

## LOGOMARK

### LOGOMARK

CLWR's logomark consists of two elements: the logo and the wordmark. The logo is consists of a stylized globe and cross. The logo should always be used accompanied by the wordmark. The wordmark is a special arrangement of CLWR's official name. The wordmark consists of the organization's name "Canadian Lutheran World Relief." The logomark should always be used prominently on all CLWR materials.

### LOGOMARK AS GRAPHIC ELEMENT

Using the logomark as a graphic element is strongly discouraged because it affects the independence and visual integrity of the logo.



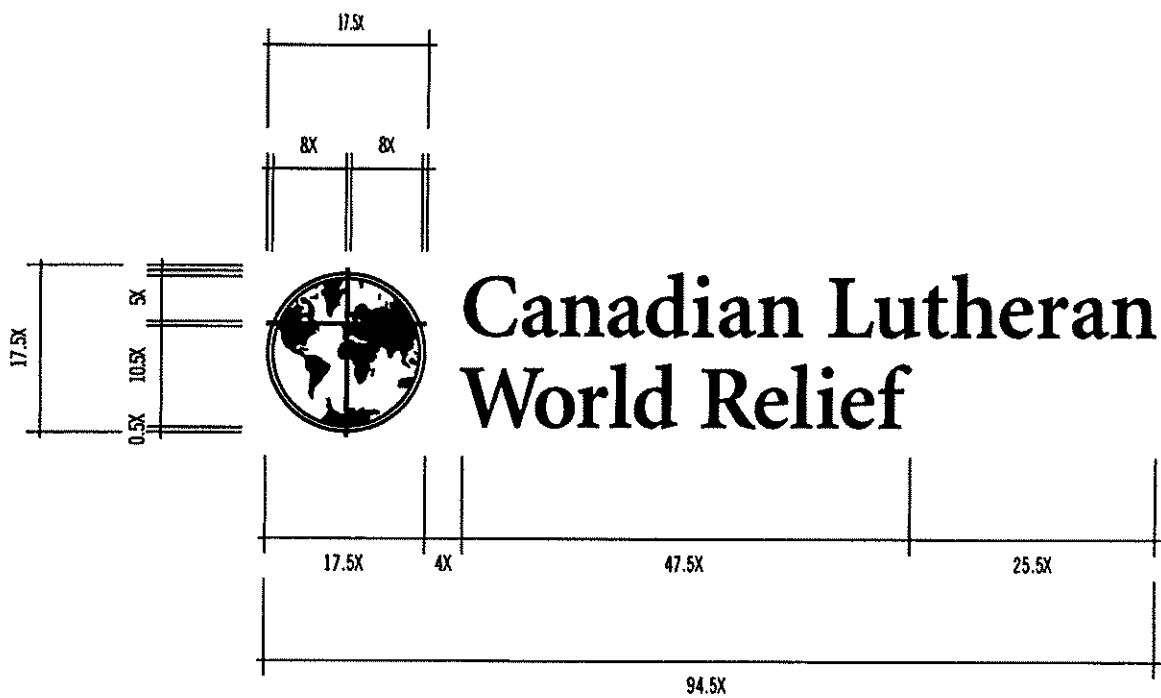
Logo

# Canadian Lutheran World Relief

Wordmark

**LOGOMARK SPECIFICATIONS**

Proportioning is based on value  $x$ ,  
which equals the width of letter "l" in  
the wordmark.

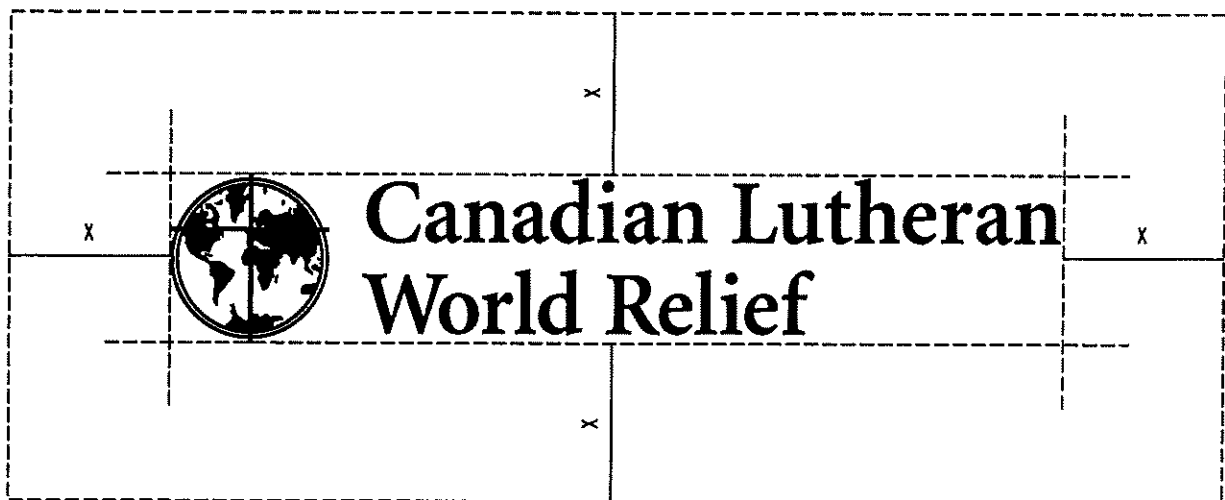


Logomark specifications

## LOGOMARK

### PLACEMENT

When placing the CLWR logomark, maximum visibility should always be the primary concern. No other trade names may fall within its protected area. The minimum protected area around the logomark is based on the height of the globe in the logomark.



Protected space

**IMPROPER LOGOMARK USE**

Improper uses of the logomark fall into three categories: poor reproduction, poor manipulation and poor layout. Contact CLWR to obtain an electronic version of the logomark. Never manipulate the logomark. Logomark may be used only as depicted on pages 5, 6 and 9 of this manual. Any modifications must be approved by CLWR. See some examples of improper use on this page.



Never place a shadow under the logomark.



Never place a border around the logomark.



Never tilt or rotate the logomark.



Never skew or stretch the logomark.



Never use the logomark in a repeated pattern.



Never change the wordmark's typeface or size.

**LOGOMARK**

**LOGOMARK SHEET**



**Canadian Lutheran  
World Relief**



Logomark Black



**Canadian Lutheran  
World Relief**



Logomark Pantone 287

**COLOUR**

CLWR's corporate colour is Pantone 287. Four colour process equivalent of Pantone 287 is 100% Cyan, 69% Magenta, 0% Yellow and 11% Black.

**VARIATIONS**

Whenever possible the logomark should be printed in Pantone 287 on a white background. The logomark may be reversed to white when used on solid coloured background. In one-colour publication the same colour may be used for the logomark with the approval of Communication Team.



Pantone 287 on a white background



Black on a white background



White on a solid background