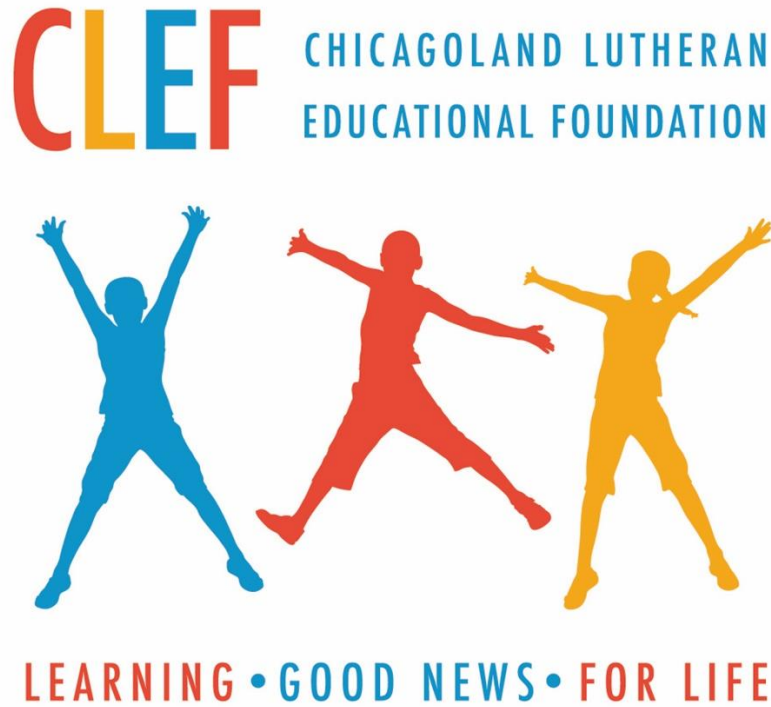


Chicagoland Lutheran Educational Foundation Brand Guidelines



Brand Interpretation:

The logo is a multi-layered visual and verbal message of who we are, where we serve and what we do.

The look incorporates bright, positive and diverse colors. It shows active children; filled with both spirit and the Spirit. It hints of school, happiness and simpler days. It speaks to the joy of learning about Jesus as our forgiving and loving Savior. He is our protector and guide for life.

The tagline perfectly summarizes and emphasizes who we are, where we serve and what we do. That's why there is separation between words in the tagline: *LEARNING • GOOD NEWS • FOR LIFE*

Thus, it becomes a multi-layered message with subtle differences in meaning.

- Taken on one level it reads:
Learning (is) good news for life; in other words, knowledge is important for your life.
- Taken on another level it reads: *Learning • Good News • For Life*; this time it means that learning God's Word often begins in school but can last a lifetime.

Here's one more interpretation: *CLEF*, like the *GOOD NEWS*, serves all people. Through His Word, *CLEF* brings a message of joy, and hope that lasts a lifetime.

LEARNING • GOOD NEWS • FOR LIFE is an open door to meditation, motivation and implementation of God's Plan for each of our lives. Young or old; it is a joyful day when we first learn about Jesus.

This is what *CLEF* does. This is why we exist. This is how we serve.

Brand Guides:

- The Chicagoland Lutheran Education Foundation (*CLEF*) logos may be reduced or enlarged but don't alter the height-to-width ratio. Do not manipulate or alter the brand/logo using publishing software. \



- The color *CLEF* logo with active children imagery and tagline: *LEARNING • GOOD NEWS • FOR LIFE* is the preferred logo of use. We request that use the color logo in all print and web versions.
- If a one-color version is required for printing on color or all-black backgrounds for newspaper ads or all-black backgrounds, we prefer that the solid black version or reversed white version is used.

Color Guides:

- CLEF logo is Pantone 130 yellow, Pantone 7417 red, Pantone 639 blue
- CYMK Yellow: C=2, M=38, Y=100, K=0
- CYMK Magenta: C=3, M=86, Y=85, K=0
- CYMK Blue: C=100, M=20, Y=10, K=0
- Chicagoland Lutheran Educational Foundation is Pantone 130 yellow, Pantone 7417 red, Pantone 639 blue
- LEARNING is Pantone 7417 red
- GOOD NEWS is Pantone 639 blue
- FOR LIFE is Pantone 7417 red
- CLEF logo black is Pantone black or 100% black.

Content Style Guides:

The logo name Chicagoland Lutheran Educational Foundation must be spelled out in all first reference, no exceptions.

In second references, CLEF, is acceptable term of use as long as identified in first reference as Chicagoland Lutheran Educational Foundation (CLEF).

The CLEF tagline, **LEARNING • GOOD NEWS • FOR LIFE**, can be used when identifying CLEF's mission. It is acceptable to use this in lowercase, non-bold type face when necessary in text/copy.

It is not acceptable to separate CLEF tagline from visual imagery of children or CLEF logo when using as a graphic element without express written permission from the Chicagoland Lutheran Educational Foundation.

Download Logos:

Color Logo: RGB

Solid Black Logo: JPG

Please note all logos must be used within accordance of Chicagoland Lutheran Educational Foundation brand guidelines.

Other Logo Requests:

For other logo or usage requests for the Chicagoland Lutheran Educational Foundation, please send a request to: marketing@clefchicago.org.