Concordia Seminary
ST. LOUIS

BRAND MANUAL AND STYLEBOOK

APRIL 2021

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.

Concordia Seminary, St. Louis
A Seminary of
The Lutheran Church—
Missouri Synod

CONTENTS

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

shown in Primary Color Palette Green

shown in Primary Color Palette Gold

shown in black

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/Creative Services. The department will determine which digital file is appropriate for any specific application.

VISUAL IDENTITY

CONTINUED

shown in Primary Color Palette Green

shown in Primary Color Palette Gold

shown in black

shown in Primary Color Palette Metallic Gold
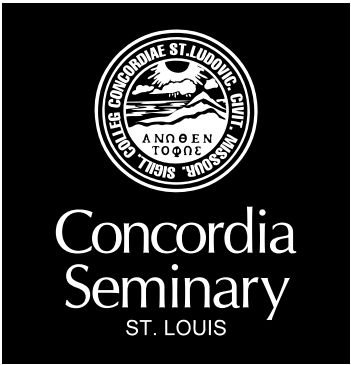
shown in white

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

Do not distort.

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

Do not change the size ratios or spatial relationships.

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

Do not attempt to recreate.

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/Creative Services.

VISUAL IDENTITY
CONTINUED

PRIMARY COLOR PALETTE

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

Use of Metallic Gold is reserved for special applications.
Please consult Communications/Creative Services.

VISUAL IDENTITY
CONTINUED

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.

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

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		

VISUAL IDENTITY
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	0R 59G 73B	003B49
	UNCOATED 309 UP	**UNCOATED** 99C 32M 34Y 49K		
	COATED 541 CP	**COATED** 100C 58M 9Y 46K	0R 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	0R 88G 124B	00587C
	UNCOATED 308 UP	**UNCOATED** 99C 10M 14Y 39K		
	COATED 7704 CP	**COATED** 93C 4M 8Y 24K	0R 133G 173B	0085AD
	UNCOATED 640 UP	**UNCOATED** 100C 1M 8Y 10K		

VISUAL IDENTITY
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

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.

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold Oblique

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

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

SAMPLE PRINT COMMUNICATIONS

Concordia Seminary has established specific suppliers of designated printed products/services.
Please contact Communications/Creative Services to arrange any commercial printing.

VISUAL IDENTITY
CONTINUED

SAMPLE PRINT COMMUNICATIONS

BUSINESS PAPERS

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

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

CONCORDIA SEMINARY

Concordia Seminary
801 Seminary Place
St. Louis, MO 63105

ACCOUNTING

department signature

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, Seminary Advancement, *Concordia Journal* and *Faculty Notes*.

Electronic MS Word and PDF templates of the standard letterhead are available for download on SemNet.

Please contact Communications/Creative Services to request printed supplies. Envelopes with department signatures are ordered on an annual basis.

BUSINESS PAPERS

CONTINUED

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

Concordia Seminary
801 Seminary Place
St. Louis, MO 63105

BUSINESS PAPERS
CONTINUED
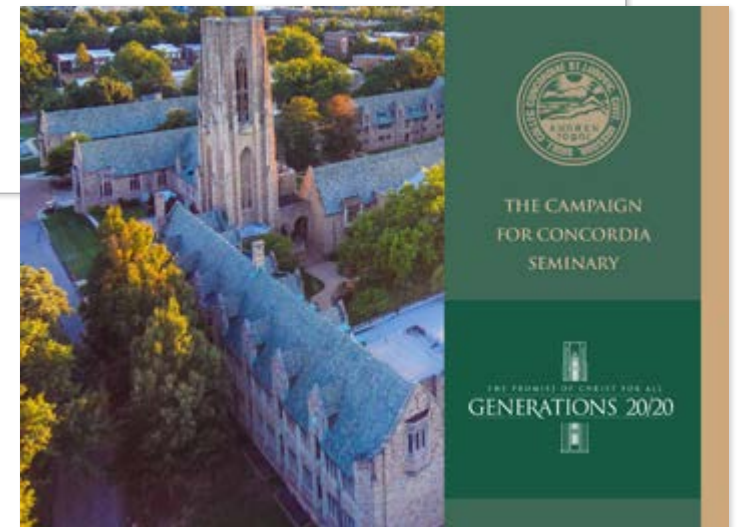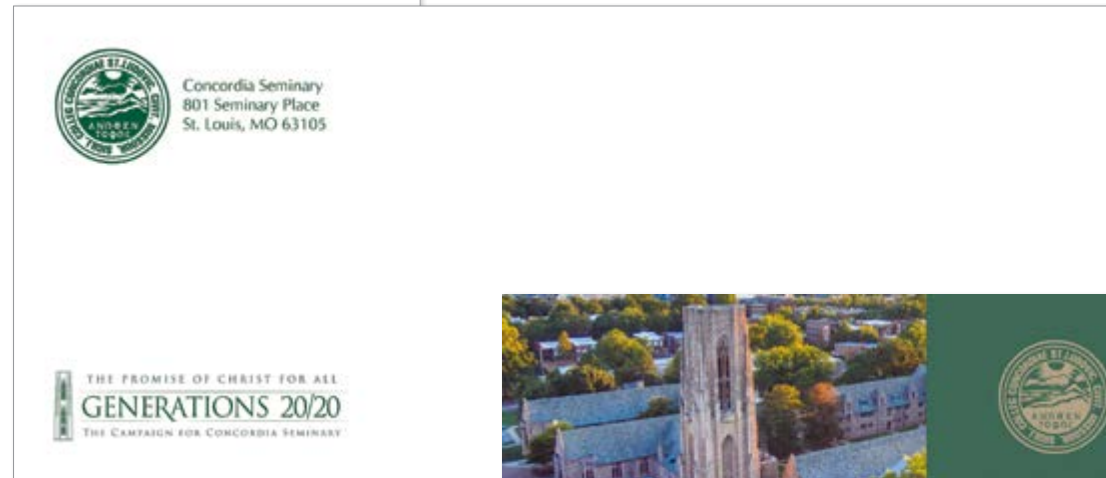
CAMPAIGN STATIONERY

The *Generations 20/20 Campaign* letterhead, envelope and note card are shown here. Campaign stationery will be used throughout the life of the *Generations 20/20 Campaign*, primarily by Seminary Advancement and occasionally by the Office of the President.

BUSINESS PAPERS

CONTINUED

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/Creative Services for a mass mailing or electronic letter.

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

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

CONCORDIA SEMINARY

Month XX, 2018

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

Dear Dr. Sample:

Iquibus. Henimolorro dolore volor aut ut voloraeperum lab ipicim que autempos est, nesciunt voluptas at res equae laboreruptis remperro consectet, ommoluptae molor simusciendit dolorro quis duntore ssimus mostium con cone peratem ipsamusa nullendia culparum natquia tiaest, que offic teceatas et lit quo blandan daesed que porume et uta dolorio. Niaes 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 eosa qui volore, venis doluptiosae. Cil idem everferunt occuptati tem fugiae. Nam, corescid et veliqui quas dolestet odic doloruptatem nonseque voluptas au... inciet, te mos serum fugit essincide... pedis ad quae derate cor aute event,...

Ant que quid ex experit quossim ole... labore mi, ommolorem verum sin p... que voluptatem essum nem fuga. Se... seque conseque quam et ilitiunt aut... peratem ipsamusa nullendia culparu...

Sincerely,

Vicki Biggs
Senior Vice President and Chief Co...

P.S. Sed quas maio blaut quam fuga... aut qui dem alia quo volum nobis re...

Concordia Seminary
801 Seminary Place
St. Louis, MO 63105

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

ACCOUNTING

Concordia Seminary
801 Seminary Place
St. Louis, MO 63105

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

BUSINESS PAPERS
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name
title, department

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

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
www.csl.edu

CONCORDIA SEMINARY

academic degrees above bachelor's
are included, following name

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

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

CONCORDIA SEMINARY

BUSINESS CARD

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

BUSINESS PAPERS
CONTINUED

Bottom of the last line of text should align with the blue guide

When Rev. Dr. forces the name onto a second line, separate the two lines as follows: Rev. Dr. (line one), name (line two).
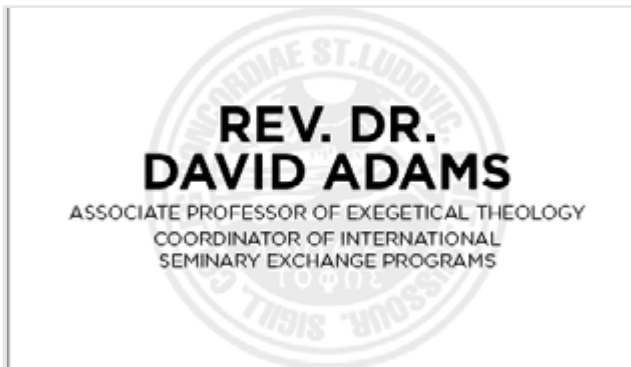
If the name goes onto a second line regardless of the title, split the lines up as evenly as possible while keeping the name on only two lines.

OFFICE SIGNAGE

NAMES/ROOM TITLES

Font: Gotham Bold
Size: 48
Leading: 45.6

- The bottom of the last line of text should align with the blue guide
- 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.

BUSINESS PAPERS
CONTINUED

The top of the first line of text should align with the blue guide

NAME
TITLE

TITLE(S)

GENERAL GUIDELINES:

- The top of the first line of text should align with the blue guide
- Department-specific titles should
- include the department name. See examples below:
  - Manager, Creative Services
  - Assistant Editor, Seminary Publications
  - Administrator, Residential Services
- Titles that extend onto two lines (or more) should be divided as evenly as possible amongst the lines

ONE TITLE:

Font: Gotham Light
Size: 24
Leading: 26

TWO OR MORE TITLES:

Font: Gotham Light
Size: 18
Leading between titles: 25
Leading of the additional lines: 20

- Faculty with multiple titles should be listed as follows:
  - Teaching
  - Chair
  - Dean
  - Director

ELECTRONIC

name (green)
title, department

Vicki Biggs
Senior Vice President, Seminary Advancement
Chief Communications Officer
Concordia Seminary

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)

801 Seminary Place, Loeber Hall
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

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

#WhoWillGoForUs

EMAIL SIGNATURE

• Helvetica or Arial 10-point. text, name bold

• Prefixes of either Rev. or 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/ Creative Services or Technology Services.

Standard PowerPoint Template

Campaign PowerPoint Template
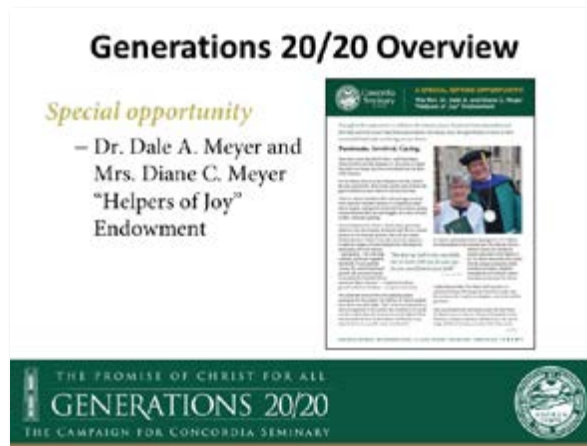
POWERPOINT TEMPLATE

The standard and campaign MS PowerPoint templates are available for download on SemNet.

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

ELECTRONIC
CONTINUED

We recommend using a dark background and light-colored text.
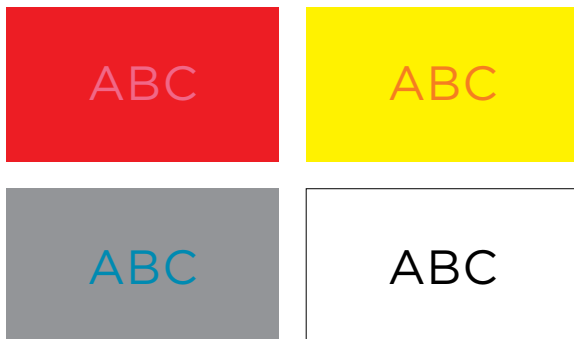
Avoid the above combinations because they are hard to read when projected.

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 Disk 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.

Serif font

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

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

ELECTRONIC
CONTINUED

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 11/2 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.

ELECTRONIC
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

ELECTRONIC

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PRESENTATION GUIDE CONTINUED

    dragging the window "handle" to keep the aspect ratio the same.

- 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.

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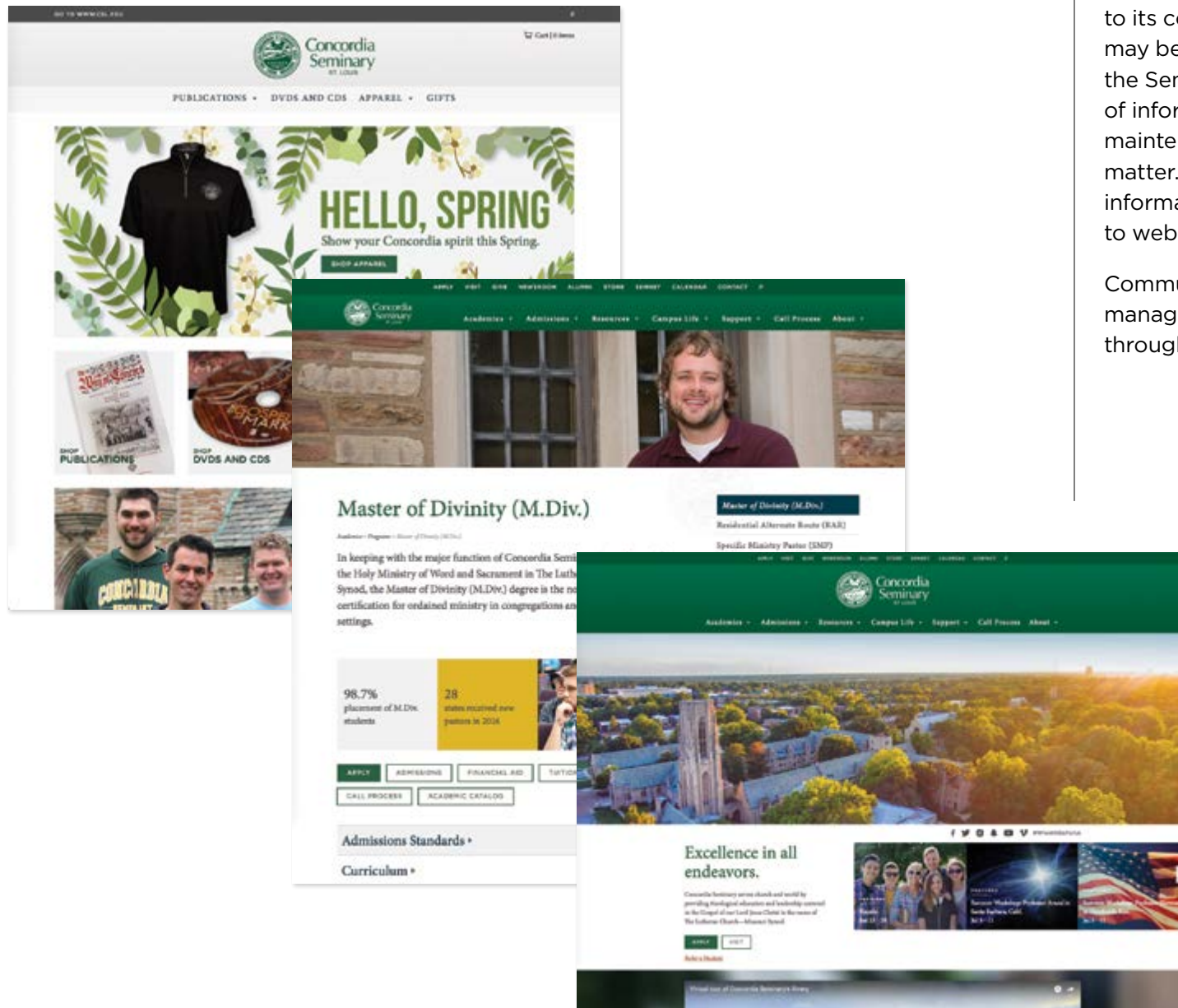
Concordia Seminary's website serves a vital role in representing the institution to its constituents. For some, the website may be the first impression visitors have of the Seminary; for others, it's a vital source of information and resources. Thus, the maintenance of the website is an important matter.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

Communications/Creative Services will manage annual reviews of the content throughout the site.

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/Creative Services. All requests for use of Seminary-owned video or for any outside production must be approved by Communications/Creative Services 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/Creative Services prior to 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/Creative Services.

Contact: Jayna Rollings, 314-505-7376, rollingsj@csl.edu

SCRIPTS:

Communications/Creative Services 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: Melanie Ave, 314-505-7378, avem@csl.edu

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: Dale Ward, 314-505-7239, wardd@csl.edu

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: Dale Ward, 314-505-7239, wardd@csl.edu

VIDEO PRODUCTION
CONTINUED

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.

All full-screen graphics with words must use the Gothic font.

MERCHANDISE AND APPAREL

A large selection of branded merchandise is available for purchase at the Campus Store and online at csl.edu/store.

Departments are requested to consult with Communications/Creative Services 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.

LAY BIBLE INSTITUTE BRANDING

shown in horizontal black

shown in horizontal white

shown in vertical black

shown in vertical white

VISUAL IDENTITY

LOGOMARK AND LOGOTYPE

The logomark and logotype are the primary branding elements for Lay Bible Institute and may be reproduced in black and white (reversed out of a dark background).

The logomark, logotype or both should appear on all printed and digital materials published for Lay Bible Institute.

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

VERTICAL LOGOMARK AND LOGOTYPE

A vertical configuration of the logomark 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.

Do not distort.

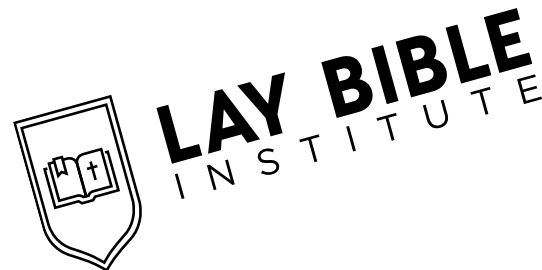**Do not reproduce in a color other than black or white color.**

Do not change the size ratios or spatial relationships.

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

Do not attempt to recreate.

Do not tilt.

VISUAL IDENTITY CONTINUED

UNACCEPTABLE USAGE

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

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

ACRE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Acre Bold

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Gotham Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Gotham Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

VISUAL IDENTITY CONTINUED

PREFERRED FONT FAMILIES

The preferred font families that have been selected to support the Lay Bible Institute brand are **Acre Bold** and **Gotham.**

Samples of the available fonts in these families are shown below.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Gotham Medium Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Gotham Bold

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Gotham Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Gotham Black

LAY BIBLE INSTITUTE BRANDING
CONTINUED

SAMPLE PRINT COMMUNICATIONS

Concordia Seminary has established specific suppliers of designated printed products/services.
Please contact Communications/Creative Services to arrange any commercial printing.

LAY BIBLE INSTITUTE BRANDING
CONTINUED

SAMPLE DIGITAL COMMUNICATIONS

PROF INSIGHTS BRANDING

shown in horizontal black

shown in horizontal white

shown in vertical black

shown in vertical white

VISUAL IDENTITY

LOGOMARK AND LOGOTYPE

The logomark and logotype are the primary branding elements for Prof Insights Institute and may be reproduced in black and white (reversed out of a dark background).

The logomark, logotype or both should appear on all printed and digital materials published for Prof Insights.

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

VERTICAL LOGOMARK AND LOGOTYPE

A vertical configuration of the logomark 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.

PROF INSIGHTS BRANDING
CONTINUED

Do not distort.

Do not reproduce in a color other than black or white color.

Do not change the size ratios or spatial relationships.

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

Do not attempt to recreate.

Do not tilt.

VISUAL IDENTITY CONTINUED

UNACCEPTABLE USAGE

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

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

PREFERRED FONT FAMILIES

The preferred font families that have been selected to support the Prof Insights brand are **Acre Bold** and **Coco Gothic.** Acre was used as the main font in the Prof Inisghts logo. Coco Gothic is used for all copy.

Samples of the available fonts in these families are shown on the left.

ACRE

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Acre Bold

COCO GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Coco Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz Coco Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Coco Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Coco Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Coco Gothic Alt

PROF INSIGHTS BRANDING

CONTINUED

The preferred font family **Gotham** was used in the Prof Inisghts logo for the subhead "Faculty-Led Workshop Series".

Samples of this font family are shown below.

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black

PROF INSIGHTS BRANDING

CONTINUED

PRIMARY COLOR PALETTE

NAME	SWATCH	CMYK	RGB	HTML
Blue		100 C 97M 10Y 9K	42R 48G 127B	2A2F7F
Teal		80C 10M 45Y 0K	0R 176G 158B	00A79E

PROF INSIGHTS BRANDING
CONTINUED

SECONDARY COLOR PALETTE

NAME	SWATCH	CMYK	RGB	HTML
Orange		19C 62M 75Y 4K	196R 116G 78B	C47744E
Red		25C 86M 62Y 12K	172R 65G 78B	AC414E
Yellow Green		20C 0M 75Y 0K	212R 225G 103B	D4E167

PROF INSIGHTS BRANDING
CONTINUED

SAMPLE PRINT COMMUNICATIONS

Concordia Seminary has established specific suppliers of designated printed products/services. Please contact Communications/Creative Services to arrange any commercial printing.

PROF INSIGHTS BRANDING
CONTINUED

SAMPLE PRINT COMMUNICATIONS CONTINUED
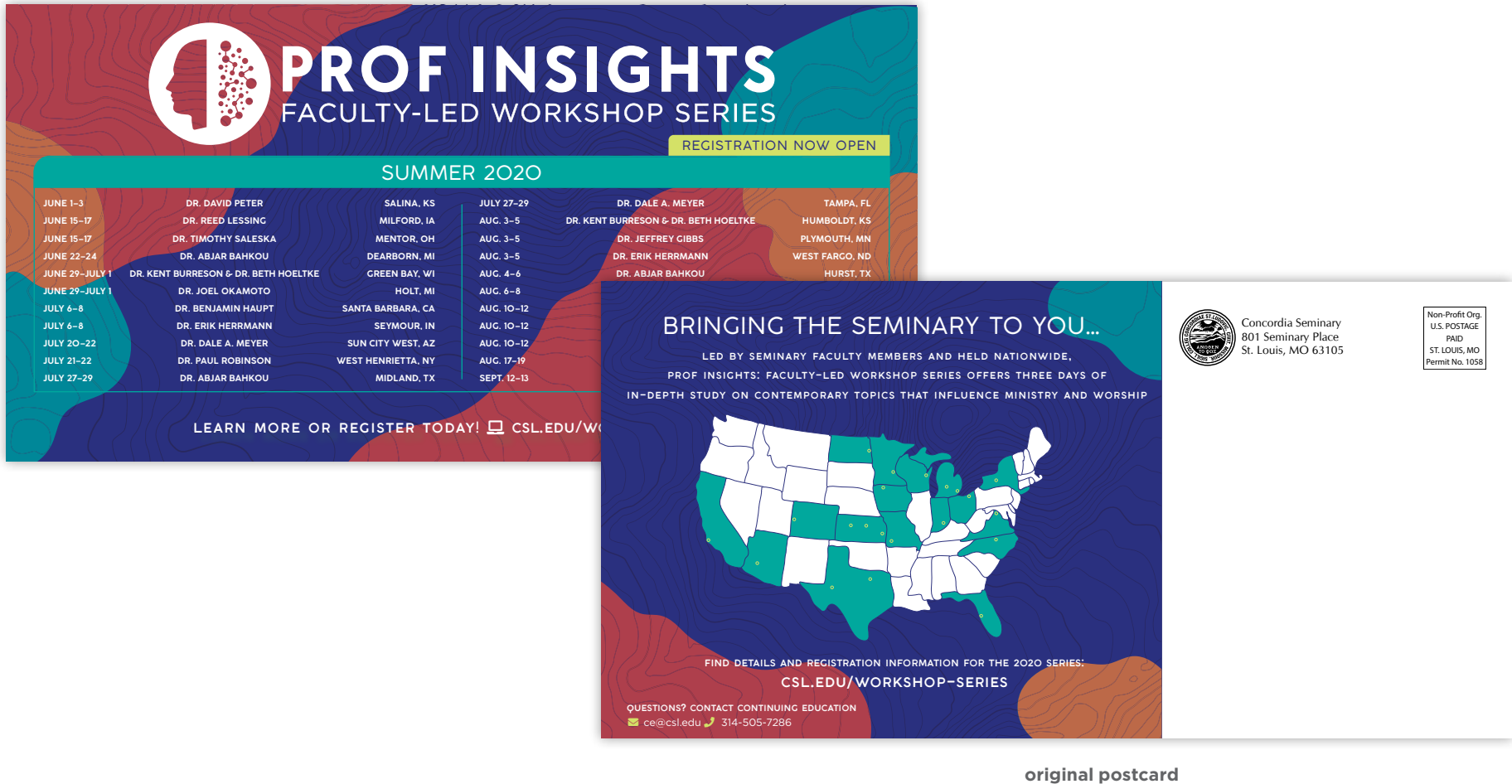
original postcard

Concordia Seminary has established specific suppliers of designated printed products/services. Please contact Communications/Creative Services to arrange any commercial printing.

PROF INSIGHTS INSTITUTE BRANDING
CONTINUED

SAMPLE DIGITAL COMMUNICATIONS

SEMINARY GUILD BRANDING

shown in black

shown in white

shown in color

LOGOMARK

The logomark is the primary branding element for the Seminary Guild and may be reproduced in black and white (reversed out of a dark background).

The logomark should appear on all printed and digital materials published for the Seminary Guild.

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

Do not distort.

Do not reproduce in a color other than black or white color.

Do not change the size ratios or spatial relationships.

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

Do not attempt to recreate.

Do not tilt.

VISUAL IDENTITY CONTINUED

UNACCEPTABLE USAGE

It is extremely important to maintain the integrity of the primary branding elements. The logomark should not be altered in any way. Do not attempt to recreate the logomark or reproduce it in colors other than black and white.

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

FAVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fave Script Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fave Script Pro Bold

STIXGENERAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

STIXGeneral Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

STIXGeneral Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

STIXGeneral Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

STIXGeneral Bold Italic

VISUAL IDENTITY CONTINUED

PREFERRED FONT FAMILIES

The preferred font families that have been selected to support the Seminary Guild brand are **Fave** and **STIXGeneral.**

Samples of the available fonts in these families are shown below.

SEMINARY GUILD BRANDING

CONTINUED

PRIMARY COLOR PALETTE

NAME	SWATCH	SPOT COLOR	CMYK	RGB	HTML
Dark Blue		**COATED** PMS 293	**COATED** 100C 76M 0Y 9K	**COATED** 0R 61G 165B	**COATED** 003DA5
		UNCOATED PMS 293	**UNCOATED** 100C 73M 0Y 5K	**UNCOATED** 35R 91G 168B	**UNCOATED** 235BA8
Light Blue		**COATED** PMS 545	**COATED** 20C 3M 0Y 0K	198R 218G 231B	C6DAE7

SEMINARY GUILD BRANDING
CONTINUED

SAMPLE PRINT COMMUNICATIONS

Concordia Seminary has established specific suppliers of designated printed products/services. Please contact Communications/Creative Services to arrange any commercial printing.

STYLEBOOK

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 (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 Philosopy (Ph.D.). Note: Master of Arts (M.A.) with Deaconess Certification also is part of Ministerial Formation.

Advent

adviser

After Chapel Concert Series

Alumni Reunion

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.	Ezra	Ezra	Daniel	Dan.
Exodus	Ex.	Nehemiah	Neh.	Hosea	Hos.
Leviticus	Lev.	Esther	Esther	Joel	Joel
Numbers	Num.	Job	Job	Amos	Amos
Deuteronomy	Deut.	Psalms	Ps.	Obadiah	Obad.
Joshua	Joshua	Proverbs	Prov.	Jonah	Jonah
Judges	Judges	Ecclesiastes	Eccl.	Micah	Micah
Ruth	Ruth	Song of Solomon	Song of Solomon	Nahum	Nah.
1 Samuel	1 Samuel	Isaiah	Is.	Habakkuk	Hab.
2 Samuel	2 Samuel	Jeremiah	Jer.	Zephaniah	Zeph.
1 Kings	1 Kings	Lamentations	Lam.	Haggai	Hag.
2 Kings	2 Kings	Ezekiel	Ezek.	Zechariah	Zech.
1 Chronicles	1 Chron.			Malachi	Mal.
2 Chronicles	2 Chron.				

New Testament

Book	Abbr.
Matthew	Matt.
Mark	Mark
Luke	Luke
John	John
Acts	Acts
Romans	Rom.
1 Corinthians	1 Cor.
2 Corinthians	2 Cor.
Galatians	Gal.
Ephesians	Eph.

Book	Abbr.
Philippians	Phil.
Colossians	Col.
1 Thessalonians	1 Thess.
2 Thessalonians	2 Thess.
1 Timothy	1 Tim.
2 Timothy	2 Tim.
Titus	Titus
Philemon	Philemon
Hebrews	Heb.
James	James

Book	Abbr.
1 Peter	1 Peter
2 Peter	2 Peter
1 John	1 John
2 John	2 John
3 John	3 John
Jude	Jude
Revelation	Rev.

(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).

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.

book titles: Italicize, never put in quotation marks, i.e., *Life Together* by Dietrich Bonhoeffer.

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. Dale A. Meyer or Dr. Dale A. Meyer, 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) and Specific Ministry Pastor (SMP).

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

Chapel of St. Timothy and St. Titus

child care

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* magazine:** Published three times a year; chronicles news, issues and current events.

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)

Concordia Seminary Concert Series

Concordia Theological Seminary, Fort Wayne, Ind.

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, St. Paul, Minn.
- Concordia University, Nebraska, Seward
- Concordia University, Portland, Ore.
- Concordia University Texas, Austin
- Concordia University Wisconsin, Mequon
- Concordia College New York, Bronxville

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 Bronxville, 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.

Contemplate: Admissions event.

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).

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: Include the Center for Hispanic Studies (CHS), Ethnic Immigrant Institute of Theology (EIIT) and Specific Ministry Pastor (SMP).

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/Creative Services 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/Creative Services 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

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 (—): Always use in The Lutheran Church—Missouri Synod (but with no spaces on either side). 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.

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. (Use one space on either side of the dash.) An en-dash is about half the width of an em-dash.

Entry Level Competency Exams (ELCE)

epistle(s)

Eucharist: See Sacraments.

exegetical

exile: See biblical events and concepts.

exodus: See biblical events and concepts.

F

Faculty Author Reception

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 ended Dec. 31, 2017.

Generations 20/20 Campaign: A three-year add-on to the Generations Campaign. Write in italics.

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 Philosopy (Ph.D.). Note: Master of Arts (M.A.) with Deaconess Certification also is part of Ministerial Formation.

Grapho: Student theological journal.

Green & Gold Days: Admissions events.

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 ended 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

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: 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'

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.

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+

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) and Center for Hispanic Studies (CHS).

multiethnic

movie titles: Place movie titles in quotes.

Multiethnic Symposium

N

nativity: See biblical events and concepts.

Next Steps: Admissions event.

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

Opening Service

Orientation

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 Synod 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

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)

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

Seminary Guild: Also Sem Guild or the Guild.

SemNet

Shepherds of God's Flock: Admissions event.

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): Also, Specific Ministry Pastor Program.

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

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

St. Baldrick's Foundation Fundraiser: Also referred to as St. Baldrick's Day.

St. Louis Lutheran Chorale: Former name was *Pro Musica Sacra*.

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 Workshop Series

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

T

tabernacle

Taste of the Sem: Admissions event.

Ted Drewes Memorial Tennis Courts

temple: The place of worship in ancient Jerusalem.

The Gospel of Mark: The 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.,
- 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 (Concordia Seminary President Dr. Dale A. Meyer). 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

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: Admissions event.

W

Walther: 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.

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.

worship book: *Lutheran Service Book*, *Lutheran Worship* and *The Lutheran Hymnal* are more appropriately called worship books rather than hymnals, because they contain liturgical materials in addition to hymns. *Joyful Sounds* is a hymnal.