



TRINITY LONE OAK  
LUTHERAN CHURCH & SCHOOL



TRINITY LONE OAK  
LUTHERAN SCHOOL



APRIL 2018  
**BRAND GUIDELINES**

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## TLO Church

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### **MISSION:**

To proclaim the Gospel of Jesus Christ, making disciples of all people, leading them to demonstrate God's love to one another, the community, and the world.

### **VISION:**

Faithful in Word; Joyful in Fellowship; Gifted to Serve

## TLO School

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### **MISSION:**

Our purpose is to teach the Word of God in its truth and purity, to prepare children to be God's witnesses, to provide the quality academic education necessary to equip our children for a God-pleasing productive life in today's contemporary world, and to develop the gifts He has given each child for His service.

### **VISION:**

Know...Mirror...Live...Jesus' Love



## INTRO

The guidelines contained in this booklet will give direction in maintaining the integrity of Trinity Lone Oak Lutheran's brand. It's imperative for all content produced—print and web alike—to be consistent with each other in order to create a unified front in representing who TLO is and why to join our family.

# CHURCH & SCHOOL LOGO

Conceived from the Lone Oak that once stood in the vicinity, our name and logo are reminiscent of the strength, history and place in the community it once represented. Mirroring these qualities, TLO has existed for over 125 years and daily works to aid the city of Eagan in spiritual guidance and selfless service.

This logo combines church and school under one symbol. In the interest of representing our school, there is not a logo for the church alone.

## Parent—Horizontal format

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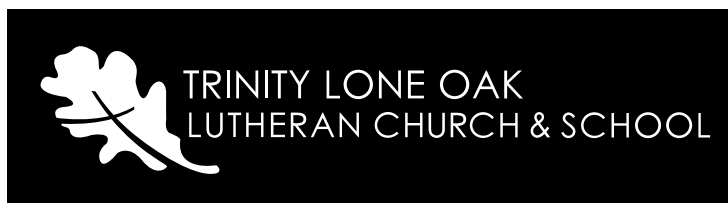
## Parent—Vertical format

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## Color options

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## Symbol

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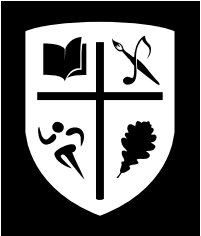
Color options

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Symbol

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SCHOOL  
LOGO

TLO School has been around for nearly as long as the church and though generations have come and gone, the same drive for quality education alongside spiritual nourishment have remained constant.

The shield reveals various elements that our school provides to its students in Preschool through eighth grade.

# LOGO INTEGRITY

In addition to the examples on the right, please follow these guidelines to ensure the maintenance of the logo's integrity.



**Avoid**  
changing the color.



**Avoid**  
distorting the logo.



**Avoid** repositioning  
the symbol.



**Avoid**  
replacing the font.



**Avoid**  
rotating the logo.



**Avoid** placing the logo  
on a background with  
insufficient contrast.

Appropriate clear space  
equal to height of letters.



## CLEAR SPACE

“Clear space” is the area around the logo that should be left free of distraction.

Please allow for the depicted amount of space around the logo. It should be equal to the size of the “Trinity Lone Oak” lettering. No graphic element or text should enter within this space.



# COLOR PALETTE

Red has always been a part of TLO's brand. It represents excitement, energy, love and strength, which are all qualities we strive for as a church and school.

Blue symbolizes stability, confidence, security and trust. Maastricht Blue reflects the tradition of our church and should mainly be used for church content. Likewise, Pale Cyan should mainly accompany school content as it represents vibrancy and youth.

CYMK and RGB values are used for print pieces, and Hex numbers are used for web or screen, e.g. PowerPoint.

## Print

NAME	CYMK	RGB
Fire Engine Red	C13 M100 Y99 K4	R203 G33 B38
Dark Red	C27 M100 Y100 K32	R139 G0 B0
Maastricht Blue	C97 M88 Y45 K53	R20 G29 B61
Pale Cyan	C40 M1 Y0 K0	R141 G214 B246

## Web & Multimedia

NAME	FULL HEX	MEDIUM HEX	LIGHT HEX
Fire Engine Red	CB2126	DB6367	E59093
Dark Red	8B0000	AE4D4D	C58080
Maastricht Blue	141D3D	5B6177	898E9E
Pale Cyan	8ED6F6	AFE2F9	C6EBFA



## Colors

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**Church**  
Maastricht Blue



**School**  
Pale Cyan

## Web sizes

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**Desktop**  
180 x 180px



**Mobile**  
100 x 100px

## Icon Library (abbreviated)

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# ICON LIBRARY

Icons allow a break from constant text. They also unify print and web content as they can be used in both.

Notice the Maastricht Blue icons are for church content and Pale Cyan icons are for school content. There are also specific sizes for remaining consistent on the website. Icon size for print pieces should be reflective of the individual piece's dimensions.

# PRINT TYPOGRAPHY

## **Titles**

Calibri Bold is strong and straight-forward, perfect for making an initial impact through the heading alone. Use all caps whenever possible.

## **Body Copy**

Calibri Regular is modern yet legible and good for subtitles as well as paragraphs. Use title case in most situations.

## Calibri – Bold

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**TLO**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

## Calibri – Regular

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TLO

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

# MAIN PAGE HEADING

Avenir | All caps | 56pt

## SUBPAGE HEADING

Avenir Light | All caps | 56pt

### Paragraph Heading

Avenir | Title case | 33pt

Paragraph/Button Text

Avenir Light | Title case | 17pt

Detail Text

Avenir Light | Title case | 14pt

## WEB TYPOGRAPHY

Follow these guidelines for the appropriate typefaces online. The typeface and size combination create the desired impact for various places on the website and will create a consistent look with multiple editors.

# MESSAGING & TEXT FORMATTING

Please reference these examples for messaging and text formatting. While perfection is impossible, little things such as the following will help us be as consistent as possible.

## Messaging

Welcoming, faith-forward

## Voice

Active/non-passive

## Name

*First time usage:*

Trinity Lone Oak Lutheran

*Future usage:*

Trinity Lone Oak or TLO

## Rule

### Ampersand:

Use in titles and fragments; avoid using in paragraphs.

### Current events:

Use the order of “date, time and location” separated by vertical bars.

### Em dash:

Use in the place of commas to enhance readability and add emphasis.

### En dash:

Use between two times.

### Hyphenation:

Avoid using; soft-return split word to next line.

### Oxford comma (used after penultimate item):

Avoid using.

### Scriptural references:

Use abbreviations for books and ESV version; use standalone and body paragraph format, respectively.

### Space between sentences:

Use single space only.

### Time:

Use lowercase “am/pm” directly after number.

### Underlined text (web):

Use only when indicating a link.

### Widows:

Avoid by having at least two words on final line.

## Example

RESOURCES & MEDIA

Sundays | 9:15am | Gym

The three persons of the Trinity—Father, Son and Holy Spirit—are coequal and coeternal.

5:30–7:00pm

“...love to one another, the ↵ community, and the world.”

Father, Son and Holy Spirit

“...of the dead.” *1 Cor. 15:21, ESV*  
“...of the dead” (*1 Cor. 15:21, ESV*).

...of this event. Any questions...

9:15am

Contact the office with questions.

...grow in faith and Christian discipleship through the ↵ Holy Spirit.



TRINITY LONE OAK  
LUTHERAN CHURCH & SCHOOL

Rev. James L. Kroonblawd, Sr. Pastor · Mrs. Kathryn Jones, Principal · 2950 Hwy. 55 · Eagan, MN 55121

P: 651.454.7235 · F: 651.454.0109 · office@trinityloneoak.org · trinityloneoak.org



TRINITY LONE OAK  
LUTHERAN CHURCH & SCHOOL  
2950 Highway 55 · Eagan, MN 55121

## Church



TRINITY LONE OAK  
LUTHERAN CHURCH & SCHOOL

2950 Hwy. 55 · Eagan, MN 55121

p: 651-454-7235

f: 651-454-0109

e: office@trinityloneoak.org



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LUTHERAN CHURCH & SCHOOL

2950 Hwy. 55 · Eagan, MN 55121

James L. Kroonblawd  
Senior Pastor

p: 651-454-7235

f: 651-454-0109

e: pastork@trinityloneoak.org

### WORSHIP SCHEDULE

#### Sunday

8:00 & 10:30 a.m.

9:15 a.m. Education hour

#### Monday

6:30 p.m.

(June–August)

 trinityloneoak.org

Faithful in Word | Joyful in Fellowship | Gifted to Serve

## School



TRINITY LONE OAK  
LUTHERAN SCHOOL

2950 Hwy. 55 · Eagan, MN 55121

p: 651-454-1139

f: 651-454-0109

e: school@trinityloneoak.org



“...rooted and established in love...”

Ephesians 3:17

 tloschool.org

# BRAND IDENTITY

These pieces show the design and layout for TLO's letterhead, envelope and business card.