# TABLE OF CONTENTS

**Brand Guidelines**
- Primary Logos
- Fonts
- Color Palette
- Stationary
- Email Signature
- Presentation Templates

**Style Guidelines**
- General Principles for LSF Copy
- Citations & Documentation System
- Common Words & Phrases at LSF
This guide is designed to give a brief overview of who we are and what we stand for as an organization. In addition, it provides the tools necessary to effectively and consistently share the LSF brand with others.
BRAND STATEMENT  (use this as a quick elevator pitch)

Lutheran Services Florida is a leading life changing service organization which works to help transform the lives of people regardless of age, background or belief. By generously offering elderly, family, substance abuse and mental health, children and educational programs, along with assistance to refugees and immigrants, we help entire communities build healthier, happier and hope-filled tomorrows.

BOILERPLATE  (use this as a general description of our organization)

Lutheran Services Florida is a leading life changing service organization which works to help transform the lives of people regardless of age, background or belief. By generously offering elderly, family, substance abuse and mental health, children and educational programs, along with assistance to refugees and immigrants, we help entire communities build healthier, happier and hope-filled tomorrows.

LSF provides assistance, direction, and genuine care so that people we serve may live with dignity and have a hopeful future. Through a wide variety of social services that are designed to transform lives, we are investing in the betterment of the community at large. We are leaders, compelled by grace and driven by the desire to fulfill the greatest commandment. We strive each day to spread this unending message of hope to all people.
BRAND TONE
Generous; Relational; Compassionate; Hopeful; Transformative; Excellent

HOW  Brand Action
LSF provides exceptional elderly and family services, life changing substance abuse and mental health programs, transformational refugee and immigration assistance, and excellent children and educational programs. All are funded by grants, donations, and affordable fee-based initiatives.

WHO  Brand Audience
- People we serve or seek our services
- Donors and volunteers
- Service and funding partners

WHY  Primary Objective
Compelled by grace, we accompany people of any age, background or belief through some of life’s most difficult situations and challenges. Many people we serve have been forgotten or feel hopeless. We believe it is our calling to be a leader that helps rebuild and transform lives, strengthening the entire community and helping people live healthier, happier, and hope-filled tomorrows.
PROGRAM PILLARS

LEADING - Leading is about serving. We engage with respect and intentionality. LSF doesn’t exist just to help people. We’re here to lead in service — to come alongside an individual and genuinely invest in transforming the entire community.

GENEROSITY - Generosity means showing a readiness to give more than is expected. It means kindness, selflessness and grace. At LSF, we believe this simple truth: The more you give; the more you have.

COMMUNITY - Community is not just about the people around us, it’s about the larger community that we are compelled and called to serve. Communities are built by people, not organizations. Communities are comprised of special and unique people, all deserving love and respect.

LANGUAGE TO USE AND NOT TO USE

USE

Person-focused language: “partners,” “volunteers,” “people we serve” “equals,” “neighbors,” “contributors”
Elevate the individual; Emphasize community impact.
Use active and animated language

DO NOT USE

Program-focused or department-focused language: “company”
Negative client language: “vulnerable”, “at-risk populations”, “victims,” “us and them,” “they”
Logos: Primary

Standard

Standard (No Text)

Reversed (No Text)

Color - PMS 186

Font: Avenir Light

* Proper fonts and logos are provided with our branding package, including transparent versions of the logos.
Logos: Secondary (Black & White)

For use on light background

For use on dark background

* Proper fonts and logos are provided with our branding package, including transparent versions of the logos.
Logos: Usage Guide

Okay...

* Proper fonts and logos are provided with our branding package, including transparent versions of the logos.

Not okay...

- No altered colors.
- No unapproved fonts.
- Do not use on similar colored background.
- Do not squash
- Do not stretch
Logos: LSF Health Systems

Font: Avenir Light

* Proper fonts and logos are provided with our branding package, including transparent versions of the logos.
Logos: Usage Guide

Okay...

Not okay...

* Proper fonts and logos are provided with our branding package, including transparent versions of the logos.
Fonts: Font Family

Primary Type Family - Avenir

Avenir BOLD
Avenir MEDIUM
Avenir ROMAN
Avenir LIGHT

Calibri BOLD
Calibri REGULAR

HEADLINE ALL CAPS.
24 PT AVENIR BOLD

Subhead supporting descriptor.
18 pt Avenir Medium

Large Quote/ Subhead
24 pt Avenir Light

Body Text sample. 10 - 12 pt Avenir Roman

*If the Avenir font is unavailable, Calibri is the font substitute.
# Colors: Color palette values

## Primary Colors

Primary color are used for the dominant graphic elements.

<table>
<thead>
<tr>
<th>Color Format</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>R207 G10 B44</td>
</tr>
<tr>
<td>CMYK</td>
<td>C12 M100 Y92 K3</td>
</tr>
<tr>
<td>PMS</td>
<td>186C</td>
</tr>
<tr>
<td>HEX</td>
<td>CC1632</td>
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</tbody>
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## Primary Colors with Accent Colors

<table>
<thead>
<tr>
<th>Color Format</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
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</tr>
<tr>
<td>CMYK</td>
<td>C10 M8 Y90 K0</td>
</tr>
<tr>
<td>PMS</td>
<td>3955C</td>
</tr>
<tr>
<td>HEX</td>
<td>ECD93A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Format</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>R50 G94 B127</td>
</tr>
<tr>
<td>CMYK</td>
<td>C86 M60 Y32 K12</td>
</tr>
<tr>
<td>PMS</td>
<td>108-14C</td>
</tr>
<tr>
<td>HEX</td>
<td>325E7F</td>
</tr>
</tbody>
</table>

100% opacity 80% opacity 40% opacity

## Accent Colors

<table>
<thead>
<tr>
<th>Color Format</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>R54 G177 B222</td>
</tr>
<tr>
<td>CMYK</td>
<td>C68 M11 Y4 K0</td>
</tr>
<tr>
<td>PMS</td>
<td>298C</td>
</tr>
<tr>
<td>HEX</td>
<td>36B1DE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Format</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>R123 G212 B8</td>
</tr>
<tr>
<td>CMYK</td>
<td>C86 M60 Y32 K12</td>
</tr>
<tr>
<td>PMS</td>
<td>359C</td>
</tr>
<tr>
<td>HEX</td>
<td>7BD450</td>
</tr>
</tbody>
</table>

K 70% K 30%
LSF stationery and letterhead are permitted only for official LSF business purposes and correspondence. Logo and address placement must be retained, and no other insignias or wordmark should appear on the letterhead. Letterhead template files are available via the Communications Department. Business card and envelope template files are available for ordering via our preferred vendor (Chameleon). Please contact Chris Lawson with Chameleon Custom Solutions at 813-881-1997.
Email Signature: Email Signature Usage & Guidelines

Do not place any unnecessary quotes, sayings, or verses in your email signature block beyond your basic contact information. Treat the email signature block as your electronic business card and an extension of LSF.

Some people may want to place our organization’s mission statement below their email signature. As LSF has grown to serve and work with many more people from all backgrounds and beliefs, the signature block should be warm and approachable for all. Instead of our mission statement, you are encouraged to use the following tagline that captures the essence of our organization, mission, and work: Helping people build healthier, happier, and hope-filled tomorrows.

Below is a basic template to use for email signature blocks.

Email Signature Block – Basic (text only)

[First Name] [Last Name]
[Title/Position]
Lutheran Services Florida
Direct: 555-555-5555
Cell: 555-555-5555
[Office Address/Location, City, State, Zip]
www.lsfnet.org
Helping people build healthier, happier, and hope-filled tomorrows. (optional)

Email Automatic Replies/Vacation Settings

Hello,

Thanks for your email. I am currently out of the office and will return on [Day, Month, Year]. If you need to reach someone immediately please contact my colleague [Jane Doe] at 555-555-5555 or jane.doe@lsfnet.org. Otherwise, I will respond to your email as soon as I return to the office.

Regards,

[Joe Smith]
LSF provides a collection of Power Point Templates for you to use, and customize. A sample of what is available is shown above in the thumbnails. You have access to the entire sample presentation template found on www.lsfnet.org. Just follow the link below to gain access to the templates.

Download the Presentation Templates: www.lsfnet.org/communications
STYLE GUIDELINES

Why Style Guidelines?

Style guidelines are a set of clear and simple rules that allow Lutheran Services Florida (LSF) to present a consistent and professional tone and appearance in its publications. By adhering to an accepted style, LSF will project a polished and consistent tone, image, and language to the public in all materials produced by various different services. LSF has chosen to follow the guidelines set forward in The Chicago Manual of Style, which is currently in its 16th edition. For spelling and usage, LSF’s guide is Merriam-Webster’s Collegiate Dictionary, which is available for free online.

General Principles for LSF Copy

1. **Principles for writing about our organization**
   - Always spell out Lutheran Services Florida on the first reference.
   - Although the acronym LSF is acceptable beyond the first reference, Lutheran Services Florida should be written out as much as possible when writing to an external audience unfamiliar with our organization, where space allows.
   - Always refer to LSF as an “organization,” not an “agency” or “company.”
   - Unless you are writing something very formal or scholarly, use first-person plural pronouns (us, we, our) to refer to LSF even when it would not technically be correct in other settings, e.g., LSF is proud of our work.

2. **Principles for writing about the people we serve**
   - When speaking in general about the people LSF serves, refer to them as people we serve in stead of clients.
   - Avoid negative characterizations when referring to the people we serve, such as:
     - Vulnerable; At-risk populations; Victims; Us; Them; They
• Use **people-first** language that places the emphasis on the person instead of their condition or situation.

**Below are some examples:**

<table>
<thead>
<tr>
<th>USE THIS</th>
<th>NOT THIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children in need</td>
<td>Needy Children</td>
</tr>
<tr>
<td>Families in need</td>
<td>Poor Families</td>
</tr>
<tr>
<td>Families in poverty</td>
<td>Impoverished Families</td>
</tr>
<tr>
<td>Communities that are underserved</td>
<td>Low income Communities</td>
</tr>
<tr>
<td>Communities in need of services</td>
<td>At risk communities</td>
</tr>
<tr>
<td>Service recipients</td>
<td>They or Them</td>
</tr>
<tr>
<td>Program participants</td>
<td>They or Them</td>
</tr>
<tr>
<td>People living with mental illness</td>
<td>The Mentally ill</td>
</tr>
<tr>
<td></td>
<td>The Mentally Unstable/Disabled</td>
</tr>
<tr>
<td>People living with addiction</td>
<td>Drug Abusers</td>
</tr>
<tr>
<td>People who are addicted</td>
<td>Addicted Clients</td>
</tr>
<tr>
<td>People in recovery</td>
<td>Substance Abusers</td>
</tr>
<tr>
<td>Teens in crisis</td>
<td>Troubled Youth</td>
</tr>
<tr>
<td>Teens in Need</td>
<td>Runaway Youth</td>
</tr>
<tr>
<td>Youth with Behavioral Challenges</td>
<td>Troubled Teens or Ungovernable Teen</td>
</tr>
</tbody>
</table>

• In general, remember that we serve people, so write in a way that reflects respect for people, and demonstrates a sense of mutuality and partnership. For example, “we advocate with parents and families,” instead of “we advocate on behalf of” or “for parents and families.”

3. **Other principles to keep in mind when writing**

• **Capitalization**

  Lower case most letters unless the reason for using capital letters is apparent. For example, “case workers” should be used instead of “Case Workers”
• **Position titles**
  When using a formal title as part of a name, such as “Lutheran Services Florida President Jane Doe,” capitalization is used.

  Otherwise, it is lower case, as in “Jane Doe, president of Lutheran Services Florida,” or “the president said” or “we heard from the LSF president, Jane Doe.”

• **Departments, units, and programs**
  All LSF department, unit, and program names use standard title case capitalization except when they appear in a position title (see above). For example, “Head Start/Early Head Start” or “LSF Health Systems” or “Case Management Organization” or “Refugee and Immigration” are written as titles with capitalized letters.

  When departments appear in a position title, the position title rule referenced above is used. For example: “John Doe, statewide director of resettlement programs.” Or “Lutheran Services Florida Statewide Director of Resettlement John Doe.”

• **Punctuation**
  Chicago style calls for the use of the serial comma or oxford comma—that’s the comma before the conjunction in a series. For example, “Let’s eat Grandma” is very different from “Let’s eat, Grandma.”

  Or another example would be: “I’d like to thank my parents, the pope and Mother Theresa” is very different from “I’d like to thank my parents, the pope, and Mother Theresa.” The first implies that the parents are the Pope and Mother Theresa, while the second clearly delineates between 3 distinct people.

  If a conjunction appears between each element in a series, no commas are needed: “Was it John or Luke or Mark who wrote my favorite parable?”

• When forming possessives, ’s should added to the end of all singular words, including those ending with s, ce, x, and z (boss’s, fox’s). See sections 7.19–7.20 of the Chicago Manual for exceptions.

• Periods. Do not use periods in most acronyms, for example: LSF, HHS, DCF, and UNHCR. There are exceptions, for example: U.S. (for United States).

• **Numbers:**
  According to the Chicago Manual of style, numbers “one” through “nine” should be spelled out. For example: He walked up nine flights of stairs. He was the sixth applicant. I was winner number five.
Use numeral figures for numbers above nine. For example: The table was set for 12. I visited 15 classrooms. The teacher has 22 students.

This rule does not apply to ages, figures in headlines, figures containing decimals, statistics, percentages, sums of money, times of day, days of the month, latitude and longitude, degrees of temperature, dimensions, measures and proportions, numbers that are part of titles, or sports scores. Those should be written as numeral figures.

For large numbers, spell them out. For example: They planned to raise a million dollars. Avoid starting sentences with numbers. If you must start a sentence with a number, spell it out unless it is a year: Thirty-seven hippos escaped from the zoo. 2003 was a bad year for orange growers.

- **Abbreviations and Acronyms:**
  Abbreviations and acronyms are also to be used sparingly. Again, clarity should be the goal. You should not use an abbreviation or acronym that the reader would not quickly recognize. A reader should never have to stop and wonder, “What does that stand for?”

- LSF’s practice is to follow an organization’s full name with an acronym in parentheses on the first reference if the acronym is used later in the document. For example, Health and Human Services (HHS).

- Periods are almost never used in acronyms or when using only the initials of a name, such as JFK or LBJ.

- **Bible References and Translations**
  On materials that reference Bible verses, you should use the New Revised Standard Version (NRSV) translation. Which can be found at the Bible Gateway.

Citations and documentation system

LSF uses the Chicago Manual of Style. Visit this website for an Online Quick Reference Guide. There are online tools to help build citations for you, such as Citation Machine.

The Chicago Manual provides two basic systems for documentation—the notes and bibliography system and the author-date system. LSF uses the Notes and Bibliography system, which calls for sources to be cited in notes. Unless a formal document or proposal is being written, a bibliography is not necessary in most cases.

Below are examples of how articles, books, and websites should be cited. Use online tools such as Citation Machine to help with building citations.

**Article:**


**Book:**


**Website:**

Common Words and Phrases at LSF (not an exhaustive list)

A  **Asylee:** refers to an individual who has been granted asylum status in the United States.

**Asylum:** form of protection available to individuals who are already in the United States, meet the refugee criteria, and are seeking protection/admission in the United States.

**Asylum seeker** (not hyphenated): refers to an individual who has fled persecution in his or her home country and has come directly to the United States to ask for protection. Has not been granted asylum status yet.

B  **Bishop:** For U.S. Lutherans, only the ELCA has bishops. On first reference, use this form: The Rev. Robert G. Schaefer, bishop of the Florida-Bahamas Synod of the Evangelical Lutheran Church in America (or, if you have already referenced it, then the ELCA is fine). On subsequent references, Schaefer alone is sufficient, or you may use Bishop Schaefer if the context seems to call for it.

C  **Case Management Organization (CMO):** referring to foster care and adoption services or child welfare services. When possible, please use foster care and adoption services or child welfare services as a descriptive, especially when writing for external audiences that may be unfamiliar with CMOs.

**Child Care:** referring to Child Care Food Program only. Child Care is two words. Never use the term Child Care to refer to Head Start/Early Head Start. Instead, call those services “early education services” or “children and educational programs.”

**Children and Educational Services:** refers to the continuum of care and services we provide from early education up to secondary education in charter schools.

**Church:** Capitalize when used in the name of an organization or a building (e.g., The Episcopal Church, First Lutheran Church) or in a theological context when the word refers to the whole people of God.

**Church body:** U.S. Lutherans prefer this term to denomination. Corporate titles of the two sponsoring church bodies of LSF are the Evangelical Lutheran Church in America (ELCA), the Lutheran Church—Missouri Synod (LCMS).

**CINS/FINS:** refers to counseling services officially known as “Children in Need of Services/Families in Need of Services.” When possible, please use counseling services or children and family counseling services a descriptive, especially when writing for external audiences that may be unfamiliar with CINS/FINS.
**Department, unit and program names:** Official terms for LSF departments, units, and program names should all be capitalized. For example, Advancement Department, Children and Head Start Services, Refugee and Immigration Services, LSF Health Systems, etc.

**Education vs Educational:** education is a noun that refers to a specific program, service, or topic. Educational is an adjective (descriptive that refers to the nature of an item). LSF directly refers to our services as early childhood education or early education. When describing our general continuum of care and services, it is referred to as children and educational services.

**Former refugee:** refers to an individual who used to be a refugee and has now been resettled.

**Guardianship:** refers to elderly and adult guardianship services. When possible, please use elderly and adult services as a descriptive, especially when writing for external audiences that may be unfamiliar with Guardianship.

**Head Start/Early Head Start:** refers to early education services or preschool services for children and families. As an alternative to Head Start/Early Head Start, use terms such as “early education services” or “children and educational services.”

**Hon:** Used in formal contexts for judges, senators, members of Congress, etc. Should be preceded by “the,” as in the Hon. Bill Nelson or the Hon. Marco Rubio.

**Immigrant:** refers to any foreign-born individual who is living (or intending to live) permanently in the United States, typically distinguished from a refugee.

**LSF Health Systems:** Official name of the Managing Entity (ME) in Northeast Florida. Also commonly referred to as substance abuse and mental health services. When possible, please use substance abuse and mental health services as a descriptive, especially for external audiences that may be unfamiliar with LSF Health Systems or MEs.

**Managing Entity (ME):** refers to LSF Health Systems (see above). When possible, please use substance abuse and mental health services as a descriptive, especially for external audiences that may be unfamiliar with LSF Health Systems or MEs.
Migrant: refers to any foreign-born individual who is living, temporarily or permanently, in the United States, typically distinguished from a refugee.

Ms., Mrs., and Miss.: When known, the individual’s preference should be used. If the preference is unknown, use Ms.

Newcomer: a general term for a migrant or former refugee in the United States.

Pastor: Pastor is a job description, technically correct only when a minister is responsible for a congregation. This form is appropriate: The pastor of St. Mark’s Lutheran Church is the Rev. John P. Manly. Then say the pastor of the church.

Refugee: refers to a person outside of their country who is unable or unwilling to return home because they fear serious harm. Fled their country of origin due to persecution related to their race, religion, nationality, and/or membership in a particular social group or political opinion.

Refugee and Immigration Services: refers to overall refugee resettlement, employment, and matching grant programs. When broadly referring to all programs, please use Refugee and Immigration Services. Matching grant and employment programs should be referred to as “services” under this umbrella of Refugee and Immigration Services. For example: matching grant services or employment services for refugees and immigrants.

The Rev: Used for ministers and should be preceded by “the,“ as in the Rev. Robert G. Schaefer except when addressing a letter, in which case use Dear Rev. Schaefer.

Ryan White Title II AIDS Program: refers to our AIDS care and education services. When possible, please use AIDS care and education services as a descriptive, especially for external audiences that may be unfamiliar with Ryan White program.

Undocumented (not illegal): describes any migrant who has entered the United States without a visa or other official paperwork.

Uprooted: reflects the outside forces and conditions, including violence and poverty, which impel an individual to leave his or her country of origin.