



Seventh-day  
Adventist® Church

NORTH AMERICAN DIVISION



# BRAND GUIDELINES

VERSION 1: 5/29/18





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Local government officials and North American Division officials, past and present, cut the ribbon at the new headquarters grand opening in Columbia, Maryland.

## INTRODUCTION

These brand guidelines are for the North American Division of the Seventh-day Adventist® Church (NAD) and its conferences, unions, departments, and entities.

Use this as a reference when developing communications, either print, or online, external or internal, to ensure that our logo, typography, and color palette remain consistent. That consistency is imperative because it communicates reliability, credibility, and unity.

If you have a question not answered within these guidelines, please contact us:

[branding@nadadventist.org](mailto:branding@nadadventist.org)

We count on you to successfully implement our guidelines. Over time, your consistency will have great impact and increase awareness about the Seventh-day Adventist® Church as a whole.



Stained glass in the C.D. Brooks Prayer Chapel

## ABOUT OUR BRAND

The Seventh-day Adventist® Church was born out of the Millerite movement of the 1840s, and we enjoy a certain amount of name recognition. But do people really know what is behind our name, who we are, and what we stand for?

A recent audit revealed that we could benefit from greater consistency in church identity and branding among our departments and entities, including churches, conferences, and unions. Congregationalism can split the church into individual, unrelated sub-groups. When these

sub-groups show no association with the church in their marketing materials, two things happen: the opportunity to appear unified is lost, and our visual disconnection is perceived as unreliability.

In a word, our brand is weakened. To change this perception, we must all work together to properly brand all touch points—including connections between entities—to strengthen our overall brand.

*The whole  
is greater than the sum  
of its parts.*

—Aristotle



The Allegheny East Pathfinder drum corps plays during the North American Division headquarters grand opening.

## BRAND STRATEGY: CREATE AWARENESS

Here's how you can help create awareness:

- Consistently use the NAD's unified branding—in visual identity and messaging.
- Clearly show the relationship between the church and its departments and entities by properly branding all touch points.
- Whenever possible, educate the public, our members, and employees about the services the church offers, in North America and worldwide.

*Consistency and awareness  
are vital in effectively  
communicating our unity,  
making the  
Seventh-day Adventist® Church  
more recognizable to the public.*

# CHURCH SYMBOL AND MEANING

The logo reflects the core values of the Seventh-day Adventist® Church. Its foundation is the Bible, the Word of God, shown open because its message should be read and put into practice. Central to that biblical message is the cross, which is also a central feature of the logo. Above the cross and the open Bible is a burning flame that represents the Holy Spirit, the Messenger of truth.

## THE FLAME

This shape is formed by [two sets of] three lines encircling an implied sphere. The lines represent the three angels of Revelation 14 circling the globe and our commission to take the gospel to the entire world. The overall shape forms a flame symbolic of the Holy Spirit.

## THE OPEN BIBLE

The Bible forms the base of the design and represents the biblical foundation of our beliefs. It is portrayed in a fully open position, suggesting a full acceptance of God's Word.



## THE SECOND COMING

The lines at the top of the design suggest upward momentum, symbolizing the resurrection and ascension to heaven at Christ's second coming, a central focus of our faith.

## THE CROSS

The symbol of the cross, representing the gospel of salvation, is positioned in the center of the design to emphasize Christ's sacrifice, which is the central theme of the Adventist faith.

LOGO

## ELEMENTS

The North American Division logo consists of:



## TRADEMARK

The church symbol and the logotype **must** be accompanied by the ® symbol.

LOGO | WHITE ON BLUE

# ENGLISH

The white logo on denim blue background (PMS 302) is preferred.

# ESPAÑOL

Se prefiere el logotipo blanco sobre fondo azul (PMS 302).

# FRANÇAIS

Le logo blanc sur fond bleu (PMS 302) est préféré.





LOGO | BLUE ON WHITE

# ENGLISH

The denim blue logo (PMS 302) on white background is preferred in other cases.



# ESPAÑOL

El logotipo azul (PMS 302) sobre fondo blanco es preferido en otros casos.



# FRANÇAIS

Le logo bleu (PMS 302) sur fond blanc est préféré dans les autres cas.



## LOGO

# CLEAR SPACE AND MINIMUM SIZE



Maintain a clear space around the logo to ensure visibility and impact. To make sure it's easy to read, avoid making the logo any smaller than:

- Basic wide logo minimum size: 2.25" wide
- Basic centered logo minimum size: 1.625" wide



Use a minimum of two times the height of the lowercase letters on all four sides of the logo.

# DISTORTION



Use the basic logo.



Do not stretch the logo vertically—not even a small amount.



Do not squish the logo horizontally—not even a small amount.

# ROTATION



Use the basic logo.



Do not rotate or flip the logo.



# BACKGROUND COLORS

When choosing a background color, please keep contrast in mind, and refer to our color palette (p. 24).



The basic white logo on blue background is preferred.



The basic blue logo on white background is preferred.



# SPECIAL EFFECTS



Use the basic white logo on blue background.



Do not apply any special effects to the logo.



Use the basic blue logo on white background.



Do not apply gradients to the logo.

# SEPARATING LOGO ELEMENTS



Use the basic logo.



# ADDING ELEMENTS TO THE BASIC LOGO



Use the basic logo.





## LOGO

# LOCAL CHURCH

You can change the entity identifier on the logo to the name of the local church.

### WHITE LOGO ON BLUE



Use the white logo on denim blue background (PMS 302) whenever possible.

### BLUE LOGO ON WHITE



The denim blue logo (PMS 302) on white background is preferred in all other cases.

Maintain a clear space around the logo to ensure visibility and impact. To make sure it's easy to read, avoid making the logo any smaller than:

- Basic wide logo minimum size: 2.25" wide
- Basic centered logo minimum size: 1.625" wide

For details see page 10.

## LOGO

# CONFERENCE

You can change the entity identifier on the logo to the name of your conference.

### WHITE LOGO ON BLUE



Use the white logo on denim blue background (PMS 302) whenever possible.

### BLUE LOGO ON WHITE



The denim blue logo (PMS 302) on white background is preferred in all other cases.

Maintain a clear space around the logo to ensure visibility and impact. To make sure it's easy to read, avoid making the logo any smaller than:

- Basic wide logo minimum size: 2.25" wide
- Basic centered logo minimum size: 1.625" wide

For details see page 10.

LOGO

# CONFERENCE DEPARTMENTS

*Mandatory by May 1, 2020.*

To increase awareness and build unity among the departments, use any of the following logos.

## STACKED



Gray borders are optional, but show adequate clear space.

## WIDE



## LOGO

# UNIONS

You can change the entity identifier on the logo to the name of your union.

### WHITE LOGO ON BLUE



Use the white logo on denim blue background (PMS 302) whenever possible.

### BLUE LOGO ON WHITE



The denim blue logo (PMS 302) on white background is preferred in all other cases.

Maintain a clear space around the logo to ensure visibility and impact. To make sure it's easy to read, avoid making the logo any smaller than:

- Basic wide logo minimum size: 2.25" wide
- Basic centered logo minimum size: 1.625" wide

For details see page 10.

LOGO

# UNION DEPARTMENTS

Mandatory by May 1, 2020.

To increase awareness and build unity among the departments, use any of the following logos:

## STACKED



## WIDE



\* If the name of your conference name is shorter than this one, refer to page 19 for minimum size.

Gray borders are optional, but show adequate clear space.



LOGO

# DIVISION DEPARTMENTS

*Mandatory by May 1, 2020.*

To increase awareness and build unity among the departments, use any of the following logos:

## STACKED



Gray borders are optional, but show adequate clear space.

## WIDE



## LOGO

# TRANSITIONAL DIVISION DEPARTMENTS

*Valid now through April 30, 2020.*

For NAD division departments and entities that are not ready to upgrade their logos to the new format that will be required by May 1, 2020, the following transitional logo formats are available:

## STACKED



Gray borders are optional, but show adequate clear space.

## WIDE



# NAD COLOR PALETTE

Using the Seventh-day Adventist® Church in North America's corporate color palette is a quick way to identify with our church. When designing any materials for print or screen (online or video), use these colors:


## OUR DENIM BLUE

The North American Division uses denim blue as its core identifying color, even though the Adventist primary color palette consists of many colors.

### A note about PMS vs. CMYK vs.


**RGB:** Never choose the PMS color in your software and then change your color space to CMYK; the results will be different than shown here. If using CMYK, be sure to enter the values shown under each color to the right instead of doing an automatic conversion. The same goes for RGB or HTML.

For printed materials, let your printer handle the CMYK conversion.



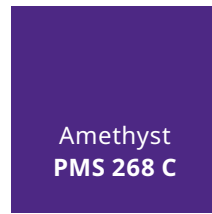
NAD Denim  
PMS 302 C

C100 M48 Y12 K58  
R0 G59 B92  
HTML 003B5C




Nile  
PMS 7474 C

C96 M9 Y32 K29  
R0 G118 B129  
HTML 007681




Amethyst  
PMS 268 C

C82 M98 Y0 K12  
R88 G44 B131  
HTML 582C83



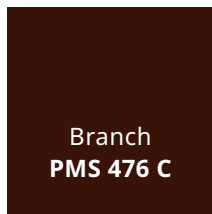
Spark  
PMS 1595 C

C0 M71 Y100 K3  
R216 G96 B24  
HTML D86018



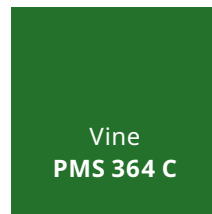
Miracle  
PMS 216 C

C13 M96 Y26 K52  
R125 G34 B72  
HTML 7D2248



Branch  
PMS 476 C

C30 M71 Y75 K81  
R78 G54 B41  
HTML 4E3629



Vine  
PMS 364 C

C71 M4 Y100 K45  
R74 G119 B41  
HTML 4A7729



Cherubim  
PMS 7409 C

C0 M31 Y100 K0  
R240 G179 B35  
HTML F0B323





# TYPOGRAPHY

Consistent use of typography helps build visual familiarity with our brand and ensures that materials for the North American Division of the Seventh-day Adventist® Church have a cohesive look.

## Noto Sans

### NOTO SANS REGULAR

AaBbCcDdEeFfGgHhIijj

### NOTO SANS ITALIC

*KkLlMmNn 0123456789*

### NOTO SANS BOLD

**AaBbCcDdEeFfGgHhIijj**

### NOTO SANS BOLD ITALIC

***KkLlMmNn 0123456789***

### OFFICIAL FONT

Use the Google Noto Sans family of fonts for any branded NAD communications. Commissioned by Google, the font is licensed under the SIL Open Font License and can be


downloaded for free at:  
 <https://bit.ly/2jNHXQE>

### INTENDED USES

Headlines, subheads, callouts, and body copy.

### ELECTRONIC COMMUNICATIONS

Use Noto Sans for Word, PowerPoint, email, web, and other electronic communications.

 Highlights character differences between Noto Sans and Advent Sans (see next page).



Headquarters monument sign: All white text is set in Advent Sans; street address is set using Noto Sans.

## TYPOGRAPHY

# LOGO FONT

Advent Sans looks very similar to Noto Sans because Noto was used for its basis. However, if you take a closer look at the tall letters, you will notice they are slanted.

**Advent Sans**  
Seventh-day Adventist® Church

## INTENDED USES

Use Adventist Sans exclusively for design of department or entity logos and signage.

## DOWNLOAD



Advent Sans fonts are open source and are published under the SIL Open Font License. They can be downloaded at: <https://bit.ly/2rTTVdl>

## ALTERNATIVE FONTS

# Noto Serif

### NOTO SERIF REGULAR

AaBbCcDdEeFfGgHhIiJj

### NOTO SERIF ITALIC

*KkLlMmNn 0123456789*

### NOTO SERIF BOLD

**AaBbCcDdEeFfGgHhIiJj**

### NOTO SERIF BOLD ITALIC

***KkLlMmNn 0123456789***

Use the Google Noto Serif family of fonts for any branded NAD communications. Commissioned by Google, the font is licensed under the SIL Open



Font License and can be downloaded for free at: <https://bit.ly/2j4fGBj>

### INTENDED USES

Use Noto Serif for body text and callouts.

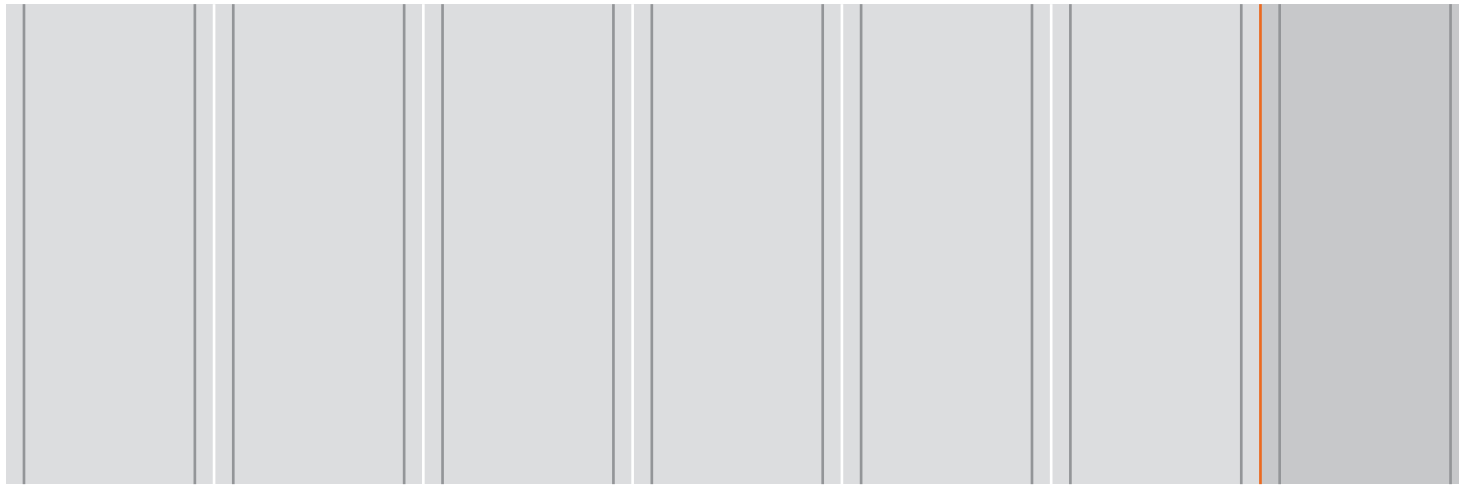
### OTHER ACCEPTABLE FONTS

Other acceptable fonts that may be used sparingly for special projects include:



- Merriweather  
<https://bit.ly/2jXWWCv>
- Oswald  
<https://bit.ly/2nbihdi>
- Allura  
<https://bit.ly/2ch8ddt>





## THE CREATION GRID

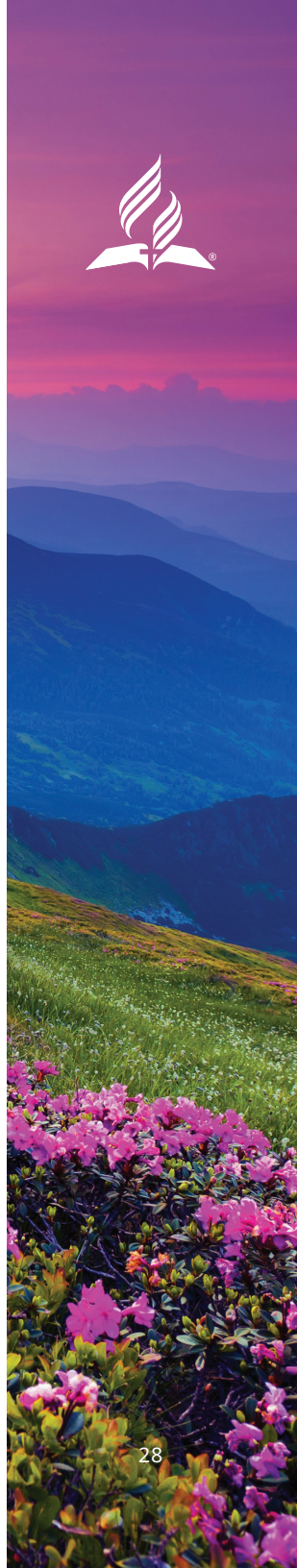
The “Creation Grid” is a seven-column layout structure created by the General Conference. The first six columns can be filled with text, images, illustrations, patterns, logos, or anything else. But the seventh column, the Sabbath, is to be set apart as a reminder and visual celebration of the last day.

While the NAD recognizes and values the Creation Grid as designed and recommended by the General Conference through their Adventist Living Pattern System (ALPS), it understands that this grid may not be practical for many projects.

### EXAMPLE

**Kenneth A. Denslow**  
*Assistant to the President, Presidential*

(443) 391 7137 *Tel*  
kendenslow@nadadventist.org  
9705 Patuxent Woods Drive  
Columbia, MD 21046 - 1565, USA



BUSINESS SYSTEM

# BUSINESS CARD

The North American Division of the Seventh-day Adventist® Church has adopted this business system for an integrated, cohesive, and professional look and feel, which is based on the denim blue and white.

## FRONT



## BACK



BUSINESS SYSTEM

# LETTERHEAD



**G. Thomas Evans**  
*Treasurer/CFO,  
Treasury*

August 7th, 2017

Dear Friend:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus tempus vulputate purus eget vestibulum. Donec bibendum consectetur turpis a aliquet. Nulla nec purus sodales, egestas metus vel, maximus lacus. Vestibulum at lacus magna. Quisque feugiat, ligula vulputate cursus iaculis, velit purus tempus leo, vel placerat turpis augue et felis. Fusce suscipit aliquam vulputate. In aliquam orci a libero dictum, sit amet scelerisque libero dignissim. Sed semper consequat metus, sit amet semper purus sodales quis. Sed sodales ultrices nunc sit amet mollis. Donec quis dapibus est.

Mauris auctor nulla eros, eget facilisis erat mollis in. Morbi sodales, nibh vel vehicula maximus, risus urna sollicitudin diam, ut faucibus ex ligula ut quam. Suspendisse tempus ornare justo vitae efficitur. Pellentesque semper eleifend dolor ac accumsan. Ut dictum euismod convallis. Sed molestie ipsum et mauris accumsan semper. Integer in mattis nulla, sed blandit quam. Duis dictum, elit eget elementum venenatis, urna ligula tristique est, sit amet pharetra libero nibh vel urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vivamus et dignissim purus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam egestas hendrerit quam nec placerat. Nulla turpis est, cursus eu rhoncus ut, sodales non sem. Pellentesque eu eros volutpat, accumsan sem in, iaculis mauris.

Ut aliquet libero ut metus tempus tempus ut non dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quam sem, pretium id erat ac, tempus iaculis lacus. Aliquam neque risus, imperdiet vel sodales luctus, blandit ut tellus. Nulla commodo massa nulla, id sagittis mauris mattis non. Mauris vulputate tortor pharetra, malesuada neque non, varius mauris. Maecenas orci libero, consectetur id auctor sit amet, dignissim vitae augue. Quisque tristique lorem ac leo mollis, eget faucibus tellus pharetra. Aliquam ac convallis arcu, sed malesuada purus. Etiam auctor urna in sodales malesuada. Nunc vehicula, arcu quis vehicula facilisis, eros lectus tristique mauris, nec volutpat odio elit nec mi. Proin id accumsan nulla. Vivamus congue urna eget arcu facilisis aliquet.

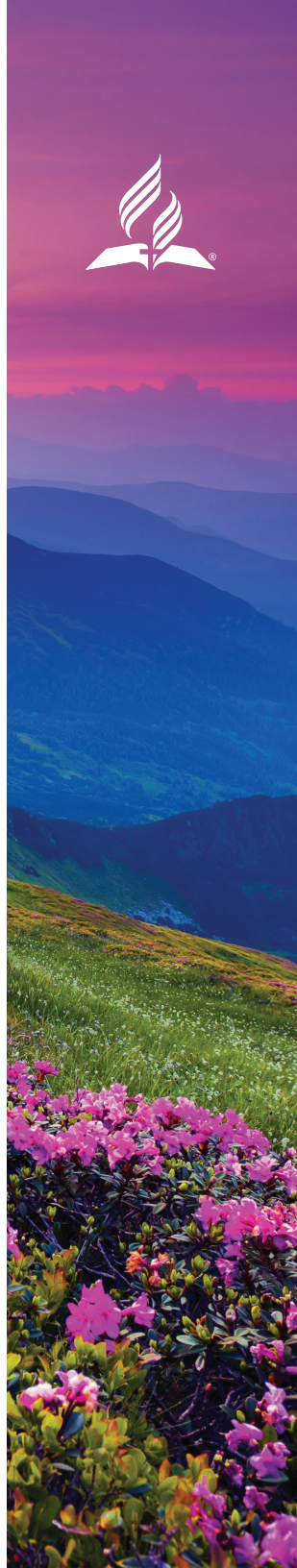
Blessings,

9705 Patuxent Woods Dr.  
Columbia, MD  
21046 - 1565, USA  
[www.nadadventist.org](http://www.nadadventist.org)

9705 Patuxent Woods Dr.  
Columbia, MD  
21046 - 1565, USA  
[www.nadadventist.org](http://www.nadadventist.org)

11"

8 1/2"



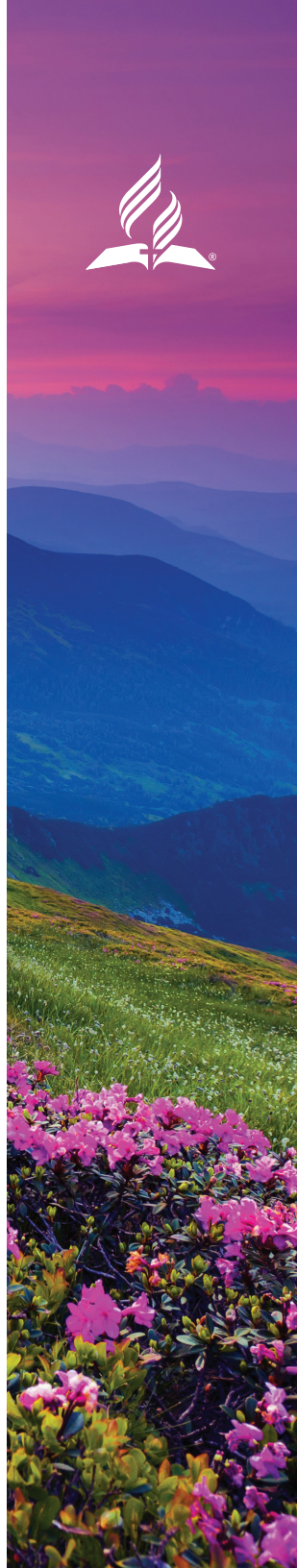
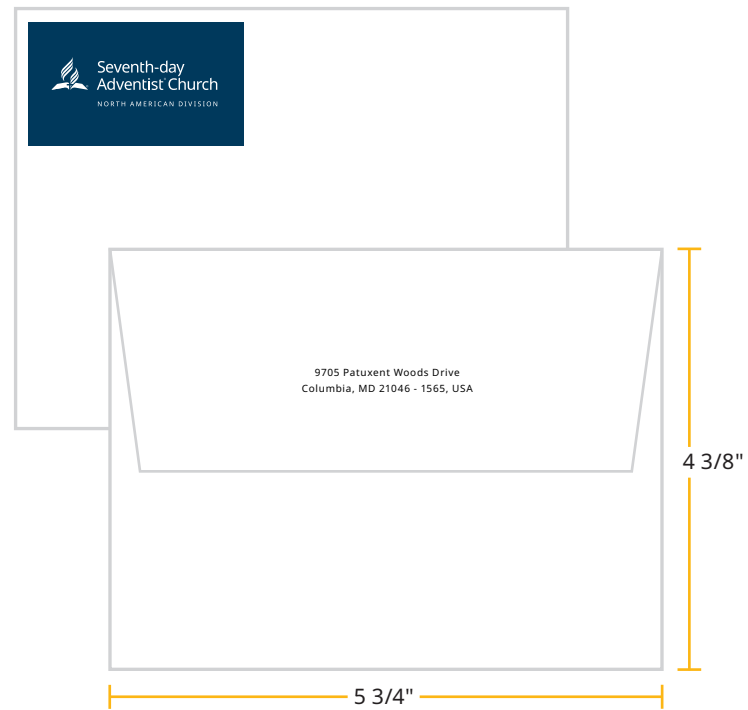
BUSINESS SYSTEM

# #10 ENVELOPE



BUSINESS SYSTEM

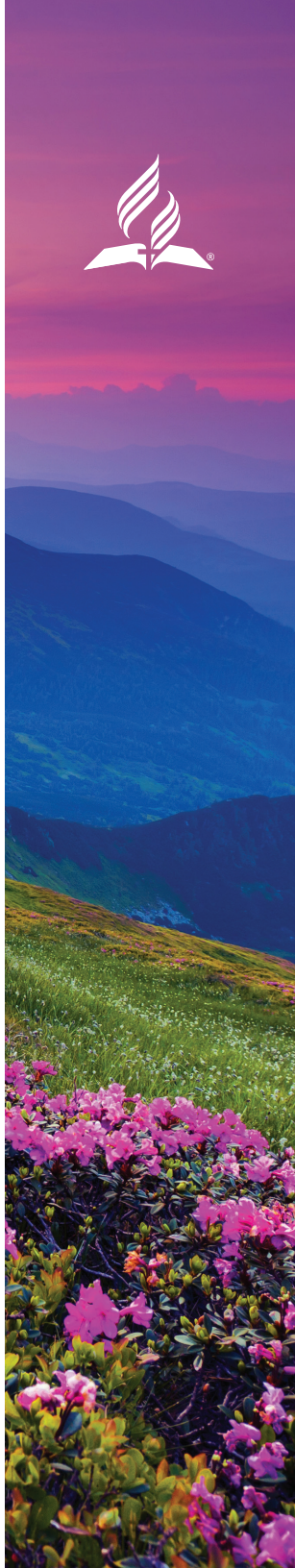
# NOTE CARD WITH A2 ENVELOPE





# ELEMENTS

Even in e-mail messages, a consistent use of logo and fonts helps maintain our brand identity while keeping us current with today's ways of communicating. Note: Social media links to corporate (department) accounts are encouraged—please **do not** use personal social media links in your e-signature.



<b>CONTACT INFO</b> (fax number is optional)	<b>First and Last Name</b> <i>Title</i> NAME OF CHURCH, UNION, CONFERENCE OR DIVISION (555) 555 5555 <i>Tel</i> (555) 555 5554 <i>Fax</i>
<b>MAILING ADDRESS</b> (optional)	Address Line 1 City, State, Zip Code (Country is optional)
<b>CHURCH SOCIAL MEDIA LINKS</b> (optional; please <b>do not</b> link to personal accounts)	<a href="#">Facebook</a>   <a href="#">Twitter</a>
<b>NAD DENIM AND WHITE LOGO</b>	

# LOCAL CHURCH



**Cesar Molina**

*Pastor*

BENTON HARBOR HIGHLAND AVENUE  
SEVENTH-DAY ADVENTIST CHURCH

2075 Highland Avenue

Benton Harbor, MI 49022

(269) 926 8872 *Tel*

[Facebook](#) | [YouTube](#)



**Seventh-day  
Adventist<sup>®</sup> Church**

BENTON HARBOR  
HIGHLAND AVENUE

**Aron Crews**

*Associate Pastor*

FARMINGTON AND METROPOLITAN  
SEVENTH-DAY ADVENTIST CHURCHES  
(443) 391 7153 *Tel*



**Seventh-day  
Adventist<sup>®</sup> Church**

FARMINGTON

**Aron Crews**

*Associate Pastor*

FARMINGTON AND METROPOLITAN  
SEVENTH-DAY ADVENTIST CHURCHES  
(443) 391 7153 *Tel*

[Facebook](#) | [Twitter](#)



**Seventh-day  
Adventist<sup>®</sup> Church**

FARMINGTON

**Cesar Molina**

*Pastor*

BENTON HARBOR HIGHLAND AVENUE  
SEVENTH-DAY ADVENTIST CHURCH

(269) 926 8872 *Tel*

[Facebook](#) | [YouTube](#)



**Seventh-day  
Adventist<sup>®</sup> Church**

BENTON HARBOR  
HIGHLAND AVENUE

# CONFERENCE

# UNION

# DIVISION

**Mary B. Smith**

*Director of Stewardship*  
MINNESOTA CONFERENCE  
OF THE SEVENTH-DAY ADVENTIST CHURCH  
(763) 421 8923 *Tel*  
(763) 421 9576 *Fax*  
7384 Kirkwood Court  
Maple Grove, MN 55369-5270  
[Facebook](#) | [Twitter](#)



STEWARDSHIP

Seventh-day Adventist Church  
MINNESOTA CONFERENCE

**Joe Doe**

*Director of Stewardship*  
NORTH PACIFIC UNION CONFERENCE  
OF THE SEVENTH-DAY ADVENTIST CHURCH  
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(360) 857 7001 *Fax*  
5709 N. 20th Street  
Ridgefield, WA 98642  
[Facebook](#) | [Twitter](#)



STEWARDSHIP

Seventh-day Adventist Church  
NORTH PACIFIC UNION CONFERENCE

**Daniel Weber**

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NORTH AMERICAN DIVISION  
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(443) 391 7153 *Tel*  
(443) 391 7152 *Fax*  
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Columbia, MD 21046-1565, USA  
[Facebook](#) | [Twitter](#) | [YouTube](#)



COMMUNICATION

Seventh-day Adventist Church  
NORTH AMERICAN DIVISION

**Mary B. Smith**

*Director of Stewardship*  
MINNESOTA CONFERENCE  
OF THE SEVENTH-DAY ADVENTIST CHURCH  
(763) 421 8923 *Tel*



STEWARDSHIP

Seventh-day Adventist Church  
MINNESOTA CONFERENCE

**Joe Doe**

*Director of Stewardship*  
NORTH PACIFIC UNION CONFERENCE  
OF THE SEVENTH-DAY ADVENTIST CHURCH  
(360) 857 7000 *Tel*  
5709 N. 20th Street  
Ridgefield, WA 98642



STEWARDSHIP

Seventh-day Adventist Church  
NORTH PACIFIC UNION CONFERENCE

**Daniel Weber**

*Director of Communication*  
NORTH AMERICAN DIVISION  
OF THE SEVENTH-DAY ADVENTIST CHURCH  
(443) 391 7153 *Tel*  
[Facebook](#) | [Twitter](#) | [YouTube](#)



COMMUNICATION

Seventh-day Adventist Church  
NORTH AMERICAN DIVISION



# DIGITAL PRESENTATION

**New Perspectives**

Section Name

**Bulleted Text**

- Text Treatment with Bullet Point

**Bulleted Text with Photo**

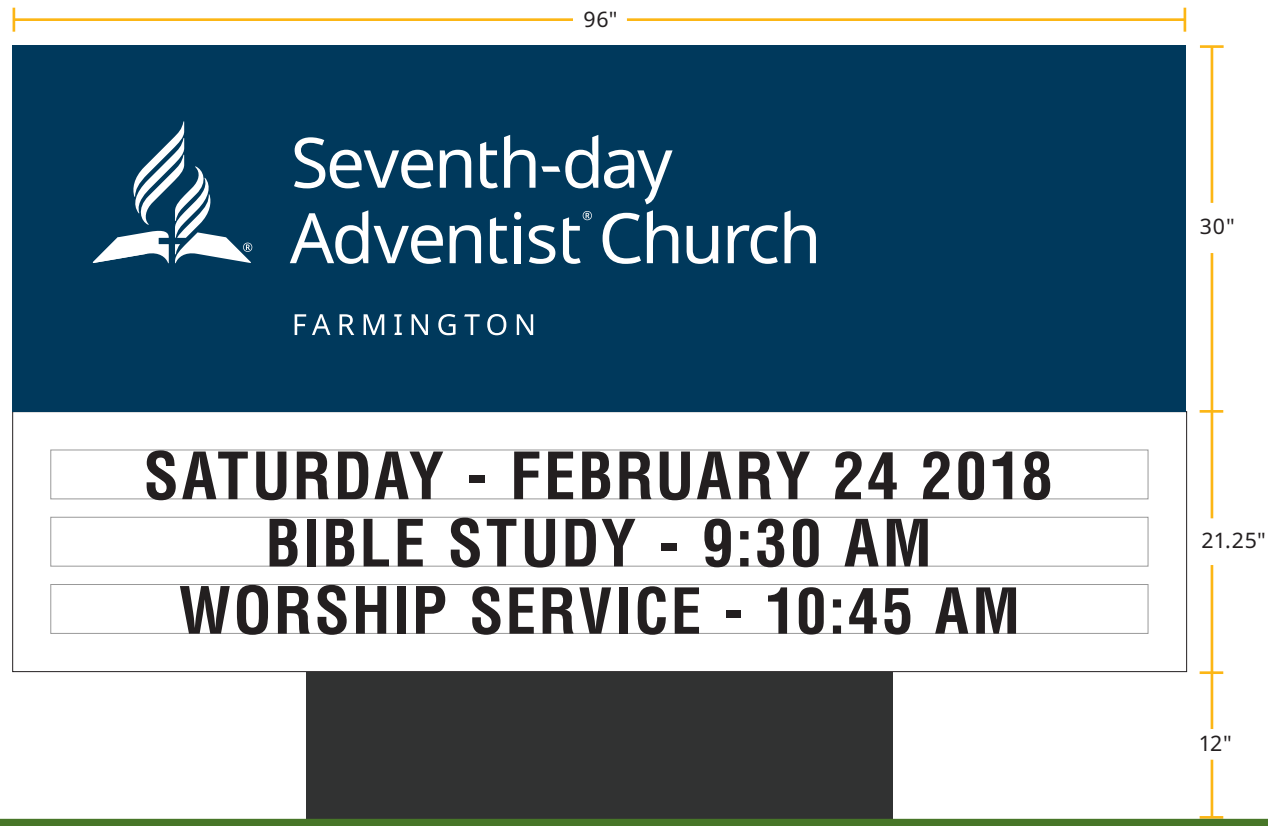
- Text Treatment with Bullet Point
- Longer Text Sentence with Text

Chart Samples

10%	Chart Caption
15%	Chart Caption
13%	Chart Caption
9%	Chart Caption

SIGNAGE

# CHANGEABLE LETTER SIGN



Changeable letter portion can be modified to use digital signage.

SIGNAGE

# MONUMENT SIGN



# PYLONS

Below are acceptable colors from our NAD color palette to be used on this sign option:



SIGNAGE

# DIRECTIONAL ROAD SIGNS

These are available through Advent Source: <https://bit.ly/2s3NPGB>

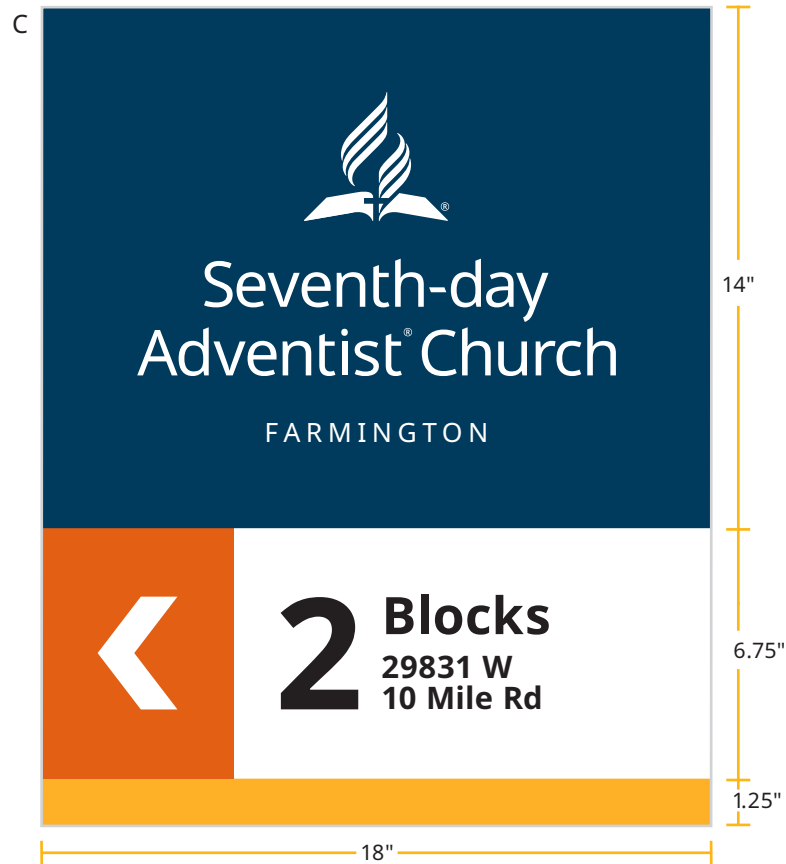




SIGNAGE

# DIRECTIONAL ROAD SIGNS

These are available through Advent Source: <https://bit.ly/2s3NPGB>



 Do not use these designs as monument signs!

# SOCIAL MEDIA VISUAL BRANDING

Social media provides the ideal opportunity to reach a wider group of potential members and build our brand.

With so many different social media channels available, it can be difficult to stand out from the crowd.

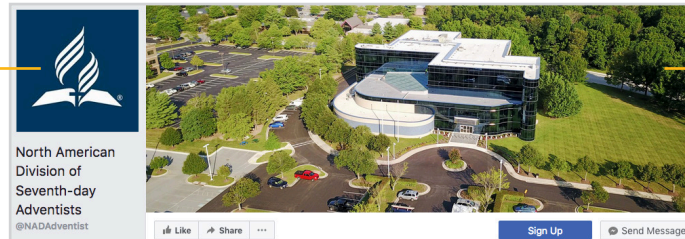
Help people recognize the church and its entities by applying consistent branding to all social channels, which in turn helps create more awareness and promotes wholeness.



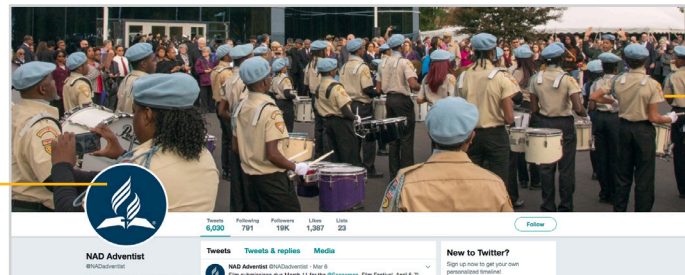
Download the NAD social media guidelines at: <https://bit.ly/2IUylir>

Use the same logo/avatar for every social network. White symbol on denim blue background is encouraged.

## FACEBOOK

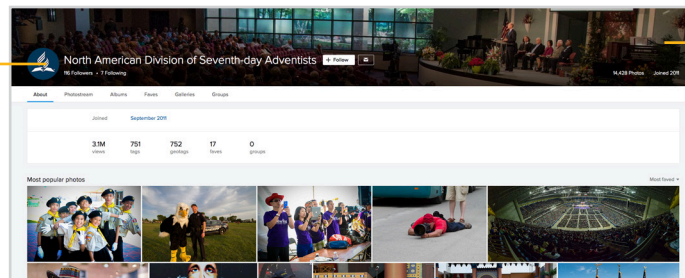


## TWITTER



Choose your cover photo carefully to best represent what your church is all about (people).

## FLICKR





# FILE FORMATS AND USAGE

Here is some insight on how to choose different graphic file formats. When sending materials to printers and other vendors, certain file formats are preferred over others because they are optimized for the particular use.

## FOR WEB & SCREEN

### **GIF** (Graphic Interchange Format)

This is a good file format for preparing and optimizing web graphics. This file format is NOT good for any printing projects.

### **PNG** (Portable Network Graphics)

This is a good format for the web. It has the image quality of JPEG, and even higher in many cases. It's also a smaller file size, and like GIF, it supports transparency, but with a much higher quality output.

### **SVG** (Scalable Vector Graphics)

Different from a raster graphics scalable part of the term emphasizes that vector graphic images can easily be made scalable.

### **JPEG** (Joint Photographic Experts Group)

This format is best on photographs and paintings of realistic scenes with smooth variations of tone and color. For web usage, where reducing the amount of data used for an image is important for responsive presentation, JPEG's compression benefits make JPEG popular.

## FOR PRINT

### **EPS** (Encapsulated PostScript)

These files are scalable to any size and resolution. They are vector-based. This format is good for usage in print, silkscreening, shirts, hats, other apparel.

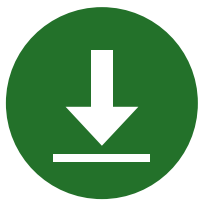
### **PDF** (Portable Document Format)

A PDF captures all the elements of a printed document as an electronic image so you can view, navigate, print, or forward to someone else.

For information about brand standards, to request materials, or to acquire approval for distribution, please contact the North American Division Office of Communication: [branding@nadadventist.org](mailto:branding@nadadventist.org)



## GRAPHICS AND TEMPLATE DOWNLOADS



Vector files for entity (division, union, conference, local church, departments, etc.) logos, business system, and signage templates that can be downloaded and populated to reflect the entity, as well as font files and a PDF of the entire Brand Guidelines booklet are available for download

at [www.nadadventist.org/branding](http://www.nadadventist.org/branding). A number of assets may be updated and revised, so check back regularly to find the most up-to-date downloadable files. You may also sign up for email notification [branding@nadadventist.org](mailto:branding@nadadventist.org) to be notified if additional resources become available.

### GOT QUESTIONS?

Please contact the North American Division  
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