



WAKING THE GIANT

Churches and the Sustainable
Development Goals

Brandbook

visual identity guidelines



Churches working together
to leave no one behind

Foreword

‘Waking the Giant’ is a global ecumenical initiative of the Lutheran World Federation. It aims to build the capacity of churches to contribute effectively to the 2030 UN Agenda for Sustainable Development.

At the global level, the initiative provides churches and church-related actors with tools and training to relate their on-going work to the Sustainable Development Goals (SDGs). It raises their awareness of the relevance of the Agenda 2030 and the op-

portunities that come with it. Emphasis is put on enhancing the visibility of the work that churches already do in relation to SDGs.

At the national level, churches and ecumenical partners set up implementation mechanisms for taking stock of their existing work in relation to the SDGs and engage in joint planning for direct action and advocacy. New partnerships are formed among the churches, with civil society and UN and governmental actors.



WAKING THE GIANT

Churches and the Sustainable
Development Goals

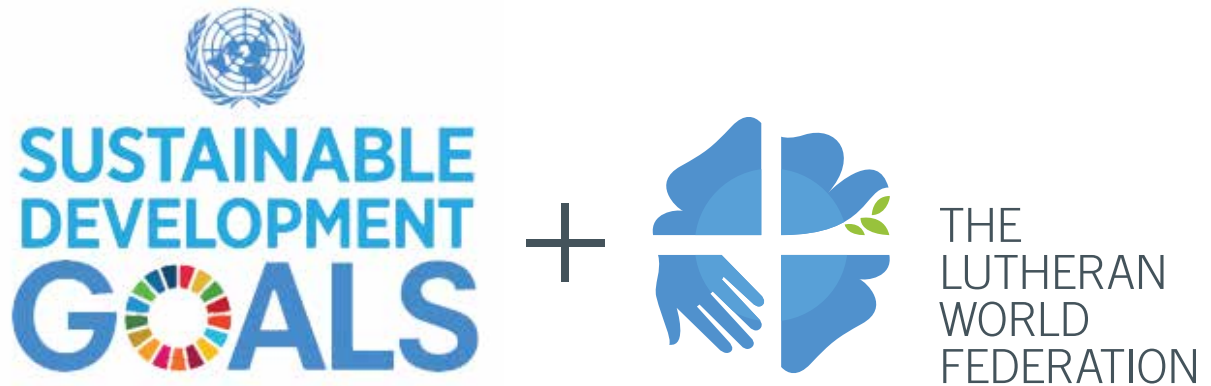


LEAVE NO ONE BEHIND

Contents

- Foreword 2
- Concept 6
- Structure 7
- Primary colors 8
- Typefaces 9
- Logo states 10
- Logo versions 11
- White space 12
- Wrong logo use 13
- Co-branding 14
- Graphic support elements 16

Concept



The concept of the branding of 'Waking the Giant' is in an ergonomic blend of a LWF visual identity and an identity of the 2030 UN Agenda.

Structure



Churches and the Sustainable
Development Goals

The logo consists of a clean sans-serif typeface text block with a dynamic composition. A striped wheel is adopted from the UN Agenda logo and implemented in the typography.

The logo is always cobranded with the abbreviated LWF logo, to reflect belonging to the LWF organization. These two logos are separated by thin line in LWF blue color.

Primary colors



PMS
279u

CMYK
68/34/0/0

RGB
116/147/199

hexa
7493C7



PMS
382u

CMYK
53/5/96/0

RGB
163/193/57

hexa
A3C139



PMS
546u

CMYK
20/0/0/80

RGB
78/85/92

hexa
4E555C



PMS
542u

CMYK
63/25/0/0

RGB
128/163/211

hexa
80A3D3

Primary colors of 'Waking the Giant' are the same as LWF primary colors.

It is required to use the same colors while creating new products for the branding.

Typefaces

Global Ecumenical Initiative

Trade Gothic Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1234567890

LEAVE **NO ONE** BEHIND

Gotham Pro family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

It is preferred to use **Trade Gothic Light** for the main text in all design products of our brand.

Trade Gothic Bold may be used for titles and highlighting important information.

Gotham Pro typeface (Light and Bold) is used for all typography in our logo (apart from the typography in LWF logo). It also may be used for quotes, preferably in uppercase.

Logo states



WAKING
THE
GIANT

Churches and the Sustainable
Development Goals



WAKING
THE
GIANT

Churches and the Sustainable
Development Goals



WAKING
THE
GIANT

Churches and the Sustainable
Development Goals



WAKING
THE
GIANT

Churches and the Sustainable
Development Goals

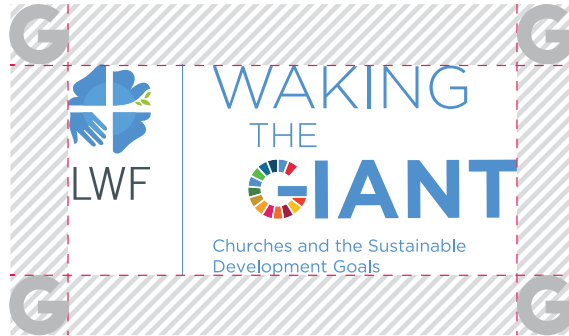
In order to create different design products for this brand in future, our logo is available in different states.

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 one color state.

Logo versions

Our logo is available in our official languages (English, German, French and Spanish); the language versions are available in all three color options.

White space



White space should be counted while producing all future graphic products for branding.
The same rule also applies to both versions of the logo.

Wrong logo use



don't recolor the logo



don't recolor the logo or leave elements out



don't use the logo on the bright pattern



don't leave elements out



don't use the logo without the cobranding



don't distort the logo

On this page you will see a small set of samples of unauthorized uses of our logo; the rule of thumb is: if the logo you want to use is not provided to you by

the LWF Communications Office, then you should **not** use the logo.

Co-branding



EVANGELICAL LUTHERAN CHURCH
IN TANZANIA

Co-branding for our initiatives (for vertical items)

We also use our logo in conjunction with the logos of partner organizations, co-hosts etc.

It is important that in these cases, our logo is treated as equally important as the logo of the other organizations illustrated on the piece.

We can identify several kind of co-branding, but in general we apply rules as follows:

Waking the Giant initiative

If we take the initiative, our logo comes first and we basically follow our identity for layout and look. We use a grey line twice as thick as the blue line used in our logo, between our logo and the following logo.

You can see examples of co-branding for horizontal and vertical items for our initiatives here.

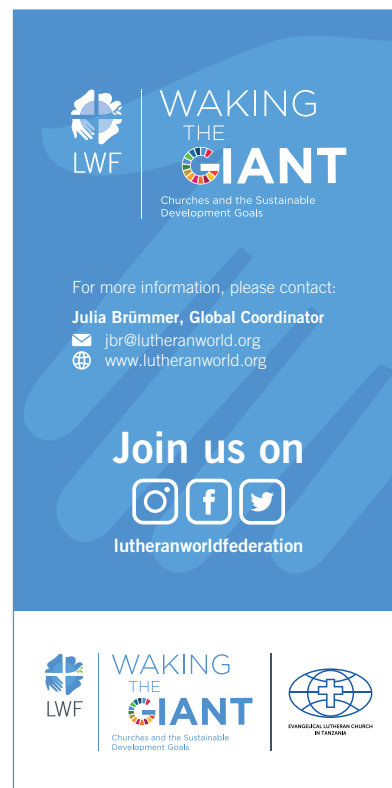


EVANGELICAL LUTHERAN CHURCH
IN TANZANIA

co-branding for our initiatives (for horizontal items)

Not our initiative

If Waking the Giant joins an initiative of another organization, then our logo comes second, or later, depending on the classification established by the initiator. Since we are following the initiative of another organization, we will just supply our logo and identify manual but cannot insist on any of our rules. We may eventually recommend using the full-color option of our logo if possible and also apply a thin grey line between logos in case the co-branding is just with one or very few partners.



example of co-branding on an item

Graphic support elements



examples of using the element in design



The main graphic support element of the brand is a hand positioned upside down. It symbolizes help and support as one of the key features of a project.

You may use it to crop pictures, form patterns or in various backgrounds of design products for the brand. Please note, that it is **not** allowed to rotate the hand.

