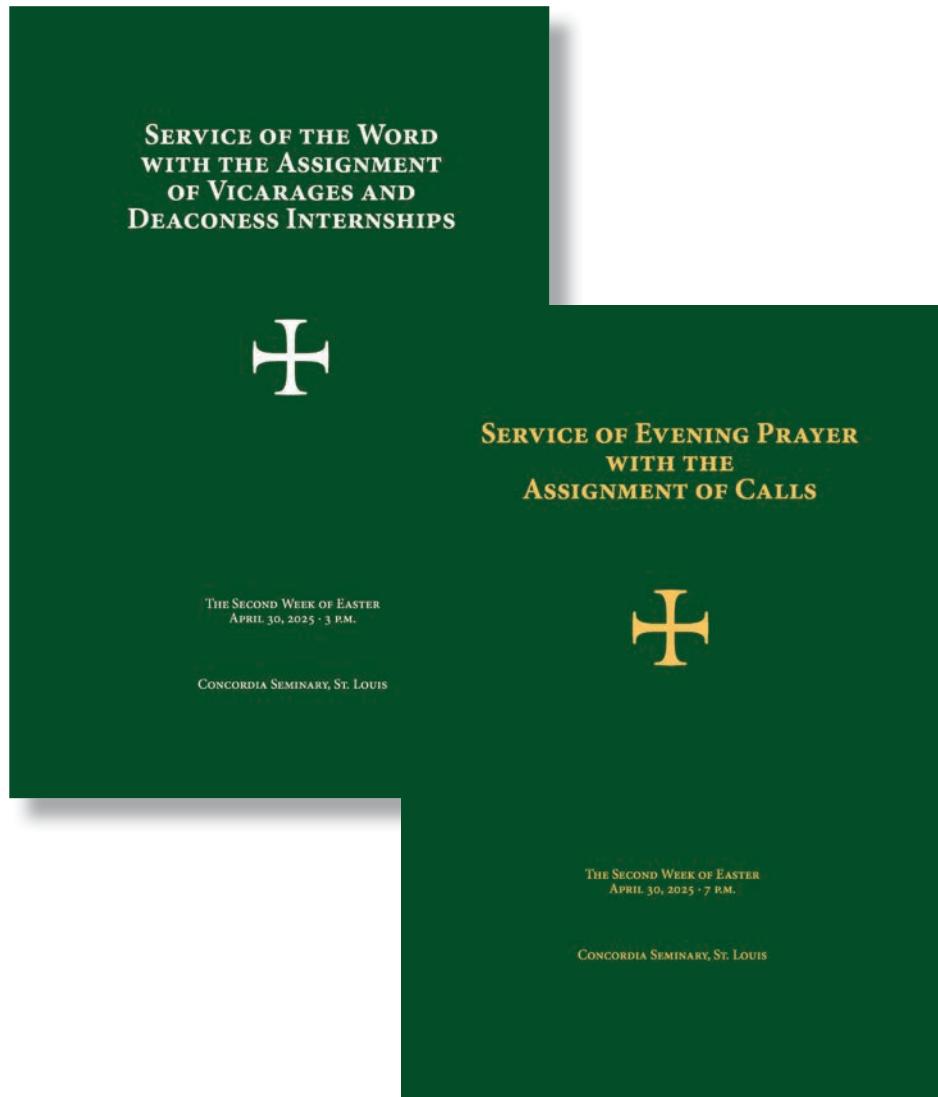
Woods: Married student housing.

Word: Capitalize Word when referring to Christ, the Bible or the whole of God's revelation to His people. Otherwise, lowercase.

MUSIC ARTS/ SERVICE PROGRAMS

MUSIC ARTS/SERVICE PROGRAMS

VISUAL IDENTITY



CALL DAY SERVICES FOLDERS

CALL DAY: 7.5 x 11 inches

Minion, 30pt

Cover copy: Service of Evening Prayer with the Assignment of Calls

Service of the Word With the Assignment of Vicarages and Deaconess Internships

The XX Week of XX

Month, Date, Year * Time

Concordia Seminary, St. Louis

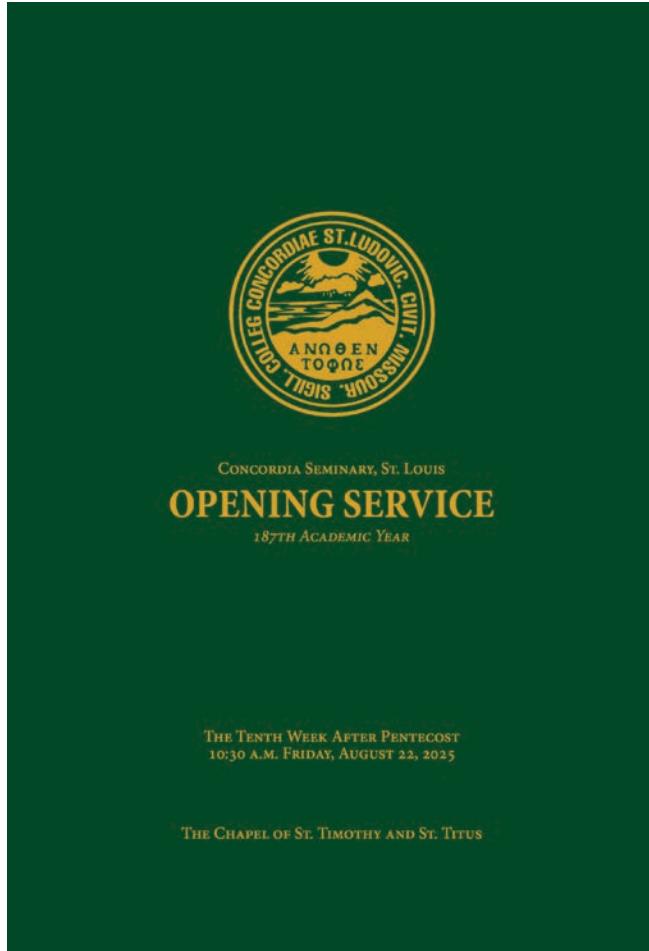
Cover imagery designed in collaboration with the Dean of Chapel.

The Seminary's logo is printed on the back cover.

MUSIC ARTS/SERVICE PROGRAMS

VISUAL IDENTITY

CONTINUED



OPENING SERVICE FOLDER

OPENING SERVICE: 7.5x11 inches

Minion, 34pt

Cover copy:

Concordia Seminary, St. Louis

Opening Service

XXXth Academic year

The XX Week of XX

Time, Day of Week, Month, Date, Year

The Chapel of St. Timothy and St. Titus

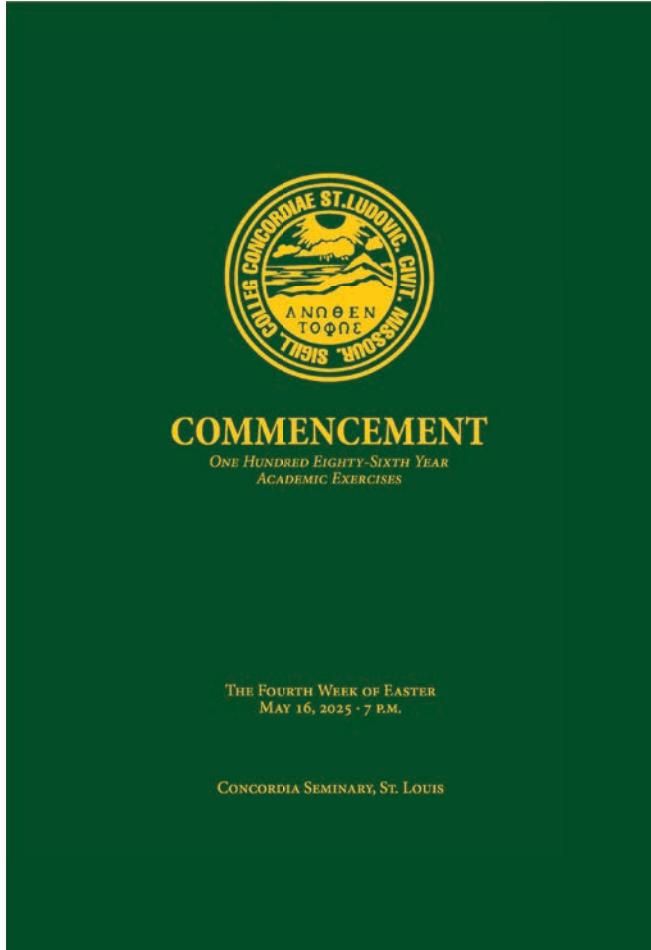
Cover imagery features the Seminary's seal.

The Seminary's full logo is printed on the back cover.

MUSIC ARTS/SERVICE PROGRAMS

VISUAL IDENTITY

CONTINUED



COMMENCEMENT SERVICE FOLDER

COMMENCEMENT SERVICE: 7.5x11 inches
Minion, 34pt

Cover copy:

Commencement

One-hundredth Eighty-XX Year

Academic Exercises

The XX Week of XX

Month, Date, Year * Time

Concordia Seminary, St. Louis

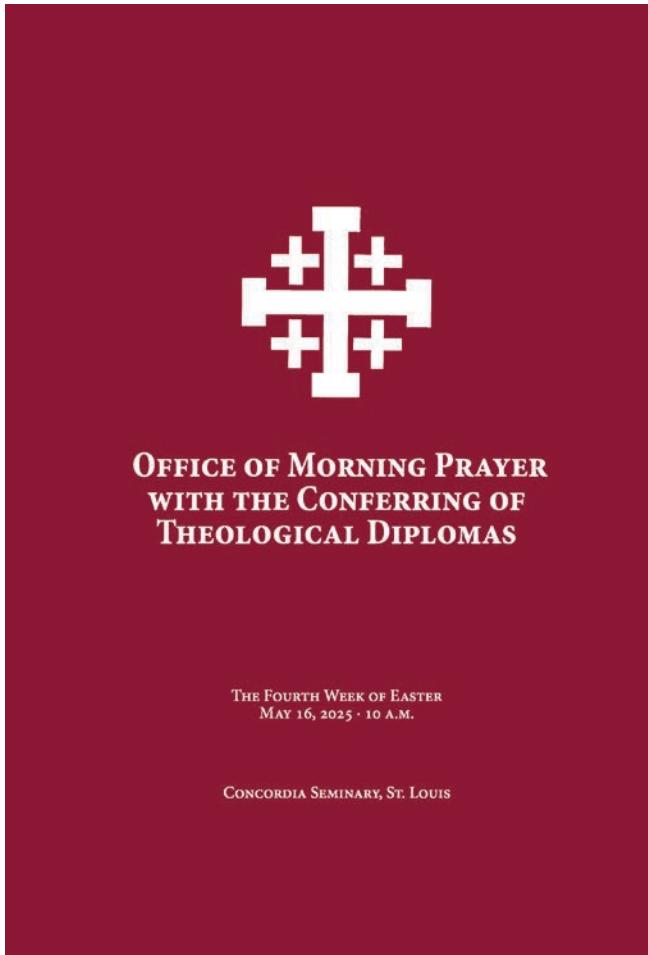
Cover imagery features the Seminary's seal.

The Seminary's full logo is printed on the back cover.

MUSIC ARTS/SERVICE PROGRAMS

VISUAL IDENTITY

CONTINUED



THEOLOGICAL DIPLOMA SERVICE FOLDER

THEOLOGICAL DIPLOMA SERVICE:

7.5x11 inches

Minion, 30pt

Cover copy:

Office of Morning Prayer With the Conferring of Theological Diplomas

The XX Week of XX

Month, Date, Year * Time

Concordia Seminary, St. Louis

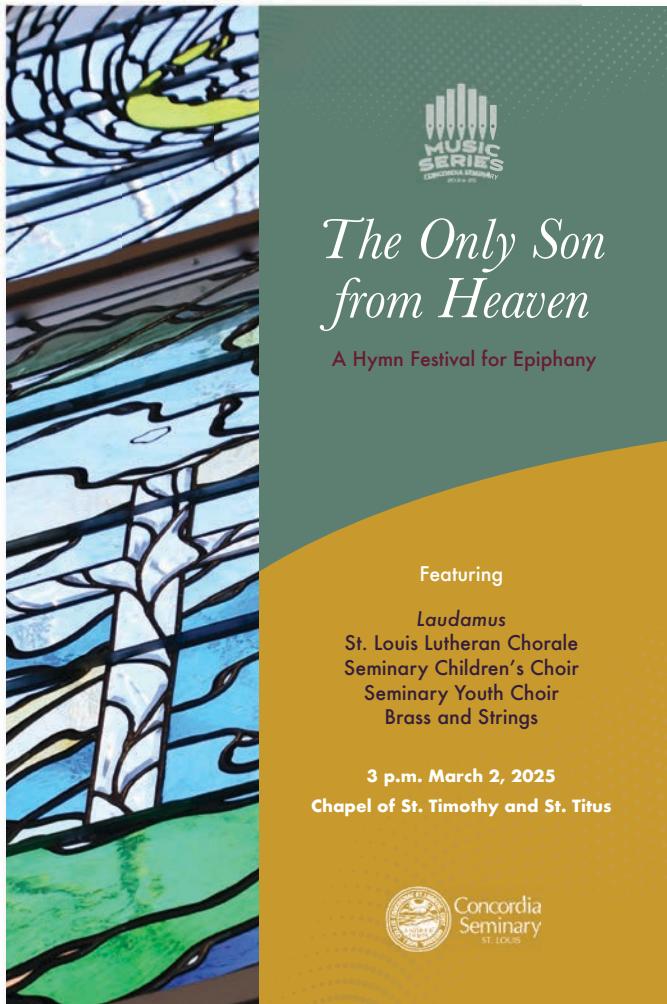
Cover imagery designed in collaboration with the Dean of Chapel.

The Seminary's logo is printed on the back cover.

MUSIC ARTS/SERVICE PROGRAMS

VISUAL IDENTITY

CONTINUED



HYMN FESTIVALS/SERVICES OF SACRED MUSIC FOLDERS

HYMN FESTIVAL: 7.5x11 inches

Cover fonts, sizes: Garamond, 18pt

Cover copy:

“Theme”

A Hymn Festival XXXXXXXX

Featuring

Performer(s)

Time, Month, Date, Year

Chapel of St. Timothy and St. Titus

Cover imagery designed in collaboration with the Dean of Chapel.

Brand elements to include on the cover include:

- Music Series logo
- Concordia Seminary logo

Interior page font

- Adobe Garamond

MUSIC ARTS/SERVICE PROGRAMS VISUAL IDENTITY

CONTINUED



LAUDAMUS FOLDERS

LAUDAMUS FOLDERS: 7.5x11 inches

Cover fonts, sizes: Myriad, 25 pt

Cover copy:

<Laudamus logo>

Theme

Cover imagery designed in collaboration with Dean of Chapel and the choir director.

The Seminary's logo is printed on the back cover.

MUSIC ARTS/SERVICE PROGRAMS

VISUAL IDENTITY

CONTINUED



SUMMER CARILLON CONCERTS FOLDERS

Cover fonts, Baskerville, 36pt

Sizes: 7.5x11 inches

Covers are printed as shells and all the other information is printed inside with the performer's information.

YEAR Summer Carillon Concerts

Cover imagery designed in collaboration with the Dean of Chapel.

Brand elements to include on the cover include:

- Music Series logo
- Concordia Seminary logo

Insert Materials:

Title font, Baskerville, 24pt

Body text, Minion Pro, 10pt

Hymn text, Minion Pro, 10pt

Concordia Seminary logo included

Concordia Seminary Music Arts/Service Programs Stylebook is a unique set of style guidelines. For question about material not covered in this section, please contact Communications.

Proofreading Service Folders

When proofreading service folders, please watch specifically the following:

- Ensure every line of music is in the correct place in the layout.
- Double check hymn numbers.
- Check the Scripture readings.
- Compare the copyright information to that in LSB.

Arias

- Aria titles should appear in quotation marks.
- Titles of larger works (operas, oratorios, etc.) are preceded with the word “from” and are italicized. These larger work titles should be listed on the line under the aria title.
- Recitative titles should be separated from aria titles with an ellipsis (...).
- Examples:
“Where'er You Walk”
from *Semele*

“Giunse alfin il momento ... Deh vieni, non tardar”
from *Le nozze di Figaro*

Acknowledgements

- Acknowledgements and copyright will be included as appropriate and as the publication requires

Arrangements

- For arrangements of works, give name of the arranger under the name of the original composer (may use abbreviation “arr.”).

Back page

- Include giving wording with QR code (except for Call Day, Commencement, Opening Service)
- Include hearing device instructions

Book titles

In this usage, italicize book titles

Books of the Bible

Spell out books of the Bible when used as titles of readings.

Composer dates

- Composer dates should be put in parentheses and separated by a en-dash (1881-1932).
- If a composer is still alive, only the birth date is used: (b. 1969).
- If more than one work by a composer is performed, there is no need to list dates after the first work.

Composer names

- Use American English names for composers, full first and last name (also middle if commonly used, like Wolfgang Amadeus Mozart). Use the most common version.
- Names and dates can be found by searching the Oxford Companion to Music

Concordia Seminary Children's Choir

This choir for children in grades 4 through 8 draws from Lutheran churches and schools in the greater St. Louis area. The choir sings for several major services and concerts throughout the year.

Concordia Seminary Youth Choir

Students in grades 9 through 12 from Lutheran churches and schools in the St. Louis area comprise this choir that sings for major services and concerts held in the Chapel of St. Timothy and Titus on the campus of Concordia Seminary.

Copyright information

- Usually occurs under each choir text or hymn as needed
- If public domain then copyright information is not needed

Distinctive titles

- Distinctive titles are unique titles given by the composer, such as operas, songs, ballets, symphonic poems, etc.
- Distinctive titles are in italics (unless the work is a song/piece from a larger titled work).
- Examples: *Darling Nellie Gray*, *Rhapsody in Blue*, *Gnossiennes*

Divine pronouns

- Capitalize except for direct quotes from Scripture.

Flats and sharps

- Write in lower case and use a hyphen.
- Example: Concerto in E-flat Minor

Foreign words

- Italicize proper nouns
- Example: *Gallerie Degli Uffizi*
- Do not italicize if the word is a loneword (a word taken from one language and used in another language)
- Example: kindergarten, sushi

Generic titles

- A generic title is a title that is essentially a musical form: symphony, concerto, trio, etc.; they often include identifying opus numbers, catalog numbers and keys.
- Write with no italics or boldface.
- Example: Sonata in B Minor

Hymn citations and copyright information

List below each hymn (author, translator, tune) and any applicable copyright information.

Laudamus

The premier auditioned men's choir of the Seminary, *Laudamus* sings for chapel services and special events during the academic year. The choir goes on tour each spring during Reading Week, singing in Lutheran churches and schools through the United States.

LSB

- Abbreviation for the Lutheran Service Book.
- Write abbreviations in all caps; in this usage, no boldface and in italics.
- Include the hymn number after *LSB*.
- Example: *LSB* 656

Major and Minor

- When using a key, capitalize the words Major and Minor.

Months as referenced in music schedules

Spell out months in music schedules printed in service programs.

Movement titles

- Movements follow under the main title. Foreign languages should be italicized.
- Movement numbers are upper case Roman numerals (I, II, III, IV, etc., rather than i, ii, iii, iv).
- If all movements of a work are performed in order, they do not need to be numbered; otherwise number.
- List the movements being performed with their original numbers. If only a few movements of many are being performed, it is possible to also add the word “Selections” in parentheses after the title to avoid confusion.
- Examples:

Orchestral Suite No. 3 in D Major, BWV 1068

V. *Bourrée*

VI. *Gigue*

Carnaval des animaux (Selections)

IV. *Tortues*

XII. *Fossiles*

Number abbreviations for musical pieces

- Uppercase numbers. Example: Symphony No. 7
- Lowercase opus. Example: Symphony No. 7, op. 42
- Numbers within opus. Example: Etude No. 1 in F Major, op. 2, no. 1

Performers

- List name and instrument.
- Example: Luke Reske, piano

Popular titles

- If used, follow the formal title; place in quotation marks and parentheses.
- Example: Symphony No. 4 in A Major, op. 90 is popularly known as “Italian.”

Public domain

Text and tunes that are public domain do not need to be acknowledged as such.

MUSIC ARTS /SERVICE PROGRAMS STYLEBOOK

CONTINUED

Program order

- The order of appearance in programs is: 1) Personnel 2) Biographies 3) Notes.

Readings

- Do not abbreviate books of the Bible.
- Use quoted material exactly as it appears in original source material.

Rubrics

Instructions to the assembly to sit or stand should be written in italics.

Singing stanzas: right-aligned

Example:

Everyone sings stanzas 1 and 5;
Women sing stanza 2;
The choir sings stanza 3;
Men sing stanza 4

Special characters

- P** Presiding minister (ordained)
- A** Assisting minister (ordained or lay)
- L** Liturgist or leader (ordained or lay)
- C** Congregation
- R** Response of individuals or group but not the entire congregation
- † the sign of the cross may be made by the presiding minister and/or the congregation
- △ symbolizes verse that references triune God and congregation stands

Songs

- Titles of song cycles should be in italics. The cycle title appears first in italics, and then the individual songs appear (not italicized), indented and listed underneath.
- Individual songs are not in italics or quotes.
- Opus numbers and keys are typically not included with individual songs.
- The names of larger works and opus numbers can be included if listing multiple songs from a collection.

MUSIC ARTS /SERVICE PROGRAMS STYLEBOOK

CONTINUED

- Examples:
La mort d'Ophélie

Gedichte der Königin Maria Stuart

- Abschied von Frankreich
- Nach der Geburt ihres Sohnes
- An die Königin Elisabeth
- Abschied von der Welt
- Gebet

Songs or pieces from larger works

- Titles of individual songs, arias or instrumental pieces from larger works are in quotation marks, even if the title is in a foreign language.
- Titles of larger works are preceded with the word “from” and are italicized if the title is a distinctive one. Enter the larger title information in the movement field.
- Examples: “Where'er You Walk” from *Semele*

Titles (including movement titles)

- Capitalize titles following the rules of each language:
 - English: Capitalize all words except conjunctions, prepositions and articles unless they begin a title.
 - French: Capitalize all words up to and including the first noun; everything after that is lower case (except for proper nouns).
 - German: Capitalize first word and all nouns.
 - Italian and Spanish: Capitalize first word; all else is lower case except proper nouns.

Translations

- Present translations with the original language and the English translation in facing columns.



Concordia
Seminary
ST. LOUIS

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