



ONE BODY
ONE SPIRIT
ONE HOPE

THIRTEENTH ASSEMBLY
THE LUTHERAN WORLD FEDERATION
2023 • KRAKÓW, POLAND

Visual Identity Guidelines



THE
LUTHERAN
WORLD
FEDERATION

Foreword

The visual identity for the Thirteenth Assembly of the Lutheran World Federation (LWF) is a bold expression of our connectedness as one body in Christ, led by the Holy Spirit and called to share the transformative hope and love of God with the world.

The visual elements, representing the theme of the Thirteenth Assembly – One Body, One Spirit, One Hope – come together to uplift, inspire, and challenge us as we gather in Kraków, Poland and throughout the world in 2023.

This document explains the symbolism of the logo, including its graphic components and colors, as well as how to use the logo to promote and prepare for the Thirteenth LWF Assembly.

Table of contents

Foreword	2
The logo	4
Drawing local inspiration	5
Elements	6
Colors	7
Typeface	8
Logo states	9
Language versions	10
Alternate versions	11
White space	12
Wrong logo use	13
Co-branding	14

The logo



ONE BODY
ONE SPIRIT
ONE HOPE

THIRTEENTH ASSEMBLY
THE LUTHERAN WORLD FEDERATION
2023 • KRAKÓW, POLAND

The logo for the Thirteenth LWF Assembly consists of two components: the emblem and the logo type. This guide will provide insight into the creation of the assembly logo and present permitted uses of the full logo and its elements.



Drawing local inspiration

The Assembly logo draws inspiration from the local context and cultural heritage of Poland, the host nation of the 2023 Assembly.

One of the most popular forms of traditional artwork in the region are paper cut designs known as Wycinanki in Polish. These intricate pieces usually include shapes of people and nature portrayed together using bright colors. The people, dove, and leaves in the Assembly logo unite to form a modern representation of Wycinanki.

The color palette consists of two colors from the LWF visual identity alongside three colors unique to the Assembly: Poppy Red, Baltic Sea Blue, and Amber Yellow. These colors celebrate the natural beauty and artistic heritage of Poland and its people.

Elements



One Body

This element represents our relationship as one body of Christ, rooted in the love of Christ, centered in the cross of Christ and our sacramental life together, and united in service to God's creation. It expresses the body of Christ rejoicing together, liberated by grace, with arms reaching out to the world in holistic mission. It also reminds us that we are inextricably connected to each other and all creation. We see in this image a spirit of welcome and hospitality, reflecting the city of Kraków and the Evangelical Church of the Augsburg Confession in Poland, the host for the Assembly.



One Spirit

This element represents our connection in and through the work of the Holy Spirit. The dove as the Holy Spirit moving us, igniting renewal in the church, our communities, and the world. The dove also serves as a symbol of peace and unity, drawing upon the assembly theme's biblical text from Ephesians 4:3-4. This image of unity of the Spirit in the bond of peace is a reminder of God's transformative work of justice, peace, and reconciliation.



One Hope

This element represents the hope we have by our faith, rooted in Christ - hope that springs forth like leaves on a branch, bearing new life. The three leaves represent our Trinitarian theology as Lutherans and combined with the branch reflect the commitment of the LWF Communion of Churches to ecological and economic justice. The branch in this design is a direct reference to the branch carried by the dove in the LWF logo – tying together the themes of reconciliation through advocacy and dialogue as well as stewardship of creation.

Color palette

Primary colors



LWF Faith Blue

PMS 279u

CMYK 68/34/0/0

RGB 116/147/199

hexa 7493C7Blue



LWF Compassion Green

PMS 382u

CMYK 53/5/96/0

RGB 163/193/57

hexa A3C139



Assembly Poppy Red

PMS 179c

CMYK 4/91/91/0

RGB 224/60/49

hexa E03C31



Assembly Baltic Sea Blue

PMS 7700c

CMYK 92/60/33/13

RGB 22/92/125

hexa 165C7D

Support color



Assembly Amber Yellow

PMS 13-0942tcx

CMYK 1/31/74/0

RGB 250/183/90

hexa FAB75A

The color palette for the Thirteenth LWF Assembly brings together two colors from the existing LWF color palette, LWF Faith Blue and LWF Compassion Green, alongside three new colors that represent the host nation of Poland – Assembly Poppy Red, Assembly Baltic Sea Blue, and Assembly Amber Yellow.

Assembly Poppy Red represents the color of the national flower of Poland.

Assembly Baltic Sea Blue represents the regional body of water that connects Poland to its neighbors and the rest of the world.

Assembly Amber Yellow represents the fossilized resin that Polish artisans craft into jewelry and other works of art.

These colors were chosen to highlight both the natural beauty and national identity of the people of Poland.

Assembly Poppy Red and Assembly Baltic Sea Blue join LWF Faith Blue and LWF Compassion Green to form the primary color palette for the assembly, while Assembly Amber Yellow will be used to support and balance the visuals of the assembly.

Typefaces

Liberated by God's grace,

a communion in Christ

living and working together

for a just, peaceful, and reconciled world.

Trade Gothic Light

**Trade Gothic Bold
no.2**

Arial Narrow

Just like the LWF visual identity, the Thirteenth Assembly logo will use the Trade Gothic family of fonts. The official typeface for all public communications is Trade Gothic Light.

The Arial Narrow font will be used as a secondary font when there is a need to develop documents to be viewed and used by non-LWF parties.

All text within documents must appear in either black, LWF Faith Blue, or Assembly Baltic Sea Blue, except for the words 'One Spirit' and 'One Hope' within the Assembly logo.

Logo states



Assembly logo Full-color (CMYK)

This is the preferred version and state.



Assembly logo Black-only

Only use this logo state when you print in black only.



Assembly logo on color field

This logo state does NOT have to appear on a blue square.

The blue only represents a fraction of a bigger (blue) background.

To cater to the wide range of applications necessary for promoting the Thirteenth LWF Assembly the logo is available in different states.

The full-color state is the preferred option, but it may be possible that for budgetary reasons you will need to limit production costs and choose the black-only state or use white-only state on a color field.

Language versions



German (Deutsch)



Spanish (Español)



French (Français)



Polish (Polski)

The Thirteenth Assembly logo is available in the official LWF languages (English, German, French and Spanish), as well as Polish.

The LWF Office for Communication can produce other language versions of the logo upon request. Please send requests to info@lutheranworld.org.

Alternate versions



A horizontally oriented logo, where the logo type is placed to the right of the emblem in two lines of text, can be used when there is limited vertical space.

This secondary logo is only to be used in cases where it is not possible to use the primary logo.



A simplified version of the primary logo may be used when the smaller text of the primary logo will not be legible, in print or digitally.

The emblems without the logo type can be used as profile images on official Assembly social media channels.

Whitespace



The whitespace – or logo lock-in – is the space around the logo that needs to stay void of any surrounding components. This helps to safeguard “breathing” space around the logo. The breathing space around the logo is identified by an evenly spaced border around the logo. Respecting this white space is especially important when the logo is used alongside other logos.

Wrong logo use



Don't change the logo type position.



Don't change the logo type color.



Don't change the logo type alignment.



Don't re-color elements.



Don't leave elements out.

On this page you will see a small set of samples of unauthorized uses of the logo. The rule of thumb is: only use logos provided to you by the LWF Office for Communication.

Co-branding



The Evangelical Church
of the Augsburg Confession
in Poland

The Thirteenth Assembly logo can be used in conjunction with the LWF logo, logos of partner organizations, member churches, etc. It is important that in these cases, the Assembly logo is treated as equally important as the logo of the other organizations or member church illustrated on the piece. Please ensure that the Assembly logo is visually proportionate to the accompanying logo.

Always center the logos in relation to each other, while also leaving enough space between them. If the Assembly logo is co-branded with the LWF logo, the LWF logo should appear first. When co-branding with partner organizations or member churches, the Assembly logo should appear first.



THE
LUTHERAN
WORLD
FEDERATION