Church Communication Guide

The Church of Jesus Christ of Latter-day Saints

Questions?

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A Message from the First Presidency

Dear brothers and sisters,

As members of The Church of Jesus Christ of Latter-day Saints, each of us has the opportunity to help our brothers and sisters feel God's love and follow His Son, Jesus Christ.

As a leader, employee, called volunteer, or vendor for the Church, you share gospel messages and other Church-related materials with members and friends around the world. The communication standards in this guide are based on gospel principles and have been developed under inspired direction, following extensive global research. When applied throughout our communications, they will help unite our efforts with a recognizable and welcoming tone.

These Church communication guidelines are approved by the First Presidency and the Quorum of the Twelve Apostles. Use them in your specific role so that we all may reflect the unified voice and purpose of the Church of Jesus Christ.

Thank you for your contributions as we help God's children to recognize His voice, feel His love, and desire to follow His Son.

—The First Presidency

The Purpose of the
Church Communication Guide

This guide helps us unify our efforts through one vision and one voice. As we follow the principles in this guide, communication from the Church will have a greater impact and make a stronger impression. Church communication will be more unified. People will recognize that this is the Savior's Church. They will hear His voice through the Spirit, remember the messages, and respond to our invitations. Whatever a person's interaction with the Church, we want the experience to consistently represent the church that bears the Savior's name.

"For when a man speaketh by the power of the Holy Ghost the power of the Holy Ghost carrieth it unto the hearts of the children of men."

2 NEPHI 33:1

Section 1: Who We Are

Section 1: Who We Are

Click on the index above to jump to that section.

1.0 Who We Are

We are disciples of Jesus Christ. Our work is guided by His two great commandments to love God and to love our neighbors (see Matthew 22:37–39). All that we say and do should be centered in Jesus Christ.

We show our love for God as we keep His commandments and serve His children (see John 14:15). We assist in God's work of salvation and exaltation as we:

- Live the gospel of Jesus Christ.
- Care for those in need.
- Invite all to receive the gospel.
- Unite families for eternity. (See *General Handbook*, 1.2.)

The Holy Ghost can help you understand how these four aspects of God's work relate to what you do (see 2 Nephi 32:5). This communication guide will help you assist in God's work, specifically through interactions and communications that represent the Savior's Church.

1.1 Our Responsibility to Share Light and Truth

When the Savior explained His authority to Pilate, He said, "To this end was I born, and for this cause came I into the world, that I should bear witness unto the truth" (John 18:37). Today, followers of Jesus Christ continue to bear witness of truth.

When we communicate on behalf of The Church of Jesus Christ of Latter-day Saints, we commit ourselves to share messages of truth. We look to God the Father and His Son Jesus Christ as our source of eternal truth. As we share that truth, it can be confirmed to the hearts of God's children by the Holy Ghost. We remember that, through our words, "every one that is of the truth heareth [the Savior's] voice" (John 18:37). Beyond feeling honest and true, our messages contain eternal truth.

1.2 How We Impact Experiences

Our interactions and communications as the Savior's representatives can assist our Father in His work and His glory. As employees and volunteers, we have opportunities to create and influence people's experiences with Jesus Christ's Church. Our efforts point all people to this truth:

The Church helps all of God's children feel His love by following Jesus Christ.

This statement is not a tagline. It is the experience we want people to have as they interact with Christ's Church.

1.3 Communication Attributes

The way we communicate represents who we are as followers of Jesus Christ. We identify certain attributes and use them to measure our actions and words. We want people to feel at least one—and often several—of these attributes as they interact with Christ's Church. Messages that include these attributes help people feel God's love for them.

Welcoming	Compassionate	Global	Straightforward
Honest and True	Hopeful	Humble	Inspiring

Welcoming

We help people feel included and explain ideas in a friendly, relatable way. Our expression of beliefs is confident, approachable, warm, and not self-righteous. We invite rather than prescribe.

· **WELCOMING**
· COMPASSIONATE
· GLOBAL
· STRAIGHTFORWARD
· HONEST AND TRUE
· HOPEFUL
· HUMBLE
· INSPIRING

Compassionate

We try to understand people's real needs and feelings. We meet people where they are and consider their different views and experiences. Both speaker and listener should feel understood.

- WELCOMING
- **COMPASSIONATE**
- GLOBAL
- STRAIGHTFORWARD
- HONEST AND TRUE
- HOPEFUL
- HUMBLE
- INSPIRING

Global

We show we are alike as God's children. We include stories and images of people from all over the world to represent the earth's countries, communities, and cultures.

· WELCOMING
· COMPASSIONATE
· **GLOBAL**
· STRAIGHTFORWARD
· HONEST AND TRUE
· HOPEFUL
· HUMBLE
· INSPIRING

Straightforward

We communicate truth with clear, concise words and images. We avoid unfamiliar terms and explain unique concepts. We state truths in pure and understandable ways.

· WELCOMING
· COMPASSIONATE
· GLOBAL
· **STRAIGHTFORWARD**
· HONEST AND TRUE
· HOPEFUL
· HUMBLE
· INSPIRING

Honest and True

We show and talk about what it means to come unto Christ from wherever you are. We use real, relatable examples. We accurately represent people's stories, situations, locations, and lives. We do not create an artificial ideal.

- WELCOMING
- COMPASSIONATE
- GLOBAL
- STRAIGHTFORWARD
- **HONEST AND TRUE**
- HOPEFUL
- HUMBLE
- INSPIRING

Hopeful

We share God's message of love, joy, and peace. We speak of life's difficulties with hope and purpose. Our communication is not artificially cheerful, but it is confident in the joy God promises.

· WELCOMING
· COMPASSIONATE
· GLOBAL
· STRAIGHTFORWARD
· HONEST AND TRUE
· **HOPEFUL**
· HUMBLE
· INSPIRING

Humble

We treat all people with respect and dignity. We express gratitude, giving credit and glory to God. We acknowledge human failings (including our own) and the importance of learning, and we trust in the perfection of God's plan.

- WELCOMING
- COMPASSIONATE
- GLOBAL
- STRAIGHTFORWARD
- HONEST AND TRUE
- HOPEFUL
- **HUMBLE**
- INSPIRING

Inspiring

We encourage personal growth and share a vision of what we are becoming as we follow the example of Jesus Christ. We give people hope, invite personal growth, and inspire honorable actions. Our messages matter now and for eternity.

- WELCOMING
- COMPASSIONATE
- GLOBAL
- STRAIGHTFORWARD
- HONEST AND TRUE
- HOPEFUL
- HUMBLE
- **INSPIRING**

KEY ATTRIBUTES:

Welcoming · Compassionate · Global · Straightforward
Honest and True · Hopeful · Humble · Inspiring

Section 2: Understanding God's Children

Section 2: Understanding God's Children

Click on the index above to jump to that section.

2.0 Understanding God's Children

The Church of Jesus Christ of Latter-day Saints communicates with all of God's children. Each person is unique and may find, appreciate, and accept gospel truths in different ways.

"For the Lord God giveth light unto the understanding;
for he speaketh unto men according to their language,
unto their understanding."

2 NEPHI 31:3

As we seek to understand the many needs and interests of people throughout the world, the Spirit can help us develop effective messages and experiences. This section outlines several ways to understand God's children by seeing them from various perspectives. We communicate with people more effectively when we understand who they are, their life experiences, and what they know about the gospel.

2.1 What We Want People to Feel

Our communications point to this core experience: the Church helps all of God's children feel His love by following Jesus Christ.

Jesus taught about God's love and commandments in ways people could understand. To some people, He compared gospel truths to sheep, fish, or everyday surroundings. To others, Jesus taught using the law of Moses. The Savior presented His message so it would be relatable and personal to the listener. We follow this pattern in our messaging.

We help people feel God's love when we first consider people's backgrounds and understanding—which may be very different from our own. We learn about who they are, and then we present messages and content in ways that relate to them. We meet them where they are.

₂.₂ Asking Questions and Listening

Although Jesus already knows what is in a person's heart, He demonstrated the importance of asking questions and listening. For Churchwide communications, we ask questions and listen with the help of global research. Learning about people's hearts and minds helps us be more compassionate.

The Savior's example of listening

Jesus, without being recognized, joined two disciples who were walking the road to Emmaus after the Crucifixion. Jesus asked why they were so sad. Although He surely knew the answer, Jesus let Cleopas tell his version of the Savior's death and reports of the Resurrection. Jesus listened to this perspective and then responded to the disciples' specific concerns. (See Luke 24:13–48.) Asking questions and listening to a person's story can help you better understand, even when you think you know their situation.

2.3 Using Research to Understand God's Children Better

Through global research, we ask questions and gather answers from samples of people around the world. This information helps us prepare meaningful communications for groups of God's children who have characteristics in common, such as age, gender, geography, faith background, and more.

Research reports provide valuable insights that should inform all types of Church communications. The Correlation Research Division (CRD) can help you find recent studies about the people you want to reach or help you develop studies for different information.

2.3 Using Research to Understand God's Children Better (continued)

Quick-Access Research Information

Characteristics and Key Life Changes
That Can Influence Messages ↗

Developing Personas To Help
Personalize Messages ↗

How Global Church Members Access
Digital Content and Channels ↗

How Members Engage with
Church Materials ↗

Understanding People's Views
about Religion ↗

2.4 Relating Our Message to Different Perspectives

Research findings define and help us understand people's views about religion and spirituality. By remembering that each of God's children has a different experience and perspective, we can present eternal truths in ways that can be meaningful to them. The following are examples of how one gospel message can be presented in five different ways. Notice that the doctrine does not change—the message is crafted to relate the doctrine to personal perspectives and needs.

Universal message example

God loves all of His children, and Jesus asks us to love one another as He loves us.

Perspective 1

Some people tend to be apathetic about spirituality. They find more value in a strong sense of community and in their individual approaches to life. Here's how the universal message might be presented to meet their needs for independence, inclusion, personal discovery, and connection:

We have the ability to direct our own spiritual growth. We can show love to others through respect and acceptance.

Perspective 2

Some people feel profound guidance and fulfillment from religious leaders and institutions. They want to share their clear beliefs and source of truth with others. The universal message can address their needs for structure, approval, clear guidance from leadership, and feeling loved by God:

We are beloved children of a Heavenly Father. We show our love to Him by keeping His commandments and by loving one another.

Perspective 3

People who strongly identify with their heritage and traditions often value rituals that offer familiarity, meaning, and belonging. To address their focus on community, tradition, service, and charity, the universal message could be presented like this:

We can feel connected to God, to His love, and to our families through important traditions. We strengthen our communities by loving and serving others.

Perspective 4

There are people who value spirituality, compassion, and connection but who may not engage with formal religion. Because they are wary of church authority and structure, the universal message can meet their desires for change, progress, and growth in this example:

God loves all His children, wherever they are on their spiritual journeys. There are many genuine, informal ways we can show love for others.

Perspective 5

The functional ways that religion benefits communities, family relationships, and personal growth are important to some people in practical ways. They are concerned with how spirituality and religious practices impact their personal circle compared to the world. So the universal message could speak to their needs for strong relationships and personal growth like this:

Church gives purpose to daily life and offers ways to strengthen relationships with our families and others.

2.5 Values Held by All People

Although God's children are individuals who live in different places, have unique life circumstances, and exhibit different perspectives about spirituality and religion, research shows that people universally hold these common values.

Love
Accepting and including
Connection with Deity or personal spirituality
Family
Community
Authentic service
Personal growth

It can be effective to relate one or more of these values to your topic, especially when addressing large groups of people who represent different ages, genders, backgrounds, and levels of knowledge.
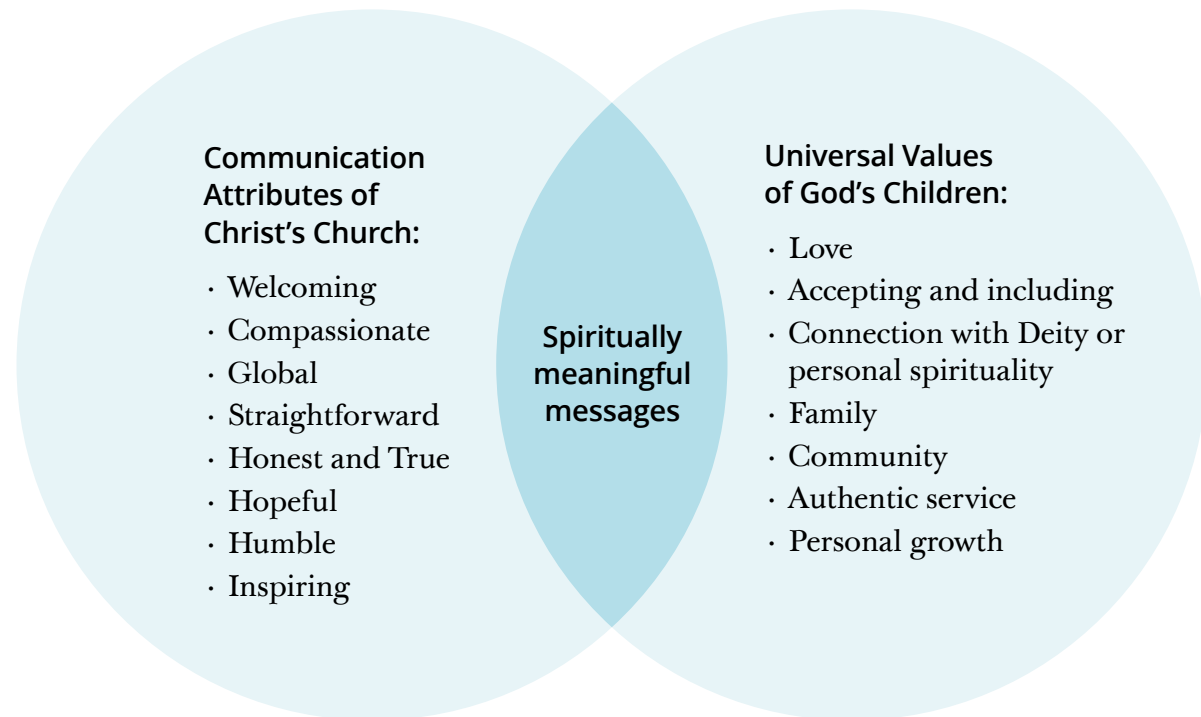
_{2.6} The Power of Attributes and Values

The tone we use and the messages we present help us communicate in ways that are spiritually meaningful.

These attributes describe *how* we deliver Church messages. They reflect the feelings and the tone we use in our communications.

We use universal values to help people *relate* to our messages. People respond more positively when we include words, activities, or imagery that relate to these values.

For example, to communicate about the temple, we can be more effective when we relate the temple to family and connection with Deity and do it in a welcoming, straightforward, and inspiring way.

Communication Attributes of Christ's Church:

· Welcoming
· Compassionate
· Global
· Straightforward
· Honest and True
· Hopeful
· Humble
· Inspiring

Spiritually meaningful messages

Universal Values of God's Children:

· Love
· Accepting and including
· Connection with Deity or personal spirituality
· Family
· Community
· Authentic service
· Personal growth

Section 3: Our Voice

Section 3: Our Voice

Click on the index above to jump to that section.

3.0 Our Voice

As leaders, employees, and volunteers of the Church, we communicate with many people in many ways. How we share our messages makes a difference. *We want each communication to feel familiar and to represent the Savior's Church.* We can help God's children come to recognize the Church of Jesus Christ when we all follow the same communication principles.

This section of the *Church Communication Guide* addresses planning and creating verbal and written communication. It defines our voice, provides steps for developing written communication, explains correct use of the name of the Church, and lists additional resources.
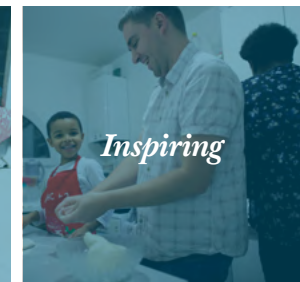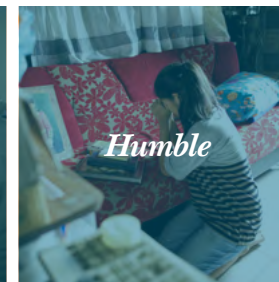
3.1 Creating a Recognizable Voice

In this communication guide, the *voice* of the Church refers to the distinct and unified tone, style, and word choice used in all Church communications. A consistent voice helps people identify, recognize, and understand communications from the Church. It also helps the Church consistently convey its global communication attributes (see 1.3).

Understanding the global communication attributes can help you make decisions about wording, style, and tone that ensure your message is in keeping with the Church's distinct voice and meaningful to God's children and their different perspectives (see 2.0).

3.1.1 The Church's Global Communication Attributes

Church communications should reflect these global communication attributes:

Click on each of the examples at right or scroll through the following pages to see how the voice of Church communications can convey the global communication attributes. Each page gives an example of how voice and tone can affect the way a message is shared.

Welcoming

Compassionate

Global

Straightforward

Honest and True

Hopeful

Humble

Inspiring
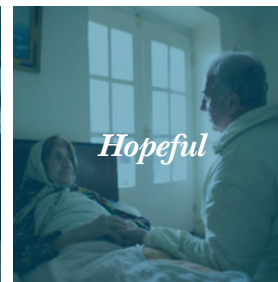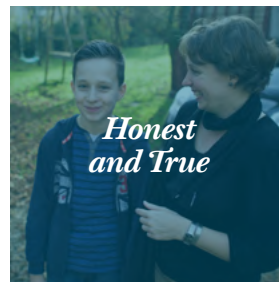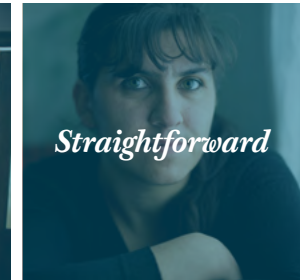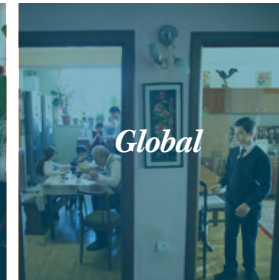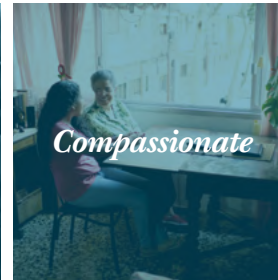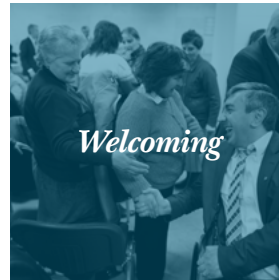
Welcoming

CONSIDER:

⊘ Journalists, if you are considering attending a local Latter-day Saint congregation, we welcome you! We appreciate you taking the time to understand our faith. Remember that Sunday services are worship services with an atmosphere of friendship, sociability, and reverence. If you'd like to interview local members or leaders or if you'd like to get photos or videos for your story, please contact us.

INSTEAD OF:

⊘ Church sacrament meetings are sacred services in which photos, videos, and formal interviews are not appropriate. Media representatives should request permission from local Church authorities.

GO TO SECTION 1.3: COMMUNICATION ATTRIBUTES ↗

Compassionate

CONSIDER:

⊘ Marriage is an eternal relationship between husband and wife and forms the foundation of a family. Strong, stable families, headed by a father and mother, are the anchor of society. Not everyone will have a chance to get married or be part of a traditional family, but God has promised that all of His faithful children will receive His eternal blessings.

INSTEAD OF:

⊘ Along with other principles and ordinances, exaltation depends on marriage. We believe that marriage is the most sacred relationship that can exist between a man and a woman. This sacred relationship affects our happiness now and in the eternities.

GO TO SECTION 1.3: COMMUNICATION ATTRIBUTES ↗

Global

CONSIDER:

⊘ The prophet Isaiah suggested that Sabbath activities shouldn't be about our own pleasures (see Isaiah 58:13). Think about ways you can spend the Sabbath visiting the sick or lonely, showing gratitude to God, strengthening relationships with family and friends, or learning about the Savior and His gospel.

INSTEAD OF:

⊘ The prophet Isaiah suggested that we should turn away from doing our own pleasure on the Sabbath. Instead of going boating, to a movie, or to a restaurant, we could make and deliver cookies to neighbors, visit a rest home, or watch Church videos as a family.

GO TO SECTION 1.3: COMMUNICATION ATTRIBUTES ↗

Straightforward

CONSIDER:

⊘ We believe that all people were part of God's family before this life in a state we call the *premortal existence.* God's children are born to get mortal bodies, learn, be tested, and grow during their lives.

INSTEAD OF:

⊘ God's universal plan of salvation includes the preexistent spirit world. While we lived there, we chose to come to this earth to receive a physical body and face the trials and tribulations of mortality.

GO TO SECTION 1.3: COMMUNICATION ATTRIBUTES ↗

Honest and True

CONSIDER:

⊘ "I love science—how it answers questions logically. But I look at it as just one set of tools. Really, science is not very useful with questions like 'Am I happy?' or 'Do I have a good relationship with my wife?' or 'Does God know me?' Spirituality is just a different way of obtaining information. It deals with different aspects of my life."

This example uses the person's own words.

GO TO SECTION 1.3: COMMUNICATION ATTRIBUTES ↗

INSTEAD OF:

⊘ Kevin Livingstone's profession is grounded in science, but he separates the academic information he relies on from his testimony. He has come to realize that questions of eternal value are answered spiritually.

This example summarizes someone's words.

Hopeful

CONSIDER:

⊘ As part of His plan, God promises we can live in joy with Him and our families again. Ideally, mothers and fathers will teach their children about the gospel of Jesus Christ through words and by example. Relatives and friends can be a powerful influence for good to all family members. Learning and living principles of faith, repentance, baptism, and receiving the gift of the Holy Ghost bring joy to all of God's children.

INSTEAD OF:

⊘ Parents are commanded to teach their children the gospel. The Lord warned that if parents do not teach their children about faith, repentance, baptism, and the gift of the Holy Ghost, the sin will be upon the heads of the parents.

GO TO SECTION 1.3: COMMUNICATION ATTRIBUTES ↗

Humble

CONSIDER:

⊘ The Savior continues to create opportunities that allow Latter-day Saint missionaries to share His gospel in new places. Through the influence of the Holy Ghost, many of God's children have come to love and accept eternal truths.

INSTEAD OF:

⊘ Latter-day Saint missionaries are a powerful force for the Church, opening new areas of the world to bring people to the true gospel.

GO TO SECTION 1.3: COMMUNICATION ATTRIBUTES ↗

Inspiring

CONSIDER:

⊘ As you prepare to teach, think about the people in your class and what they need to know. Ponder the lesson and how it can be meaningful to them in their lives today. If you don't understand a particular topic very well or you don't know the answer to a question, it's okay to say so. Use the scriptures and words of latter-day prophets and apostles to testify of what you do know. You can still share a powerful message as you follow guidance from the Holy Spirit.

INSTEAD OF:

⊘ Before you teach, study the lesson thoroughly, including the additional scriptures listed. Never speculate about doctrine or topics you don't understand. Teach only what is supported by the scriptures, the words of latter-day prophets and apostles, and the Holy Spirit.

GO TO SECTION 1.3: COMMUNICATION ATTRIBUTES ↗

3.1.2 Other Characteristics of the Church's Voice

In addition to the global communication attributes, the following characteristics help unify our written and verbal communications.

Simple and Clear Vocabulary

Use common, clear words and language that people will easily understand. Thoughtfully explain words and concepts that others may not be familiar with. Consider the mindset and needs of your audience, and communicate in ways they can understand. Don't use words that make people feel confused, excluded, or offended.

Scriptures and Doctrine

Use accurate doctrine presented in the scriptures and as taught by prophets. Use words from the scriptures to teach doctrine. Clearly explain unfamiliar or complex terms.

Conversational Tone

Favor a tone that is conversational and familiar. Try to keep sentences brief, and vary sentence structure.

Focused Message

Make the message concise and focused. Don't use extra words that make the message harder to understand. Simplicity keeps the message clear (see 3.2.3).

Clear Organization

Present ideas in a logical order, and avoid long paragraphs. All paragraphs and sections should support the message (see 3.2.3).

Style Guidelines

The formatting and style of messages help identify Church communication. Cite reliable sources, emphasizing the scriptures, teachings of living prophets, and current Church publications. Follow your area's general guidelines for writing style, usage, and grammar. Section 3.4 includes a list of Church style resources for writing and editing.

3.1.3 Considerations and Alternatives for Church-Specific Words

The following are examples of applying Church voice characteristics to word choice. Be mindful of Church jargon. Use Church terms in ways that are clear, doctrinally correct, and understood by all. This list clarifies some commonly used terms. Apply the principles explained for word choices like these to all Church communications.

CHURCH-SPECIFIC WORDS OR TERMS:	CONSIDERATIONS AND ALTERNATIVES:
Atonement of Jesus Christ	The Savior's Atonement includes His suffering in Gethsemane, His suffering and death on the cross, and His Resurrection. Avoid using "the Atonement" without referencing the Savior.
Brethren	Try *Church leaders*, *prophets*, *Apostles*, and so forth, or simply *men* or *priesthood holders*. For example: "Several priesthood holders may participate in an ordinance." See also "priesthood" below.
Brother and Sister	These terms are appropriate for communication within Church organizations. However, we do not assume that people of other faiths want to be addressed with these terms or want to address us this way.
Convert	Consider using *new member of the Church.*
Earth	Language and concepts related to premortal life, other worlds, and eternity may be unfamiliar to others. For example, "this earth," "this world," and "earth life" may sound strange or confusing. Try phrases like *during your lifetime.*
God's plan and God's work	Correctly attribute God's plan for humankind. Heavenly Father is the author of the plan of happiness. As the Savior of all, Jesus Christ makes God's plan possible. Members of Christ's Church participate in God's work of salvation and exaltation.
Godhead references	Consider balance and accuracy if mentioning only one member of the Godhead. While communications represent Christ's Church, Heavenly Father and the Holy Ghost have essential roles that should not be overlooked.

CHURCH-SPECIFIC WORDS OR TERMS:	CONSIDERATIONS AND ALTERNATIVES:
Fellowship	As a noun, consider using *friendship*. As a verb, consider *get to know*, *become friends with*, or *associate with*.
Heavenly parents	Jesus Christ taught all to pray to Heavenly Father (see [Matthew 6:9](#); [3 Nephi 18:19](#)). *Heavenly parents* should not be used when referring to worship of or communication with Deity.
Holy Ghost	Outside the Church, the term *Holy Spirit* is more common.
Inactive	Be cautious about categorizing people. If necessary, consider using *less-engaged Church members*, *people who don't currently participate in Church activities*, and so on.
Investigator	The term *investigator* may feel impersonal, and in some cases it may imply secrecy or government action. Consider *visitor*, *neighbor*, *friend*, and so on.
Members	Avoid using *member* in a way that implies superiority or exclusive belonging. All people are children of heavenly parents, and Jesus Christ's Church and gospel are for everyone. As appropriate in your context, consider words like *congregation*, *baptized individuals*, *neighbors*, *people of our faith*, and so on.
Names of Church organizations	When addressing people who are not familiar with Church organizations, include simple explanations. For example: "Relief Society is the Church's organization for women"; "Primary includes Sunday classes for children"; "Ministering is a way our members care for each other."
Nonmember	This term can sound negative and exclusive. Consider instead using *all people*, *God's children*, *people of other faiths*, *friends*, and so on.
Preside	Be mindful of improper uses of *preside* that may suggest superiority or an incorrect presumption of authority. To preside means to serve and teach with gentleness, meekness, and Christlike love (see *[General Handbook, 4.2.4](#)*).

CHURCH-SPECIFIC WORDS OR TERMS:	CONSIDERATIONS AND ALTERNATIVES:
Priesthood	As a noun, *priesthood* is the authority and power of God. God grants priesthood authority and power to His sons and daughters to help carry out His work (see *General Handbook,* 3.0). It should not be used as a synonym for *men*, *priesthood holders*, *brethren*, or *quorum*. *Priesthood* may be an adjective to describe these and other words.
Priesthood authority, priesthood power	Priesthood authority is the authorization given by someone with priesthood keys to represent God and act in His name (see *General Handbook,* 3.4). Priesthood power is God's power and flows to all Church members as they keep their covenants with Him (see *General Handbook,* 3.5).
Prompting	Consider using *feeling* or *spiritual impression.*
Proselyte, proselytize	Consider using *teach the gospel.*
Reactivate	Outside Church culture, *reactivate* can sound clinical or chemical in nature. Choose words that focus on the person in question, such as *include*, *invite*, *support*, or *encourage*.
Referral	In missionary work, a *referral* should indicate the action of referring someone to the missionaries. It should not be used to indicate a person.
Superlatives	Be cautious using terms such as *always*, *never*, or *the most important*. Avoid suggesting that certain individuals or gospel aspects are more important than others.
We	Be mindful that the gospel of Jesus Christ is intended to bless all people and not just Church members. Avoid implying superiority or sounding as if the Church excludes people. When appropriate, consider using *the world*, *all people*, *God's children*, and so on.

3.2 Planning Communications

To plan the content of your communication, clearly identify four factors: **who, why, what, and where.**

3.2.1 # Who: The Audience

Who are the people you intend to see or hear this communication? Use the guidelines in [section 2](#) to define a group of God's children (the "audience") as specifically as possible. Think about their challenges, desires, and goals in relation to the message you are communicating. Their ages, education levels, and current understanding of the subject will affect the words you choose. What does your audience need to **think**, **feel**, **and do**? How can you serve their needs?

Note the example of the communication at right using a focused message.

> **Identifies the audience and their needs.**

What to Expect at Church Services

What to Expect at Church Services

Latter-day Saints welcome all visitors to their worship services, and for individu[als] for the first time, the following information might be helpful.

Along with activities and programs during the week, Latter-day Saints gather o[n] for an approximately hour-long "sacrament" meeting, where men, women and younger members offer prayers and give sermons, sing hymns and partake of the sacrament (similar to receiving communion). In addition, there are doctrinal and scriptural classes for youth and adults as part of the two-hour span.

> **Explains unfamiliar terms.**

Latter-day Saints [ ] ple, so a visitor should not be surprised when someone, seeing [ ]lk and offers to shake hands and help the visitor find the ri[ght]

> **Subheads identify what the audience needs to know.**

Where do these meetings take place?
In most areas, the meetinghouse itself is an easily recognizable and uniform building with the name of the Church on the outside. Inside, you'll find the chapel or "sacram[ent] with pews for the congregation and a podium for speakers. T[ ] and a gym as well. Characterized by si[ ] Christ's ministr[y]

3.2.1 # Who: The Audience (continued)

Consider the reading and language level of your audience, which may be different from your own. The ability to read and write may be influenced by formal education, gender, health, age, social and economic status, culture, and other factors. Keep in mind that being able to read the text is not the same as being able to understand the text. Comprehension may be influenced by sentence length, complexity, and word difficulty.

For example, the average adult in the United States reads at about an eighth-grade level. In some geographies, some adults may have greater or more limited reading skills. Children and youth understand a simpler vocabulary than adults.

You can check the reading level of English-language content (based on US grade levels) using tools such as these:

* *readabilityformulas.com*
* *datayze.com*
* *Microsoft Word readability function*

Best practices:

List specific information about your audience (see 2.0), including details such as:

* **Geography:** *area, country, language, cultural heritage, physical environment.*
* **Demographics:** *age, gender, family status, race, ethnicity, education level, technology proficiency, Church experience.*
* **Perspectives:** *attitudes, values, interests, receptivity, needs.*
* **Psychographics:** *personality, values, attitudes, interests.*

When writing a communication that will be translated:
* *Involve the translation team early on to avoid common missteps.*
* *Before introducing a new concept, word, or initiative name, have the translation team confirm global viability.*
* *Use global examples or provide cultural context. For example, referencing a "home run" is not globally understood.*
* *Avoid using idioms and jokes that do not translate well.*
* *Avoid using acronyms, such as CTR.*

As much as possible, localize communications to meet literacy needs and make the content and examples relevant to the audience.

When writing to an audience with limited language ability:
* *Keep the content at an appropriate reading grade level (see sidebar).*
* *Write short sentences, usually under 10 words.*
* *Favor short words with one or two syllables, when possible.*
* *Define Church-specific words—for example, "Primary, the Sunday School classes for children."*
* *Avoid difficult words, idioms, and culturally-based or figurative language.*
* *Use words that show sequence (such as* first, next, finally*) and cause-and-effect relationships (such as* so, because, therefore*).*

3.2.2 Why: The Purpose

Think about the reason for your particular communication effort. Identify which category best fits its purpose: **inform**, **inspire**, **invite**, or **teach**. While a communication may fit more than one category, consider which is the primary one. Use best practices to help meet that objective. For example, a video about a family history event might primarily highlight a date, time, and place to **inform** the audience about the event, while it may secondarily **inspire** the audience at the same time.

Inform

This category tells your audience about things like an event, a product, or a policy. Informational communications may be shared within a Church organization or with the public.

Informational communication most often:
· Shares fact-based information.
· Uses links and cites references when appropriate.
· Keeps writing short and to the point.

Examples:
· Church workforce memo
· Event announcement
· Workforce training

Inspire

Communications in this category help your audience build faith in God and Jesus Christ and seek personal growth. This type of communication uplifts, encourages, invites the influence of the Spirit, and creates a sense of belonging. These communications should feel warm and personal rather than formal or institutional.

Inspirational communication most often:
· Helps people feel God's love.
· Presents gospel truths and invites the Holy Spirit.
· Shows gospel principles in action.
· Focuses on people and stories.
· Uses people's own words, when appropriate.

Examples:
· Faith Works videos
· Social media posts

Invite

This category asks your audience to do something at a specific date or time. An invitational communication may also inform and inspire, but it is typically used only for a limited time.

Invitational communication most often:
· Includes specific details: dates, times, links, next steps.
· Is specific and persuasive.
· Encourages action.

Examples:
· Email inviting people to sign up for RootsTech.
· Social media post inviting people to watch general conference.

Teach

This category teaches gospel principles and truths to help bring people closer to God and lead them to better understand His plan. It may also inform, inspire, and invite, but it specifically encourages individual growth and discovery.

Teaching communication most often:
· Helps people understand true doctrine.
· Uses clear and accessible language.
· Encourages pondering, discussion, and application.
· Helps prepare people to feel the Spirit.

Examples:
· Articles
· Blog posts
· Class materials
· Handbooks

3.2.3 What: The Core Message

What is the message of your communication? In this communication guide, *message* refers to the main idea of a communication. It may be a gospel truth or another idea. For example, the message of a magazine article might be the blessings of repentance. The message of a press release might be the announcement of a new webinar series. A handbook or manual might contain many chapters or sections, each with its own main message.

Narrowing your focus to just one message makes your communication stronger. What one thing do you want the audience to remember from this communication? Ensure that the message relates to the core experience we want people to have with the Church:

The Church helps all of God's children feel His love by following Jesus Christ.

Examples:

MAGAZINE ARTICLE

Message: *Repentance can be part of your life every day.*
Plan: *The article will define repentance; refer to scriptures about the power of repentance for all of God's children; suggest ways to think about and act on repentance regularly; and share experiences of people who feel peace, joy, and a stronger closeness to the Savior through repentance.*

PRESS RELEASE

Message: *Free family history webinars begin next month.*
Plan: *The press release will share the purpose and content of the new webinars, provide information about how to access the webinars, and explain that family history can help connect loved ones to each other and to their Heavenly Father and the Savior through sacred covenants.*

Best practices:

- *Before you write, define the message of your communication in a sentence or two.*
- *Focus on one message to be most effective.*
- *Make sure all the text in the communication supports the core message.*
- *Be sure to explain gospel truths clearly so readers can easily understand them.*

See an example of communication using a focused message on the next page.

Clear main message

What to Expect at Church Services

What to Expect at Church Services

Latter-day Saints welcome all visitors to their worship services, and for individuals visiting for the first time, the following information might be helpful.

Along with activities and programs during the week, Latter-day Saints gather on Sundays for an hour-long "sacrament"

Content focuses on church services, not temple worship or other meetings or activities.

What to Expect at Church Services

Latter-day Saints welcome all visitors to their worship services, and for individuals visiting for the first time, the following information might be helpful.

Along with activities and programs during the week, Latter-day Saints gather on Sundays for an approximately hour-long "sacrament" meeting, where men, women and younger members offer prayers and give sermons, sing hymns and partake of the sacrament (similar to receiving communion). In addition, there are doctrinal and scriptural classes for youth and adults as part of the two-hour span.

Latter-day Saints are generally a friendly people, so a visitor should not be surprised when someone, seeing a new face, comes over to talk and help them

What happens during the service?

The following is a breakdown of th called the "sacrament meeting" (th for "communion"):

Gospel truths are carefully explained in simple terms. Instead of using the potentially unfamiliar term *sacrament meeting*, the term *church services* provides a simple description to people not of our faith.

· The person leading the meeting — usually the ward bishop or branch president, or possibly one of his two counselors — wears a suit, not ecclesiastical robes. Other than the fact that he is at the podium, he is indistinguishable from any other Church member.

· Following congregational announcements, members will open the meeting with a hymn. The hymns of the Church include both those familiar to Christi and additional hymns

Do visitors need to participate?

No. Visitors may simply sit back and enjoy the service, or sing along with the provided hymnbooks, if you like. There is no collection ary to bring.

Subheads and supporting text explain the main message.

What do people wear?

You're welcome to wear any clothes that you feel comfortable attending a church service in. Men typically wear suits and ties, and women wear dresses or skirts. Children also usually dress up.

What about temple

3.2.4 Where: The Delivery Method

Think about the delivery format for your message. The delivery method (such as an email, web page, social media post, printed manual, speaking script, and many more) will guide how your message is crafted.

Email

Short, simple text is most effective in email communication. If you need to present a lot of information, use the email to link to a web page or use bullets and a simple format. As you write, be familiar with the purpose of Church email channels.

Email writing best practices:

- Include a clear subject line that previews the message.
- Be brief. Many readers will not scroll through an entire email.
- Use simple vocabulary.
- Add visual interest to the email when appropriate.

Web or Digital App

The format of a web or app communication will depend on the message (see 3.2.3), audience need (see 3.2.1), and purpose (see 3.2.2). Think about how the audience will view the digital communication. For example, on small mobile devices it is more difficult to read long, narrative paragraphs compared to bulleted lists or short, concise paragraphs. As you write, be familiar with the purpose of the Church website.

Web page and digital app writing best practices:

- Use headlines and subheads to organize text.
- Use short sentences and paragraphs.
- When appropriate, choose subheads, numbered sections, bullet points, or other methods to make the content easily scannable. (For example, subheads in a digital lesson outline make it easier to direct class members to a paragraph.)
- Consider bullet points and lists, which are more readable than paragraphs. Items presented in a list are easier to remember than a series separated by commas.

Social Media Post

The post text of social media messages often supplements images or videos. All elements of social media messages should be considered as you develop content. The length and purpose of the post text will need to be adapted for different platforms. As you write, be familiar with the purpose of Church social media channels.

Social media writing best practices:

- Include the most important information and keywords near the beginning. Some social media platforms initially display only the first part of the full text.
- When appropriate, use visual media (see 4.3.5). Posts with images generally perform better than text-only posts.
- Avoid words, phrases, and other jargon that might be unfamiliar to those not of our faith.
- Social media messages should facilitate connection to Deity and to one another. Messages should be delivered in normal and natural ways for the platforms where they are published.

Print

Print format covers a wide range of communication types—for example, pamphlets, flyers, labels, posters, or books. Print communication may be long (such as a curriculum manual) or short (such as a pass-along card). Consider the physical size of the communication as you prepare text.

Print writing best practices:

- Organize text clearly. For posters or flyers, you might need only a main header and a few paragraphs. For books or manuals, consider sections, chapters, and multiple header levels.
- When appropriate, choose subheads, numbered sections, bullet points, or other methods to make the content easily scannable. (For example, subheads in a digital lesson outline make it easier to direct class members to a paragraph.)
- If the physical size of the communication is small (such as a label or card), use less text so it can be easily read.

_{3.3} Using the Name of the Church

The formal name of the Church, The Church of Jesus Christ of Latter-day Saints, is an essential part of its global identity. It is the name given by the Savior (see Doctrine and Covenants 115:4). Because each word in the name of the Church is significant, proper use of the name can help people better understand what the Church is about (see 1.1).

You can learn more about the significance and meaning of the name of the Church using these resources:

• Russell M. Nelson, "The Correct Name of the Church," general conference, Oct. 2018
• Russell M. Nelson, "Thus Shall My Church Be Called," general conference, Apr. 1990
• Dallin H. Oaks, "Witnesses of Christ," general conference, Oct. 1990
• M. Russell Ballard, "The Importance of a Name," general conference, Oct. 2011

Always use the most current guidelines for using the Church name.

3.3 Using the Name of the Church (continued)

Carl Heinrich Bloch (1834–1890), *Christ Healing the Sick at Bethesda*, 1883, oil on canvas, 100 3/4 × 125 1/2 inches. Brigham Young University Museum of Art, purchased with funds provided by Jack R. and Mary Lois Wheatley, 2001.

Follow these guidelines with every Church communication:

- Always use the full name of the Church in the first reference: "The Church of Jesus Christ of Latter-day Saints."

- After the full name has been used, consider the shorter terms "the Church" or "the Church of Jesus Christ."

- Avoid using "Mormon Church," "LDS Church," or "Church of the Latter-day Saints."

- "Members of The Church of Jesus Christ of Latter-day Saints" or "members of the Church of Jesus Christ" is the preferred way to refer to Church members. "Latter-day Saints" is the preferred shorter term. Using "Saints" is also acceptable. The terms "Mormons" and "LDS" should not be used.

- "Mormon" is correctly used in proper names such as the Book of Mormon, the prophet Mormon, or when used in such historical expressions as "Mormon Trail."

- The term "Mormonism" is not acceptable in describing Church doctrine and teachings. "The restored gospel of Jesus Christ" is preferred.

- When referring to current people or organizations that practice polygamy, state that The Church of Jesus Christ of Latter-day Saints is not affiliated with polygamous groups.

- When referring to current people or organizations that have similar beliefs as the Church, state that the Church is not affiliated with these groups.

3.4 Writing Style References and Resources

Using correct grammar and consistent writing style practices helps Church communications look and read the same throughout the world. All non-internal communications from Church headquarters will be reviewed by an editing team to ensure style guidelines are followed. You can help make this process go smoothly by referencing these guides and resources.

Department and Area Style Guides
Follow your department's or area's general guidelines for writing style, usage, and grammar.

Chicago Manual of Style, **17th edition**

Associated Press Stylebook **(Newsroom)**

Church Style Guide for Editors and Writers
These guidelines supplement department and area style guides with specific Church usage.

Style Guide—The Name of the Church

Guides for Church Media Channels
The following guidelines define the purpose of each Church communication channel and its communication efforts.
- *Social Media Guidelines*
- *Blog Writing Guidelines*
- *YouTube Guidelines*

Section 4: Design
(Global Visual Style Guide)

Section 4: Design
(Global Visual Style Guide)

Click on the index above to jump to that section.

4.0 Design

As an ensign to the nations, The Church of Jesus Christ of Latter-day Saints holds a great responsibility to represent the kingdom of God. Our visual identity has an important function in this role. *We use a common set of visual elements to deliver consistent, positive, and global communications and experiences to our audiences.* These visual elements are founded on the identity and core experience of the Church (see sections 1.0–1.3).

4.0 # Design (continued)

This section explains how to apply our visual identity to create inspired, recognizable, and legally defensible communication materials on behalf of the Savior. Your talent and commitment to these design standards will help us achieve a powerful, consistent, and protectable visual presence for the Church worldwide.

Developed under the direction of Church leadership and supported by feedback from both members and those not of our faith, this section of the communication guide was formally approved by the First Presidency in April 2016.

"I have sent mine everlasting covenant into the world, to be a light to the world, and to be a standard for my people … to prepare the way before me."

DOCTRINE AND COVENANTS 45:9

4.1 Design Principles

When communications are united and consistent, they are more effective. The design vision and inspiration statements in this section apply to the Church as a global organization as much as they apply to your individual work. By using these principles to help shape your project, you unify the identity of The Church of Jesus Christ of Latter-day Saints. And together, we fulfill its purpose.

"This is my work and my glory—to bring to pass the immortality and eternal life of man."

MOSES 1:39

4.1.1 Design Vision

Our design vision statement for visual elements is as follows:

All people can discover God's eternal plan and feel inspired to grow.

This vision aligns with scriptural and prophetic counsel and is confirmed by global research that identifies what individuals value about religion. People around the world—whether core members, less-engaged members, people of other faiths, or other individuals open to spirituality—have a common, positive response to these four principles: Discover, God's Eternal Plan, Feel Inspired, and Grow. Use them as "ingredients" when developing communications.

Discover

We are a generous source of guidance for understanding God's principles and plan. While gladly forthcoming about our beliefs, our communications allow people to explore truths at their own pace and depth. We are a front door that is open and inviting; we are not a conveyor belt wheeling people inside.

God's Eternal Plan

A foundational and differentiating doctrine, God's plan of salvation is at the heart of all our teachings. Acknowledging, explaining, and embracing this plan brings new and deeper understanding of commandments, of covenants, of principles, and of our purpose. We connect the core of each communication with God's eternal plan.

Feel Inspired

We realize that people come to know God through individual experiences with the Holy Ghost. True understanding is confirmed through intensely personal impressions. Our communications aim to create a desire and an environment for feelings that uplift, motivate, encourage, and energize.

Grow

We encourage every person to realize and experience that divine guidance can change lives for the better. Emphasizing progression over perfection, our communications invigorate the innate human desire to find purpose, personal improvement, and peace through the teachings of Jesus Christ.

4.1.2 Visual Inspiration: Light

What helps us discover? What reminds us of God? What do we call inspiration? What makes things grow? More than a visual element, light is a concept that gives further meaning to the principles in our vision statement.

© Shikhar Bhattarai/ Stocksy United

4.1.2 Visual Inspiration: Light (continued)

Warm and inviting by nature, light has many intrinsic meanings: discovery, knowledge, lessened burdens, hope, joy. The concept is pervasive throughout the scriptures and is reflected in various ways in our visual identity. Colors softly shift to lighter shades. Subtle shapes suggest radiance from a pure source. The elements of transparency, layers, and slanting rays are easily identifiable, yet they can be translated in endless variations. Responsive to the vision statement's principles of discovery, inspiration, and growth, light also gives tribute to the Light of the World, Jesus Christ.

Warm. Optimistic. Not complex. Hopeful. Natural. These are all descriptions gleaned from common research responses. They also share a common connection in the concept of light.

"That which is of God is light; and he that receiveth light, and continueth in God, receiveth more light; and that light groweth brighter and brighter until the perfect day."

DOCTRINE AND COVENANTS 50:24

4.2 Church Symbol

During his [April 2020] general conference message Saturday evening, President Russell M. Nelson introduced a new Church symbol that signals "the central place of Jesus Christ" in His Church.

Aptly, the symbol includes the name of the Church—The Church of Jesus Christ of Latter-day Saints—contained within a cornerstone. As taught since biblical days, Jesus Christ is the "chief corner stone" of His Church (Ephesians 2:20).

"At the center of the symbol is a representation of Thorvaldsen's marble statue the *Christus,*" said President Nelson. "It portrays the resurrected, living Lord reaching out to embrace all who will come unto Him.

"Symbolically, Jesus Christ is standing under an arch. The arch reminds us of the resurrected Savior emerging from the tomb on the third day following His Crucifixion."

The new symbol, he added, should feel familiar to all identifying the restored gospel with the living, resurrected Christ. ...

"The symbol will now be used as a visual identifier for official literature, news, and events of the Church. It will remind all that this is the Savior's Church and that all we do, as members of His Church, centers on Jesus Christ and His gospel."

EXCERPT FROM NEWSROOM ARTICLE
Jason Swenson, "Why President Nelson Announced a New Church Symbol during General Conference," *Church News*, Apr. 4, 2020.

President Nelson announces new Church symbol during April 2020 general conference.

✓ *In response to President Nelson's announcement, this style guide supplement was created to communicate guidelines for the implementation of the new symbol.*

4.2.1 Symbol

The symbol of The Church of Jesus Christ of Latter-day Saints represents the Savior, His Church, and His work on the earth. The symbol serves to quickly identify the Church as well as its products and services.

The symbol replaces the Church logotype as the official visual identifier. All new Church communications should use the symbol or wordmark following approved guidelines. Previous applications of the Church logotype will be replaced over time.

"The symbol will now be used as a visual identifier for official literature, news, and events of the Church. It will remind all that this is the Savior's Church and that all we do as members of His Church centers on Jesus Christ and His gospel."

Russell M. Nelson, "Opening the Heavens for Help," general conference, Apr. 2020
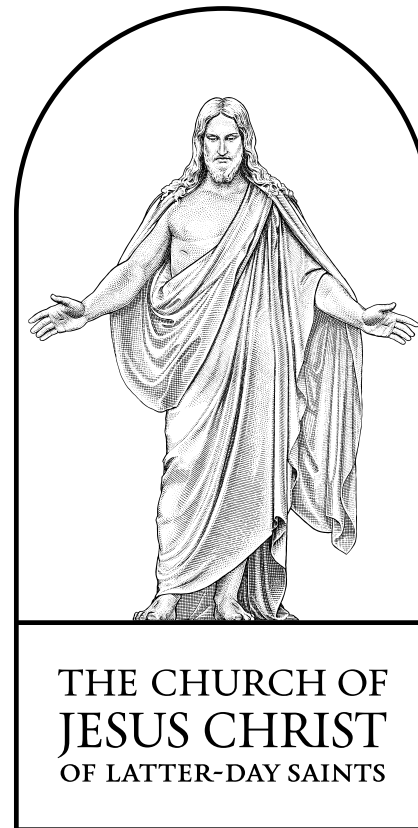
HIGH-FIDELITY SYMBOL

4.2.2 Symbol Anatomy

The Church symbol emphasizes the name of Jesus Christ and His central role in all the Church does. The name of the Church is contained within a rectangular cornerstone shape. This shape refers to Jesus Christ Himself being the chief cornerstone. The center of the symbol is a likeness of Thorvaldsen's marble statue the *Christus*. Jesus stands not as a statue on a pedestal but as the living Christ on the cornerstone bearing His revealed name for His restored Church. Jesus stands under an arch as a reminder of His emergence from the tomb on the third day after His death.

Together, the cornerstone, wordmark, and *Christus* arch form the official Church symbol. Follow the guidelines in sections 4.2.3–4.2.18 for proper usage of the symbol.

LOW-FIDELITY SYMBOL

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

SYMBOL

CHRISTUS ARCH

CORNERSTONE

WORDMARK
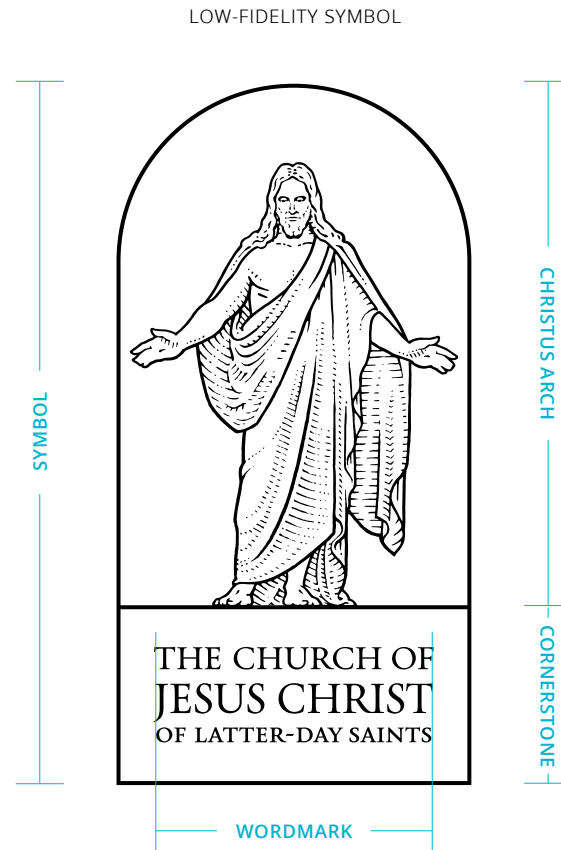
4.2.3 Symbol Configurations

To effectively and appropriately identify the Church, the symbol must be clear and legible. Symbol size, application, and reproduction method will affect the quality of how the symbol is represented.

To address all types of uses, the symbol is available in two configurations, featuring the *Christus* arch in two levels of detail. Each configuration (high- and low-fidelity) has approved size and application guidelines to maintain the integrity of the symbol's illustration. These configurations are available in standard and knockout versions (see 4.2.12). The following pages include guidelines for print and digital uses.

"[The symbol] portrays the resurrected, living Lord reaching out to embrace all who will come unto Him."

Russell M. Nelson, "Opening the Heavens for Help,"
Ensign or *Liahona*, May 2020.
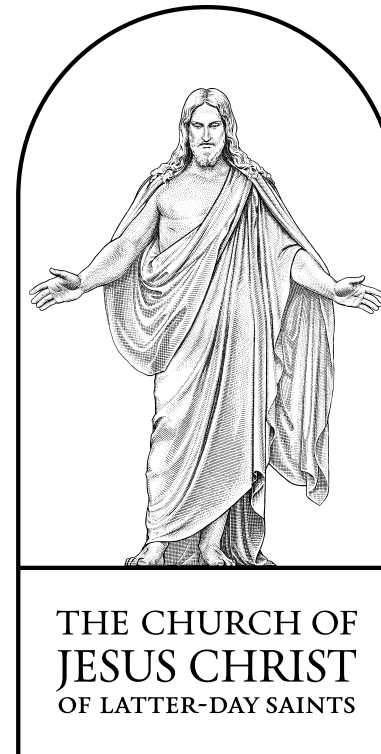
HIGH-FIDELITY SYMBOL   LOW-FIDELITY SYMBOL

<small>4.2.4</small> Symbol Overview

Symbol Usage
As the official visual identifier of the Church, the symbol is to be used only on items approved for publication by the Visual Identity Office (VIO). The VIO acts under the authority of the Intellectual Property Division of the Church's Correlation Department. Materials using the symbol may include handbooks, manuals, forms, video packaging and discs, websites, and so forth. Any exception for publishing material without the Church symbol must be approved by the VIO.

In general, the Church symbol is not used on materials produced by local units or in any personal, commercial, or promotional way. Using the Church symbol without approval from the VIO may lead to misrepresentation of the Church and may cause legal problems.

For additional information about proper use of the Church symbol and name, please refer to *General Handbook: Serving in The Church of Jesus Christ of Latter-day Saints* (2021), 38.8.8, ChurchofJesusChrist.org.

Copyright Usage
All official Church products should include both the Church symbol (or wordmark in certain instances; see 4.2.6) and an approved copyright notice. Contact the VIO for approved copyright notice formats.

Name Usage
The written name of the Church is not a substitute for the Church symbol. Please refer to section 4.2.9 to see appropriate applications of the Church name, including visual guidelines.

General Guidelines
When using the symbol, keep these principles in mind:
- **Visual presentation.** *Maintain the integrity of the symbol, including its typeface, illustration, visual weight, and arrangement. (See section 4.2.3.)*
- **Ease of identification.** *Help people identify the Church by using the symbol at a proper size and with sufficient contrast. (See sections 4.2.15–4.2.16.)*
- **Consistency.** *Protect the worldwide legal recognition of the Church name and symbol.*

Obtaining Symbol Files (see 4.2.20)
Only use symbol files that are approved by the VIO. Do not attempt to recreate any part of the symbol on your own.

Symbol files may be updated from time to time. Access files for each use from the appropriate asset management system to ensure you have the most recent version. Link each symbol file to its source destination so that automatic updates can be applied. Do not save the Church symbol as an independent file that may be used at will.

Symbol files in a variety of formats may be downloaded from the assigned asset management system (see 4.2.20). When downloading the file(s), if a challenge form appears, provide the purpose for using the symbol.

If you have trouble accessing these files, please contact the VIO.

Language Variations
The symbol has been translated into over 110 languages; additional language variations continue to be added. Each version has been designed to maintain the same visual weight.

When designing a product that will be adapted for multiple languages, use all symbol versions at the same percentage of the original size. See section 4.2.5 for more samples.

A language name and code are assigned for each version of the Church symbol, which will help in finding the correct files from the assigned asset management system (see 4.2.20).

4.2.5 Symbols in Languages

The symbol has been created for over 110 languages. Additional language variations will be provided as files are created.

⊕ *The entire set of approved symbols in languages is available in Church asset management systems (see 4.2.20).*
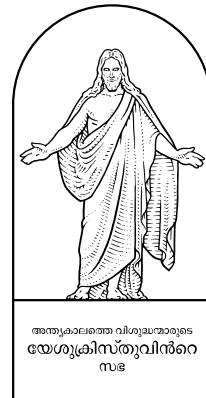
CHINESE

FINNISH

HAITIAN

JAPANESE

MALAYALAM

NEPALI

PERSIAN

POLISH

4.2.6 Wordmark Usage

If the wordmark inside the symbol is not reasonably legible because of size restrictions, use the Church wordmark alone instead of the symbol. Do not contain the wordmark in the cornerstone shape if it is not part of the symbol. Do not use the *Christus* arch without the cornerstone unless it is an approved exception (see 4.2.13).

The wordmark (formerly called the logotype) has been developed to emphasize the central position of the Savior in Church theology and to reflect the dignity of His Church. The name Jesus Christ is dominant regardless of the language used. The wordmark also provides easy readability and recognition because of the arrangement, style, and character weight of the type.

Like the symbol, the wordmark is to be used only on items approved for publication by the VIO of the Church.

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

WORDMARK—ENGLISH

"When we take the Savior's name upon us at baptism, we commit to witness, by our words, thoughts, and actions, that Jesus is the Christ."

Russell M. Nelson, "Opening the Heavens for Help," general conference, Apr. 2020

<small>4.2.7</small> Wordmark Overview

Wordmark Usage
When space and size parameters allow, prioritize use of the symbol over use of the wordmark.

In general, the Church wordmark is not used on materials produced by local units or in any personal, commercial, or promotional way. Using the Church wordmark without approval from the VIO may lead to misrepresentation of the Church and may cause legal problems.

For additional information about proper use of the Church wordmark and name, please refer to *General Handbook*, 38.8.8.

Copyright Usage
All official Church products should include both the Church symbol (or wordmark in certain instances; see 4.2.6) and an approved copyright notice. Contact the VIO for approved copyright notice formats.

Name Usage
The written name of the Church is not a substitute for the Church wordmark. Please refer to section 4.2.9 to see appropriate applications of the Church name, including visual guidelines.

General Guidelines
When using the wordmark, keep these principles in mind:
- **Visual presentation.** *Maintain the integrity of the wordmark, including its typeface, illustration, visual weight, and arrangement. (See section 4.2.3.)*
- **Ease of identification.** *Help people identify the Church by using the wordmark at a proper size and with sufficient contrast. (See sections 4.2.15–4.2.16.)*
- **Consistency.** *Protect the worldwide legal recognition of the Church name and wordmark.*

Obtaining Wordmark Files (see 4.2.20)
Only use wordmark files that are approved by the VIO. Do not attempt to recreate the wordmark on your own.

Wordmark files in a variety of formats may be downloaded from Church asset management systems (see 4.2.20). When downloading the file(s), if a challenge form appears, provide the purpose for using the logo.

Wordmark files may be updated from time to time. Access files from Church asset management systems (see 4.2.20) for each use to ensure you have the most recent version. Link each wordmark file to its source destination so that automatic updates can be applied. Do not save the Church wordmark as an independent file that may be used at will.

If you have trouble accessing these files, please contact the VIO.

Language Variations
The wordmark has been translated into over 110 languages; additional language variations continue to be added. Each version has been designed to maintain the same visual weight and footprint.

When designing a product that will be adapted for multiple languages, use all wordmark versions at the same percentage of the original size. See section 4.2.8 for more samples.

A language name and code are assigned for each version of the Church wordmark, which will help in finding the correct files from assigned asset management systems (see 4.2.20).

<small>4.2.8</small> Wordmarks in Languages

There are over 110 wordmarks in languages. Additional language variations will be provided as files are created.

⤓ *The entire set of approved wordmarks in languages is available in Church asset management systems [(see 4.2.20)](#).*

耶穌基督
後期聖徒教會

CHINESE

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

ENGLISH

MYÖHEMPIEN AIKOJEN PYHIEN
JEESUKSEN
KRISTUKSEN
KIRKKO

FINNISH

LEGLIZ
JEZIKRI
POU SEN
DÈNYE JOU YO

HAITIAN

末日聖徒
イエス・キリスト
教 会

JAPANESE

അന്ത്യകാലത്തെ വിശുദ്ധന്മാരുടെ
യേശുക്രിസ്തുവിൻറെ
സഭ

MALAYALAM

पछिल्ला दिनका सन्तहरूको
येशू ख्रीष्टको
चर्च

NEPALI

کلیسای
عیسی مسیح
مقدّسین آخرین زمان

PERSIAN

KOŚCIÓŁ
JEZUSA CHRYSTUSA
ŚWIĘTYCH
W DNIACH OSTATNICH

POLISH

4.2.9 Church Name

The Church name, symbol, and wordmark are registered as trademarks or are otherwise legally protected worldwide. The written name of the Church is not a substitute for the Church symbol or wordmark.

1. **Proper typesetting.** The name of the Church should always be set in a dignified and legible font and size. Do not split the words *Jesus Christ*; keep them on the same line.

2. **Do not mimic the symbol or wordmark.** Do not stack, arrange, change font sizes, add a border, or otherwise use the name to mimic the symbol or cornerstone.

3. **Usage in a phrase.** The Church name may be used as part of a phrase. The Church symbol or wordmark may not be used as part of a phrase.

4. **Hierarchy.** The Church name is frequently used with another element, such as the name of an event. Emphasize the name of the event while including the Church name (properly typeset) as a subordinate element. (See example B at right.)

A.

The Church of Jesus Christ of Latter-day Saints

✓ ACCEPTABLE

B.

Event Name
PRESENTED BY
The Church of Jesus Christ of Latter-day Saints

✓ ACCEPTABLE

C.

The Church of Jesus Christ of Latter-day Saints Presents…

✓ ACCEPTABLE

Note: Local units should not use the Church symbol or wordmark in local publications. For further guidelines, see *General Handbook*, 38.8.8.

D.

The Church of Jesus Christ of Latter-day Saints

⊘ UNACCEPTABLE

E.

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

⊘ UNACCEPTABLE

F.

Published by

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

⊘ UNACCEPTABLE

D. *Do not use decorative, display, or playful fonts.*
E. *Do not recreate the Church wordmark.*
F. *Use the Church name but not the Church symbol or wordmark as part of a phrase.*

4.2.10 Symbol—Print Usage

When using the symbol in a print environment, please use the low-fidelity configuration and maintain the following guidelines:

- Use a vector graphic (EPS) of the symbol whenever possible.
- In small-print applications, the illustration can become dark and unclear. To avoid this, use the proper version of the symbol.
- The symbol should be used as a dignified signature representing the Lord's Church. In most cases, it is a supporting element on the page.
- Do not use the symbol if the wordmark within is not legible. Instead, use a larger wordmark only.

Because of the variety of distribution channels, please work with the VIO to ensure you are using the correct symbol fidelity in your project.

Low-Fidelity Symbol
Min. Width: 0.8125" / 2.06 cm

SAMPLE APPLICATIONS:

Manual
Invitation
Posters
Official Notices/Memos

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

0.8125" min.
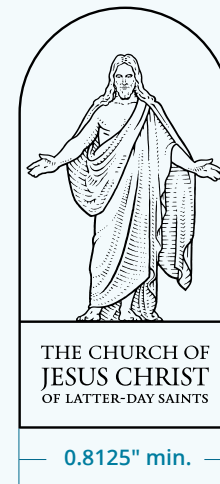
4.2.11 Symbol—Digital Usage

High-Fidelity Symbol

SAMPLE APPLICATIONS:

Official Closing Slate
Social Media Post

Low-Fidelity Symbol

SAMPLE APPLICATIONS:

Website Footer
Email

Simplified Symbol

SAMPLE APPLICATIONS:

Social Media Pages
Gospel Library App
Favicon

✓ *The wordmark is easily legible in many print applications but may be too small to read in some digital applications.*

When using the symbol in a digital environment, please maintain the following guidelines:

- Use a vector graphic (EPS) of the symbol whenever possible.
- The high-fidelity symbol should be avoided in small digital applications in order to avoid the illustration's becoming dark and unclear.
- Be aware of how the file size affects site performance. Optimize the file to make the size as small as possible without affecting visual quality. The low-fidelity symbol will give the best digital performance.
- The symbol is a supporting element and should be used as a dignified signature representing the Lord's Church.
- Do not use the symbol if the wordmark within is not legible. Instead, use a larger wordmark only.

Because of the variety of distribution channels, please work with the VIO to ensure you are using the correct symbol fidelity in your project.

4.2.12 Symbol—Knockout Image on Colors

In the knockout version, the *Christus* figure has a white background, while the arch stroke, *Christus* details, and wordmark are produced in black.

Knockout versions of the symbol are available in both configurations. Like the positive and reverse image symbols, the knockout symbol allows a background color to appear within the arch surrounding the white Christus figure.

When using the knockout symbol version, maintain sufficient contrast between the background and the symbol. The opacity of the knockout symbol version may be reduced to 80 percent (equal to Gray 40) to soften the stroke color; however, this will also reduce the opacity of the *Christus* figure. The *Christus* figure should maintain a white appearance.

LOW-FIDELITY KNOCKOUT SYMBOL AT 80% (GRAY 40) ON TINT OF BLUE 5 (50%)

LOW-FIDELITY KNOCKOUT SYMBOL AT 100% ON TINT OF YELLOW 10 (20%)

LOW-FIDELITY KNOCKOUT SYMBOL AT 80% ON TINT OF GREEN 10 (20%)

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS
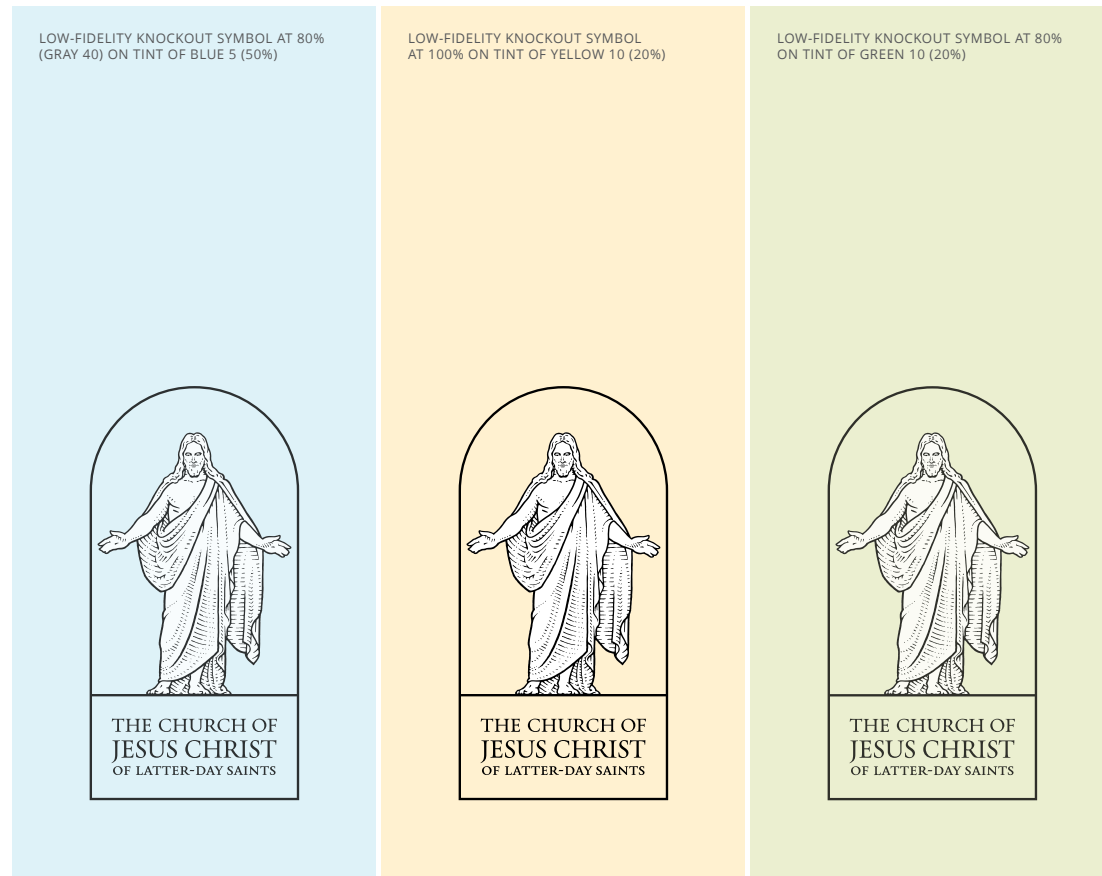
4.2.13 Simplified Symbol Exceptions

Certain applications of the symbol use a simplified depiction of Christ and do not use the cornerstone or wordmark because of size restrictions. These exceptions have been approved by the VIO. Do not use the simplified symbol for any application beyond those listed at the right.

Simplified symbol print applications
Gravestone Marker

Simplified symbol digital applications
Social Media Pages
Gospel Library App
Favicon

4.2.14 Symbol—Clear Space

The Church symbol must always be surrounded by a minimum amount of clear space. This maintains the symbol's visual integrity. It should never be crowded by other elements, such as text, titles, symbols, illustrations, or photographs.

The symbol should have a minimum amount of clear space (x) on all sides. The measurement of "x" is half the height of the cornerstone. Please note the "x" measurement does not vary from language to language. Any exceptions must be approved by the VIO.

4.2.15 # Wordmark Clear Space and Minimum Size

When used alone (see 4.2.6), the wordmark should not be enclosed in the cornerstone or any other outline.

The Church wordmark must always be surrounded by a minimum amount of clear space. This maintains the wordmark's visual integrity. It should never be crowded by other elements, such as text, titles, icons, illustrations, or photographs.

The wordmark should have a minimum amount (x) of clear space on all sides. To calculate "x," measure from the top of the large letters, "Jesus Christ," to the top of the first small line below (this includes the spacing between lines).

Please note the "x" measurement varies from language to language. Measure the "x" height based on the language version that will be used.

Minimum Size
Because wordmark shapes vary between languages, the minimum size is based on a percentage rather than a dimension. Wordmarks should not be reduced to less than 28.5 percent of the downloaded image file.

Placement in an Enclosed Area
When the wordmark is used in an enclosed area, place it slightly above center so the wordmark feels optically weighted. Approximately 47 percent of the enclosed space should be above the midline of the wordmark and 53 percent below the midline. This provides proper weight and balance.

A. *Measure "x" from the top of the largest letter to the top of the next line.*
B. *The "x" measurement varies from language to language.*
C. *There must be a minimum of "x" space on each side of the wordmark.*
D. *In enclosed areas, place the wordmark slightly above center.*

A.

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

B.

PĒDĒJO DIENU SVĒTO
JĒZUS KRISTUS
BAZNĪCA

C.

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

D.

CENTER
OF LOGO

LEGLIZ
JEZIKRI
POU SEN
DÈNYE JOU YO

47%

53%

CENTER OF
ENCLOSED
SPACE
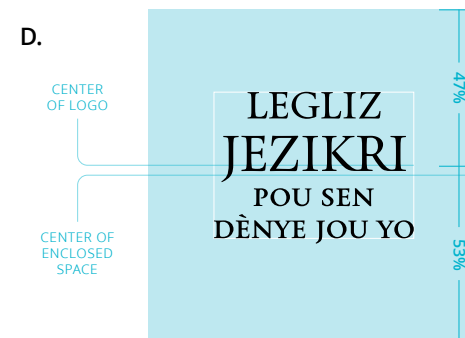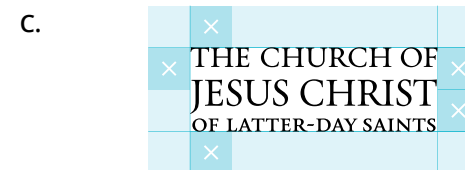
4.2.16 Symbol and Wordmark Colors—Positive Image

The Church symbol and wordmark may always be reproduced in black or an approved color from the *Global Visual Style Guide* color palette (see 4.3.4). Choose colors that give sufficient contrast (often colors 25 and higher) to the symbol and its background. Use discretion when selecting colors to fit the audience and communication purpose. Keep in mind the sacred nature of the Savior and the name of His Church.

Backgrounds
The symbol may be placed over a subtle pattern. However, the pattern should not continue within the Symbol. Keep in mind the sacred nature of the Savior and the name of His Church.

Minimum Contrast
Always maintain at least a 50 percent value difference in color or luminance between the symbol or wordmark and its background.

✓ *Never use more than one color or value, because this disrupts the readability and integrity of the symbol and wordmark.*
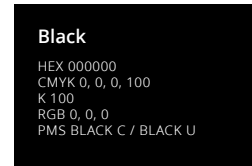
Black
HEX 000000
CMYK 0, 0, 0, 100
K 100
RGB 0, 0, 0
PMS BLACK C / BLACK U

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Blue 35
HEX 005581
CMYK 100, 25, 0, 50
RGB 0, 85, 129
PMS 7693 C / 2187 U
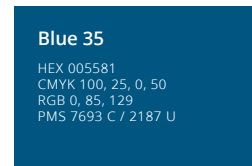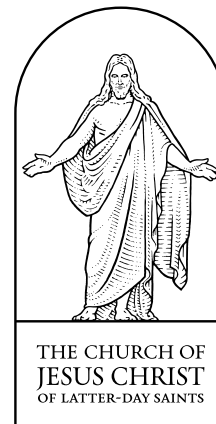
THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

4.2.17 Symbol and Wordmark Colors—Reverse Image

When reversing the symbol or wordmark from a color background, use only the file designed for this purpose. When reversed, the symbol (which includes the wordmark) is always white. The wordmark may be used in an approved color (see 4.3.4) that provides sufficient contrast with the background.

Backgrounds
Never use more than one color or value as a background, because it can disrupt the readability and integrity of the symbol or wordmark. If background patterns, textures, or images that appear within the symbol are too visually busy, then allow only the primary background color to fill the symbol (see 4.2.18). Keep in mind the sacred nature of the Savior and the name of His Church.

Minimum Contrast
Always reverse the symbol or wordmark from a background color, pattern, or image with sufficient contrast. There must be at least a 50 percent value difference in color or luminance between the symbol or wordmark and its background.

SOLID COLOR

TEXTURE/PATTERN

PHOTO

SOLID COLOR

TEXTURE/PATTERN

PHOTO

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS
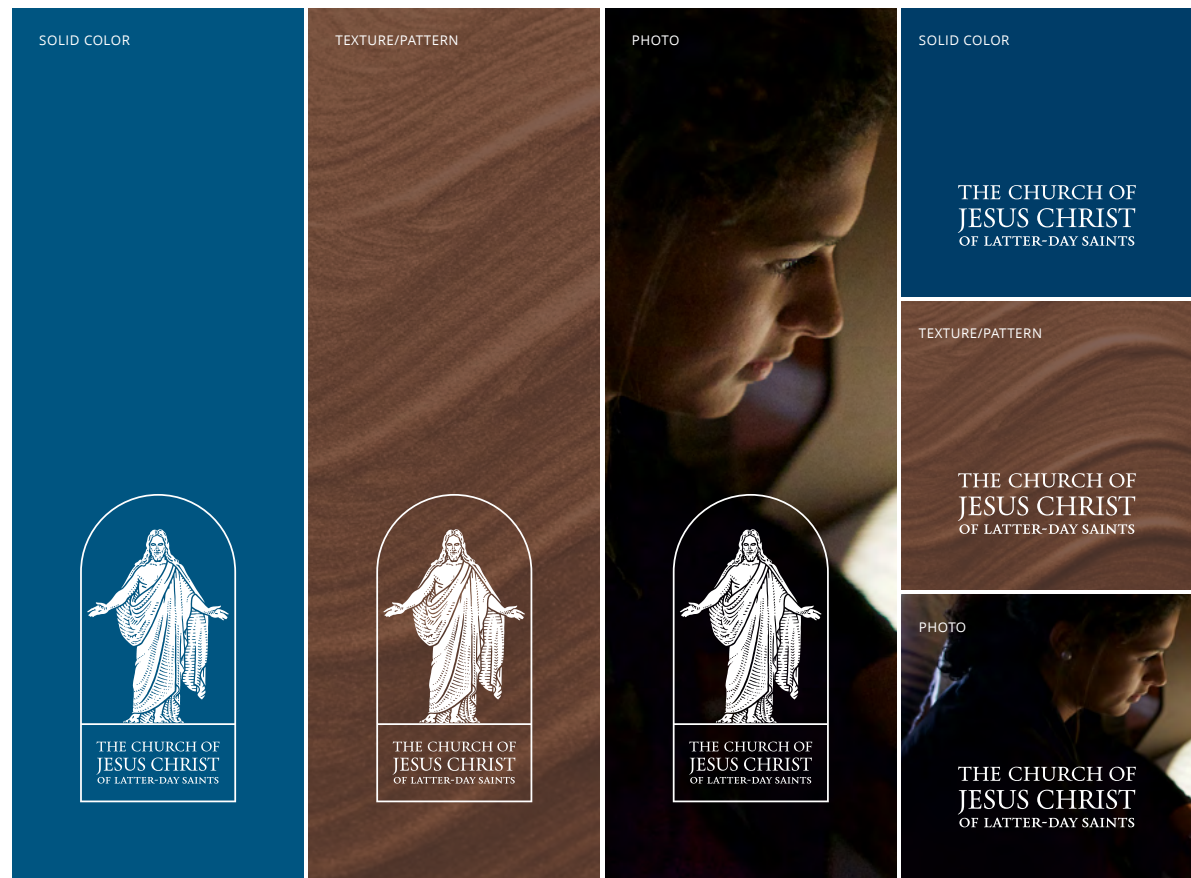
4.2.18 Symbol—Cautions

Shapes

When the symbol or wordmark is used in an enclosed space, the surrounding area must be large enough to be perceived as a general layout area, not a recognizable shape or design.

Legibility

Do not interfere with the recognition and readability of the symbol or wordmark.

Do not intersect the symbol or wordmark with graphics, patterns, or backgrounds with contrasting colors. Do not use the symbol or wordmark in a repeating pattern. Keep in mind the sacred nature of the Savior and the name of His Church.

The symbol or wordmark should appear independent of its surroundings.
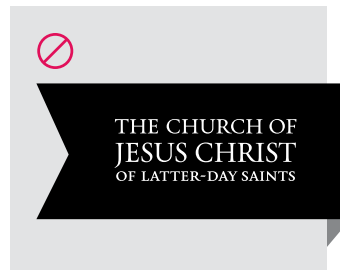
Do not place the symbol or wordmark on busy, patterned backgrounds.
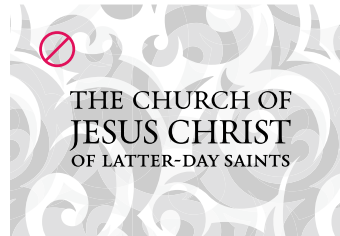
Background shapes (including light rays) should not transect the symbol or wordmark.
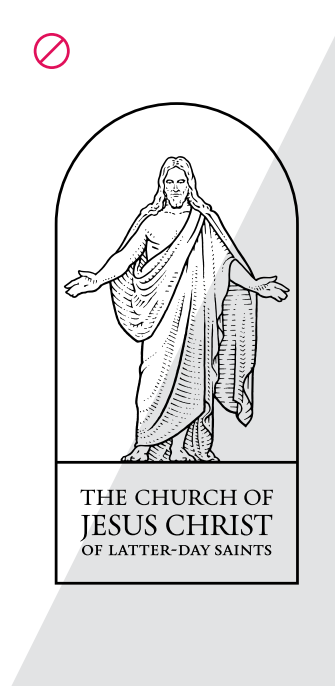
Background patterns should not continue within the symbol. (See example below.)
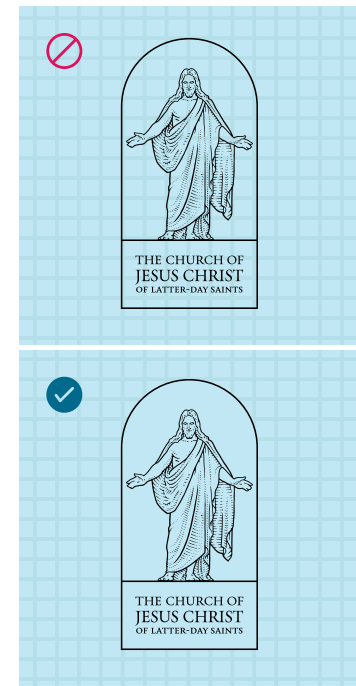
In the correct example, a primary background color fills the symbol, "knocking out" the pattern.

4.2.18 # Symbol—Cautions (continued)

Do not add a drop shadow.

Do not fill the cornerstone or arch with a background color, including white.

Do not add color to parts of the symbol.
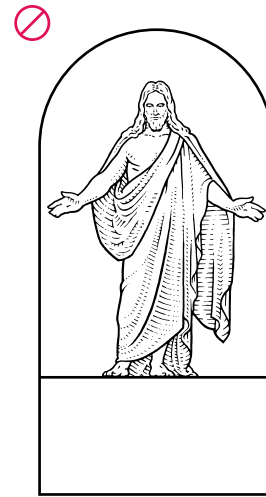
Do not remove the wordmark from the symbol.
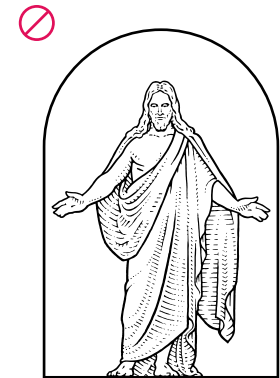
Do not separate the Christus arch from the rest of the symbol.

Do not use the cornerstone alone. The wordmark, when not enclosed, may be used alone.

4.2.18 Symbol—Cautions (continued)
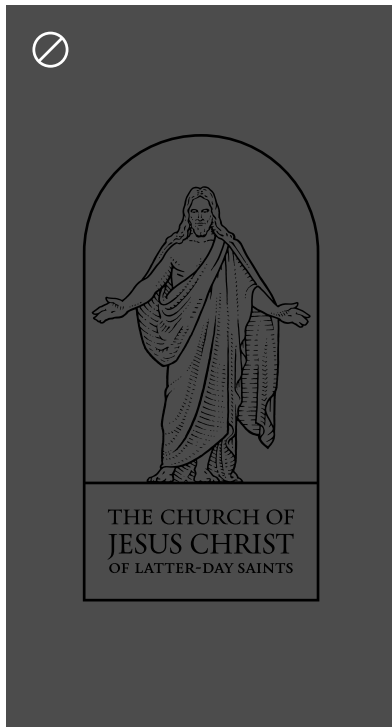
Do not use the positive version of the symbol in a reversed treatment.
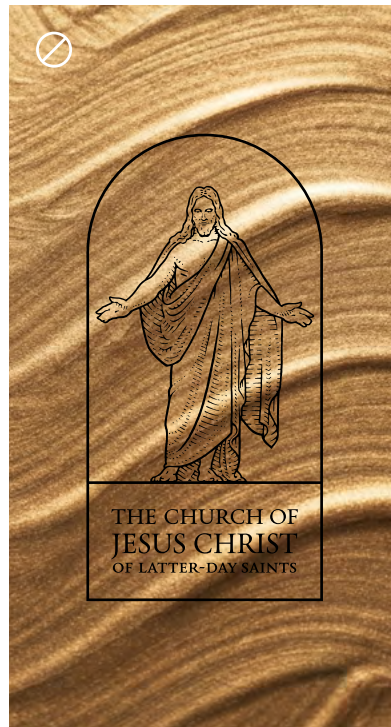
Do not place the symbol or wordmark on busy, patterned backgrounds.
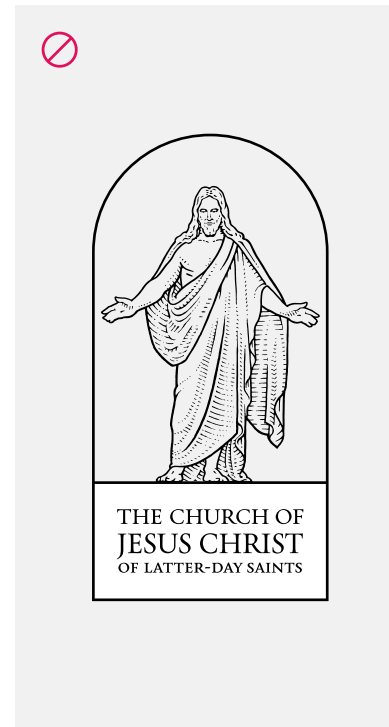
Do not add a white box in the cornerstone area of the symbol.

Do not use the reversed version of the symbol in a color other than white.

4.2.19 Samples

Official Correspondence
Wordmark

Stationery applications use the wordmark only. Do not recreate stationery designs. Approved files may be accessed in Church asset management systems (see 4.2.20).

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Visual Identity Office
50 East North Temple Street,
5th Floor,
Salt Lake City, Utah 84150-0017
801-240-9876

1 August, 2020

Attn: Missionary Department
50 East North Temple Street
Salt Lake City, UT 84150

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. A lacus vestibulum sed arcu non odio euismod. Sed velit dignissim sodales ut eu. Turpis egestas pretium aenean pharetra magna ac placerat. Eget velit aliquet sagittis id. Vitae justo eget magna fermentum iaculis eu. nibh sit amet. Bibendum enim facilisis gravida neque convallis a cra lentesque habitant morbi tristique senectus et. Velit laoreet id donec Fames ac turpis egestas sed tempus. Viverra maecenas accumsan lac aenean et tortor at.

Nunc lobortis mattis aliquam faucibus purus in. Elit scelerisque ma inar pellentesque habitant morbi tristique. Proin fermentum leo vel porttitor lacus luctus accumsan tortor posuere ac ut consequat. Plac imperdiet sed euismod nisi porta. Imperdiet massa tincidunt nunc p ullamcorper. Consequat interdum varius sit amet mattis. Amet tellus turpis egestas.

Est ullamcorper eget nulla facilisi etiam dignissim diam quis enim. dignissim convallis aenean et tortor. Lacus sed viverra tellus in hac.

Accumsan lacus vel,

Mus mauris vitae ultricies

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Firstname N. Lastname
Program Manager
Intellectual Property Division

Correlation Department
50 East North Temple Street
Salt Lake City, Utah 84150-0018
Office: 1-801-240-1234
Mobile: 1-801-331-0987
Fax: 1-801-240-6574
lastnamefn@ChurchofJesusChrist.org

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Visual Identity Office
50 East North Temple Street,
5th Floor,
Salt Lake City, Utah 84150-0017

4.2.19 Samples

SISTER RAMIREZ

LA IGLESIA DE
JESUCRISTO
DE LOS SANTOS
DE LOS ÚLTIMOS DÍAS

ELDER MIYASAKI

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

PRESIDENT MIYASAKI

Texas Houston Mission

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

ELDER KONOLD

KIRCHE
JESU CHRISTI
DER HEILIGEN
DER LETZTEN TAGE

Missionary Name Tags
Wordmark

The wordmark will continue to be used on missionary tags.

4.2.19 Samples

Official Closing Slate
High-Fidelity Symbol

The high-definition closing slate will always use the high-fidelity symbol, as shown at the left, in preapproved colors. Please do not create a similar symbol animation.

4.2.19 # Samples
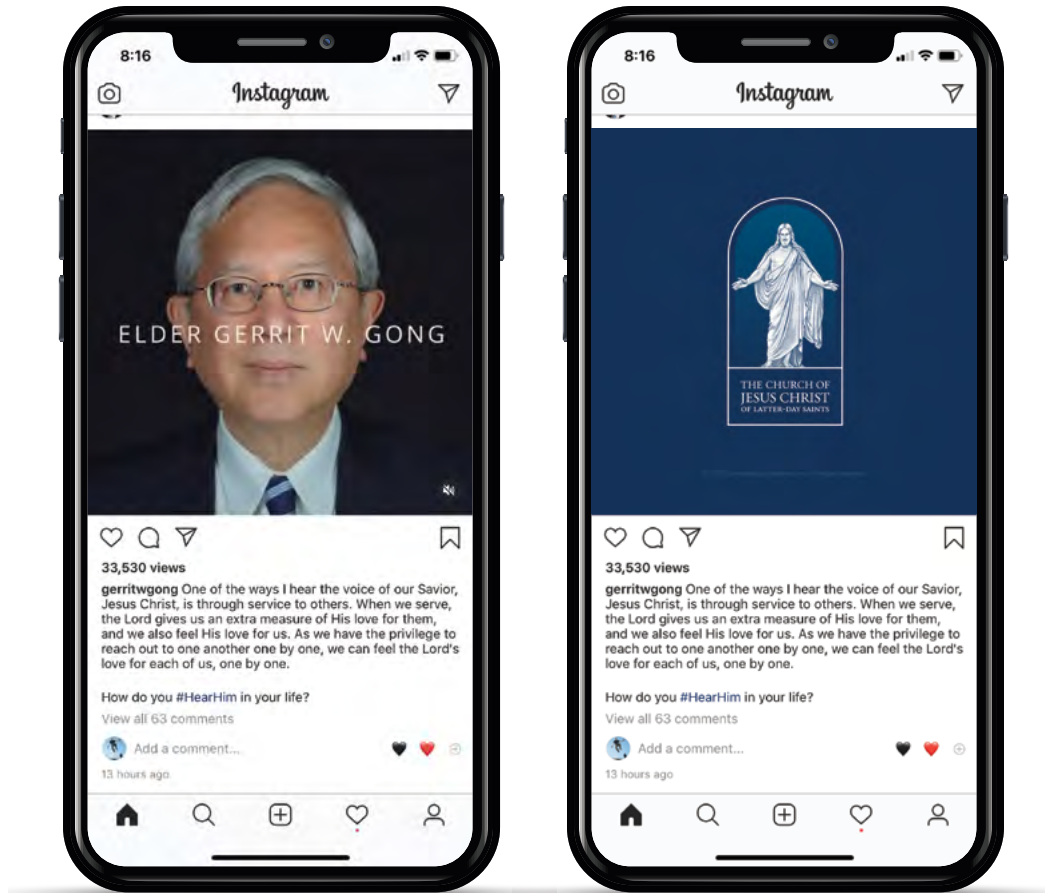
Social Media Post
High-Fidelity Symbol

Similar to the final state of the HD closing slate, the high-fidelity version of the symbol may also be used to sign off animated, official social media posts. These assets are available from the closing slate library.

4.2.19 Samples

DOCTRINE AND COVENANTS 2021

Come, Follow Me —
For Individuals and Families

Living, Learning, and Teaching the Gospel of Jesus Christ
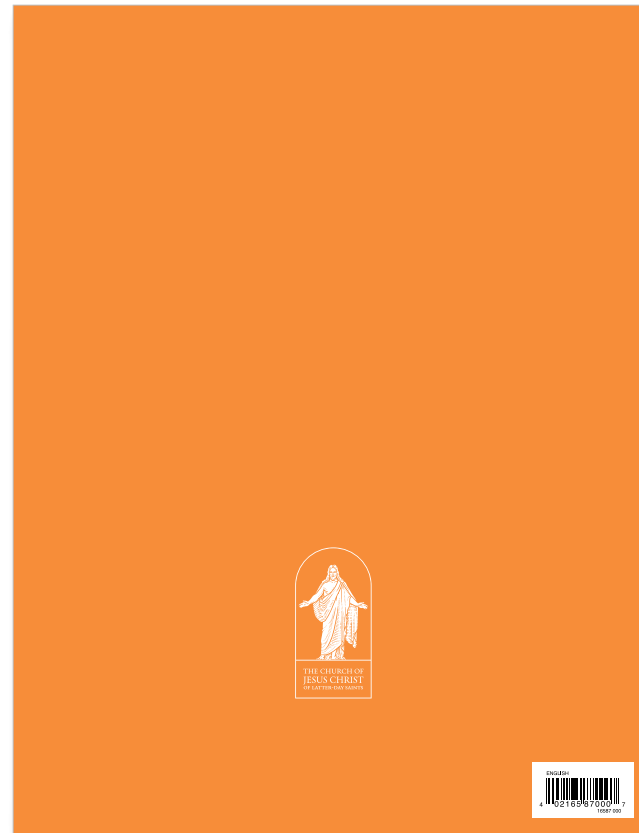
Manual
Low-Fidelity Symbol

The low-fidelity symbol configuration will be used on the back of official manuals, as shown here. Please note the correct reversed version is used at an approved size (width greater than 0.8125″/2.06 cm).

4.2.19 Samples

Invitation
Low-Fidelity Symbol

The low-fidelity symbol configuration is used here in an approved color with sufficient contrast. Please note the correct positive version is used at an approved size (width greater than 0.8125"/2.06 cm).

4.2.19 Samples

Website Footer
Low-Fidelity Symbol

The standard website footer shoud be treated as shown at the left.

80px

Symbol w/o padding
Height: 229px
Width: 116px

Note:
Symbol is left-aligned as shown.

Site Map   Feedback   Employment

104px

All Church Social Page

Terms of Use (Updated 2018-09-01) Privacy

© 2020 by Intellectual Reserve, Inc. All right

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

104px

4.2.19 Samples
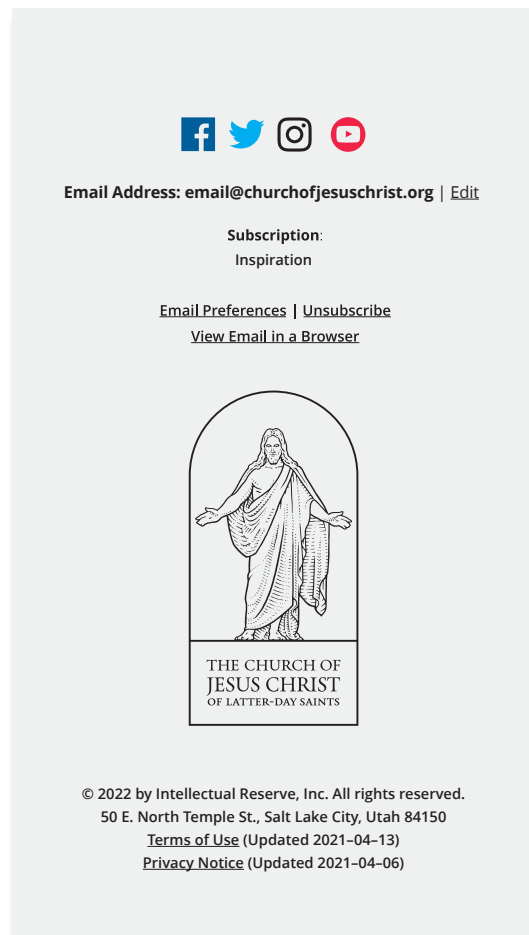
EMAIL FOOTER: LIGHT MODE VIEW
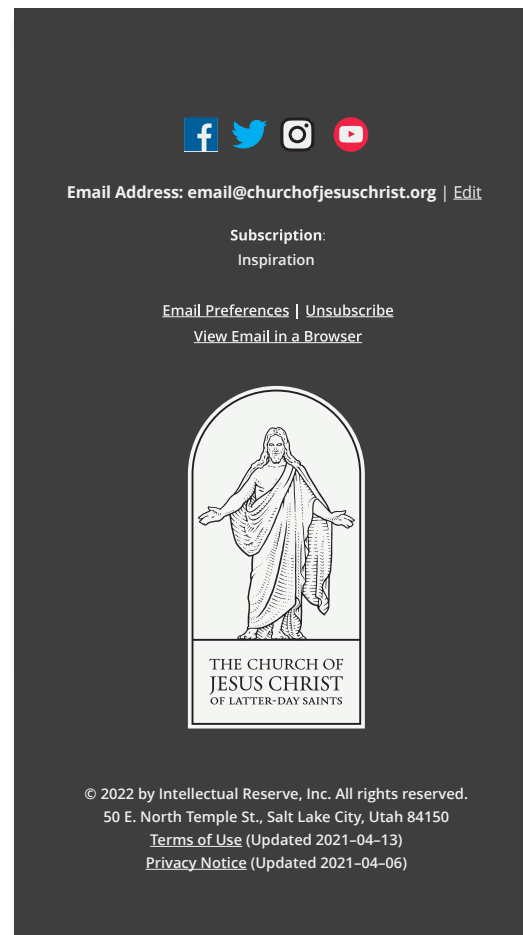
EMAIL FOOTER: DARK MODE VIEW

Email
Low-Fidelity Symbol

Samples at the left represent the footer to be used in all official email communications. Note the use of the low-fidelity symbol on both light and dark operating system themes.

_{4.2.19} Samples
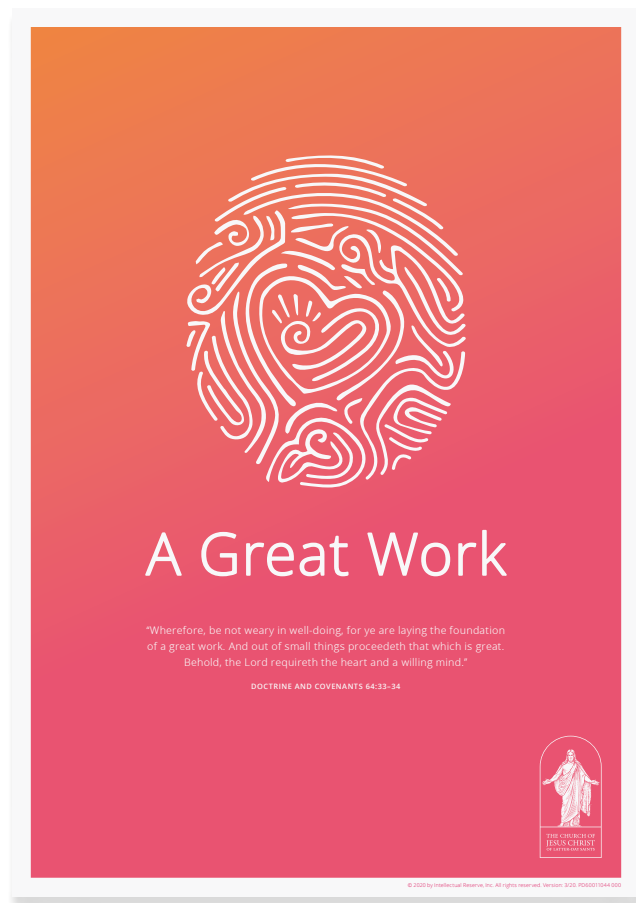
Posters
Low-Fidelity Symbol and Wordmark

Because of the simpler illustration lines, the low-fidelity symbol in positive or reverse holds up best for print applications. The samples at the left also show how layouts can vary when using the symbol versus the wordmark only.

4.2.19 Samples

Official Notices and Memos
Low-Fidelity Symbol

The low-fidelity symbol configuration is used for all official notices and memos. Adjustments have been made to this version to minimize distortion and maintain proper representation of the symbol even on a typical desktop printer.

4.2.19 Samples
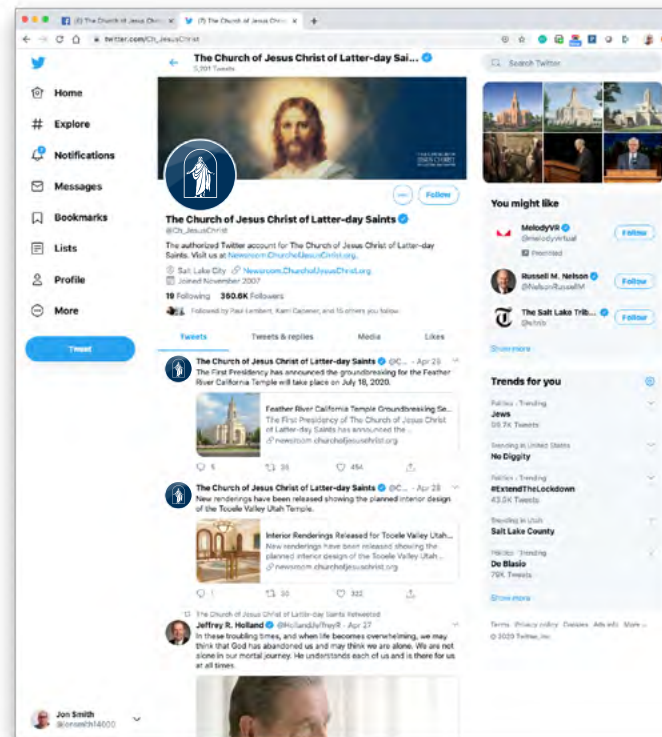
Social Media Pages
Simplified Symbol

*To accommodate the size restrictions typical in digital products, the simplified symbol is used in most social media icon identifiers.*

4.2.19 Samples
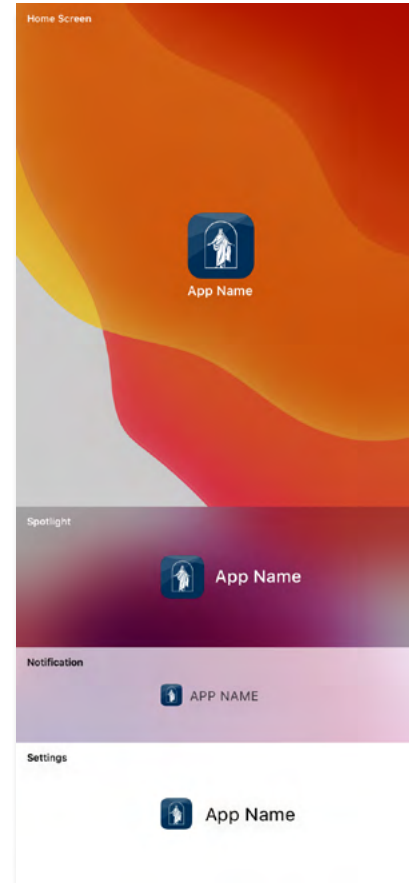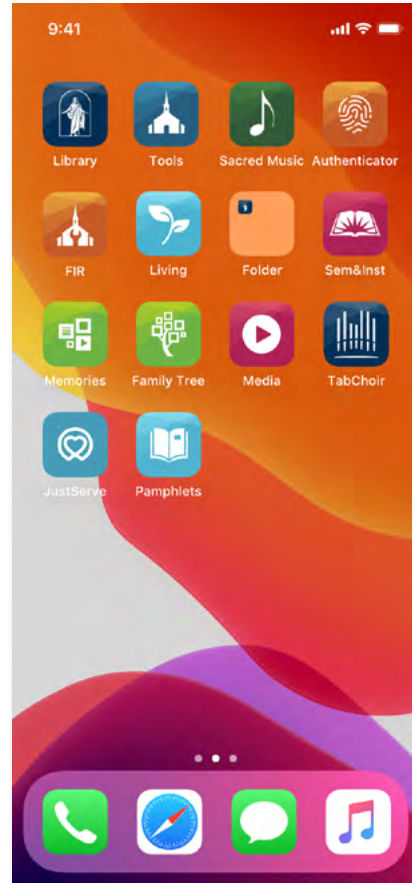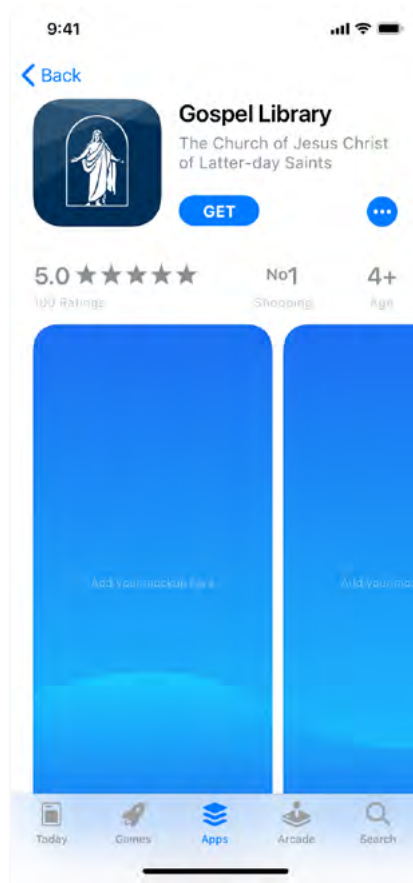
Gospel Library App
Simplified Symbol

The simplified symbol is used for official digital products because of their extremely limited pixel dimensions. The simplified symbol is reserved for a limited number of applications shown in this guide (see 4.2.13).

4.2.19 Samples
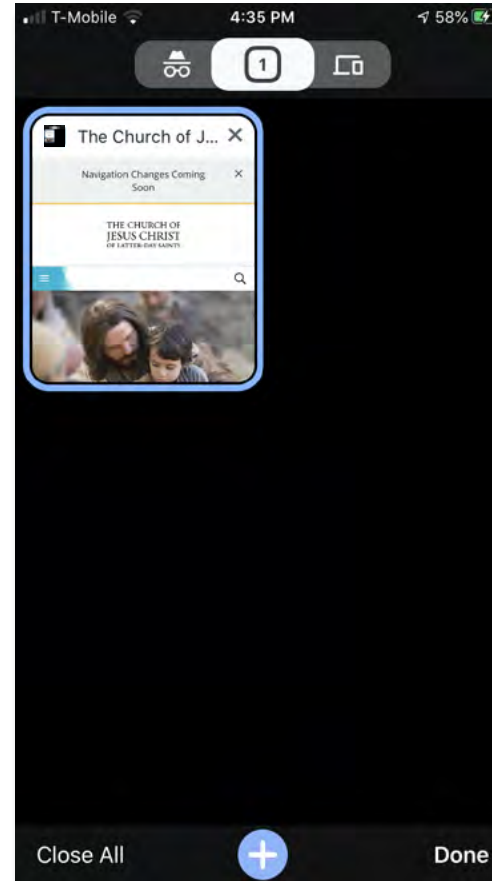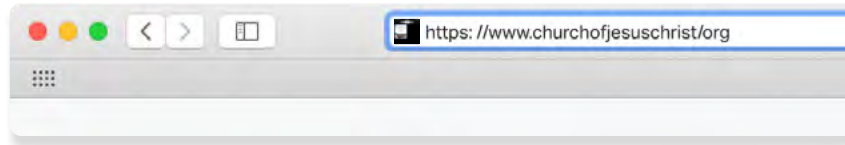
Favicon
Simplified Symbol

At its smallest size, the simplified symbol serves as a visual reference on official websites.

4.2.19 Samples

U.S. Veterans Affairs Gravestone Marker
Simplified Symbol

This special version of the simplified symbol is used on Veterans Affairs gravestone markers because of the unique production requirements. This is one of the limited uses of the simplified symbol (see 4.2.13).

4.2.20 Obtaining Symbol Files

Symbol and wordmark files are organized by channel use and accessed through corresponding asset management systems.

✓ *If you have trouble accessing these files, please contact the VIO at 1-801-240-1302 or VIO@ChurchofJesusChrist.org.*

Print
TitanDam.ChurchofJesusChrist.org (AEM) ↗

Social Media
PSDAssets.ChurchofJesusChrist.org (Nuxeo) ↗

Web
titan.ChurchofJesusChrist.org (Titan) ↗

International Area Channels
PSDAssets.ChurchofJesusChrist.org (Nuxeo) ↗

Video
PSDAssets.ChurchofJesusChrist.org (Nuxeo) ↗

4.3 Design Elements

The visual identity of The Church of Jesus Christ of Latter-day Saints uses a variety of design elements to convey the concept of light and communicate our key attributes.

The following guidelines are critical to the strength of our visual identity and its legal protection. Strict adherence to these guidelines will also help minimize production costs.

If this guide does not address specific issues that apply to your project, please contact the Visual Identity Office (VIO) in the Correlation Intellectual Property Division before materials are produced.

Visual Identity Office
Email: VIO@ChurchofJesusChrist.org
Telephone: 1-801-240-1302

Correlation Intellectual Property Division
Email: Cor-IntellectualProperty@ChurchofJesusChrist.org
Telephone: 1-801-240-3959

<small>4.3.1</small> Print Formats

The size and shape of our publications fit in an established range of formats that create familiarity and uniformity throughout the global Church. Our internal departments have defined these formats in cooperation with various regions to work within international standards and achieve significant cost savings.

Publication Title
PUBLICATION SUBHEAD WOULD GO HERE

HORIZONTAL LETTER (8.375" × 10.875")
Used sparingly for guidelines, such as this book.

4.3.1 Print Formats (continued)

Publication Title
PUBLICATION SUBHEAD WOULD GO HERE

Manual Title
MANUAL SUBHEAD WOULD GO HERE

Booklet Title
BOOKLET SUBHEAD WOULD GO HERE

Card Title
CARD SUBHEAD WOULD GO HERE
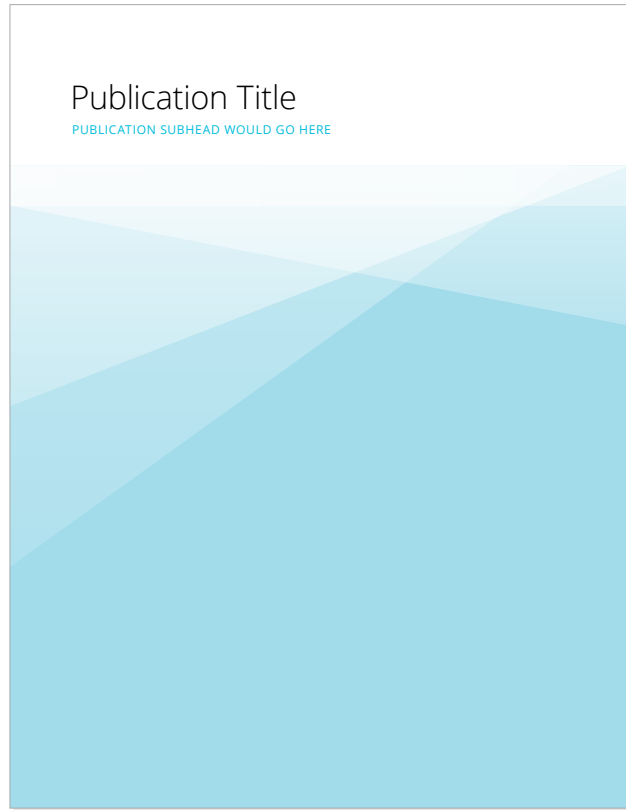
VERTICAL LETTER (8.375" × 10.875")
Best for 3-ring binders

MANUAL (6" × 9")
Standard for all gospel study manuals
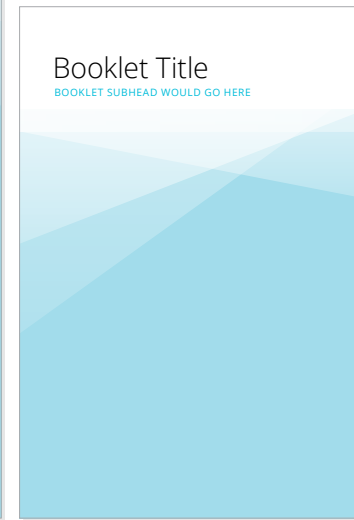
BOOKLET (4.75" × 7")
Used for small printed pieces
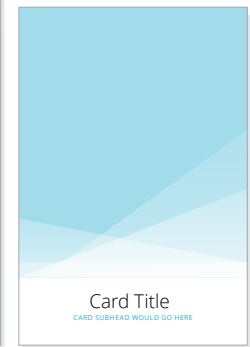
CARD (3.125" × 4.625")
Standard for pass-along and other cards

4.3.2 # Grid

4.3.2.1 # Print Grid

Layouts based on an underlying grid are more likely to have an overall visual consistency than those without a grid. The grid system outlined here will help you establish hierarchies between graphics, imagery, and type. When applied consistently, the grid will help us achieve a powerful and cohesive print design presence.

⊘ *Grid Construction*
To create the print grid, divide both the vertical and horizontal trim size of your document by 10. This gives you a 10 × 10 grid. All of the layouts in this guide are based on this grid. Occasionally, it is helpful to split the units on the grid in half. This creates more options for the placement of various elements while still aligning with the overall grid.
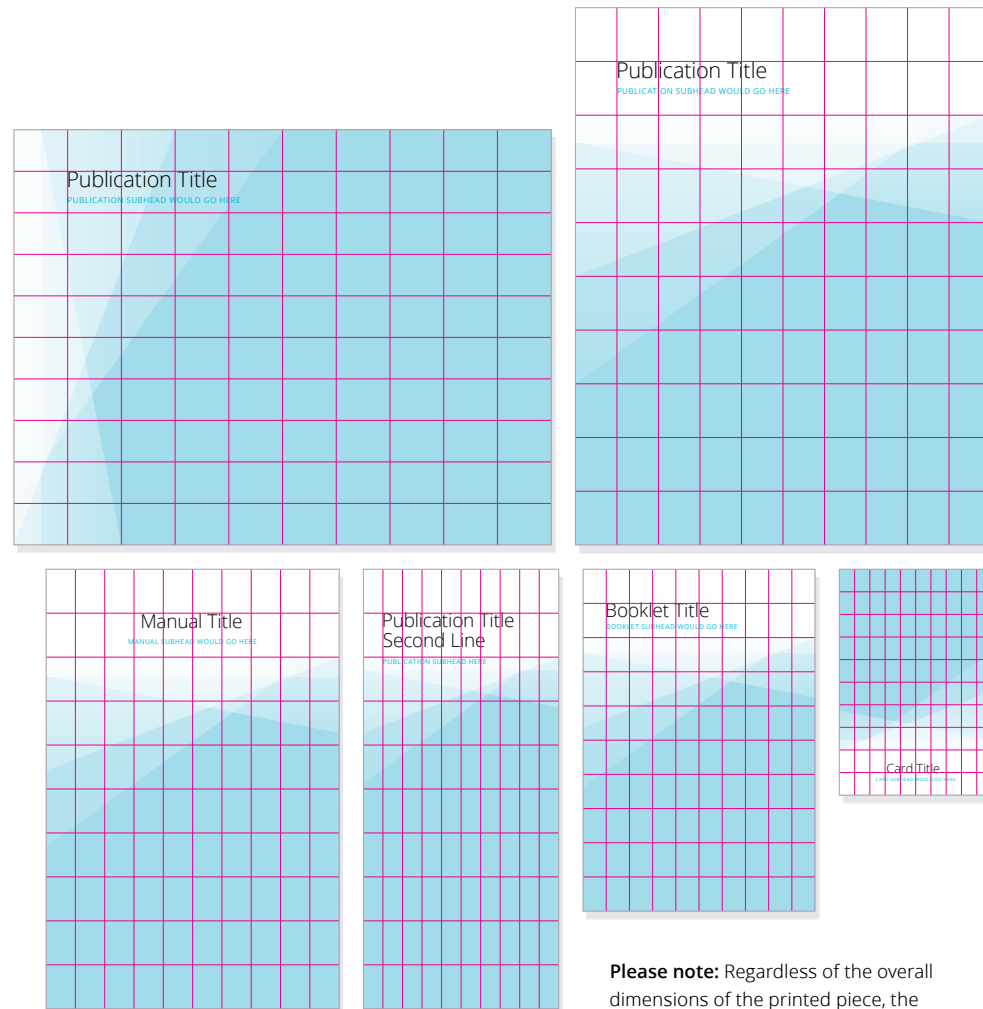
Please note: Regardless of the overall dimensions of the printed piece, the 10 × 10 grid extends edge to edge, vertically and horizontally.

4.3.2.2 Digital Grid

Unlike print materials that have fixed measurements, digital products will be applied to a variety of devices and screen sizes. To allow for these variations, digital products are created using responsive web design and a fluid 12-column digital grid. This approach allows the same design to apply to screens both large and small.

Mobile First
Digital products should use a mobile-first strategy: designs should be tailored for easy reading, navigation, and access on a handheld device.

• Identify the most important content.
• Be mindful of text and image size on small devices.
• Make navigation, links, and buttons easy to manipulate.

Although research shows a large proportion of Church digital product viewers use desktops and laptops, global mobile views continue to increase. For example, in October 2015 over 50 percent of general conference streams were viewed on a mobile device. By applying a mobile-first strategy, we help ensure a positive user experience now and in the future.
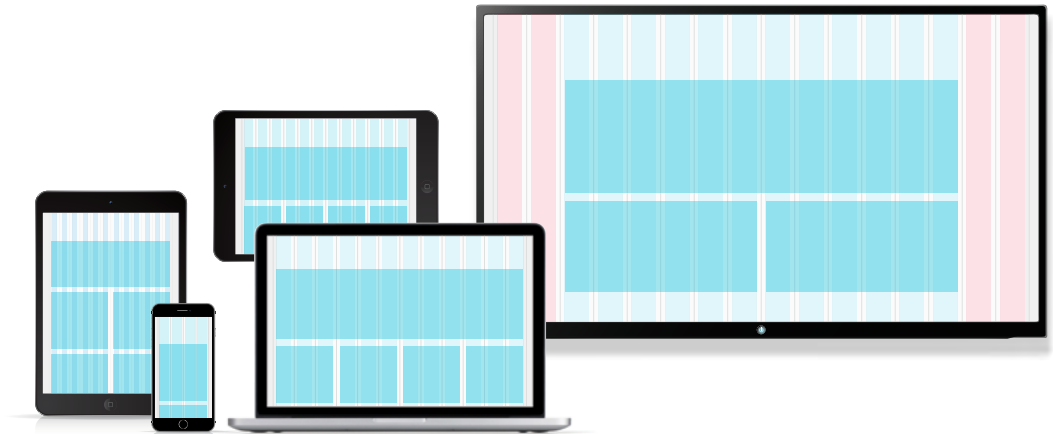
In responsive design, column measurements are determined not by a defined pixel count but by a percentage of the viewing screen. Responsively designed components will determine these measurements automatically.

SMALL MOBILE DEVICES (PHONES)
Grid: 4 columns
Layout: 1-column. Use 2-column layouts sparingly. Information should not be dense.
User Interaction: Finger touch. Design interaction points for easy manipulation.

LARGER MOBILE DEVICES (TABLETS)
Grid: 12 columns
Layout: 1- or 2-column layouts in portrait orientation. Up to 4 columns in landscape.
Medium to loose information density.
User Interaction: Finger touch. Design interaction points for easy manipulation.

MONITORS (LAPTOPS, DESKTOPS)
Grid: 12 columns
Layout: Accommodates a variety of column layouts. Dense information may be appropriate, but always consider readability.
User Interaction: Keyboard, mouse, or trackpad allow for smaller interaction points.

TELEVISIONS OR PROJECTED SCREENS
Grid: 12 columns with a 2-column margin on either side. Do not place content in the margins, even for full-bleed images.
Layout: Treat as a tablet to accommodate lower resolutions. Loose information density.
User Interaction: Use large interaction points for simple navigation by game controller, phone, or traditional remote control.

4.3.3 Typography

Typography is an essential part of the "visual language" in the Church's identity. Used consistently, typography is a powerful, dependable way to unify our look, even across thousands of varied communications.

The number of primary typefaces for the Church is purposefully limited to promote uniformity. However, thoughtful use of the various font weights and styles can create a striking range of look and tone.

⊘ ***McKay*** *and* ***Zoram*** *are the* only *approved typefaces for Church communications.*

McKay Pro
McKay Pro Italic

McKAY PRO (SERIF)
A graceful serif font family, McKay has a classic style. It will be the most commonly used typeface in the Church identity.

Zoram Semibold
Zoram Book

ZORAM (SANS SERIF)
As a sans serif typeface, Zoram has a more modern, graphic flavor. It adds elements of contrast and legibility to our typography. Zoram replaces the use of Helam.

4.3.4 # Colors

An optimistic grouping of colors, the color palette for the Church visual style suggests warmth and brightness while including layers of depth. The tone for a particular communication can be conveyed by using colors that are bright, vibrant, and friendly—or we can suggest humility, sacredness, and reverence with a different color combination. These colors are easy to combine with neutrals; plus, the monochromatic color options naturally help depict the concept of light.

By using the same palette throughout our communications, we maintain consistency, avoid confusion, and create quick recognition for the Church.

PROPOSED EXPANSION TO THE GLOBAL VISUAL STYLE GUIDE PRINT COLOR PALETTE / ALL COLOR SWATCHES SHOWN HERE ARE CMYK MIXES
VERSION 4.0

BLUE

BLUE 5	BLUE 10	BLUE 15	BLUE 20	BLUE 25	BLUE 30	BLUE 35	BLUE 40
HEX# B0EEFC	HEX# 7DE3F4	HEX# 49CCE6	HEX# 01B6D1	HEX# 007DA5	HEX# 006184	HEX# 005175	HEX# 003057
CMYK 23, 0, 3, 0	CMYK 34, 0, 6, 0	CMYK 47, 0, 10, 0	CMYK 75, 0, 15, 5	CMYK 100, 0, 10, 35	CMYK 100, 13, 10, 41	CMYK 100, 25, 0, 50	CMYK 100, 40, 0, 60
RGB 176, 238, 252	RGB 125, 227, 244	RGB 73, 204, 230	RGB 1, 182, 209	RGB 0, 125, 165	RGB 0, 97, 132	RGB 0, 81, 117	RGB 0, 48, 87
PMS 9441C	PMS 304C	PMS 310C	PMS 631C	PMS 633C	PMS 634C	PMS 7693C	PMS 540C
PMS 7457U	PMS 635U	PMS 310U	PMS 3125U	PMS 314U	PMS 308U	PMS 7692U	PMS 540U

RED

RED 5	RED 10	RED 15	RED 20	RED 25	RED 30	RED 35	RED 40
HEX# FDA1B2	HEX# FC4E6D	HEX# E10F5A	HEX# BD0057	HEX# A6004E	HEX# 8F124A	HEX# 7D003F	HEX# 6E0D33
CMYK 0, 50, 20, 0	CMYK 0, 82, 37, 0	CMYK 0, 100, 45, 5	CMYK 0, 100, 25, 45	CMYK 0, 100, 25, 45	CMYK 15, 100, 21, 48	CMYK 0, 100, 15, 55	CMYK 18, 100, 45, 67
RGB 253, 161, 178	RGB 252, 78, 109	RGB 225, 15, 90	RGB 189, 0, 87	RGB 166, 0, 78	RGB 143, 18, 74	RGB 125, 0, 63	RGB 110, 13, 51
PMS 1775C	PMS 198C	PMS Rubine Red C	PMS 215C	PMS 221C	PMS 7435C	PMS 222C	PMS 7421C
PMS 183U	PMS 1925U	PMS Rubine Red U	PMS 220U	PMS 220U	PMS 7648U	PMS 7435U	PMS 222U

YELLOW

YELLOW 5	YELLOW 10	YELLOW 15	YELLOW 20	YELLOW 25	YELLOW 30	YELLOW 35	YELLOW 40
HEX# FFD61A	HEX# FFB81C	HEX# FAA61A	HEX# F68D2E	HEX# E66A1F	HEX# D45311	HEX# 974A07	HEX# 674730
CMYK 0, 11, 100, 0	CMYK 0, 20, 100, 0	CMYK 0, 40, 100, 0	CMYK 0, 54, 87, 0	CMYK 0, 70, 100, 5	CMYK 5, 77, 100, 15	CMYK 0, 65, 100, 45	CMYK 30, 67, 65, 74
RGB 255, 214, 26	RGB 255, 184, 28	RGB 255, 166, 26	RGB 246, 141, 46	RGB 230, 106, 31	RGB 212, 83, 17	RGB 151, 74, 7	RGB 103, 71, 48
PMS 122C	PMS 1235C	PMS 1375C	PMS 715C	PMS 7578C	PMS 167C	PMS 1535C	PMS 7589C
PMS 114U	PMS 7548U	PMS 123U	PMS 144U	PMS 166U	PMS 159U	PMS 174U	PMS 1545U

GREEN

GREEN 5	GREEN 10	GREEN 15	GREEN 20	GREEN 25	GREEN 30	GREEN 35	GREEN 40
HEX# D3E952	HEX# BED21E	HEX# 93C742	HEX# 6DB344	HEX# 50A83E	HEX# 318D43	HEX# 206B3F	HEX# 235C35
CMYK 15, 0, 88, 0	CMYK 20, 0, 100, 10	CMYK 53, 0, 100, 0	CMYK 60, 10, 98, 7	CMYK 75, 0, 100, 6	CMYK 76, 4, 100, 21	CMYK 78, 13, 77, 45	CMYK 56, 0, 58, 78
RGB 211, 233, 82	RGB 190, 210, 30	RGB 147, 199, 66	RGB 109, 179, 68	RGB 80, 168, 62	RGB 49, 141, 67	RGB 32, 107, 63	RGB 35, 92, 53
PMS 584C	PMS 583C	PMS 368C	PMS 7737C	PMS 7739C	PMS 7741C	PMS 7734C	PMS 7736C
PMS 585U	PMS 584U	PMS 367U	PMS 376U	PMS 347U	PMS 348U	PMS 349U	PMS 357U

GRAY

GRAY 5	GRAY 10	GRAY 15	GRAY 20	GRAY 25	GRAY 30	GRAY 35	GRAY 40
HEX# E0E2E2	HEX# D0D3D3	HEX# BDC0C0	HEX# A9ADAD	HEX# 9DA1A1	HEX# 878A8C	HEX# 676B6E	HEX# 53575B
CMYK 0, 0, 1, 9	CMYK 7, 3, 5, 8	CMYK 20, 12, 17, 5	CMYK 12, 7, 7, 30	CMYK 33, 23, 25, 10	CMYK 23, 16, 13, 46	CMYK 3, 0, 5, 73	CMYK 65, 52, 48, 34
K 10	K 20	K 28	K 40	K 45	K 55	K 74	K 80
RGB 224, 226, 226	RGB 208, 211, 211	RGB 189, 192, 192	RGB 169, 173, 173	RGB 161, 161, 161	RGB 135, 138, 140	RGB 103, 107, 110	RGB 83, 87, 91
PMS NA	PMS 427C	PMS Cool Gray 4C	PMS Cool Gray 6C	PMS Cool Gray 7C	PMS Cool Gray 8C	PMS Cool Gray 10C	PMS 425U
PMS NA	PMS Cool Gray 1U	PMS Cool Gray 3U	PMS Cool Gray 6U	PMS Cool Gray 7U	PMS Cool Gray 9U	PMS 425U	PMS Cool Gray 11C

BLACK Use for text.	RICH BLACK Use for large, solid areas of color.
HEX# 000000	HEX# 000000
CMYK 0, 0, 0, 100	CMYK 75, 68, 67, 90
K 100	K 100
RGB 0, 0, 0	RGB 0, 0, 0
PMS Black C	PMS N/A
PMS Black U	PMS N/A

NEUTRAL COLOR PALETTE

NEUTRAL 5	NEUTRAL 10	NEUTRAL 15	NEUTRAL 20	NEUTRAL 25	NEUTRAL 30	NEUTRAL 35	NEUTRAL 40
HEX# EFEFE7	HEX# E9E6E0	HEX# E9E3D9	HEX# D5CFBE	HEX# C8C0AB	HEX# C6BFAD	HEX# BEB097	HEX# B3A18D
CMYK 5, 3, 8, 0	CMYK 7, 6, 10, 0	CMYK 7, 8, 13, 0	CMYK 16, 15, 24, 0	CMYK 22, 20, 33, 0	CMYK 23, 20, 31, 0	CMYK 27, 27, 42, 0	CMYK 31, 33, 44, 1
RGB 239, 239, 231	RGB 233, 230, 224	RGB 233, 227, 217	RGB 213, 207, 190	RGB 200, 192, 171	RGB 198, 191, 173	RGB 190, 176, 151	RGB 179, 161, 141
PMS WARM GRAY 1C	PMS WARM GRAY 2C	PMS 7534C	PMS 7535C	PMS 406C	PMS 7535C	PMS 7529C	PMS 7530C
PMS 7527U	PMS WARM GRAY 2U	PMS 7534U	PMS 7528U	PMS 406U	PMS 7529U	PMS 7536U	PMS 7530U

CHRISTMAS CAMPAIGN PALETTE—To be used only with Christmas-related materials.

CHRISTMAS RED	GREEN 30	GOLD 10	GOLD 20 Use when gold stands alone on white for better contrast.	CHRISTMAS GOLD METALLIC Use for metallic spot color.	GOLD 10— 20% Tint	CHRISTMAS DEEP RED	GRAY 50
HEX# D50032	HEX# 318D43	HEX# DBBF6B	HEX# C1A01E	PMS 871C Metallic	HEX# F8F0E4	HEX# 992A31	HEX# 35383A
CMYK 10, 100, 86, 2	CMYK 76, 4, 100, 21	CMYK 15, 22, 70, 0	CMYK 16, 17, 94, 27		CMYK 2, 4, 9, 0	CMYK 26, 98, 80, 23	CMYK 72, 63, 59, 53
RGB 213, 0, 50	RGB 49, 141, 67	RGB 219, 191, 107	RGB 193, 160, 30		RGB 248, 240, 228	RGB 153, 33, 49	RGB 52, 56, 58
PMS 199C	PMS 7741C	PMS 7751C	PMS 7751C		PMS 7751C	PMS 201C	PMS 433C
PMS 199C	PMS 348U	PMS 458U	PMS 103U		PMS 458U	PMS 187U	PMS 433U

EASTER CAMPAIGN PALETTE—To be used only with Easter-related materials.

PURPLE 40	PURPLE 30	PURPLE 10	GREEN 40	GREEN 30— 60% Tint	GREEN 30— 40% Tint	GOLD 20 Use when gold stands alone on white for better contrast.	GOLD 10	GOLD 10— 20% Tint
HEX# 432554	HEX# 592569	HEX# A16FAF	HEX# 235C35	HEX# BEA980	HEX# B0C0A2	HEX# C1A01E	HEX# DBBF6B	HEX# F8F0E4
CMYK 80, 94, 36, 32	CMYK 76, 100, 26, 15	CMYK 46, 61, 0, 0	CMYK 56, 0, 58, 78	CMYK 51, 19, 62, 1	CMYK 34, 13, 41, 0	CMYK 16, 17, 94, 27	CMYK 15, 22, 70, 0	CMYK 2, 4, 9, 0
RGB 67, 37, 84	RGB 89, 37, 105	RGB 161, 111, 175	RGB 35, 92, 53	RGB 142, 169, 128	RGB 176, 192, 162	RGB 193, 160, 30	RGB 219, 191, 107	RGB 248, 240, 228
PMS 2627C	PMS 7663C	PMS 2577C	PMS 7736C	PMS 7753C	PMS 7753C	PMS 7751C	PMS 7751C	PMS 7751C
PMS 2627U	PMS 526U	PMS 2567U	PMS 357U	PMS 348U	PMS 348U	PMS 103U	PMS 458U	PMS 458U

Connections to color
Research participants in all groups consistently associate blues and greens with growth and spirituality. People track warm hues to their relationship with God.

4.3.5 Imagery

Images have an innate power to educate, suggest ideas, capture truths, and evoke emotions. The photos, illustrations, depictions of Christ, and other imagery that we select should correspond to our theme of light as well as reflect our key attributes.

Research respondents show a clear preference for images that are personal, candid, human, and authentic.

DO *use both color and black-and-white images. Seek creative use of light.*

DO *capture members and moments "as is." Images should be honest.*

DO *strive for images that suggest "doing" and convey an individual's story. When possible, use the names of people in images to add credibility.*

DO *capture context in the surroundings. Let the environment help tell the story, and avoid cropping out the image's frame of reference.*

DO *capitalize on metaphors that bring interest and meaning.*

4.3.5.1 Images to Avoid

Avoid images that look contrived or outdated. These can detract from the intended message.

*⊘ **DO NOT** use posed or staged images. Avoid casting models or prescribing wardrobes. Dress and grooming for Latter-day Saints should reflect prophets' teachings and avoid extreme styles or appearances that may distract from the intended message.*

***DO NOT** remove flaws that make a person or place more genuine. Do not artificially colorize or tint images.*

***DO NOT** present collections of images that are overly homogeneous. While members of a group in a single image might be similar to each other (such as a family), the images throughout the publication should reflect the natural diversity of Church membership.*

***DO NOT** use obviously outdated images unless the age of the image adds authenticity to the story or subject.*

Use studio shots sparingly. They should not be a substitute for authentic settings.

Do not use obvious staging of props with soft artificial lighting.
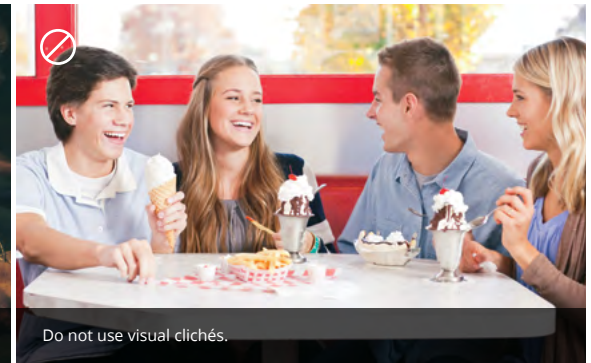
Do not use visual clichés.
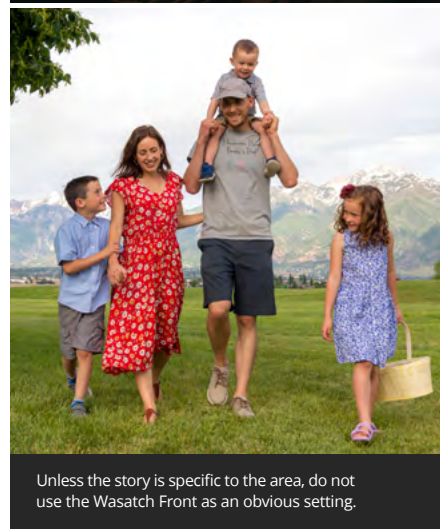
Unless the story is specific to the area, do not use the Wasatch Front as an obvious setting.
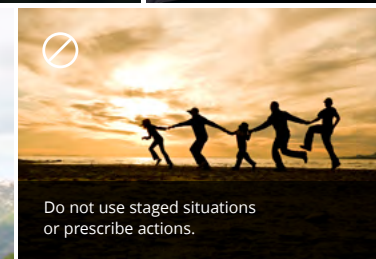
Do not use staged situations or prescribe actions.

Do not use studio lighting or awkward poses.
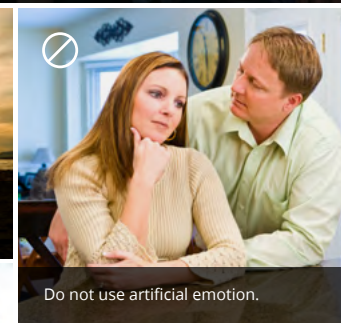
Do not use artificial emotion.
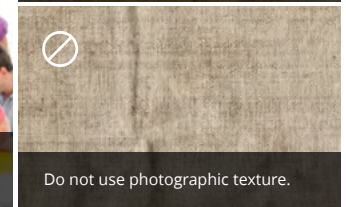
Do not use photographic texture.

4.3.5.2 Lifestyle

When possible, shoot new photography that applies to the subject matter or use imagery from style.ChurchofJesusChrist.org that meets these standards. Avoid using commercial stock images. Lifestyle imagery should capture real moments in the lives of members around the world.

✓ *DO capture authentic, candid, and spontaneous shots. Look for images that give context or tell a story.*

DO embrace diversity of age, ethnicity, locations, and economic situations. Ensure imagery reflects the worldwide people and places of the Church.

DO concentrate on people as opposed to the institution.

DO use architectural and natural scenes that inspire or communicate a message.

<small>4.3.5.3</small> Sacred Events and Locations

Because of their sacred nature, ordinances, blessings, and sacrament meetings should not be photographed. Instead, consult with local leadership to capture images before or after ordinances or sacrament meetings are held. Authentic shots of people naturally positioned, expressing unvarnished emotions, are highly preferred to staged situations.

With permission, it is appropriate to photograph classroom settings, activities, and meetings exclusive of sacrament meeting. Any photos taken on temple grounds require advance authorization from the Temple Department.

Ensure that proper releases have been granted for photos taken during general conference. Permission must be granted for photos that portray subjects beyond a journalistic mention of general conference.

Note: Written permission to use a person's photo may be required. Contact the Correlation Intellectual Property Division in advance for assistance with photo releases.

✓ **DO** *plan your photos around real events, allowing sufficient time to obtain permission from local leadership and individuals involved.*

DO *maintain natural arrangements of people as they would be during blessings, ordinances, and similar events.*

DO NOT *stage sacred scenarios or cast models. Do not artificially position individuals or rearrange background settings to create an "ideal."*

4.3.5.4 Leadership Portraits

Photos of General Authorities, General Officers, and Area Seventies fall into two categories: portraits and ministry. In either case, photos of Church leaders should convey warmth, humility, and humanity.

Leadership Portraits
Portrait shots are used in Church communications that are more formal in tone (see section 4.4).

- Studio shots
- Subject is generally looking at the camera
- Black-and-white or color photos

⊘ **DO** *use the most recent portrait of a leader available, unless an earlier portrait adds specific context to the story.*

4.3.5.5 Leadership Ministering

Leadership Ministry Images
Ministry images are less formal [(see section 4.4)](#) and show leaders interacting with people, fulfilling responsibilities, or participating in daily activities. Photos of Church leaders at general conference are a more formal example of leadership ministry images.

- Environmental shots
- Subject is generally not looking at the camera
- Black-and-white or color photos

✅ *DO request advance permission for a photographer to attend an event, interaction, or appearance that involves a leader.*

DO capture authentic moments, not staged photo opportunities.

DO seek compassionate, humanizing scenarios.

People responded best to pictures of leaders who "see the good" and have expressions that demonstrate "love and caring."

Pacific ministry tour 2019

4.3.5.6 Christ

When depicting Christ, preference is given to artwork in classical styles. Settings should be true to scriptural and historical references; do not create fictional depictions of the Savior in modern environments. Photos of actors portraying Christ in Church-produced videos may be used as secondary images. They are most appropriate when referencing a particular event in the Savior's life.

For more information please refer to the Depictions of Deity style guide found on style.ChurchofJesusChrist.org.

⊘ ***DO NOT*** *use images that appear overly staged, inauthentic, or in a style that diminishes the sacred role of the Savior.*

DO NOT *use fictional depictions of the Savior in modern environments.*

DO NOT *use photos of actors portraying Christ that are not from Church productions.*

Top left: Carl Heinrich Bloch (1834–1890), *Christ Healing the Sick at Bethesda*, 1883, oil on canvas, 100 3/4 × 125 1/2 inches. Brigham Young University Museum of Art, purchased with funds provided by Jack R. and Mary Lois Wheatley, 2001.

<small>4.3.5.7</small> Illustration

Illustration is the most flexible category within Church imagery, able to effectively communicate broad concepts, metaphors, and various moods. A set of illustrations in the same style can be an effective visual connection for a series, campaign, or program.

Keep in mind that illustration styles should correspond with our key attributes and deliver the appropriate level of formality (see section 3). Consult with the Visual Identity Office if questions about illustration arise.

⊘ **DO** *use illustration to convey a concept, metaphor, or theme related to the content.*

DO *select illustrations that are simple and timeless.*

DO *pull from the approved color palette when applicable (see section 4.3.4).*

DO NOT *mix multiple illustration styles within the same article, story, or campaign.*

DO NOT *allow illustrations to compete with the message being communicated.*

Woman with a dog. ©Brian T. Kershisnik, 2012. Used with permission.

4.3.6 Light Graphic: Illuminating Our Message

A constant throughout Church history, scripture, and God's creations, light represents a bridge between heaven and earth. When shown imagery depicting natural light, people associate feelings of warmth and hope with it.
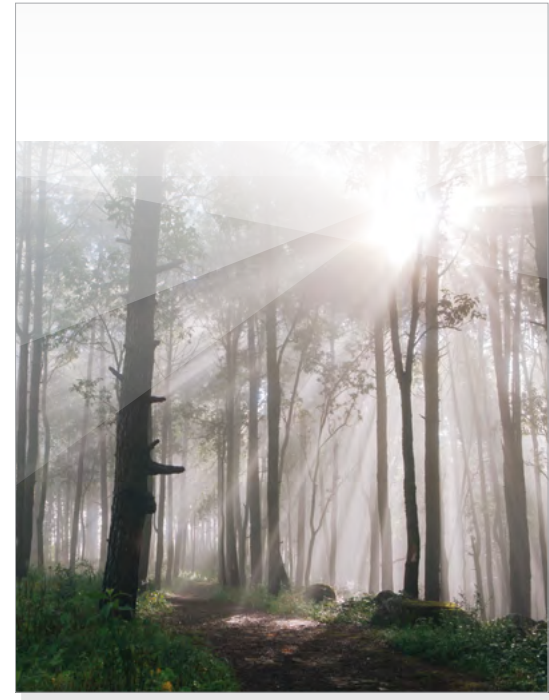
© Shikhar Bhattarai/ Stocksy United

4.3.6 Light Graphic: Illuminating Our Message (continued)

Publication Title
SUBHEAD FOR HANDBOOK NOTED HERE

Publication Title
SUBHEAD FOR HANDBOOK NOTED HERE

© Shikhar Bhattarai/ Stocksy United
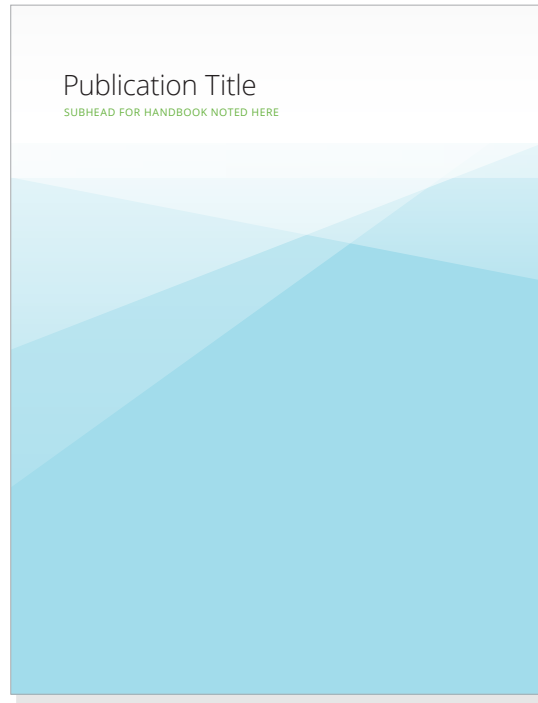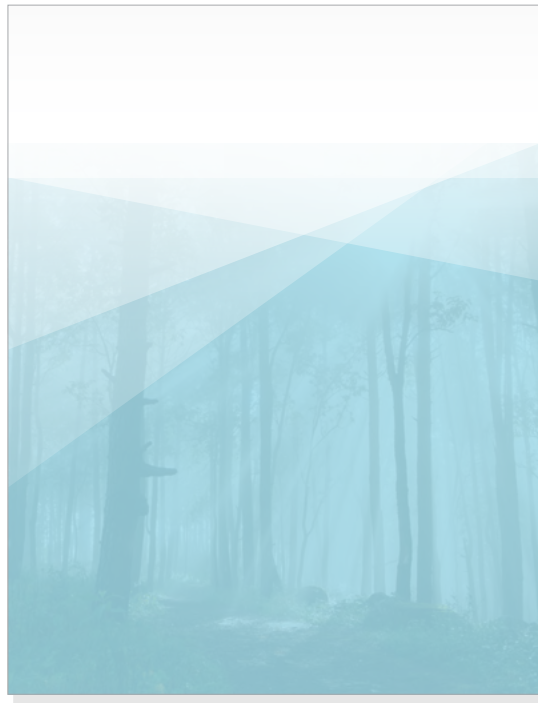
To graphically express light, we use slanting rays and varying degrees of luminosity in our communications. The appeal of this approach has been enlightening in itself: more than two-thirds of respondents not of our faith find this style significantly more inspiring, joyful, and engaging.

4.3.6.1 Light Graphic: Introduction

A key part of our visual identity, the light graphic conveys the concept of light in a structured and reproducible way. The following pages explain the construction of this graphic and how it is applied to various formats.

The light graphic is primarily for use on product covers or first views. To avoid overuse, it is generally not used on interior pages, support materials, and the like. Also, as a representation of light, the light graphic should not try to mimic the light source of a photograph; rather, it is a stylistic treatment that should comply with the guidelines that follow.

⊕ Light Graphic
An approved light graphic is available for download at style.ChurchofJesusChrist.org.
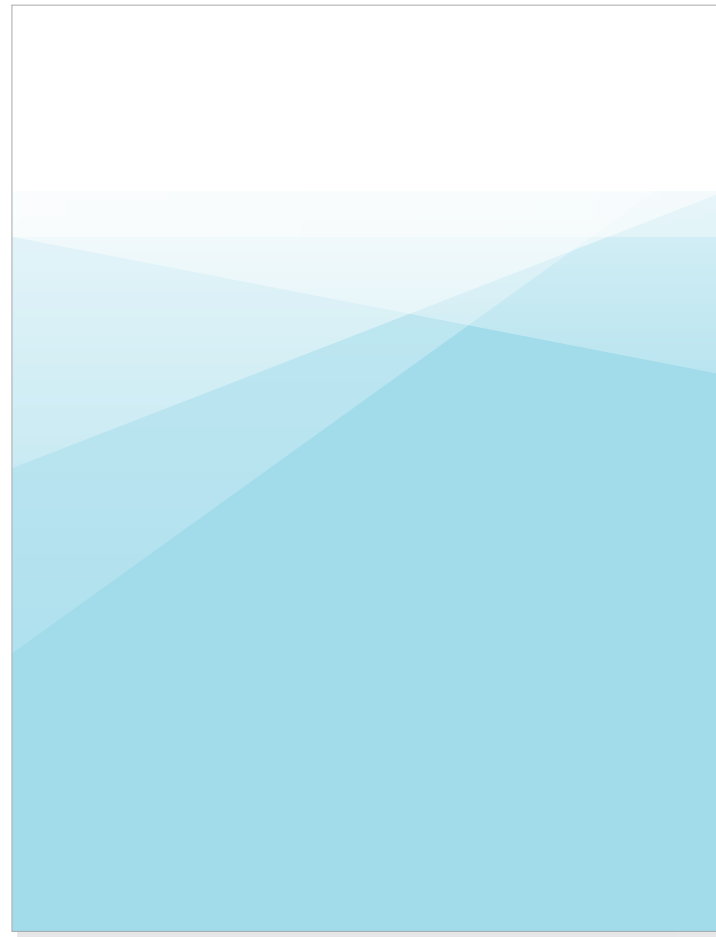
4.3.6.2 Light Graphic: Configurations
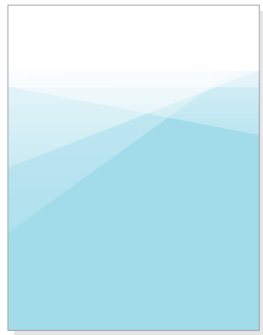
Light Graphic Header
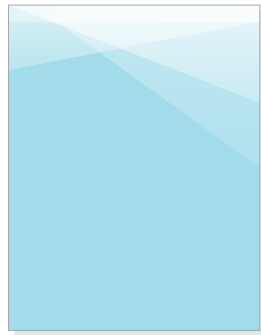
Light Graphic Header
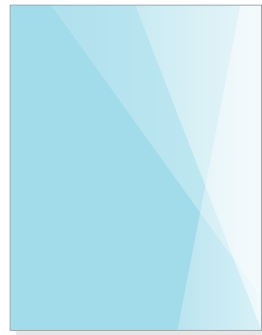
Side Light Graphic

Side Light Graphic
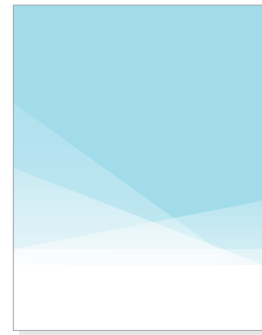
Light Graphic Footer
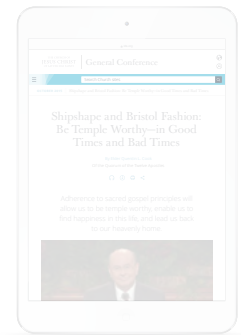
Light Graphic on Web Page
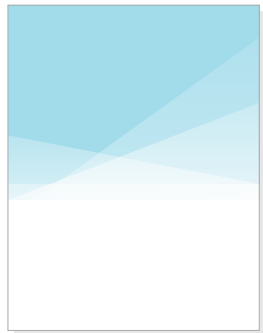
Light Graphic Footer
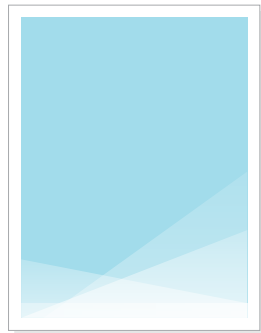
Light Graphic Frame
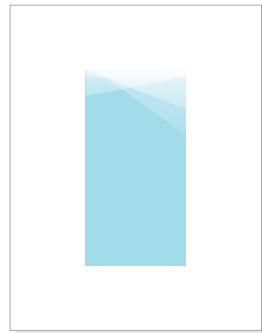
Light Graphic Inset
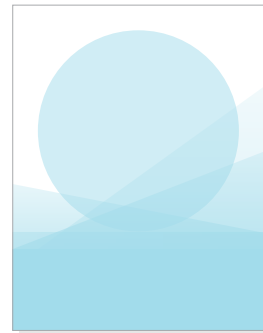
Light Graphic and Circle
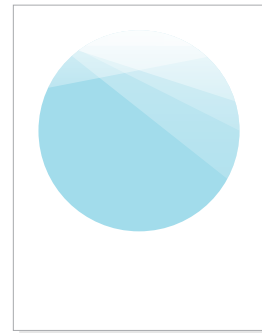
Light Graphic in Circle
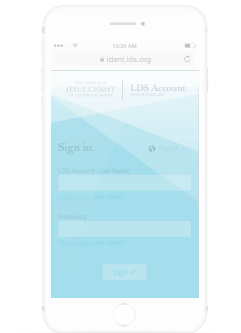
Light Graphic on Web Page

4.3.6.3 Light Graphic: Construction

Applying a consistent element to all our communications maintains visual uniformity yet allows for flexible and creative interpretations of light. This is accomplished by borrowing and combining contours from natural light such as beams, shafts, and degrees of transparent shadings.

✓ **Light Graphic Elements**
The light graphic consists of four shapes built on a 10 × 10 grid: a rectangle (1) and three triangles (2, 3, 4). It should always be constructed using the standards defined here in order to achieve visual recognition and to protect our intellectual property.
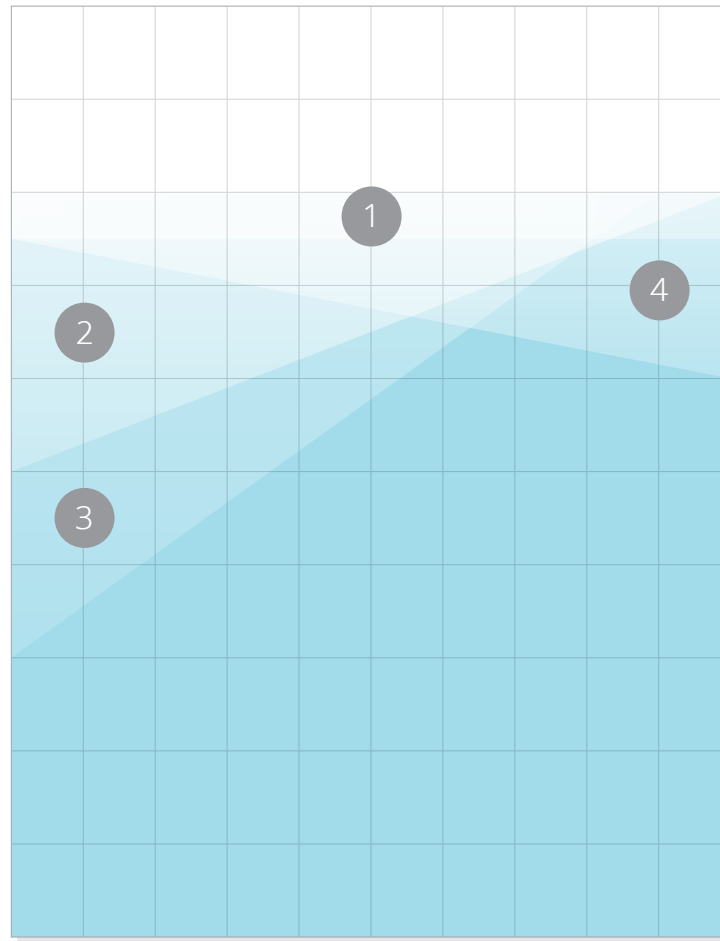
The light graphic consists of the following:

1. *Rectangle*
2. *Less transparent triangle*
3. *More transparent triangle*
4. *Reflecting triangle*

Light Graphic Shapes

The shapes that make up the light graphic share a common origin point: the top left corner of the rectangle (1). You can see the end points of each shape in the circles below; note each shape's size is based on an 8.5" × 11", 10 × 10 grid. Layering the four shapes and their associated transparencies creates a nearly opaque area at the origin point.
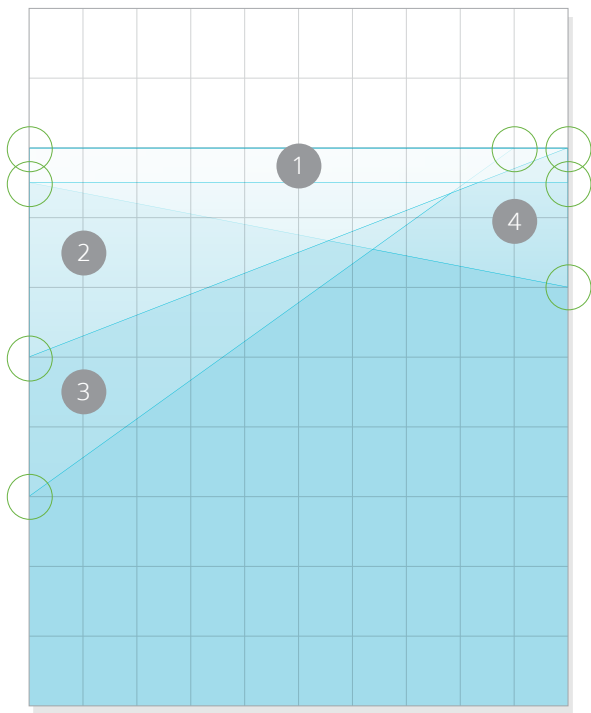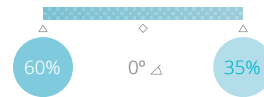

Please note: The outlines (strokes) here are shown only as a reference to identify the four shapes. Do not outline the shapes when creating the light graphic.

Shape 1: Rectangle
Size: 10 units wide × 0.5 units high
Gradient: 0° angle with opacity 60% to 35%
(gradient transition set to 50%)

60%   0° △   35%

Shape 2: Less transparent triangle
Size: 10 units wide × 3 units high
Gradient: -90° angle with opacity 60% to 25%
(gradient transition set to 50%)
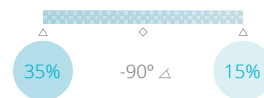
60%   -90° △   25%
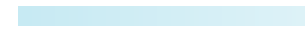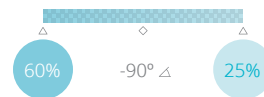
Shape 3: More transparent triangle
Size: 9 units wide × 5 units high
Gradient: -90° angle with opacity 35% to 15%
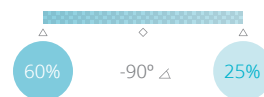*(gradient transition set to 50%)*

35%   -90° △   15%

Shape 4: Reflecting triangle
Size: 10 units wide × 2 units high
Gradient: -90° angle with opacity 60% to 25%
(gradient transition set to 50%)

60%   -90° △   25%

# 4.3.6.4 Light Graphic: Placement

The light graphic may be used in a variety of layout positions (the following page shows a sampling). It may be applied to the full page, in conjunction with a header or footer area, or contained in a focal shape in the layout. The light graphic may be applied to solid backgrounds and to images.

Headers and Footers
A header or footer is an appropriate location for titles on many products. The area for a header or footer should not be more than four units high. The light graphic is placed above or below this area as shown.
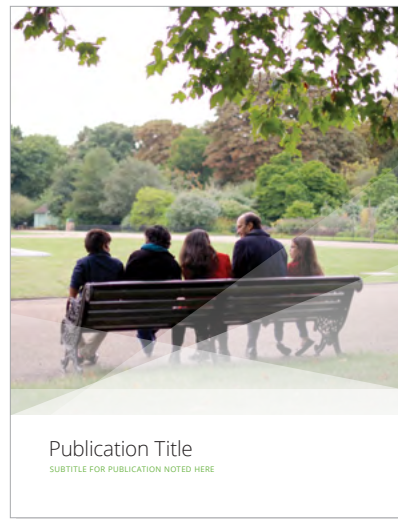
✓ **Placement Considerations**
- *The origin point of the light graphic (see previous page) abuts the header or footer area.*
- *Do not allow the light graphic to bisect a person's face in a photograph.*

‹ 0 units

‹ 1 unit

‹ 2 units
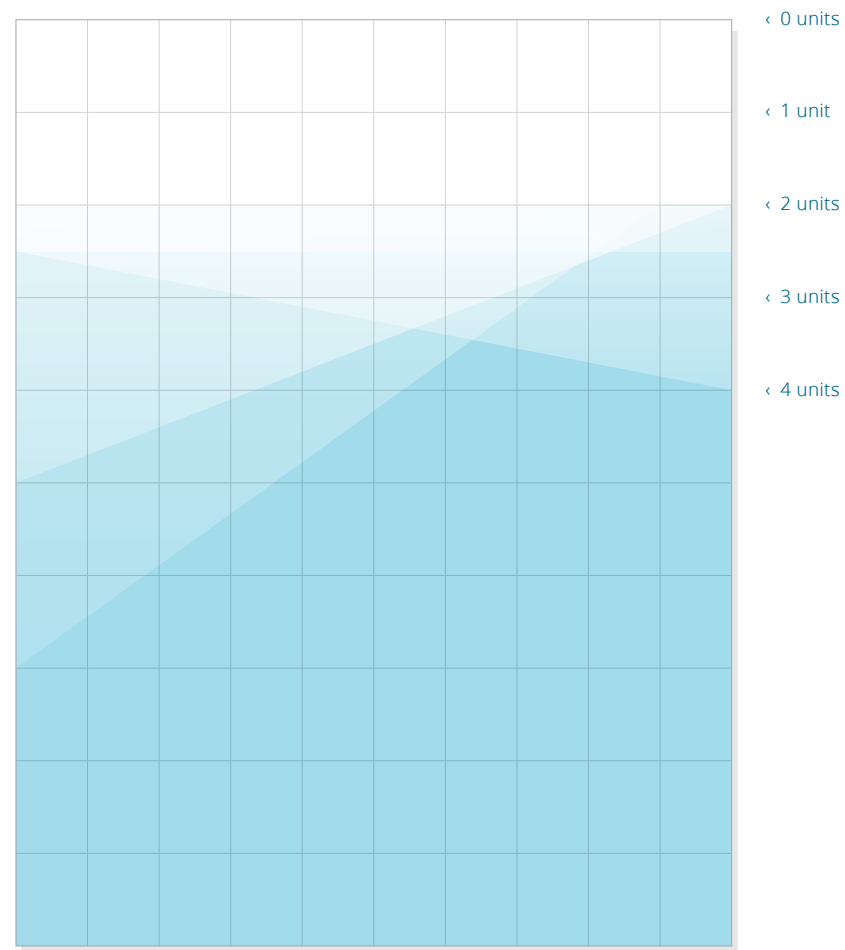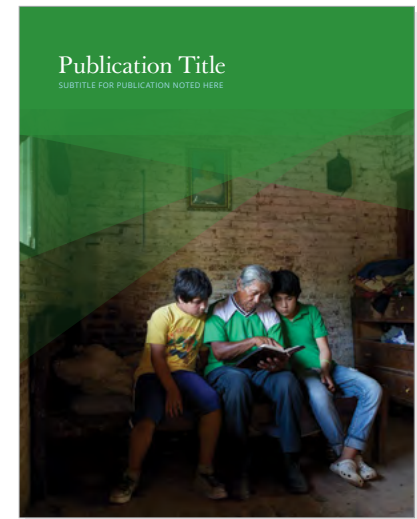
‹ 3 units

‹ 4 units

Light graphic with 2-unit header

Light graphic with 2-unit footer

Light graphic applied to full page

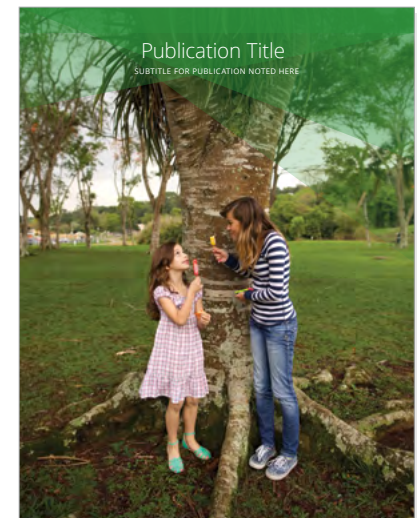Light graphic with 2-unit header

Light graphic with 2-unit footer

Light graphic with 3-unit footer


Light graphic with 4-unit header

Light graphic with 0-unit header
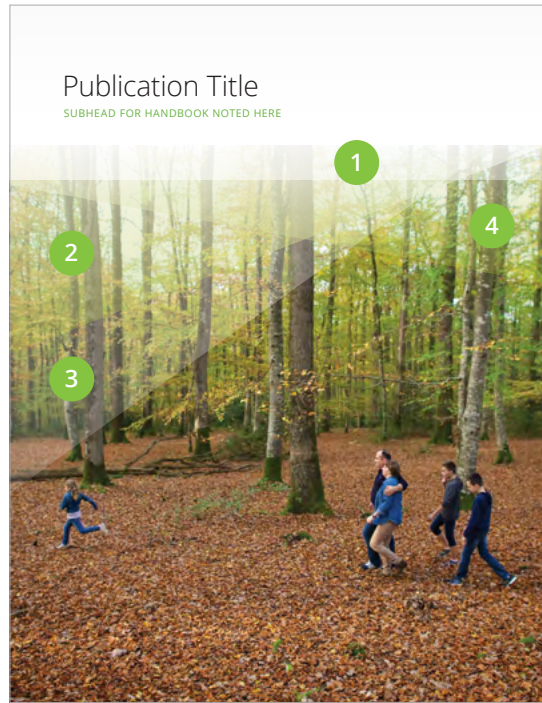
4.3.6.5 Light Graphic: Color

Because the light graphic is meant to suggest a natural sense of light, it will primarily be created with varying opacities of white. In some cases, you may wish to substitute an approved color to create the light graphic. Color choice will affect the level of formality you wish to achieve (see section 4.4.3). It is essential that the application of color and its opacities convey the appearance of light.

✓ Using Color in the Light Graphic
- *Use only colors in our identity palette (see section 4.3.4).*
- *In rare instances, you may slightly adjust color gradient opacities to achieve the effect of light on a background. Do not change opacity levels unless visibly needed.*
- *Use monochromatic hues or single colors combined with white.*
- *Avoid using multiple colors in a light graphic treatment.*

Publication Title

PUBLICATION SUBHEAD WOULD GO HERE
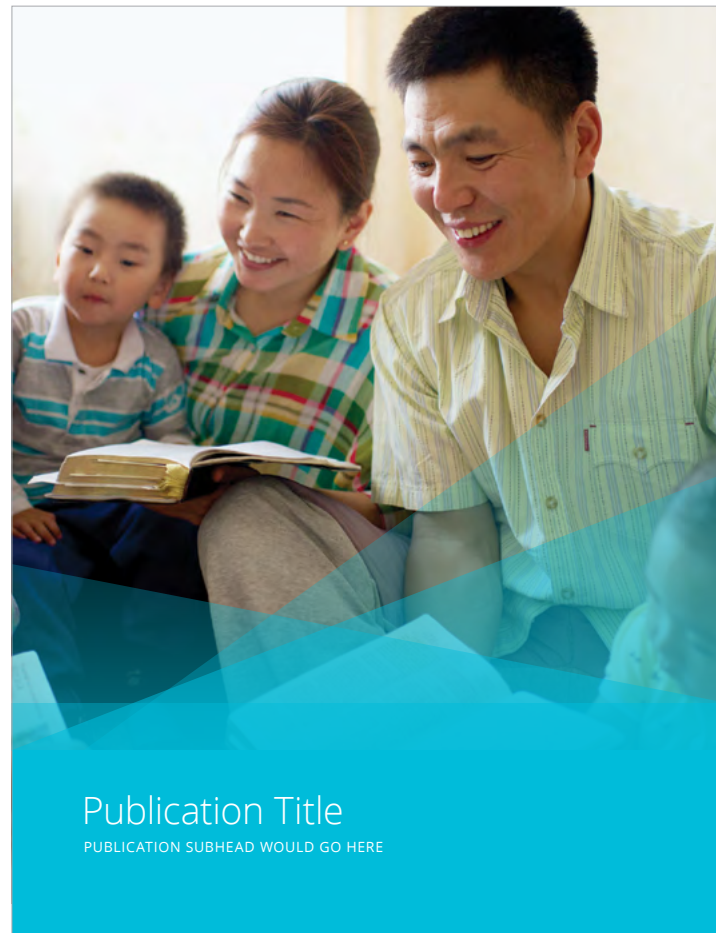
Light graphic created in turquoise with a 2-unit footer
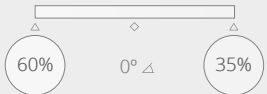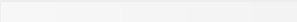
4.3.6.5 Light Graphic: Color (continued)

Publication Title

SUBHEAD FOR HANDBOOK NOTED HERE
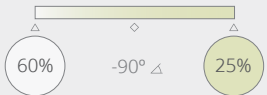
Color gradients

This example shows a more subtle way to introduce color in the light graphic. All four shapes of the light graphic use white as the more opaque color. However, two of the triangles use green as the more transparent part of the gradient. Refer to the gradient levels at right.
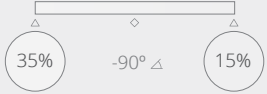
Shape 1: Rectangle
Size: 10 units wide × 0.5 units high
Gradient: 0° angle with opacity 60% to 35%
(gradient transition set to 50%)

60%   0°   35%

Shape 2: Less transparent triangle
Size: 10 units wide × 3 units high
Gradient: -90° angle with the color white at 60% opacity to Green 10 at 25% opacity

60%   -90°   25%

Shape 3: More transparent triangle
Size: 9 units wide × 5 units high
Gradient: -90° angle with the color white at 35% opacity to white at 15% opacity

35%   -90°   15%

Shape 4: Reflecting triangle
Size: 10 units wide × 2 units high
Gradient: -90° angle with the color white at 60% opacity to Green 10 at 25% opacity

60%   -90°   25%

4.3.6.6 Light Graphic: Scale

For convenience, an approved light graphic is available to use without the need to build each individual shape. This graphic may be scaled to create different looks and to accommodate several formats. An approved light graphic should be scaled proportionally; avoid stretching it horizontally or vertically.

Approved light graphics are available for download at style. ChurchofJesusChrist.org.

✓ *To maintain recognition and protect our trade dress, an approved light graphic must:*

1. *Be scaled proportionally (same increase or decrease both horizontally and vertically).*
2. *Allow all four shapes of the light graphic to be visible.*
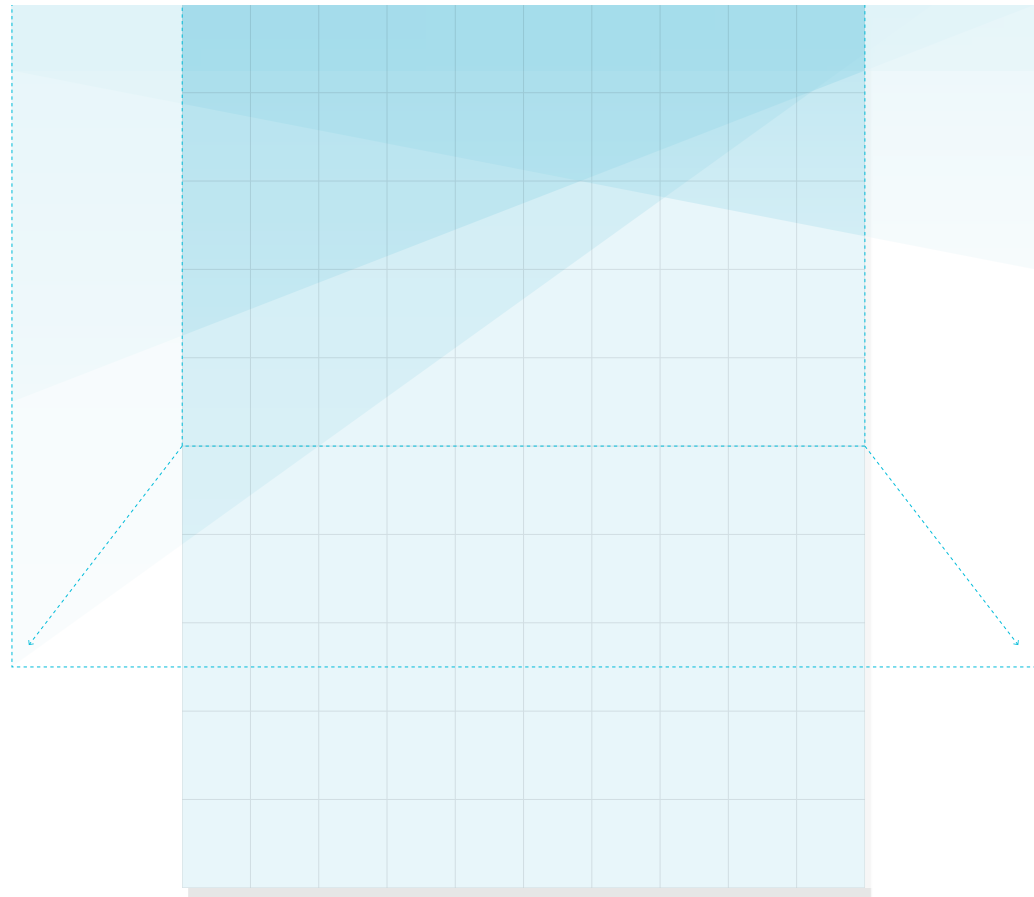
Push-pull method
An approved light graphic may be placed in a design and "pushed" or "pulled" to achieve the desired look. In this example, it has been proportionally scaled 150% and all four shapes of the graphic are visible.

4.3.6.6 Light Graphic: Scale (continued)

Original
Standard scaling of light graphic (edge to edge).

Light graphic increased to 150%

Light graphic increased to 200%

Light graphic increased to 300%

The examples below show varying effects of the push-pull method. The approved light graphic is the same for each, but it has been scaled to different degrees.

4.3.6.7 Light Graphic: Digital Applications

As a key element of our visual identity, the light graphic is used throughout Church websites, in apps, and in other digital applications. Keep in mind that there are many entry points for digital products; for example, a user may link directly to a web page and never visit a site's home page. Incorporating the light graphic in headers, backgrounds, app icons, and similar uses creates a simple and effective way to identify official Church digital products.
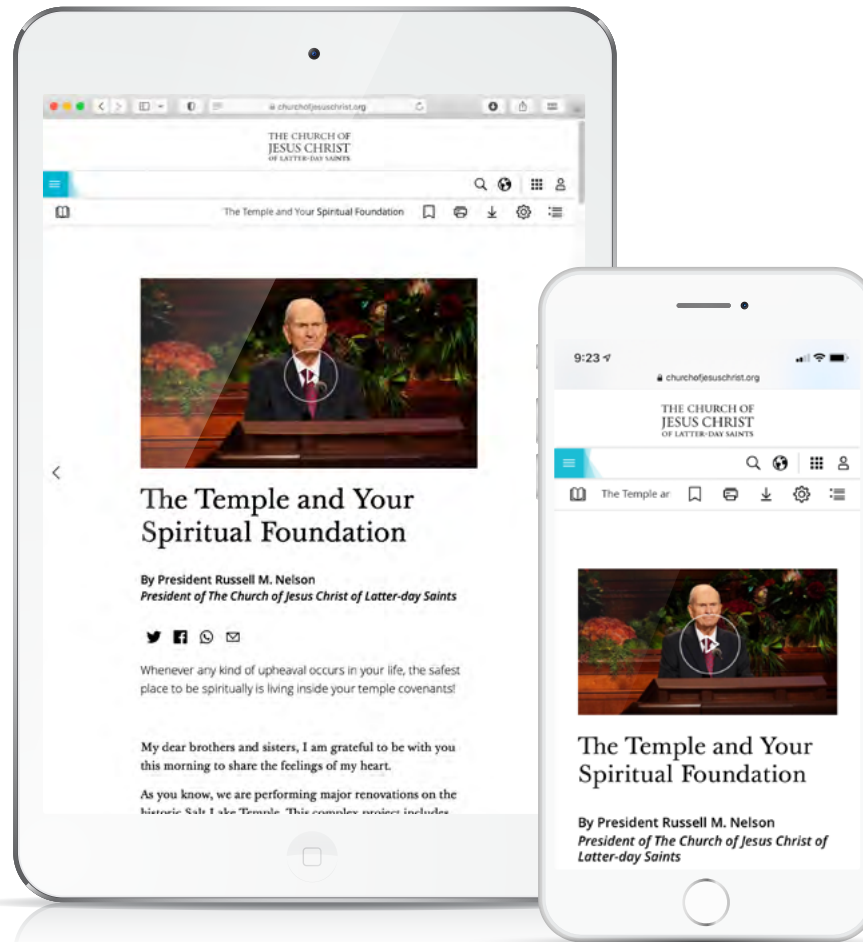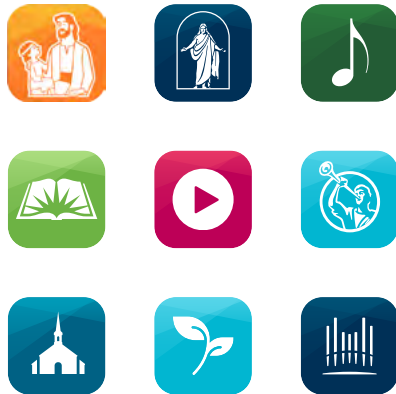
4.3.6.8 Light Graphic: Different Proportions

The light graphic and its push-pull application method can also be effective on layouts of more extreme proportions. When designing for formats that are distinctly narrow or otherwise proportionally different, continue to keep in mind a 10 × 10 grid and do not stretch the light graphic to accommodate different proportions.

A narrow version of the light graphic may be used in rare instances on formats that are significantly more rectangular than 8.5″ × 11″. The narrow light graphic is also constructed on a 10 × 10 grid but with different shape proportions. Use it sparingly.

Standard light graphic
(Overall shape of 10 units wide × 5 units high based on an 8.5″ × 11″ format.)

Narrow light graphic
(Overall shape of 10 units wide × 2 units high based on an 8.5″ × 11″ format.)

Banner Headline

Subhead messaging here

Standard light graphic (edge to edge) built on a horizontal 10 × 10 grid with a 4-unit sidebar

Banner Headline

Narrow light graphic (edge to edge) built on a horizontal 10 × 10 grid with a 0-unit header

BANNER TITLE
Subhead messaging here

Narrow light graphic (edge to edge) built on
a square 10 × 10 grid with 3-unit header

Banner Headline
Subhead messaging here

Standard light graphic (edge to edge)
built on a vertical 10 × 10 grid with a
3-unit header

Banner Headline
Subhead messaging here

Standard light graphic (increased 25%)
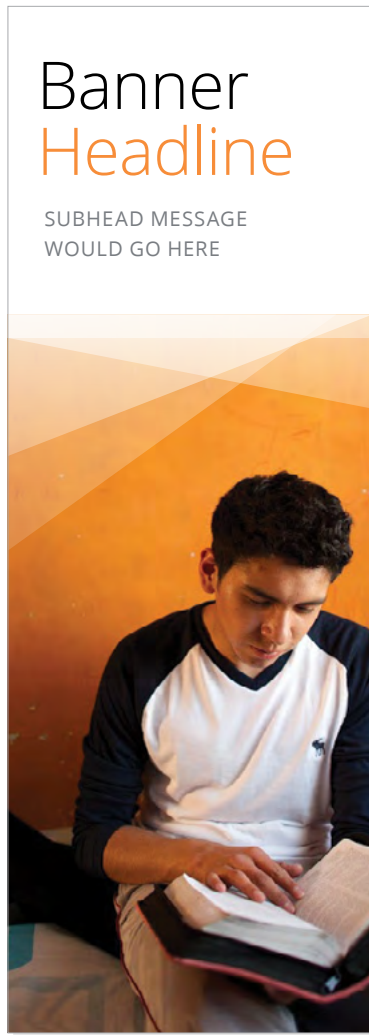built on a vertical 10 × 10 grid with a
3-unit footer

Standard light graphic (edge to edge) built on a vertical 10 × 10 grid with a 3-unit header

Standard light graphic (increased 25%) built on a vertical 10 × 10 grid with a 3-unit footer

Standard light graphic (edge to edge) built on a square 10 × 10 grid with 3-unit header

4.4 Intentional Design

Communication products from The Church of Jesus Christ of Latter-day Saints are vast—and as diverse as the members and those not of our faith who see them. Intentional design shows a deliberate consideration of the people, purpose, and place for which each product is created. Subject matter, audience, and decorum will stipulate varying degrees of formality, yet our overall visual identity remains unmistakable.

Rather than repeating a formulaic template in product categories, each communication piece should be thoughtfully and individually prepared. Intentional design allows for a range in formality of appearance based on our key design elements.

Combining colors, typography, and imagery styles from our identity standards can generate a broad spectrum of appropriate looks, from formal to informal.

Formal ⟵⟶ *informal*

Formal

When practicing intentional design, consider the source, subject matter, and ultimate setting for a product. These questions can help you determine when a product should incorporate a more formal mix of design elements.

SOURCE

?

Is the source a specific or authoritative person?

More formal examples:
· *Word of the Lord (for example, scriptures, proclamations)*
· *First Presidency*
· *Quorum of the Twelve Apostles*
· *General Authority*
· *Church organization presidencies*

CONTENT

?

Is the content sensitive or of a sacred nature?

More formal examples:
· *The Atonement of Jesus Christ*
· *Temple ordinances*
· *Religious freedom*
· *Addiction*
· *Abuse*

SETTING

?

Will the product be seen and used in a formal setting?

More formal examples:
· *Church administration*
· *Leadership roles*
· *Media communications*
· *Temple worship*
· *Official forms and paperwork*

informal

While there is a time and place for formal products, keep in mind that all research respondents—core members, less-engaged members, and individuals open to spirituality—reacted most positively to bright, inviting, optimistic designs. Most Church products will trend toward the informal side of intentional design.

SOURCE

Is the source from the Church in general?

Less formal examples:
· *Lesson manual content*
· *Educational materials*
· *Church organization programs*
· *Gospel-sharing messages*

CONTENT

Is the content appropriate for a general audience?

Less formal examples:
· *Gospel principles*
· *Home and family*
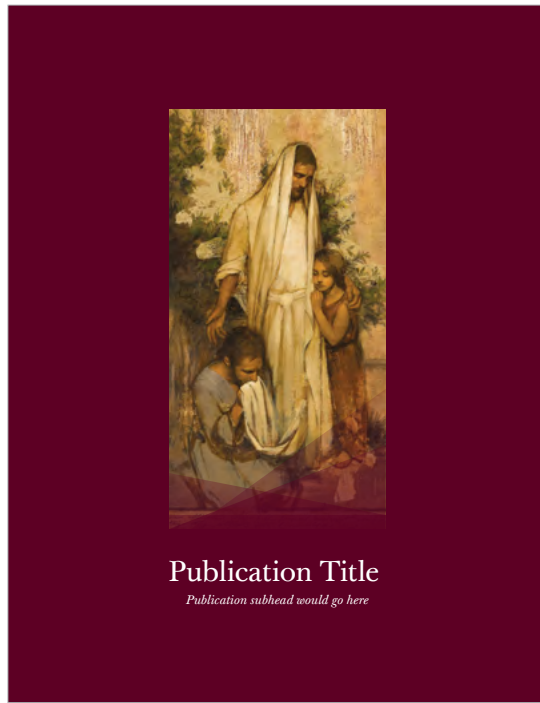· *Family history*
· *Church history*
· *Self-reliance*

SETTING

Will the product be seen and used in a less formal setting?

Less formal examples:
· *Classroom discussion*
· *Home evening*
· *Personal sharing*
· *Individual study*
· *Social media*

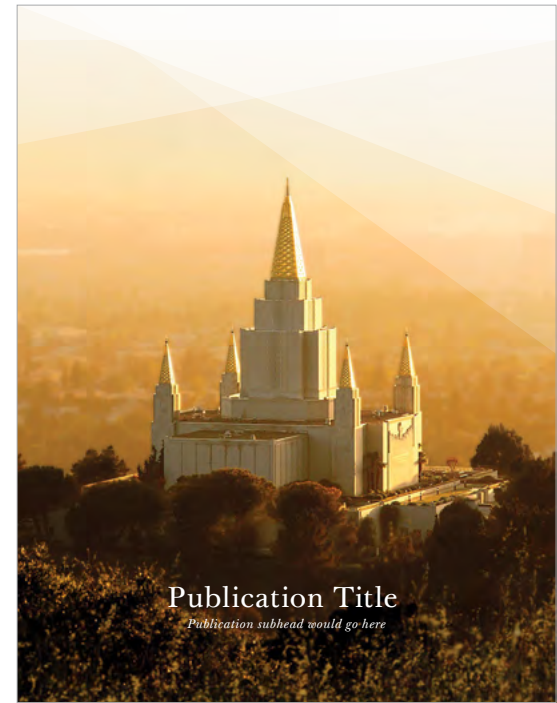# 4.4.1 Formal Communications

More formal colors

Used most often in largely unchanging products, the deep, rich, and timeless colors in our palette present a more dignified look.
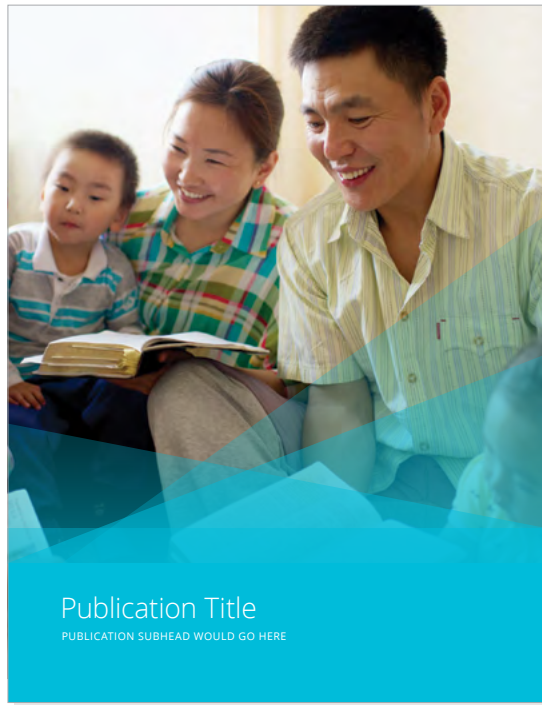
More formal typography

A weighted or exclusive use of the McKay type families adds a level of formality to communications.

More formal imagery or layout

More formal products may use portrait-style photography and illustrations that are elegant and more subdued in style. Reserved layouts convey tradition and decorum.

4.4.2 Less Formal Communications

More informal colors

Colors are bright, vibrant, and friendly in more informal products. They suggest energy and bring a motivating feeling of confidence and joy.

More informal typography

Typography is open and approachable. Zoram creates the most informal look; it may be effectively combined with McKay for a congenial appearance.

More informal imagery or layout

Imagery emphasizes candid, real-life scenarios, even in leadership shots. Illustration can be an invaluable tool to convey metaphorical messages. Layout designs may feel less structured.

4.4.3 Flexibility in Formality

Our visual identity does not have defined levels of formality. Rather, the standards allow subtle shifts in a design toward either side of the spectrum through the treatment of color, typography, imagery, and the light graphic. The following examples show how these nuances affect a product's overall tone.

More formal

Note the nuances:
- *The darkest blue from the palette creates a reserved tone.*
- *McKay is used in both headline (all caps) and subhead (italic).*
- *The centered title feels symmetrical and formal.*

Note the nuances:
- *Upper and lowercase use of McKay in headline.*
- *Subhead in Zoram, all caps.*
- *Light graphic on the side makes layout less symmetrical.*
- *Photo is repositioned to avoid bisecting person's face.*

Note the nuances:
- *Light treatment created in white lends energy and brightness.*
- *Headline in upper and lowercase Zoram Light.*
- *Subhead in Zoram, upper and lowercase.*
- *Light graphic helps highlight the temple in the image.*
- *This mid-range application of formality is where many products will land.*

4.4.3 Flexibility in Formality (continued)

Less formal

Intentional design at work

Flexibility in formality is a subjective decision in response to the questions on pages 136 and 137. When unsure, use nuances that lean toward a more informal and personal tone.

Note the nuances:
- *Light graphic was created with light blue from the palette.*
- *Color choice complements the sky in the photo.*
- *Headline still Zoram Light; subhead in italics.*
- *Extreme crop of photo is less formal.*

Note the nuances:
- *Light graphic was created in the bright blue from the palette.*
- *0-unit light graphic header maximizes area for photo; less focus on bright blue.*
- *Headline in Zoram Semibold; subhead in Zoram Italic.*

Note the nuances:
- *2-unit footer emphasizes bright blue color.*
- *Light graphic has more overlap on the image.*
- *Headline in all caps Zoram Extra Bold; subhead in all caps italics.*
- *Multiple colors used in headline.*
- *These typography choices should be used sparingly.*

Conclusion

Thoughtful planning and use of our Church communication guidelines greatly expand the opportunity for all people to identify and recognize The Church of Jesus Christ of Latter-day Saints. This guide will be updated as needed to provide additional standards and instructions for developing an integrated and effective family of products. Adopting these standards on a global scale will help us create the most consistent, effective communications possible.

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS