

LUTHERAN COMMUNITY CARE SERVICES

Brand Guide

A comprehensive reference for representing LCCS visually and verbally — ensuring consistent, trustworthy, and meaningful communication across all touchpoints.

Relationships Matter

CONTENTS

01 Brand Foundation

03 Colour Palette

05 Voice & Tone

07 Do's & Don'ts

02 Logo Usage

04 Typography

06 Imagery

08 Contact

Who We Are

Lutheran Community Care Services (LCCS) was established in 2002. We are a non-profit, charitable organisation with Institution of a Public Character (IPC) status, and an affiliated partner of the International Institute for Restorative Practices (IIRP).

Vision

All individuals engaged to build and sustain healthy relationships.

Mission

To drive a restorative movement to break the cycle of hurt and build connected communities of empowered individuals.

Tagline

"Relationships Matter"

— Our tagline captures the essence of everything we do. It is a simple, powerful reminder that human connection is at the centre of our work.

4 Key Thrusts (2017–2026)

Break the Hurt Cycle

Build Connected
Communities
Equip Empowered
Individuals
Advocate a Restorative
Movement

Logo Usage

The LCCS wordmark is our primary identifier. It uses a distinctive lowercase custom letterform in the brand red. Always use the approved logo files — never recreate or alter them.



Primary — On White / Light Backgrounds

The default usage. Use the full-colour logo on white or light backgrounds whenever possible.



Reversed — On Dark Backgrounds

Use the white/reversed version of the logo when placing over dark or brand-coloured backgrounds.

Clear Space & Minimum Size

Always maintain clear space around the logo equal to the height of the lowercase "l" in the wordmark. The minimum print size is **20mm wide**. The minimum digital size is **80px wide**. Never place the logo on a busy or patterned background without sufficient contrast.

Brand Colours

Our colour palette is anchored by a bold, energetic red that communicates passion, care, and action. It is supported by deep charcoal tones for text and neutral whites for breathing space.



LCCS Red — Primary

#C0252D

Main brand colour. Used for the logo, headings, icons, CTAs, and key interactive elements. The dominant expression of the LCCS brand.



Deep Red — Secondary

#990000

Used for accent backgrounds, footers, button fills, and hover states. Creates depth when paired with LCCS Red.



Charcoal — Dark Text

#242424

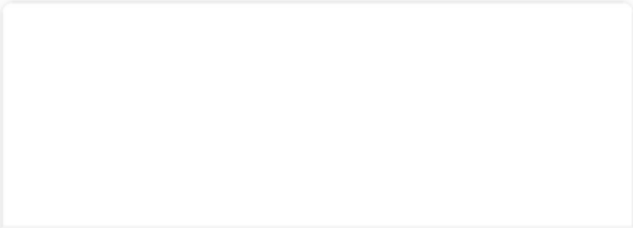
Primary text colour for headings and critical body copy. Also used for footer backgrounds.



Slate — Body Text

#444444

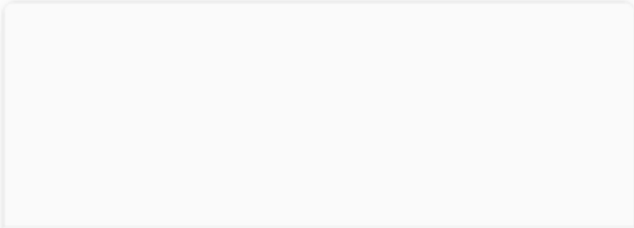
Standard body copy colour for comfortable long-form reading on white backgrounds.



White — Background

#FFFFFF

Primary canvas. Conveys clarity, openness, and trust. Used generously throughout all communications.



Off-White — Panels

#FAFAFA

Subtle panel and card backgrounds for sectional differentiation without sharp contrast.

Typography System

Open Sans is the LCCS brand typeface. Its clean, humanist design reflects our approachable and professional character. Use Open Sans consistently throughout especially for official material, but for Canva/Creative Designs other fonts can be used as long as they are not too far off/illegible.

HEADING 1 — HERO

Relationships Matter

Open Sans • ExtraBold 800 • 48px / Line Height 1.1

HEADING 2 — SECTION TITLE

Our Services & Programmes

Open Sans • Bold 700 • 36px / Line Height 1.2

HEADING 3 — SUB-HEADING

School Support Services

Open Sans • SemiBold 600 • 24px / Line Height 1.3

BODY COPY

Enabling school communities to strengthen relationships and widen circles of care. We work with individuals, families, and organisations to build a more connected and restorative society.

Open Sans • Regular 400 • 16px / Line Height 1.8

CAPTION / SUPPORTING TEXT

Lutheran Community Care Services • IPC Charity • Est. 2002 • Singapore

Open Sans • Regular 400 • 13px / Line Height 1.6

CALL TO ACTION

DONATE NOW • LEARN MORE • SUPPORT US

Open Sans • Bold 700 • 15px • Uppercase • Letter-spacing 0.5px

Brand Voice

LCCS communicates with warmth, clarity, and purpose. Our voice reflects the same empathy and care we bring to the communities we serve. We are professional but never cold; accessible but never simplistic.

Empathetic

We acknowledge feelings and situations with genuine understanding. We speak human-to-human with compassion.

Purposeful

Every word has intent. We communicate clearly and avoid jargon when speaking to the general public.

Hopeful

We believe in change and growth. Our language is forward-looking and solution-focused at all times.

Trustworthy

We use evidence and expertise to build confidence. We are honest about challenges and transparent in our work.

Language Guidelines

Write this way

"We work with you to restore relationships."

"Our programmes support families through difficult times."

"Together, we can build a more connected community."

Active voice, inclusive language, sentence case for headings.

Avoid this

Overly clinical or bureaucratic language.

Stigmatising language about clients or beneficiaries.

ALL CAPS in running text (labels only).

Excessive abbreviations or unexplained acronyms.

Photography & Illustration

LCCS imagery should feel authentic, warm, and community-centred. Visuals reinforce our mission of building connected and empowered communities.

Real People, Real Stories

Prioritise authentic photographs of LCCS staff, volunteers, and beneficiaries (with consent). Images should feel candid and natural.

Community & Connection

Show groups interacting — circle discussions, team activities, family moments. Reflect Singapore's multicultural society.

Illustration Style

Use flat, friendly character illustrations in the brand red palette for conceptual contexts such as campaigns and infographics.

Avoid

Stock photography that feels generic, images that stigmatise individuals, overly dark imagery, or heavily filtered photography.

Brand Colour in Photography

LCCS team members typically wear brand red uniforms. Event and team photography naturally reinforces brand consistency.

Consent & Privacy

Always obtain signed consent before using photographs of clients, beneficiaries, and minors. Anonymise where appropriate.

Brand Rules at a Glance

These guidelines protect the integrity of the LCCS brand and ensure it is always presented with professionalism and consistency.

Do

- + Use official high-res logos from our NAS only, or download:

RED

WHITE

BLACK

- + Apply LCCS Red (#C0252D) as the dominant brand colour.
- + Use Open Sans consistently across all official materials.
- + Maintain clear space around the logo at all times.
- + Write in active, empathetic, and inclusive language.
- + Use high-quality, authentic photography.
- + Include the tagline "Relationships Matter" on key materials.
- + Include Charity Reg. No. (1654) on official documents.

Don't

- Stretch, distort, or alter the logo proportions.
- Place the logo on a background with insufficient contrast.
- Use unapproved colours or illegible typefaces.
- Recreate the logo in colours outside the approved palette.
- Use the LCCS name or logo without authorisation.
- Use stigmatising or exclusionary language in copy.
- Use low-resolution images or heavily filtered photography.
- Apply drop shadows or decorative effects to the logo.

Get in Touch

For brand asset requests, approval of co-branded materials, or questions about these guidelines, please reach out to the LCCS communications team.

Lutheran Community Care Services

3779 Jalan Bukit Merah, #02-01 Bukit Merah Community Hub, Singapore 159462

connect@lccs.org.sg · [\(+65\) 6441 3906](tel:+6564413906)

Charity Reg. No. 1654 · UEN: 200207586Z · IPC Status: 1 Nov 2025 – 31 Oct 2028