



**SOUTHWESTERN  
PENNSYLVANIA  
SYNOD** EVANGELICAL LUTHERAN  
CHURCH IN AMERICA

Press Kit &  
Brand Guidelines

July 2021

Section 1

# PRESS KIT

## MISSION:

To serve, connect, and equip  
ELCA congregations in southwestern Pennsylvania  
to tell the story of Jesus.

## VISION:

To see flourishing Christian communities where Jesus' story is embodied.

## VALUES:

In all the ways we strive to live our mission, we are committed to being guided by the following values:

### **CENTERING IN CHRIST –**

Believing that Christ dwells in us, we will therefore demonstrate the compassion and openness that helps us to love God and love our neighbors.

### **DISCIPLESHIP –**

Believing that we are to embrace and assist in spreading the story of Jesus, we will therefore nurture formation and growth through our confessional practices and servant leadership.

### **FAITH –**

Believing that God made and loves the world, and redeems it in Christ, we will therefore rest in grace and work in hope.

# THE WORK WE DO:

## **ORGANIZATION –**

We coordinate supportive services through administrative functions, events, and shared vision.

## **COLLABORATION –**

We work together towards shared goals by encouraging partnerships and connecting ministries.

## **LEADERSHIP FORMATION –**

We nourish pastoral collegiality and individual leader growth and discernment.

## **ADJUDICATION –**

We care for the wellbeing of those within our Synod by providing guidance, mediation, and oversight in constitutional matters.

## **CONNECTION –**

We build relationships by participating together in education, communication, and sharing resources.

## FACT SHEET:

- Serving **10 COUNTIES:** Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, & Westmoreland
- **58,542** Baptized Members
- **10,891** in Weekly Worship
- **155** Congregations
- **213** Rostered Ministers (Pastors & Deacons)
- Bishop: **THE REVEREND KURT F. KUSSEROW**  
Re-elected in 2019 for a third term

## BISHOP KURT F. KUSSEROW:



Kurt Kusserow was born to the Reverend Ralph and Carol (Zigler) Kusserow and grew up in Malaysia and Singapore, where his parents served as missionaries from 1966 to 1982. He was confirmed at Jurong Christian Church, Singapore, on Christmas Day, 1977.

Bishop Kusserow received a Bachelor of Arts degree with a major in English from Thiel College in 1985, and a Master of Divinity degree from Trinity Lutheran Seminary in Columbus, Ohio, in 1989. He was ordained to the ministry of Word and Sacrament on September 10, 1989 by Bishop Paull E. Spring, at Mt. Lebanon United Lutheran Church in Pittsburgh. His first call was to a cooperative ministry, Town and Country Lutheran Ministry, where he served Faith Lutheran Church in Oklahoma Boro, and Hebron Lutheran Church in Avonmore. In 1997, he was called to serve St. Paul Lutheran Church in Trauger, until his election to the office of bishop of the Southwestern Pennsylvania Synod in June, 2007. Bishop Kusserow was re-elected to a third six-year term in June, 2019.



Bishop Kusserow resides with his wife Pam in Hampton Township, in Pittsburgh's North Hills. The Kusserows are the parents of Abby and Ben.

# WHERE WE FIT INTO THE BIGGER PICTURE:

We are a synod of the [Evangelical Lutheran Church in America](#) (ELCA).

We are gifted with three interdependent ways of being Christ's Church for the life of the world. Each of our ELCA expressions is fully the Church. No one expression is the Church alone.

**THE CHURCHWIDE EXPRESSION** includes the ELCA Churchwide Assembly, Church Council, officers, offices and churchwide units. Churchwide staff work from the Lutheran Center in Chicago, Ill., and from locations around the globe.

**SIXTY-FIVE SYNODS** throughout the country unite the work of congregations within their areas, serving as regional support and guiding pastoral and other staff candidates through the call process.

**MORE THAN 9,300 CONGREGATIONS** across the United States, Puerto Rico and the Virgin Islands are local communities of faith-filled people celebrating, learning and connecting through weekly worship and various ways to serve others.

Section 2

# BRAND GUIDELINES

Our landmark is a creative interpretation of our synod's vision: flourishing Christian communities where Jesus' story is embodied.

It depicts our region's three rivers bursting from the pages of Holy Scripture.



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## GUIDELINES:

- Partners may apply the synod's brandmark only in reference to programs, ministries, or organizations that are officially within the synod or have been approved.
- "Southwestern" should always be one word.
- The "S" in both "Southwestern" and "Synod" should be capitalized for proper nouns and lowercase for common nouns.
- "Southwestern Pennsylvania" may only be abbreviated as "SWPA" in headlines.
- The synod's brandmark should never be manipulated, changed or altered in anyway.

## COLORS:



### MONONGAHELA BLUE

hex #1b4275

C 100    R 27  
M 83     G 66  
Y 26     B 120  
K 11



### ALLEGHENY BLUE

hex #87cad6

C 45     R 135  
M 4      G 202  
Y 15     B 214  
K 0



### OHIO BLUE

hex #127cc1

C 84     R 18  
M 45     G 124  
Y 0      B 193  
K 0



### LITURGICAL PURPLE

hex #650f3e

C 47     R 101  
M 100    G 15  
Y 47     B 62  
K 41

## TYPEFACES:

Raleway

Light  
SemiBold  
Black

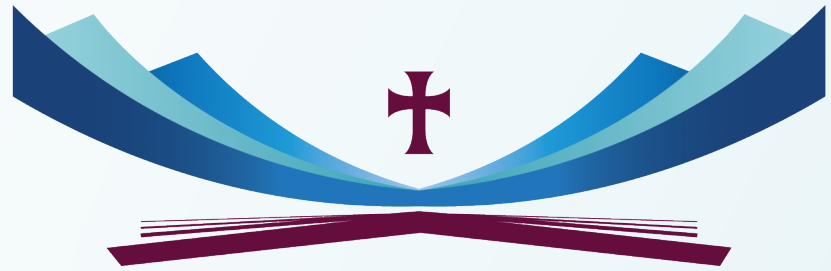
<https://fonts.google.com/specimen/Raleway>

Merriweather

Light  
Black

<https://fonts.google.com/specimen/Merriweather>

VERTICAL BRANDMARK:



**SOUTHWESTERN  
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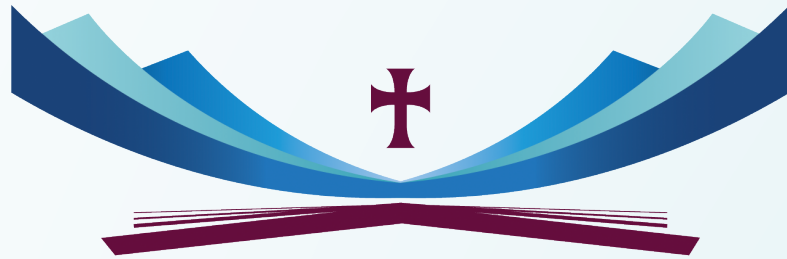


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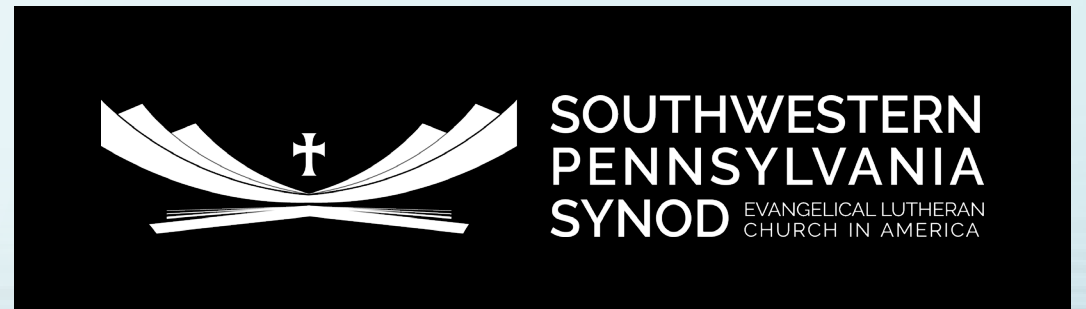
# HORIZONTAL BRANDMARK:



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# GRAPHIC PAIRINGS:

WATER

# QUESTIONS

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