



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@csll.edu](mailto:communications@csll.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.*

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# 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/Creative Services. 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



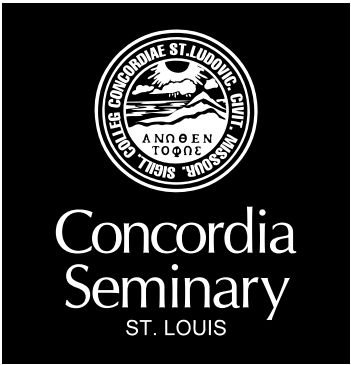
Concordia  
Seminary  
ST. LOUIS

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



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.

## PRIMARY COLOR PALETTE

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





## 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
	<b>COATED</b> 7421 CP	<b>COATED</b> 18C 100M 45Y 67K	101R 29G 50B	651D32
	<b>UNCOATED</b> 7421 UP	<b>UNCOATED</b> 34C 81M 46Y 26K		
	<b>COATED</b> 202 CP	<b>COATED</b> 9C 100M 64Y 48K	134R 38G 51B	862633
	<b>UNCOATED</b> 201 UP	<b>UNCOATED</b> 8C 89M 59Y 22K		
	<b>COATED</b> 1675 CP	<b>COATED</b> 5C 83M 100Y 27K	169R 67G 30B	A9431E
	<b>UNCOATED</b> 167 UP	<b>UNCOATED</b> 5C 58M 97Y 14K		
	<b>COATED</b> 7630 CP	<b>COATED</b> 29C 82M 50Y 73K	87R 45G 45B	572D2D
	<b>UNCOATED</b> 7630 UP	<b>UNCOATED</b> 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	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		

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		

## 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

## 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



## 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

## 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***

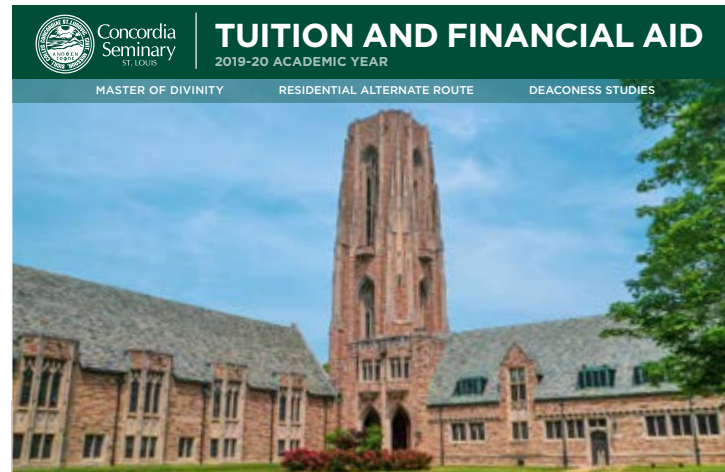
***abcdefghijklmnopqrstuvwxyz***

Times New Roman Bold Italic

# VISUAL IDENTITY

CONTINUED

## SAMPLE PRINT COMMUNICATIONS



MINISTERIAL FORMATION		ADVANCED STUDIES	
<b>RESIDENTIAL PROGRAMS</b> <b>PASTORAL FORMATION</b> <b>The Master of Divinity (M.Div.)</b> Program equips men for the Holy Ministry of Word and Sacrament in the Lutheran Church—Missouri Synod (LCMS). It is the standard route to certification for ordained ministry in congregations and other ministry settings. ☎ 800-822-9545 ✉ admissions@csf.edu	<b>DISTANCE PROGRAMS</b> <b>The Specific Ministry Pastor (SMP)</b> Program is a four-year distance education program in which men receive academic training in the setting in which they will continue to serve following ordination. Local pastor-mentors work with SMP students to provide day-to-day guidance, encouragement and prayer. ☎ 314-505-7078 ✉ smp@csf.edu	<b>RESIDENTIAL &amp; REDUCED RESIDENCY PROGRAMS</b> <b>The Doctor of Ministry (D.Min.)</b> is a professional doctoral degree intended to equip men in parish ministry with a higher level of competence in the practice of pastoral ministry. The program leading to the degree promotes professional growth and vocational renewal. ☎ 314-505-7100 ✉ gradschool@csf.edu	
<b>The Residential Alternate Route (RAR)</b> is a certificate program that closely parallels the M.Div. Program. Students in this program have significant experience in congregations and seek to further their spiritual, academic and personal development to be equipped for Word and Sacrament ministry in the LCMS. ☎ 800-822-9545 ✉ admissions@csf.edu	<b>The SMP to General Pastor Certification (SMP-GPC)</b> Program is parallel to the RAR Program and SMP pastors are eligible to apply. The SMP-GPC Program follows a similar format as the SMP Program, using flexibility in teaching and delivery methods. Those who complete this program are eligible to have their roster status changed to "Minister of Religion-Ordained". ☎ 800-822-9545 ✉ admissions@csf.edu	<b>The Master of Arts (M.A.)</b> provides a general competence in biblical and doctrinal theology, including a major in one area of theology. After completing the M.A. Program, students may apply for admission to the Ph.D. Program. ☎ 314-505-7100 ✉ gradschool@csf.edu	
<b>DEACONESS STUDIES</b> <b>The Master of Arts (M.A.) with Diaconess Certification</b> equips women to share the Gospel of Jesus Christ through spiritual care, works of mercy and teaching the Christian faith. Graduates may be called to serve congregations, schools, social service organizations or foreign missions. ☎ 314-505-7214 ✉ deaconessstudies@csf.edu	<b>The Master of Arts (M.A.) with Diaconess Certification + Master of Social Work (M.S.W.)</b> provides students with an M.A. in theology from Concordia Seminary and an M.S.W. with a clinical concentration from Saint Louis University. Students gain knowledge and skills in blending Lutheran beliefs and religious service with the professional practice of social work especially through ministries and service organizations recognized by the LCMS. ☎ 314-505-7214 ✉ deaconessstudies@csf.edu	<b>The Center for Hispanic Studies (CHS)</b> offers theological education in the Lutheran tradition from and for U.S. Hispanic/Latino Communities through ministry formation (pastoral or diaconal) programs. Students who successfully complete the 18-course curriculum are eligible to become rostered pastors and deaconesses in the LCMS. Eligible students may apply to the M.A. Program (taught in Spanish). ☎ 800-677-9833 ✉ chs@csf.edu	<b>The Ethnic Immigrant Institute of Theology (EIIT)</b> is a specialized program of theological education and formation for effective pastoral or diaconal leadership within immigrant-based LCMS churches. Participants have the approval and support of their home church and the LCMS district within which they are carrying out their work. ☎ 314-505-7076 ✉ eiit@csf.edu
		<b>The Master of Sacred Theology (S.T.M.)</b> provides a special competence in a field of theological learning and increased skills in effectively using the tools and results of theological research. This degree is appropriate for clergy members who hold an M.Div. and seek to advance their education. ☎ 314-505-7100 ✉ gradschool@csf.edu	<b>The Doctor of Philosophy (Ph.D.)</b> prepares scholars to lead the church in both academic and nonacademic settings by developing and establishing their competency in a chosen field through classroom performance, private study and preparation, and the production of publishable written work that contributes to their field. ☎ 314-505-7100 ✉ gradschool@csf.edu

LEARN MORE AT [CSF.EDU](http://CSF.EDU)

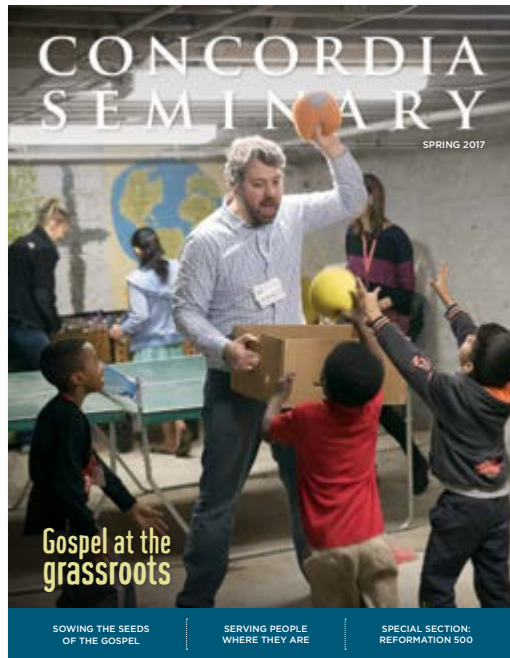


Concordia Seminary has established specific suppliers of designated printed products/services. Please contact Communications/Creative Services to arrange any commercial printing.

# VISUAL IDENTITY

CONTINUED

## SAMPLE PRINT COMMUNICATIONS



**#WhoWillGoForUs**  
REFER A PROSPECTIVE STUDENT

Who is our next church worker?  
Becoming a member of a Lutheran church would be an excellent option for discernment.


(If you don't know the prospective student's name and congregation, it is sufficient.)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Email \_\_\_\_\_ Approximate age of candidate \_\_\_\_\_  
Congregation \_\_\_\_\_  
City \_\_\_\_\_  
Additional comments \_\_\_\_\_

☐ Have discussed the possibility of studying to be a pastor/deaconess and he/she is interested.  
☐ Have not discussed the possibility with him/her but I feel that he/she has been blessed with the necessary gifts to serve as a pastor/deaconess.

Please return this form to the Seminary's Ministerial Recruitment and Admissions office at the address below. Concordia Seminary will send information to the prospective student.  
You also may contact the office at 650-632-9543 or admissions@csstl.edu.

"And I heard the voice of the Lord saying, 'Whom shall I send, and who will go for us?' Then I said, 'Here I am! Send me!'" (Is. 6:8-9)



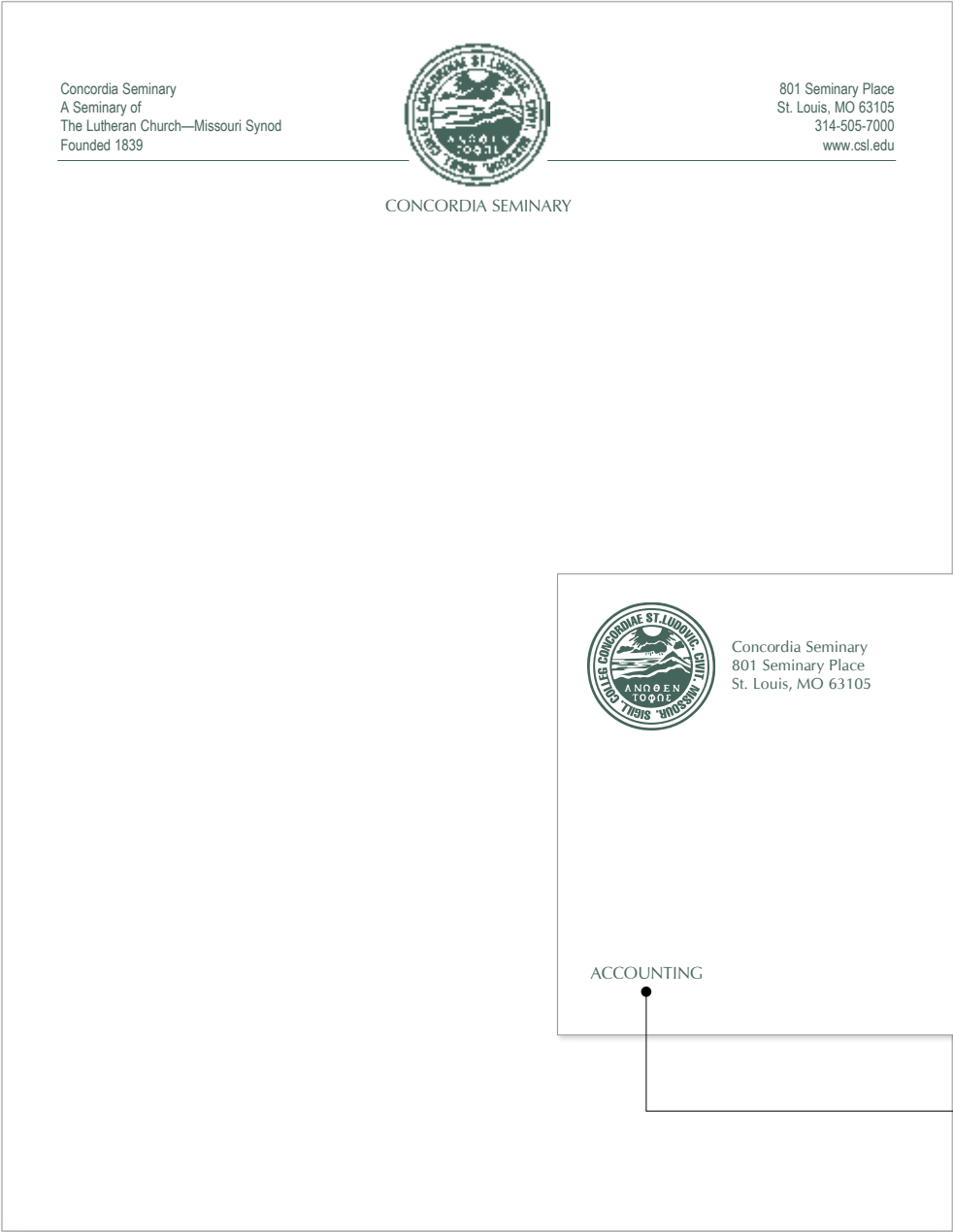
 **Concordia Seminary**  
ST. LOUIS

901 SEMINARY PLACE • ST. LOUIS, MO 63103 • 614-366-7000 • WWW.CSL.EDU

f t i n y v



# 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, 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

## NOTE CARD AND MAILING LABEL

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



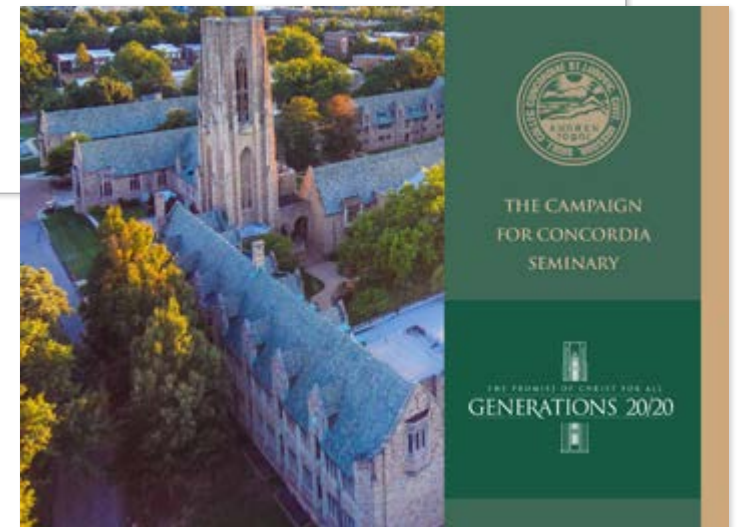
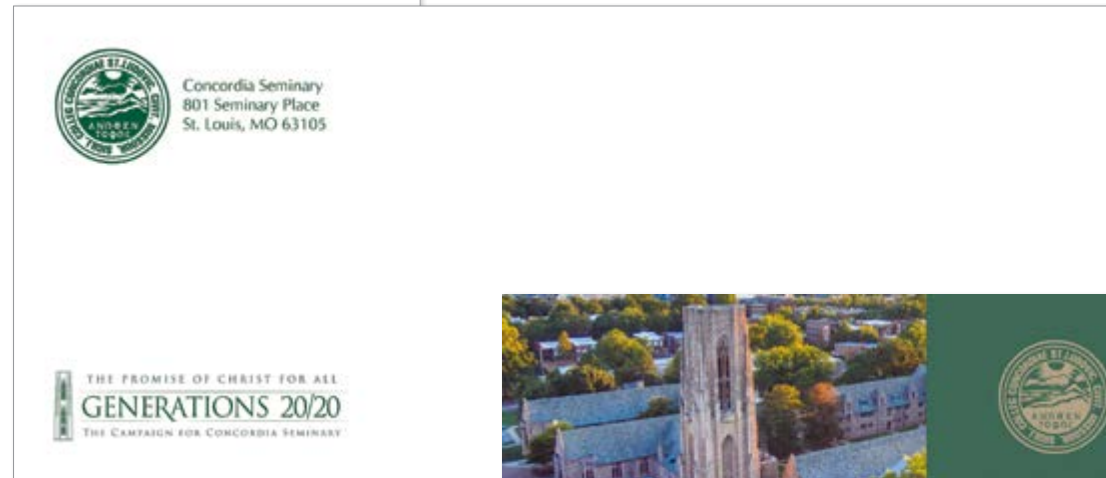
CONCORDIA SEMINARY  
— ST. LOUIS —



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

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 dolor aut ut voloraeperum lab ipicim que autempos est, nesciunt voluptas at res equae laboreruptis remperro consecet, 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 occupati tem fugiae. Nam, corescid et veliqui quas dolestet odic doloruptatem nonseque voluptas aut 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 consequo quam et ilitiunt aut peratem ipsamusa nullendia culpar

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


## 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  
801 Seminary Place  
St. Louis, MO 63105

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

# 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

**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

**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.

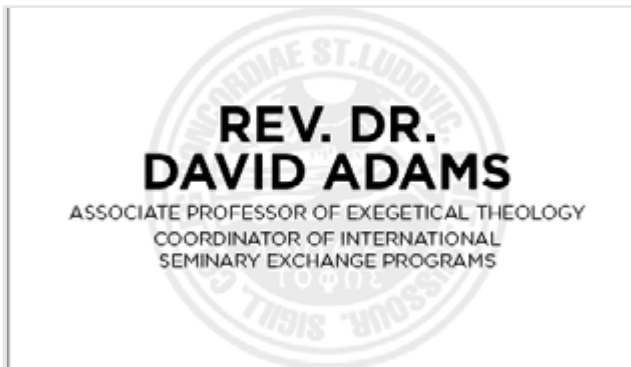
# BUSINESS PAPERS

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



## OFFICE SIGNAGE CONTINUED

### 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

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/Creative Services)

## Vicki Biggs

Senior Vice President, Seminary Advancement  
Chief Communications Officer  
Concordia Seminary  
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  
biggs@csl.edu  
biggs@csl.edu



## 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.

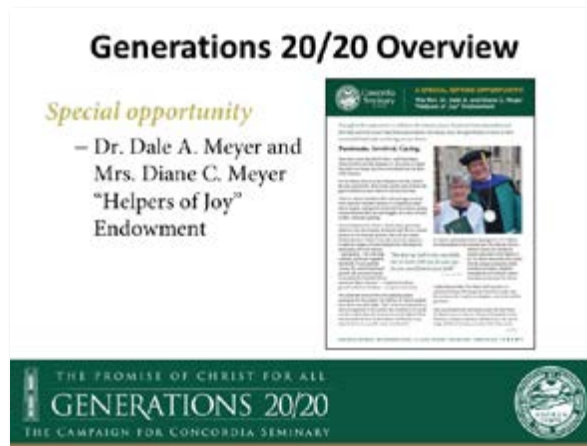
## ELECTRONIC

CONTINUED

Standard PowerPoint Template



Campaign PowerPoint Template



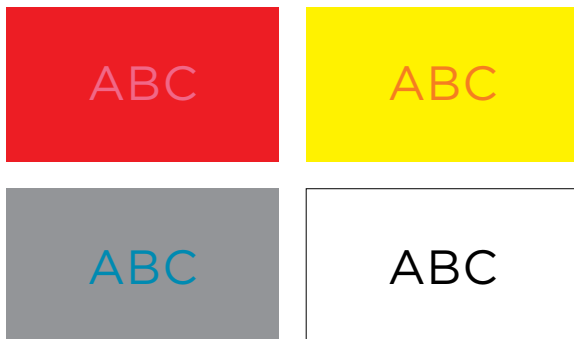
### POWERPOINT TEMPLATE

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.



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 Desk at [helpdesk@csl.edu](mailto: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 overlaid 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

## ELECTRONIC

CONTINUED



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

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 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.

**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

## PRESENTATION GUIDE CONTINUED

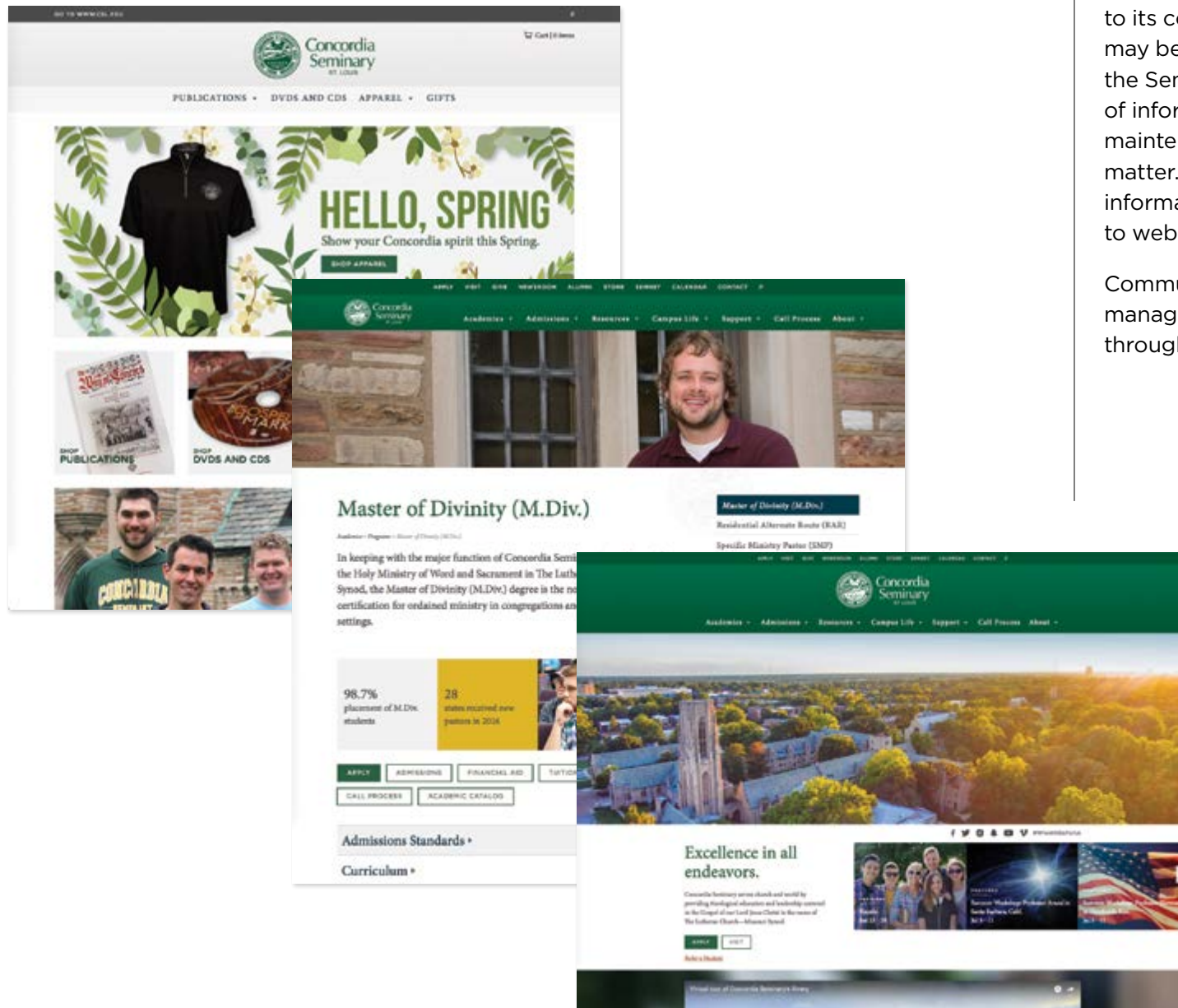
- dragging the window “handle” to keep the aspect ratio the same.
- Make sure that the media team has time to test your multimedia-rich presentation. Player and plug-in versions must be compatible. Also, let us know in advance if your presentation contains audio.

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@csf.edu](mailto:web@csf.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, acknowledgment 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](http://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.

# LAY BIBLE INSTITUTE BRANDING

CONTINUED



Do not distort.



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



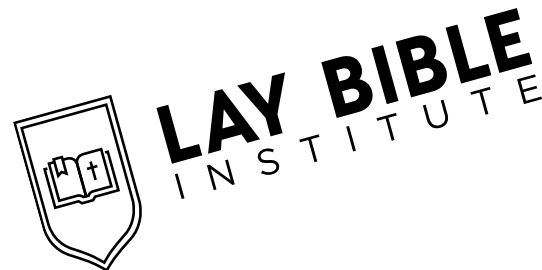
Do not change the size ratios or spatial relationships.



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.

# LAY BIBLE INSTITUTE BRANDING

CONTINUED

## 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



**LAY BIBLE INSTITUTE**

**SATURDAY, AUG. 8, 2020**

**10 A.M.–3 P.M. (CDT)**

**ONLINE CLASS**

**REGISTRATION**  
Deadline: July 18, 2020  
csl.edu/lbi  
314-505-7286

**COST**  
\$20 per person

**CHRISTIAN DISCIPLESHIP IN THE GOSPEL OF MARK**

**DR. DAVID LEWIS**  
Assistant Professor of Exegetical Theology

This Lay Bible Institute will explore what the Gospel of Mark teaches about Christian discipleship and what this means for our lives today.

It is arguable that the Gospel of Mark presents the harshest portrayal of Jesus' disciples. Though called to participate in Jesus' mission of proclaiming and establishing God's reign, the disciples repeatedly fail to understand the nature of His ministry and ultimately betray, desert or deny Him as He enters His passion. Nevertheless, this Gospel teaches a high view of the Christian calling to discipleship. The disciples of Jesus are called to participate in His mission, are identified as His true family and are given insight to the mysteries of God's reign. Yet they also are called to suffer for the sake of Jesus and His Gospel and to serve one another — a calling that can be fulfilled because of Jesus' suffering and service on our behalf.

801 SEMINARY PLACE, ST. LOUIS, MO 63105 • CSL.EDU • 314-505-7286 • CE@CSLEU • f t i s y u t v

**REGISTER THREE WEEKS BEFORE THE EVENT**  
JUNE–AUG.

**Prof Insights**  
Faculty-Led Workshop Series

**\$100 REGISTRATION FEE**  
CSLEU/WORKSHOP-SERIES

**NOW ONLINE**

**PROF INSIGHTS**  
FACULTY-LED WORKSHOP SERIES

**REGISTER BY JULY 18**  
AUG. 8

**Lay Bible Institute**  
Christian Discipleship in the Gospel of Mark

**\$20 REGISTRATION FEE**  
CSLEU/LBI

**NOW ONLINE**

**LAY BIBLE INSTITUTE**

**REGISTER BY AUG. 21**  
SEPT. 22-23

**Theological Symposium**

**\$140 REGISTRATION FEE (BEFORE JULY 17)**  
**\$160 REGISTRATION FEE (AFTER JULY 17)**  
CSLEU/SYMPOSIUM

24 CSL.EDU

Questions? ce@csl.edu or 314-505-7286



**LAY BIBLE INSTITUTE**

**CHRISTIAN DISCIPLESHIP IN THE GOSPEL OF MARK**

**DR. DAVID LEWIS**  
Assistant Professor of Exegetical Theology

Explore what the Gospel of Mark teaches about Christian discipleship and what this means for our lives today.

**SATURDAY, AUG. 8, 2020**  
**10 A.M.–3 P.M.**  
**ONLINE CLASS**

**REGISTRATION & COST**  
Deadline: July 18, 2020  
csl.edu/lbi 314-505-7286  
**\$20 per person**

---

**WHOLLY CITIZENS: THINKING RIGHTLY ABOUT CHRISTIAN ENGAGEMENT WITH THE WORLD**

**DR. JOEL BIERMANN**  
Professor of Systematic Theology

Study Luther's teaching of the two realms and the application of God's truth to the world around us, particularly the big political questions of 2020.

**SATURDAY, OCT. 10, 2020**  
**10 A.M.–3 P.M.**  
**SIECK HALL, ROOM 202**

**REGISTRATION & COST**  
Deadline: Sept. 12, 2020  
csl.edu/lbi 314-505-7286  
**\$20 per person**

---

**GALATIANS: HEARING PAUL'S GOSPEL AFRESH**

**DR. MARK SEIFRID**  
Professor of Exegetical Theology

Listen afresh to Paul's message to the churches of Galatia, as he speaks to the question of human identity, Christian living, and the acceptance of the other.

**SATURDAY, FEB. 6, 2021**  
**10 A.M.–3 P.M.**  
**SIECK HALL, ROOM 202**

**REGISTRATION & COST**  
Deadline: Jan. 24, 2021  
csl.edu/lbi 314-505-7286  
**\$20 per person**

801 SEMINARY PLACE, ST. LOUIS, MO 63105 • CSL.EDU • 314-505-7286 • CE@CSLEU • f t i s y u t v

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

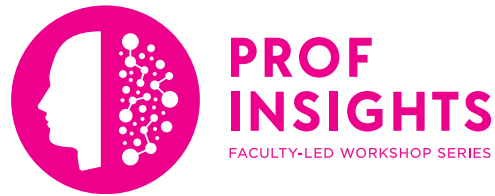
A vertical configuration of the logomark and logotype is available for use in applications where space constraints prohibit use of the horizontal configuration. The same usage guidelines for the horizontal configuration apply to the vertical configuration.

## PROF INSIGHTS BRANDING

CONTINUED



Do not distort.



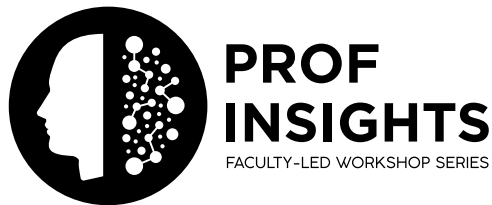
Do not reproduce in a color other than black or white color.



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.



# PROF INSIGHTS BRANDING

CONTINUED

## 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

## VISUAL IDENTITY CONTINUED

### 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 Insights logo. Coco Gothic is used for all copy.

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



## 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


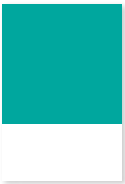
Gotham Black

## VISUAL IDENTITY CONTINUED

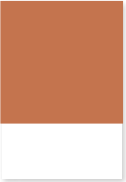
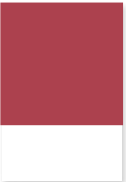

The preferred font family **Gotham** was used in the Prof Insights logo for the subhead “Faculty-Led Workshop Series”.

Samples of this font family are shown below.

**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

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

**PROF INSIGHTS**  
FACULTY-LED WORKSHOP SERIES

**DECODING THE APOCALYPSE:**  
STUDY OF THE BOOK OF REVELATION

**DR. DAVID J. PETER**  
*Professor of Practical Theology*

**JUNE 1-3, 2020**

**SALINA, KS**  
Trinity Lutheran Church

**REGISTRATION DEADLINE:**  
May 18, 2020

find other locations at  
[csl.edu/workshop-series](http://csl.edu/workshop-series)

Concordia Seminary  
St. Louis

QUESTIONS? CONTACT CONTINUING EDUCATION ☎ [ce@csl.edu](mailto:ce@csl.edu) 📞 314-505-7286

**PROF INSIGHTS**  
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JULY 27-29  
AUG. 3-5

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**DR. ABBAH BAHKOU**  
**DR. JOSE GUARATO**  
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**DR. KENT BURRISON & DR. BETH HOELTKE**

**AUG. 3-5**  
**AUG. 4-8**  
**AUG. 10-12**  
**AUG. 10-12**  
**AUG. 10-12**  
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Concordia Seminary  
801 Seminary Place  
St. Louis, MO 63105

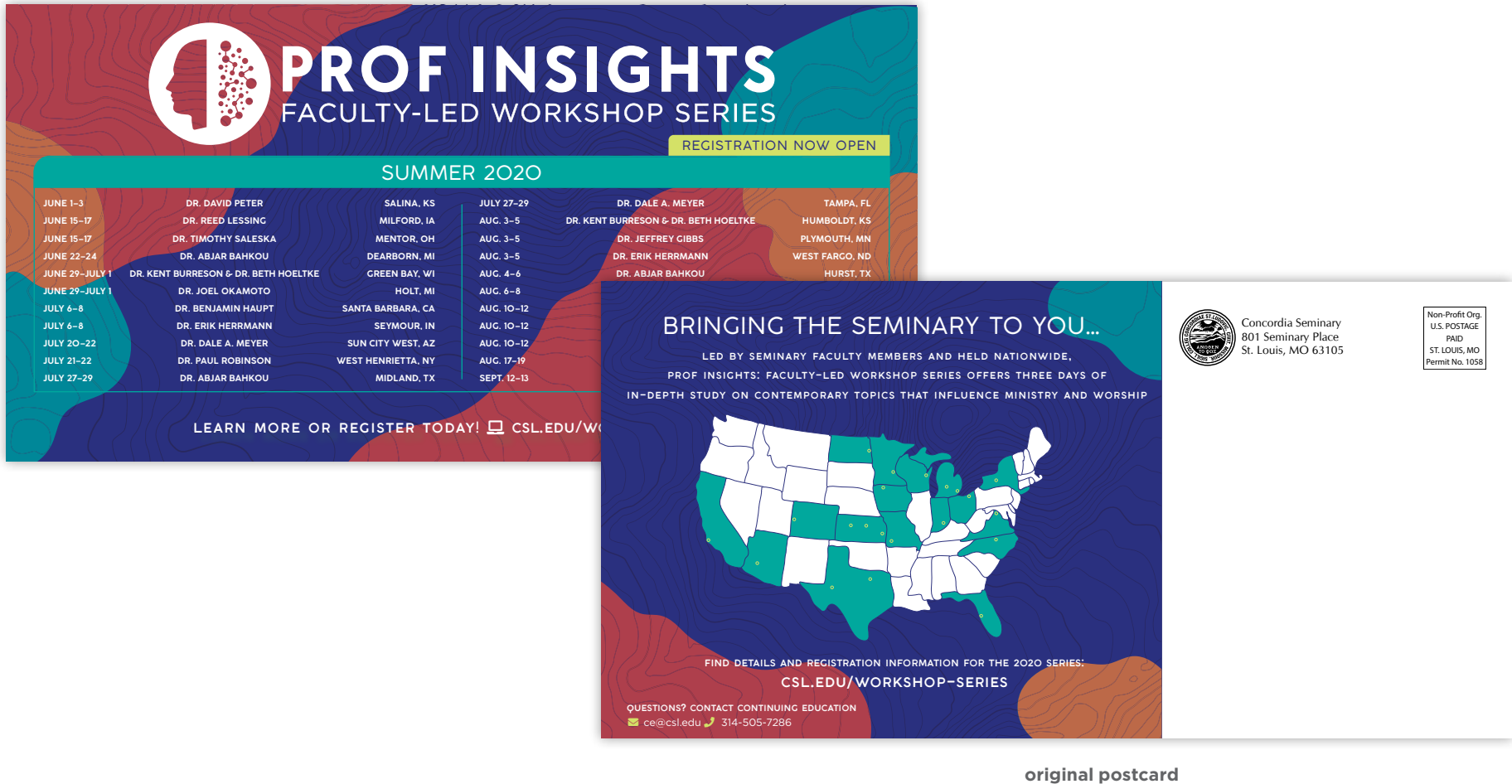
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File Name: 1802  
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Printed On: 10/20/20

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## PROF INSIGHTS BRANDING

CONTINUED

### SAMPLE PRINT COMMUNICATIONS CONTINUED



original postcard

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# PROF INSIGHTS INSTITUTE BRANDING

CONTINUED

## SAMPLE DIGITAL COMMUNICATIONS



# SEMINARY GUILD BRANDING



shown in black



shown in white



shown in color

## VISUAL IDENTITY

### 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.



## SEMINARY GUILD BRANDING

CONTINUED



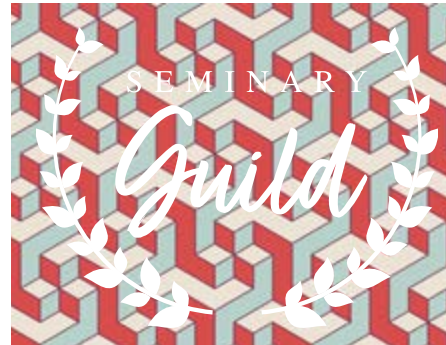
Do not distort.



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 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.



# SEMINARY GUILD BRANDING

CONTINUED

## 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.

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

### Choosing joy in the face of hardship

#### DONOR 'ADOPTS' SEMINARIANS

BY SARAH MANEY

Matter of fact and down-to-earth, Warren Solem chose a quiet life, living in a house on the outskirts of a small town. He drove an Amoco Oil truck around the country for his career. His church, Joy Lutheran Church in Cambridge, Minn., was extremely important to him. In his free time, he hunted. He would say he enjoyed the outdoors and the quiet it offered. But a quiet life does not necessarily mean an easy life.

Born in 1933 in Forest Lake, Minn., to Elmer and Sarah Solem, Warren grew up, attended school, and in 1950, joined the United States Air Force. He served in the Korean War and was stationed at a military base in California. He was honorably discharged in 1954, and went to work.

In 1958, he married the love of his life, Phyllis Jean Renner. They had three sons, but tragically, their first son was born drastically disfigured and died.

The couple had two more sons, Dale and Jeffrey, who both appeared to be healthy. But as time passed, they both developed severe mental and physical abnormalities, requiring them to move to a facility where they could receive professional around-the-clock care. The facility was miles away from home, but Warren didn't allow distance to grow between them. He made a point to visit his sons regularly.

Eventually, doctors traced the boys' health issues back to the chemicals Warren had been exposed to during the Korean War. Those same chemicals became the cause of cancer that Warren later battled.

His wife, Phyllis, developed Alzheimer's disease. Warren faithfully cared for her as she struggled through the decade-long illness, before it finally took her life.

"What struck me about Warren was not so much what he went through, but how he handled the struggles afterward," says Michael Flynn, Concordia Seminary's director of principal gifts. "It's fitting that the name of his church was

Joy Lutheran Church because in spite of everything that happened to Warren, he had great joy, trust and faith that he knew exactly where he was going."

Warren understood the church's need for pastors and recognized the importance of Seminary-trained pastors. "I first met with him in 2008," Flynn says. "As we talked about his giving, he became very interested in the Seminary's Adopt-A-Student program." Through the program, sponsors "adopt" seminarians to help make their ministry formation financially possible.

Warren participated in the program and looked forward to hearing from his "adopted" seminarians. "That meant a lot to him," Flynn says. "So when he was developing his estate plan, he decided to leave a portion of his estate to the Seminary in support of the Adopt-A-Student program."

Flynn wonders if Warren thought about his own sons as he corresponded with his adopted seminarians. Despite Warren's life struggles, he helped propel the sons of others on their ministry journey.

Flynn and David Priebe, the Seminary's gift planning consultant, walked Warren through the process of planned giving, offering clear guidance. By creating an estate plan, Warren was able to remember the Adopt-A-Student program and future seminarians long after the Lord called him home.

Warren passed away April 21, 2016, at the age of 83, and was buried at Fort Snelling National Cemetery in Minneapolis. "Warren was a wonderful example of a donor who shared his financial blessings," Flynn says. "When a response of gratitude is received and donors like Warren see how they have touched and shaped a student's life and enhanced a ministry, like the Seminary, they have indescribable joy."

To learn more about the Adopt-A-Student program, visit [csl.edu/support](http://csl.edu/support).

Sarah Maney is a communications specialist at Concordia Seminary, St. Louis.

**2020-21 adopted service projects**  
Donate and learn more at [csl.edu/semguild](http://csl.edu/semguild) today!

SUPPORT YOUR SEM ■

 Journaling Bibles* \$2,500	 Campus landscaping \$4,000	 Adopt-A-Student* \$4,000
 Music Arts \$2,000	 Student athletics and fitness center \$2,000	 After chapel coffee time \$1,000
 New student orientation \$2,500	Total \$18,000 *Funded	

**5 Giving**

As the end of the year approaches, it's a great time to give gifts that may help seminarians in need.

Make a gift of appreciated assets.  
To make a gift, visit [csl.edu/support](http://csl.edu/support) or call 800-822-5282.

*Enhance the lives of students*  
WITH THE SEMINARY GUILD

Adopt-A-Student		After chapel coffee time		New student orientation	
Journaling Bibles		Campus landscaping		Music Arts	
		Student athletics and fitness center			

DONATE TODAY TO HELP FUND THESE SERVICE PROJECTS TO BENEFIT OUR STUDENTS. LEARN MORE AND MAKE A GIFT AT [CSL.EDU/SEMGUILD](http://CSL.EDU/SEMGUILD)

CONCORDIA SEMINARY, ST. LOUIS 27

26 CSL.EDU

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# 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 Philosophy (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.  
Exodus .....Ex.  
Leviticus .....Lev.  
Numbers .....Num.  
Deuteronomy .....Deut.  
Joshua .....Joshua  
Judges .....Judges  
Ruth .....Ruth  
1 Samuel .....1 Samuel  
2 Samuel .....2 Samuel  
1 Kings .....1 Kings  
2 Kings .....2 Kings  
1 Chronicles .....1 Chron.  
2 Chronicles .....2 Chron.

Ezra .....Ezra  
Nehemiah .....Neh.  
Esther .....Esther  
Job .....Job  
Psalms .....Ps.  
Proverbs .....Prov.  
Ecclesiastes .....Eccl.  
Song of Solomon .....Song of  
Solomon  
Isaiah .....Is.  
Jeremiah .....Jer.  
Lamentations .....Lam.  
Ezekiel .....Ezek.

Daniel .....Dan.  
Hosea .....Hos.  
Joel .....Joel  
Amos .....Amos  
Obadiah .....Obad.  
Jonah .....Jonah  
Micah .....Micah  
Nahum .....Nah.  
Habakkuk .....Hab.  
Zephaniah .....Zeph.  
Haggai .....Hag.  
Zechariah .....Zech.  
Malachi .....Mal.

## New Testament

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

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

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](http://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](http://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 Diaconess Certification; Master of Sacred Theology (S.T.M.); and Doctor of Philosophy (Ph.D.). Note: Master of Arts (M.A.) with Diaconess 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; Communion 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.



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