



**LUTHERAN
CHURCH**
OF AUSTRALIA

where love comes to life

BRAND GUIDE



The logos and taglines of the Lutheran Church of Australia and the Lutheran Church of New Zealand are copyrighted by the Lutheran Church of Australia. For conditions of use, see page 8 or contact LCA Communications.

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ABOUT THE LCA LOGO

BACKGROUND



**Lutheran Church
of Australia**

In 1987 an LCA logo was adopted for churchwide use by the General Convention of Synod.



**LUTHERAN
CHURCH**
OF AUSTRALIA

where love comes to life

In 2010 the font was updated and in 2012 General Church Council endorsed the addition of the tagline *where love comes to life*.



**LUTHERAN
CHURCH**
OF AUSTRALIA
**BLACK STUMP
LUTHERAN CHURCH**

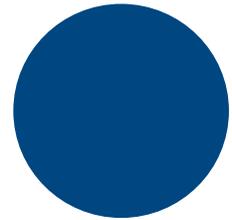
In 2017, in response to demand for churchwide uniformity and enhanced application of the logo, versions for districts, departments and congregations were added to the authorised sets.

ABOUT THE LCA LOGO

LOGO ELEMENTS

Like all families, Australian and New Zealand Lutherans have their own unique story. Our logo helps us to tell our story. It represents how we see ourselves as two nations under the Southern Cross – created by God, redeemed by Jesus Christ and empowered by the Holy Spirit to serve the people of our two nations and the world.

The blue background represents water. The fluidity of water is reflected in God's character. He is constant and faithful, but he is always moving; you can never capture or contain him. Water is life; without water, you will quickly die. Many people are dead inside because they do not have a life with God. Water also makes us clean. Lutherans believe that no matter how bad we have been, God wants to wash away every trace of our past and make us brand new again.



The cross is golden brown. The gold reminds us that Jesus is God's only Son; he is royalty, the King of Kings. The brown tone reminds us that Jesus left the glory of heaven to come to Earth to live with us, and even to die for us. He understands the heartache of broken relationships and what it is like to struggle and feel rejection. There is nothing pretty about pain, or about dying and Jesus understands that. The cross is also sloping forwards, and that represents a new future with Jesus, here on earth and then in heaven.



The Southern Cross reminds us that even on the darkest nights, God is still watching over us. He is close to us and never abandons us. The Southern Cross used to guide sailors and travellers. The cross guides us too, always pointing us to Jesus who loved us so much that he died and rose again, so we can live with him forever.



The red flames represent the Holy Spirit, who is the presence of God right here among us. On a cold night, a fire brings warmth and comfort. The Holy Spirit does that too, by giving us the peace of an eternity safe with God. Just like a fire, the Holy Spirit can also be wild and dangerous, at times burning off the deadwood of our lives. This might be painful sometimes, but it is necessary to begin a fresh new life.



The tagline *where love comes to life*, reflects the heart and soul of our mission. In every district and department of the Lutheran Church of Australia, in every congregation and school, in every Australian and New Zealander who identifies as Lutheran, we want to be the place where God's love comes to life. In other words, we want people to see the love, grace, forgiveness and compassion of Jesus Christ coming to them through every place and every person in our church.

*where love
comes to life*

CONDITIONS OF USE

SHARED MISSION AND VALUES

The logo is like a family crest or seal. It tells the wider community who we are and what we stand for. It is therefore expected that users of the logo and tagline, including those using it as a co-brand, share and practise the mission and values of the LCA, expressed in its Strategic Direction 2013–2018:

MISSION

God grows us as his people to a mature faith in Christ – a faith that comes to life through effective witness and ministry – so that people everywhere may know Christ and his love.

VALUES

SHAPED BY THE GOSPEL OF GRACE ...

- as an undeserved gift from God
- as a life-changing and life-giving word
- in equipping us for action

BLESSED BY RELATIONSHIP ...

- in service to each other
- in respect for each other's gifts
- in witness to our communities and the world

UNITED BY CHRIST ...

- in our confession of faith
- in working together and sharing resources

INSPIRED BY COMPASSION ...

- in actions and words
- favouring people who are poor and marginalised

MARKED BY INTEGRITY ...

- effectiveness
- accountability
- excellence

AUTHORISATION TO USE

The LCA logo and tagline, in both separate and entire forms, are copyrighted to the Lutheran Church of Australia.

The logo and tagline may be used for signage and publications (print, digital and online) of LCA districts and agencies, including departments, boards, councils, congregations, schools and aged-care and community-care facilities. LCA districts and agencies do not require permission to use the logo, provided they use the authorised variations in this Brand Guide and they adhere to the usage guidelines and restrictions.

Authorisation must be obtained if:

- the logo and/or tagline are to be changed in any way (eg separation of the elements, colour change), which may be allowed in some circumstances
- the logo and/or tagline are to be used by any individual (whether or not they are a member of the church) or by any group that is not an LCA agency (whether or not it is comprised of members of the church).

Where there is a breach of the conditions of use, the right to use the logo may be withdrawn by the LCA Communications Manager via written notice explaining the breach.

For authorisation to use the logo, and for alternative sizes and file formats, contact LCA Communications (details on page 2).

SIZE

Logos downloaded from the LCA website (Logo page) or supplied by LCA Communications should not be enlarged, as this will create pixelation or other distortions. Contact LCA Communications (page 2) if larger sizes are required, eg for posters or signage.

To maintain the integrity and legibility of the logo, it should be reproduced no smaller than the following:



CLEAR ZONE

When using the LCA logo in close proximity to other logos, ensure the clear zone is observed. The clear zone is a minimum clear space around the logo, it's about double the width of the 'N' in LUTHERAN (5mm).



BRAND COLOURS

As the LCA logo tagline is coloured with a gradient, printing should be done using the four-colour process method (CMYK) in order to maintain consistency and integrity of brand colour and style.



BLUE



RED



GOLD



GREY

CMYK	C100 M60 Y0 K35	C0 M100 Y81 K4	C0 M30 Y94 K48	C0 M0 Y0 K70
RGB	R0 G71 B129	R227 G24 B55	R150 G111 B15	R109 G110 B113
HEX	#004681	#e21836	#966e0e	#6d6e70
PMS	294	186	1265	7540

VARIATIONS

The LCA logo comes in variations that have been carefully considered to suit a wide variety of applications. Ensure that the variation that best suits the available space and context is used. Contact LCA Communications (page 2) for advice.



HORIZONTAL



HORIZONTAL STACKED



VERTICAL



MONO



REVERSED



GREY



A grey version may be acceptable in some circumstances, eg when co-branding. Contact LCA Communications (page 2) for advice.



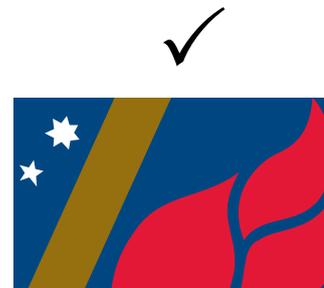
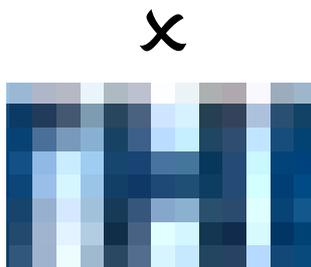
CIRCLE

The circle may be used on its own in a few specific situations, eg stickers, name badges or pins. Contact LCA Communications (page 2) for advice.

DOS & DON'TS



DON'T use the old logo. **DO** use one of the approved 2010 variations.



DON'T enlarge supplied logo images. This results in loss of definition. **DO** request larger versions from LCA Communications (page 2) if needed for specific applications, eg posters or signage.



DON'T invent your own version of the logos. Don't add or eliminate elements, or change the configuration of the logo. The logo comes in various configurations and variations that have been carefully considered to suit a wide variety of applications. **DO** use the logo as it was created and intended.



DON'T add or remove text or elements to the logo, or manipulate it in any way. **DO** use the logo as it was created and intended.

DOS & DON'TS

X



X



✓



DON'T change the proportions of the logo to fit a space. **DO** constrain the proportions by holding down the SHIFT key while resizing. (Note: The logo must not be resized up more than 30% of its original size – see page 9.) Contact LCA Communications (page 2) if larger sizes are required.

X



X



✓



DON'T change the angle of the logo or add effects, eg shadows, to the logo. **DO** use the logo as it was created and intended.

X



X



✓



DON'T change individual aspects of the logo. The logo comes in various configurations and variations that have been carefully considered to suit a wide variety of applications. Please speak to LCA Communications (page 2) if assistance is needed. **DO** use the logo as it was created and intended.

DOS & DON'TS

X



X



✓



DON'T add borders or an outline to the logo. **DO** use a mono (single colour) reversed option if you would like a border.

X



✓



✓



DON'T use the logo over an image that does not provide adequate contrast. **DO** use a contrasting version of the logo or reduce the contrast of the image, so the logo is clearly visible.

If you are unsure about the correct use of the logo and tagline, or if you have a particular need, contact LCA Communications lca.comms@lca.org.au

NATIONAL LOGOS – OFFICE OF THE BISHOP



VERSION 1



VERSION 2



VERSION 3

**NATIONAL LOGOS – OFFICE OF THE BISHOP
INTERNATIONAL MISSION**



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – OFFICE OF THE BISHOP
RECONCILIATION MINISTRY**



VERSION 1



VERSION 2



VERSION 3

NATIONAL LOGOS – LOCAL MISSION



VERSION 1



VERSION 2



VERSION 3

 NATIONAL LOGOS – LOCAL MISSION
CROSS-CULTURAL MISSION (INTERNAL)



VERSION 1



VERSION 2



VERSION 3

 NATIONAL LOGOS – LOCAL MISSION
CROSS-CULTURAL MISSION (EXTERNAL)



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – LOCAL MISSION**
GROW MINISTRIES (INTERNAL)

See also Co-Brands (page 34)



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – LOCAL MISSION
GROW MINISTRIES (EXTERNAL)**

See also Co-Brands (page 34)



VERSION 1



VERSION 2



VERSION 3

NATIONAL LOGOS – LOCAL MISSION
LUTHERAN MEDIA (INTERNAL)

See also Co-Brands (page 34)



VERSION 1



VERSION 2



VERSION 3

NATIONAL LOGOS – LOCAL MISSION **LUTHERAN MEDIA (EXTERNAL)**

See also Co-Brands (page 34)



VERSION 1



VERSION 2



VERSION 3

 NATIONAL LOGOS – LOCAL MISSION
MINISTRY WITH THE AGEING (INTERNAL)



VERSION 1



VERSION 2



VERSION 3

**NATIONAL LOGOS – LOCAL MISSION
MINISTRY WITH THE AGEING (EXTERNAL)**



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – LOCAL MISSION**
NEW & RENEWING CHURCHES (INTERNAL)



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – LOCAL MISSION
NEW & RENEWING CHURCHES (EXTERNAL)**



VERSION 1



VERSION 2



VERSION 3

NATIONAL LOGOS – MINISTRY SUPPORT



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – MINISTRY SUPPORT
COMMUNICATIONS**



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – MINISTRY SUPPORT
CHURCH WORKER SUPPORT (INTERNAL)**



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – MINISTRY SUPPORT
CHURCH WORKER SUPPORT (EXTERNAL)**



VERSION 1



VERSION 2



VERSION 3

 NATIONAL LOGOS – MINISTRY SUPPORT
FINANCE & ADMINISTRATION



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – MINISTRY SUPPORT**
LUTHERAN ARCHIVES (INTERNAL)



VERSION 1



VERSION 2



VERSION 3

 NATIONAL LOGOS – MINISTRY SUPPORT
LUTHERAN ARCHIVES (EXTERNAL)



VERSION 1



VERSION 2



VERSION 3

 **NATIONAL LOGOS – MINISTRY SUPPORT**
PROFESSIONAL STANDARDS



VERSION 1



VERSION 2



VERSION 3

 **CO-BRANDS – COMMISSION ON WORSHIP**



CO-BRANDS – FINKE RIVER MISSION



VERSION 1



VERSION 2 (LONG)

CO-BRANDS – GROW MINISTRIES



VERSION 1



VERSION 2 (LONG)

 **CO-BRANDS – LUTHERAN MEDIA**



VERSION 1



VERSION 2 (LONG)

 **CO-BRANDS – LUTHERAN ARCHIVES**



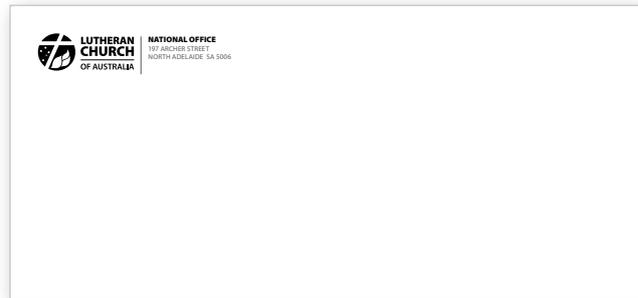
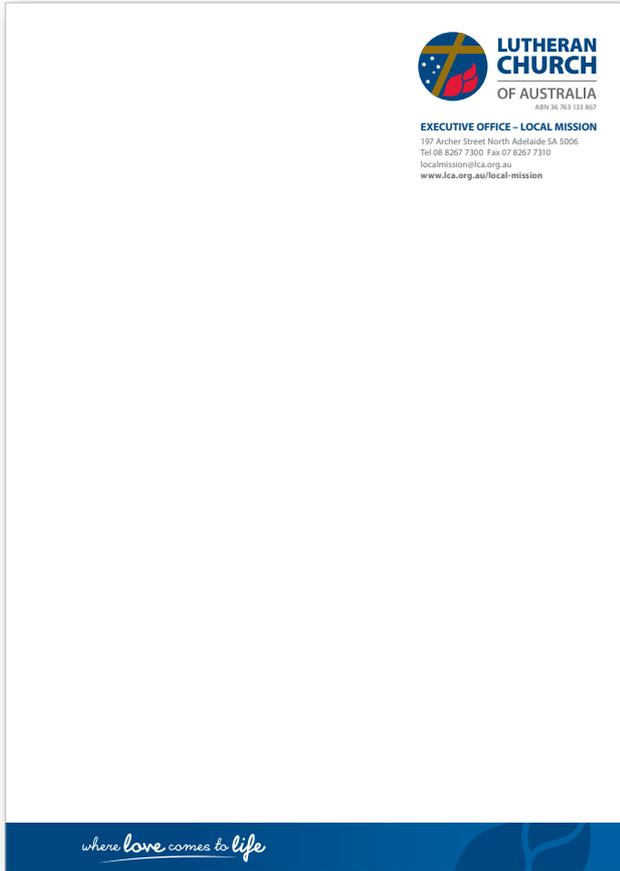
VERSION 1

 **CO-BRANDS – LUTHERANS FOR LIFE**



VERSION 1

 **STATIONERY**
LCA NATIONAL



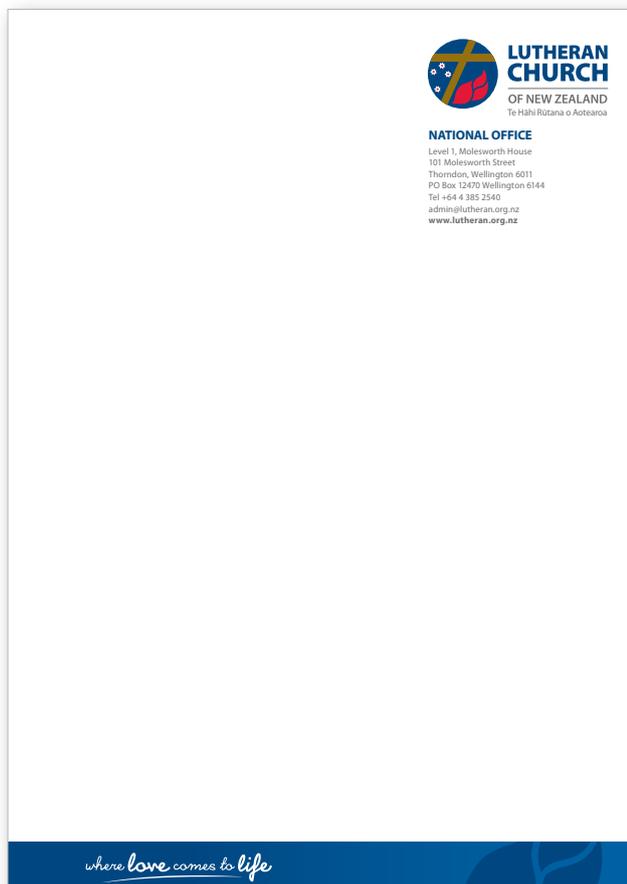
Stationery is created by and ordered through LCA Communications.
Please contact us with your requirements (page 2).

LUTHERAN CHURCH OF NEW ZEALAND LOGO



For variations of the LCNZ logo, and dos and don'ts, refer to pages 8 to 11 of this Branding Guide.

LUTHERAN CHURCH OF NEW ZEALAND STATIONERY



Stationery is created by and ordered through LCA Communications. Please contact us with your requirements (page 2).

 **DISTRICT LOGOS**
NEW SOUTH WALES



VERSION 1



VERSION 2



VERSION 3

**DISTRICT STATIONERY
NEW SOUTH WALES**



**LUTHERAN
CHURCH**
OF AUSTRALIA
NEW SOUTH WALES DISTRICT
ABN 55 137 191 133
15-17 Blaxland Road (PO Box 3056), Rhodes NSW 2138
02 9736 2366
admin@nsw.lca.org.au
www.lcansw.org.au

John Smith
PO Box 642
Box Hill Vic 3128

16 August 2017

Dear

Nulla ac tincidunt lacus. Nulla sodales pellentesque enim, quis finibus dolor elementum ut. Integer ullamcorper enim nulla, facilisis tincidunt elit eleifend a. Mauris leo enim, rhoncus a diam vitae, porttitor tempus enim. Nulla facilisi. Fusce sed sem sed eros dapibus rhoncus. Proin viverra vestibulum sagittis. Quisque auctor purus eros, vitae sollicitudin est pretium et. Maecenas eu magna elit.

Ut eu vulputate justo. Mauris sagittis, arci in eleifend egestas, dui metus consectetur risus, quis facilisis nibh nunc vitae neque. Sed et mi erat. Mauris faucibus ornare ipsum, eget eleifend elit venenatis vitae. Suspendisse semper congue mi. Vivamus vel nunc eget mi pharetra aliquam eu at mauris. Donec ut consequat lorem. Praesent mattis sem id orci consectetur porttitor. Mauris nec lectus pharetra, dapibus mauris sed, condimentum tortor. Nulla sem turpis, elementum ac gravida fermentum, eleifend vestibulum arcu. Cras augue felis, scelerisque malesuada malesuada ac, rhoncus vel est.

THIS IS A TITLE

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 **DISTRICT LOGOS**
QUEENSLAND



VERSION 1



VERSION 2



VERSION 3

DISTRICT STATIONERY QUEENSLAND



John Smith
PO Box 642
Box Hill Vic 3128

16 August 2017

Dear

Nulla ac tincidunt lacus. Nulla sodales pellentesque enim, quis finibus dolor elementum ut. Integer ullamcorper enim nulla, facilisis tincidunt elit eleifend a. Mauris leo enim, rhoncus a diam vitae, porttitor tempus enim. Nulla facilisi. Fusce sed sem sed eros dapibus rhoncus. Proin viverra vestibulum sagittis. Quisque auctor purus eros, vitae sollicitudin est pretium et. Maecenas eu magna elit.

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where love comes to life

Rev Paul Smith
Bishop

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 **DISTRICT LOGOS**
SOUTH AUSTRALIA – NORTHERN TERRITORY



VERSION 1



VERSION 2

DISTRICT STATIONERY SOUTH AUSTRALIA – NORTHERN TERRITORY



LUTHERAN CHURCH
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ABN 84 490 129 361
137 Archer Street, North Adelaide SA 5006
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administration.sa-nt@lca.org.au
www.sant.lca.org.au

John Smith
PO Box 642
Box Hill Vic 3128

18 January 2018

Dear

Nulla ac tincidunt lacus. Nulla sodales pellentesque enim, quis finibus dolor elementum ut. Integer ullamcorper enim nulla, facilisis tincidunt elit eleifend a. Mauris leo enim, rhoncus a diam vitae, porttitor tempus enim. Nulla facilisi. Fusce sed sem sed eros dapibus rhoncus. Proin viverra vestibulum sagittis. Quisque auctor purus eros, vitae sollicitudin est pretium et. Maecenas eu magna elit.

Ut eu vulputate justo. Mauris sagittis, orci in eleifend egestas, dui metus consectetur risus, quis facilisis nibh nunc vitae neque. Sed et mi erat. Mauris faucibus ornare ipsum, eget eleifend elit venenatis vitae. Suspendisse semper congue mi. Vivamus vel nunc eget mi pharetra aliquam eu at mauris. Donec ut consequat lorem. Praesent mattis sem id orci consectetur porttitor. Mauris nec lectus pharetra, dapibus mauris sed, condimentum tortor. Nulla sem turpis, elementum ac gravida fermentum, eleifend vestibulum arcu. Cras augue felis, scelerisque malesuada malesuada ac, rhoncus vel est.

THIS IS A TITLE

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LUTHERAN CHURCH
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**SOUTH AUSTRALIA
NORTHERN TERRITORY**

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LUTHERAN CHURCH
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**SOUTH AUSTRALIA
NORTHERN TERRITORY**

137 ARCHER STREET
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 **DISTRICT LOGOS**
VICTORIAN



VERSION 1



VERSION 2



VERSION 3

DISTRICT STATIONERY VICTORIAN



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ABN 44 055 123 692
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03 9236 1200
administration@vic.lca.org.au
www.vic.lca.org.au

John Smith
PO Box 642
Box Hill Vic 3128

31 August 2017

Dear

Nulla ac tincidunt lacus. Nulla sodales pellentesque enim, quis finibus dolor elementum ut. Integer ullamcorper enim nulla, facilisis tincidunt elit eleifend a. Mauris leo enim, rhoncus a diam vitae, porttitor tempus enim. Nulla facilisi. Fusce sed sem sed eros dapibus rhoncus. Proin viverra vestibulum sagittis. Quisque auctor purus eros, vitae sollicitudin est pretium et. Maecenas eu magna elit.

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LUTHERAN CHURCH
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03 9236 1200
administration@vic.lca.org.au
www.vic.lca.org.au

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Rev Lester Priebbenow
Bishop



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VICTORIAN DISTRICT

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Lutheran Church of Australia
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 **DISTRICT LOGOS**
WESTERN AUSTRALIA



VERSION 1



VERSION 2



VERSION 3

DISTRICT STATIONERY WESTERN AUSTRALIA



LUTHERAN CHURCH
OF AUSTRALIA
WESTERN AUSTRALIA DISTRICT
ABN 75 110 702 651
25 Hillsborough Avenue, Baldivis WA 6171
0423 355 801
bishop.wa@lca.org.au

John Smith
PO Box 642
Box Hill Vic 3128

28 March 2018

Dear

Nulla ac tincidunt lacus. Nulla sodales pellentesque enim, quis finibus dolor elementum ut. Integer ullamcorper enim nulla, facilisis tincidunt elit eleifend a. Mauris leo enim, rhoncus a diam vitae, porttitor tempus enim. Nulla facilisi. Fusce sed sem sed eros dapibus rhoncus. Proin viverra vestibulum sagittis. Quisque auctor purus eros, vitae sollicitudin est pretium et. Maecenas eu magna elit.

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bishop.wa@lca.org.au




Rev Mike Fulwood
Bishop, LCA WA District
Pastor, St Luke's Parkwood WA

DISTRICT OFFICE
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LUTHERAN CHURCH
OF AUSTRALIA
WESTERN AUSTRALIA DISTRICT

25 HILLSBOROUGH AVENUE
BALDIVIS WA 6171



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Western Australia District
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 CONGREGATIONS AND PARISHES
LOGOS



VERSION 1



VERSION 2



VERSION 3

CONGREGATIONS AND PARISHES STATIONERY



**LUTHERAN
CHURCH**
OF AUSTRALIA
ST PAUL'S LUTHERAN CHURCH
ABN xx xxx xxx xx
123 Smith Street, Blackstump NSW 2381
Tel xx xxxxx xxxxx Fax xx xxxxx xxxxx
stpaulsblackstump@lca.org.au
www.stpaulsblackstump.org.au

John Smith
PO Box 642
Box Hill Vic 3128

12 April 2018

Dear

Nulla ac tincidunt lacus. Nulla sodales pellentesque enim, quis finibus dolor elementum ut. Integer ullamcorper enim nulla, facilisis tincidunt elit eleifend a. Mauris leo enim, rhoncus a diam vitae, porttitor tempus enim. Nulla facilisi. Fusce sed sem sed eros dapibus rhoncus. Proin viverra vestibulum sagittis. Quisque auctor purus eros, vitae sollicitudin est pretium et. Maecenas eu magna elit.

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**LUTHERAN
CHURCH**
OF AUSTRALIA
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ABN xx xxx xxx xx
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Rev Fred Smith
Pastor
St Paul's Lutheran Church
Blackstump

St Paul's Lutheran Church
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BLACKSTUMP NSW 2381



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EMAIL SIGNATURE



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stpaulsblackstump@lca.org.au
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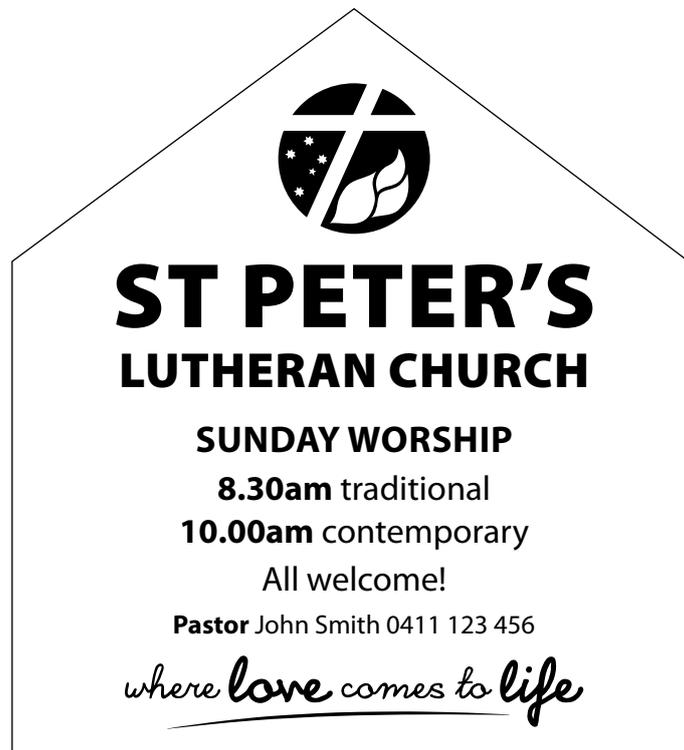
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CONGREGATIONS AND PARISHES SIGNAGE

The approved versions of the logo for congregations and parishes (page 51) may not always work well on signage. For instance, for the peaked style of notice board, it is recommended that the circle part of the logo is placed above the name of the church (see the St Peter's example below).

Where the congregation's own logo is also used (see the St Matthew's example below), the LCA logo and tagline should be positioned so that appropriate balance and effective use of white space is maintained. If the congregation's logo is positioned at the top of the sign, generally the LCA logo and tagline will look best positioned at the bottom.

LCA Communications' designers can help congregations to create their signage.



CONGREGATIONS AND PARISHES BULLETINS

The approved versions of the logo for congregations and parishes (page 51) may not always work well on bulletins, particularly where there is co-branding with a congregation's own logo.

See below for some examples of how the LCA logo can be used appropriately on bulletins. Contact LCA Communications (page 2) for advice or design assistance.



 **ST PETER'S
LUTHERAN CHURCH
BLACKSTUMP**

WELCOME
Sunday 11 March 2018
4th Sunday in Lent

Welcome to worship this morning.

Today is the fourth Sunday in the season of Lent. Lent is the 40-day journey from Ash Wednesday to Good Friday, when we remember the sacrifice Jesus made for us.

During Lent, Pastor John will be preaching on the 'Symbols of Promise' that God has given to us.

This week's 'symbol of promise' is the rainbow.

 **LUTHERAN CHURCH
OF AUSTRALIA**
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 **LUTHERAN
CHURCH
OF AUSTRALIA**

**ST PETER'S
LUTHERAN CHURCH
BLACKSTUMP**

Sunday 11 March 2018
4th Sunday in Lent

**WELCOME
TO WORSHIP**

If you're visiting us, we hope you'll feel part of our church family here at St Peter's. Please ask any one of us for help if you're feeling a bit lost, especially if you are new to the way we Lutherans worship. And do stay around afterwards to join us for a cuppa.

Today is the fourth Sunday in the season of Lent. Lent is the 40-day journey from Ash Wednesday to Good Friday, when we remember the sacrifice Jesus made for us.

During Lent, Pastor John will be preaching on the 'Symbols of Promise' that God has given to us.

This week's 'symbol of promise' is the rainbow.

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by Fred Smith
3 Smith Street
Blackstump NSW 2381
12 345 678
Pastor's day off, Monday,
Andrew Johnson
12 456 123.
d.smith@lca.org.au

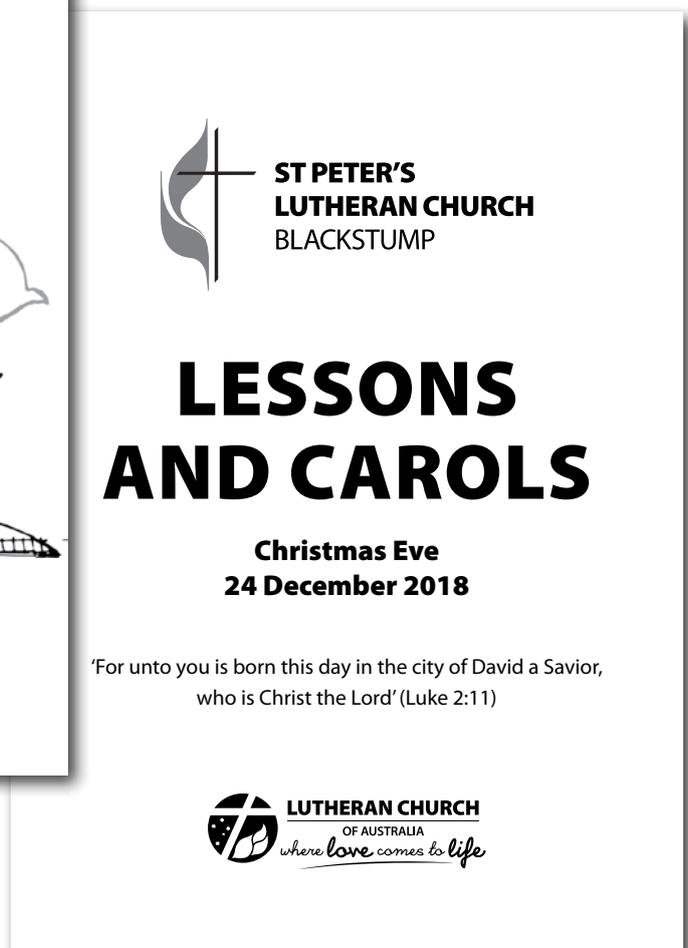
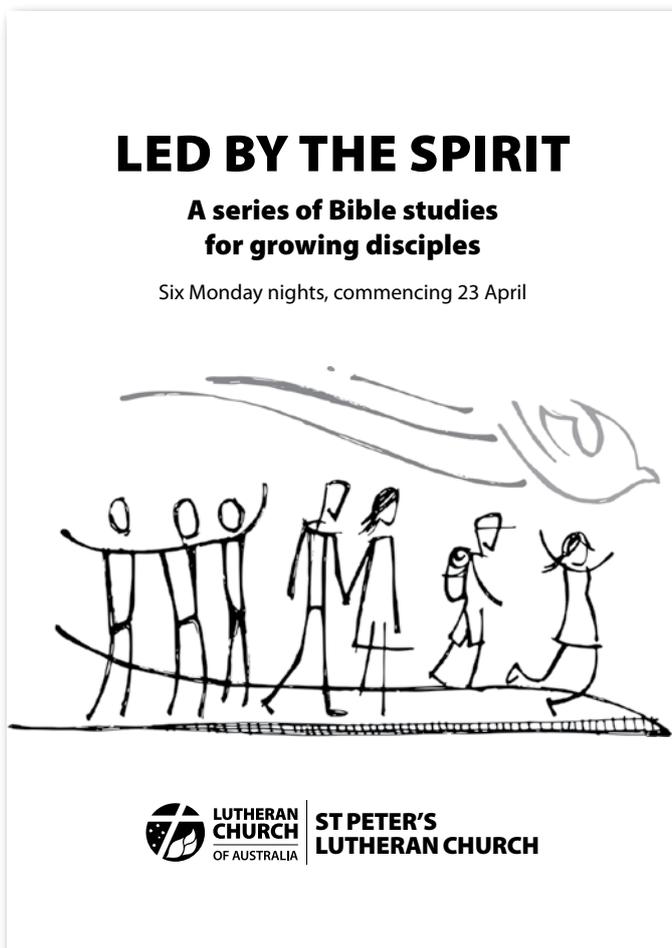
Church Office
stpaulsblackstump@lca.org.au
Secretary: Kelly Brown
kelly.brown@lca.org.au
03 1234 4567
Wednesday - Friday 9.00-3.00

Bulletin Notices
Due 3.00pm Wednesdays

CONGREGATIONS AND PARISHES BOOKLETS AND ORDERS OF SERVICE

The approved versions of the logo for congregations and parishes (page 51) may work on booklets and orders of service in some instances (see 'Led by the Spirit' below) but not in all instances (see 'Lessons and Carols' below).

Some examples of how the LCA logo can be used appropriately on booklets and orders of service follow. Contact LCA Communications (page 2) for advice or design assistance.



 **CONGREGATIONS AND PARISHES
NAME BADGES**



PASTOR/CONGREGATION



CONVENTION