**Issue:** LCA Branding Guidelines

**Time:** 10 minutes

**Description:** The LCA Communications Department has been developing branding and
co-branding guidelines for application across the Church, including districts, agencies, departments and congregations. This experience can help inform the development of a suite of general branding guidelines that can be implemented across the Lutheran Aged Care and Community Service organisations.

**Process:** Linda Macqueen will provide an overview of the LCA’s branding guidelines. There will be an opportunity for feedback from participants to what has been developed.

**Outcomes from session:**

1. Establish whether there is support for what LCA Communications has developed and, if so, agree that they serve as general branding guidelines for the sector.
2. Agree a process to implement the guidelines across Lutheran Aged Care and Community Services organisations.