

Free to Flourish

Style Guidelines / September 2025



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Welcome

Lutheran Education Australia

Lutheran education is where love and learning come to life.

Informed and sustained by the Word of God, Lutheran learning communities are encouraged and nurtured to grow; serving, shaping and enriching the world.

Lutheran education communities draw upon the foundational beliefs and values of the Lutheran Church of Australia. Through faith in Christ, by the work of the Holy Spirit we are:

- Shaped by the gospel of grace
- Blessed by relationships
- United by Christ
- Marked by integrity

Lutheran education values as articulated in Growing Deep are love, justice, compassion, forgiveness, service, humility, courage, hope and gratitude.

Growing Deep

Growing Deep provides a foundational framework for considering learning in Lutheran education.

It identifies the foundations, culture, practices and capabilities that enable us to be free to flourish.

Growing Deep consist of five elements:

- **Our Foundation** provides the Lutheran lens through which we view all that occurs in Lutheran Education.
- The **Vocational Practices** describe the work that we all undertake.
- **Capabilities** describe the way we work.
- **Our Culture** describes the environment we are aspiring to create in Lutheran Education.
- The culmination and fruits of our work is that we are all **Free to Flourish**.

Free to Flourish

Everyone has a story. Our story reminds us of who we are, and who we are becoming.

Free to Flourish is the story for Lutheran schools and early childhood services, grounded in Christian beliefs and values and a catalyst for ongoing improvement and innovation.

Our learning story inspires a deep understanding of who we are, and how we are created for relationship with God and all creation. We seek to honour the wisdom of our First Nations People as we grow appreciation of the interconnectedness of all.

Embracing the future with confidence, our learning communities grow learners who are compassionate, purposeful, adventurous and relational.

We are free to flourish.

The Dispositions

Compassionate

We believe that learning opens our hearts and minds to the diversity of human perspectives, experiences and wisdom traditions. It develops our capacity for compassion, selflessness and advocacy.

Learners engage in respectful and open dialogue, and are cogently aware of inequity and bias. Their curiosity is grounded in deep understanding of the inherent dignity of all humans, and enacted in service and advocacy.

Learning is underpinned by love and justice, so that learners are supported as they critically reflect on ways of seeing and thinking, and trust their own growing capacity for discernment.

Our learning communities are ethical places of inclusion, understanding, compassion, justice and love.

Adventurous

We believe that we are called into the adventure of exploring the unknown. With hopeful expectancy and a sense of awe-filled wonder, we journey through the mystery of life together.

Learners are innately curious and creative. Delving into big ideas, they co-construct their journey of discovery, creating and reflecting as they make sense of and shape the world around them.

Learning is playful and challenging; it responds to the unique needs and interests of the individual. It fosters the learner's curiosity about the world around them and their place within it.

Our learning communities are transformative and safe places that invite courageous exploration. They are places of collaboration and interconnectedness, where learning is experiential and immersive.

Purposeful

We believe that learning is essential to our humanness, and every learner grows as they are nurtured to live and act purposefully.

Learners grow and develop understanding of their abilities, gifted by God. As they learn what matters to them and their communities, they have rich input into their learning.

Learning is about finding purpose and is participative, interactive and dialogic. Purposeful learning shapes and is shaped by identity, intent and action. It empowers learners to contribute to human and ecological flourishing.

Our learning communities are places where learners are reflective agents making unique contributions to enrich the world.

Relational

We believe in the interconnectedness of everything. Interdependent relationships are vital for the flourishing of all creation.

Learners grow in awareness of who they are, and who they are becoming. Called to many vocations, they serve the needs of the world.

Learning is deeply relational. A focus on holistic learning nurtures discernment and deep connections to God and all creation.

Our learning communities are places of belonging where learners are seen, heard and known. Interdependent relationships empower learners to pursue love, reconciliation and regeneration, so that they embrace the future with hope and confidence.

The Dispositions / Artwork

Artwork can help to tell a story. Stories bring people together, in turn creating a sense of community, connection and belonging.

A set of individual cards has been created, with artwork that graphically reflects and explores each of the four dispositions in a learning format that is interactive, playful, inquisitive and approachable for all.

Each card has a unique set of layered graphics that relate to the relevant disposition. The style is inclusive for all genders and ages, being neither too childish nor too mature.

The artworks can be used in their complete forms, as shown here, in both printed and digital formats. It is recommended that they are kept at a size large enough for the elements to be recognisable and legible.

To ensure artwork consistency, please **do not**:

- Stretch, warp or rotate the artworks
- Crop the artworks
- Change the colours of the artworks
- Move or extract any elements from the artworks
- Change the artworks in any way, shape or form
- Layer other images or text over the artworks

If you would like to use individual elements from the artworks, please refer to Page 6 of this guide.



The Dispositions / Individual Graphics

It's not what you look at that matters,
it's what you see. (Henry David Thoreau, 1851)

Four sets of individual graphics have been created from each of the artworks, grouped into their relevant disposition. They have been created for use by any persons, to support and enhance the Free to Flourish brand, content and learning.

Using the Graphics

- The graphics can be applied to any collateral that relates to Free to Flourish.
- When referring to a single disposition, only use the graphics that relate to that disposition
- When referring to Free to Flourish in general, any mix of the graphics may be used
- The graphics work best when layered and/or grouped together, but they may also be used as single graphics
- If layering the graphics, a small and subtle drop shadow can be applied to create depth and hierarchy - an ideal drop shadow would be set to 25-30% transparency with a 1mm offset/spread. It is not a requirement to add a drop shadow, and excessive or intense drop shadow effects should be avoided.

To ensure consistency, please **do not**:

- Stretch or warp the graphics
- Change the colours of the graphics
- Change the graphics in any way, shape or form
- Layer other images or text over the artworks
- Apply any effects other than those outlined above

Compassionate



Adventurous



Purposeful



Relational



The Dispositions / Logos

Icons serve as universal visual 'shortcuts' that can represent complex ideas quickly and efficiently, and facilitate brand recognition.

Four simplified logos have been created to represent each disposition when the complete artwork or individual images are not appropriate to use. This may include use on collateral such as awards, certificates, posters, stickers, badges, clothing, etc.

To ensure consistency, please **do not**:

- Stretch or warp the logos
- Change the colours of the logos
- Change the logos in any way, shape or form
- Layer other images or text over the logos
- Apply any effects or styles to the logos



Colour Palettes

Compassionate

Core Colours



Teal

CMYK 80 - 20 - 50 - 10
RGB 80 - 137 - 126
Hex 4f887d



Ice Blue

CMYK 28 - 7 - 18 - 4
RGB 195 - 209 - 204
Hex c2d1cb

Accompanying Colours



Mulberry

CMYK 46 - 80 - 45 - 33
RGB 104 - 60 - 78
Hex 683b4d



Strawberry

CMYK 25 - 85 - 65 - 0
RGB 167 - 69 - 75
Hex a6444b



Rose

CMYK 25 - 65 - 35 - 10
RGB 162 - 104 - 118
Hex a26875



Flamingo

CMYK 0 - 58 - 35 - 0
RGB 215 - 136 - 136
Hex d78887

Adventurous

Core Colours



Sunshine

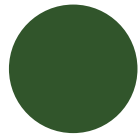
CMYK 0 - 20 - 84 - 0
RGB 241 - 205 - 72
Hex f1cc47



Banana

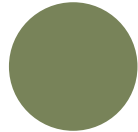
CMYK 8 - 10 - 45 - 0
RGB 235 - 223 - 162
Hex ebdea1

Accompanying Colours



Forest Green

CMYK 70 - 25 - 85 - 55
RGB 64 - 86 - 49
Hex 405530



Olive Green

CMYK 60 - 40 - 70 - 5
RGB 122 - 130 - 92
Hex 7a825b



Meadow Green

CMYK 65 - 30 - 85 - 0
RGB 120 - 143 - 76
Hex 788e4c

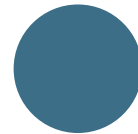


Apple Green

CMYK 36 - 0 - 68 - 0
RGB 193 - 208 - 117
Hex becf74

Purposeful

Core Colours



Ocean

CMYK 69 - 30 - 19 - 34
RGB 80 - 111 - 133
Hex 506e84



Aqua Blue

CMYK 60 - 0 - 15 - 0
RGB 135 - 193 - 211
Hex 86c1d2

Accompanying Colours



Teal

CMYK 80 - 20 - 50 - 10
RGB 80 - 137 - 126
Hex 4f887d



Apple Green

CMYK 36 - 0 - 68 - 0
RGB 193 - 208 - 117
Hex becf74



Honey

CMYK 0 - 35 - 85 - 0
RGB 231 - 178 - 66
Hex e6b142

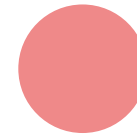


Sunshine

CMYK 50 - 90 - 60 - 75
RGB 241 - 205 - 72
Hex f1cc47

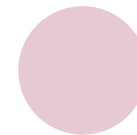
Relational

Core Colours



Flamingo

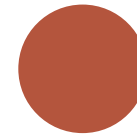
CMYK 0 - 58 - 35 - 0
RGB 215 - 136 - 136
Hex d78887



Lilac

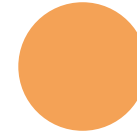
CMYK 10 - 26 - 10 - 0
RGB 221 - 200 - 207
Hex ddc7cf

Accompanying Colours



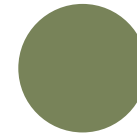
Red Ochre

CMYK 26 - 74 - 76 - 9
RGB 158 - 86 - 65
Hex 9e5640



Amber

CMYK 0 - 45 - 70 - 0
RGB 224 - 160 - 92
Hex dfa05b



Olive Green

CMYK 60 - 40 - 70 - 5
RGB 122 - 130 - 92
Hex 7a825b



Sage Green

CMYK 30 - 15 - 50 - 15
RGB 172 - 174 - 131
Hex abae82

Typography

Good typography ensures content is clear, easy to read, and engaging - all crucial elements for effective communication and keeping someone's attention.

Three fonts have been specifically chosen to use with the Free to Flourish artwork, resources and templates.

Together they create a balance of strength, softness, structure, legibility, fun, impact and joy.

All fonts can be accessed online at Google Fonts, or via the links provided below:

- [Roboto Slab](#)
- [Nunito Sans](#)
- [Waiting for the Sunrise](#)

Roboto Slab

Main Headings, Sub Headings, Highlight Text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Roboto Slab

A geometric typeface designed for clear legibility, featuring block-like, large open letters, and a tall x-height, giving it a modern yet balanced appearance with both structure and a friendly curve.

Roboto Slab Bold can be applied to all headings, and any weight may be used for highlight text.

Nunito Sans

Sub Headings, Body Headings, Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Nunito Sans

A versatile sans-serif font that is known for its clean and open letters, excellent legibility, and friendly, approachable tone.

Nunito Sans is available in a full range of weights and formats that can be applied to sub headings, body text and captions.

Waiting for the Sunrise

Quotes, Highlight Words, Short Text Snippets

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Waiting for the Sunrise

A playful script with childlike traits, based on the handwriting of a school student. The cheerful, informal, and fun style adds an uplifting and joyful vibe.

Waiting for the Sunrise should be used sparingly, and for short blocks of text or individual words, so to remain legible and create impact.

Print & Digital Resources

Digital Downloads

A range of digital downloads and educational resources are available on the Growing Deep website.

www.growingdeep.lutheran.edu.au

Artwork

- Educational Card Set (PDF)
- Disposition Logos (PNG)
- Individual Artwork Graphics (PNG)

Templates

- A3/A4 Poster Templates (PDF and Word)
- PowerPoint Templates (Excel)

Educational Support

- [Getting Started: See-Think-Wonder Guide](#)
- [Initial Engagement: See-Think-Wonder Presentation](#)

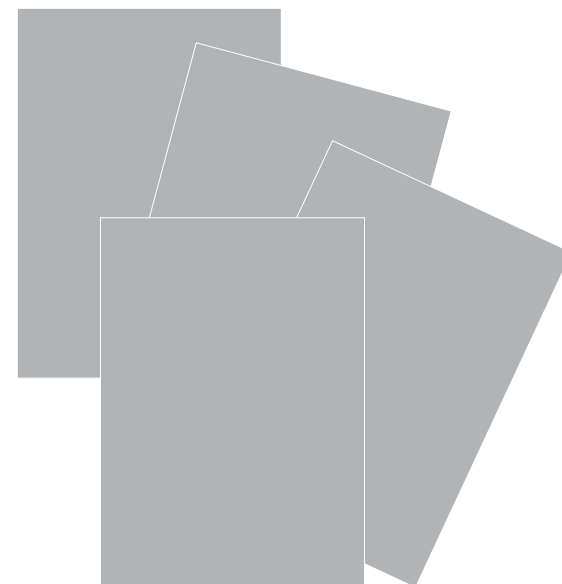
Printed Material

Inquiries and requests for additional print resources, please email LEA@lutheran.edu.au.

Card Pack



Posters



PowerPoint Slides



Glossary of Terms

Ascender The part of the letter that rises above the x height, as in 'l' or 'h'.

Bleed When the printed image extends to and passes over the trim edge of the sheet of paper.

CMYK Acronym for Cyan, Magenta, Yellow, Black. Also referred to as 4 colour process. This is a method of printing most commonly used for brochures, magazines and the like, where the colours are made up from a mix of cyan, magenta, yellow and/or black ink.

Coated Stock Paper or board that is treated with a coating. Gloss, semi-gloss, satin and matt papers are all coated.

Corporate Typeface A typeface which is specifically developed or chosen by the company to support and complement the visual identity.

Corporate Identity The collective image or impression of an organisation's behaviour or performance, created by all the elements which make up the visual and cultural expression of the organisation.

Descended The part of a letter below the x height, as in 'y' or 'g'.

DPI Acronym for Dots Per Inch. A calculation for print resolution quality.

Duotone A picture or graphic presented in two colours.

GSM Acronym for Grams Per Square Metre. A standard measure of the weight (thickness) of paper. Also expressed as gm2.

Halftone Reproduction of continuous tone artwork, such as a photograph, with the image translated into dots of various sizes.

Kerning The manual adjustment of the amount of space between letters and words.

Leading The space between lines of type, expressed as a measurement in points, from the baseline of each consecutive line of type.

Logo The combination of the symbol, logotype and colour scheme to create a standardised company sign "or trademark.

Logotype A group of letters or words designed especially to represent or be associated with the company.

PMS Acronym for Pantone Colour Matching System. An international colour swatch numbering system used to provide a method for selection, specification, and matching of colours.

Point A unit of measure used in the specification of type, approximately 0.35mm. 1pt = 0.35mm.

Point Size A unit of measurement used to describe the height of a typeface or thickness of rules.

Portrait A vertical format. One that is narrower than it is deep when viewed correctly.

Ranged Left/Right Typesetting which is justified on the left or right respectively.

Reverse To reverse out of a black or dark background using a white element.

Sans Serif A typeface without serifs. Serifs being the small extension terminating the main straight vertical and horizontal strokes of letters.

Serif A typeface with serifs. Serifs being the small extension terminating the main straight vertical and horizontal strokes of letters.

Screen Ruling The number of dots per inch in a photograph or illustration. Quality printing usually has 175 line screen. Newspapers have around 80 line screen.

Stipple A shade of a colour specified as a percentage.

Stock Paper or other material on which text and images are printed.

Trim Marks Thin lines locating precisely at the corners of artwork to indicate where the paper is to be cut once printed.

Typeface A particular style or appearance of letters which make up an alphabet.

Uncoated Stock Paper or board not treated with a coating with a matt and/or textured finish.

Widow A single word on a line of type by itself, ending a paragraph.



For more information, please contact:

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Free to Flourish / Artwork and Design

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Free to Flourish / Content and Literary

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