# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>About Our Brand</td>
<td>4</td>
</tr>
<tr>
<td>Brand Strategy: Create Awareness</td>
<td>5</td>
</tr>
<tr>
<td>Church Symbol and Meaning</td>
<td>6</td>
</tr>
<tr>
<td>Logo</td>
<td>7-23</td>
</tr>
<tr>
<td>Elements</td>
<td>7</td>
</tr>
<tr>
<td>English, Español, Français</td>
<td>8-9</td>
</tr>
<tr>
<td>Clear Space and Minimum Size</td>
<td>10</td>
</tr>
<tr>
<td>Do's and Don'ts</td>
<td>11-16</td>
</tr>
<tr>
<td>Local Church</td>
<td>17</td>
</tr>
<tr>
<td>Conferences, Unions and Their Departments</td>
<td>18-21</td>
</tr>
<tr>
<td>Division Departments</td>
<td>22-23</td>
</tr>
<tr>
<td>NAD Color Palette</td>
<td>24</td>
</tr>
<tr>
<td>Typography</td>
<td>25</td>
</tr>
<tr>
<td>Logo Font</td>
<td>26</td>
</tr>
<tr>
<td>Alternative Fonts</td>
<td>27</td>
</tr>
<tr>
<td>The Creation Grid</td>
<td>28</td>
</tr>
<tr>
<td>Business System</td>
<td>29-35</td>
</tr>
<tr>
<td>Business Card</td>
<td>29</td>
</tr>
<tr>
<td>Letterhead</td>
<td>30</td>
</tr>
<tr>
<td>#10 Envelope</td>
<td>31</td>
</tr>
<tr>
<td>Note Card with A2 Envelope</td>
<td>32</td>
</tr>
<tr>
<td>E-Signature</td>
<td>33-35</td>
</tr>
<tr>
<td>Digital Presentation</td>
<td>36</td>
</tr>
<tr>
<td>Signage</td>
<td>37-41</td>
</tr>
<tr>
<td>Changeable Letter Sign</td>
<td>37</td>
</tr>
<tr>
<td>Monument Sign</td>
<td>38</td>
</tr>
<tr>
<td>Pylon Vertical Monument Signs</td>
<td>39</td>
</tr>
<tr>
<td>Directional Road Signs</td>
<td>40-41</td>
</tr>
<tr>
<td>Social Media Visual Branding</td>
<td>42</td>
</tr>
<tr>
<td>File Formats and Usage</td>
<td>43</td>
</tr>
<tr>
<td>Graphics and Template Downloads</td>
<td>44</td>
</tr>
</tbody>
</table>
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

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.
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
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 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.

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.
LOGO

ELEMENTS

The North American Division logo consists of:

- LOGOTYPE
- ENTITY IDENTIFIER
- CHURCH SYMBOL

 TRADEMARK

The church symbol and the logotype must be accompanied by the ® symbol.
The white logo on denim blue background (PMS 302) is preferred.
The denim blue logo (PMS 302) on white background is preferred in other cases.

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

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

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

Do not rotate or flip the logo.
The basic white logo on blue background is preferred.

The basic blue logo on white background is preferred.

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

Do not apply any special effects to the logo.

Do not apply gradients to the logo.

Use the basic white logo on blue background.

Use the basic blue logo on white background.
Use the basic logo.
Use the basic logo.
LOCAL CHURCH

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

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

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.
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.
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.
LOGO

UNIONS

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

WHITE LOGO ON BLUE

BLUE LOGO ON WHITE

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

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.
Mandatory by May 1, 2020.

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

**STACKED**

**WIDE**

Gray borders are optional, but show adequate clear space.

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

DIVISION DEPARTMENTS

*Mandatory by May 1, 2020.*

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

**STACKED**

- STEWARDSHIP
  - Seventh-day Adventist Church
    - NORTHERN AMERICAN DIVISION

Gray borders are optional, but show adequate clear space.

**WIDE**

- STEWARDSHIP
  - Seventh-day Adventist Church
    - NORTHERN AMERICAN DIVISION

Mandatory by May 1, 2020.

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

**STACKED**

- STEWARDSHIP
  - Seventh-day Adventist Church
    - NORTHERN AMERICAN DIVISION

Gray borders are optional, but show adequate clear space.

**WIDE**

- STEWARDSHIP
  - Seventh-day Adventist Church
    - NORTHERN AMERICAN DIVISION

Mandatory by May 1, 2020.
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**

Gray borders are optional, but show adequate clear space.
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.
**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**

KkLIMmNn 0123456789

**Noto Sans Bold**

AaBbCcDdEeFfGgHhIijj

**Noto Sans Bold Italic**

KkLIMmNn 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:  

**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).
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.

**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](https://bit.ly/2rTTVdl)
TYPOGRAPHY

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
- Oswald
- 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
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

Terri Saelee
Coordinator, Adventist Refugee & Immigrant Ministries
(608) 555 5555 Cell
terrisaeele@nadadventist.org
www.refugeeministries.org
9705 Patuxent Woods Drive
Columbia, MD 21046 - 1565, USA
August 7th, 2017

Dear Friend:


Donec quis dui. Vestibulum vel metus vel maximus.

Maecenas ligula, fringilla sed metus vel, vehicula commodo tellus. Nulla vel metus vel, vehicula commodo tellus.

Blessings,

G. Thomas Evans
Treasurer/CFO, Treasury

9705 Patuxent Woods Dr.
Columbia, MD
21046 - 1565, USA
www.nadadventist.org
BUSINESS SYSTEM

#10 ENVELOPE
BUSINESS SYSTEM

NOTE CARD WITH A2 ENVELOPE

Seventh-day Adventist Church
NORTH AMERICAN DIVISION

www.nadadventist.org

9705 Patuxent Woods Drive
Columbia, MD 21044 - 1544, USA
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.

**CONTACT INFO**
(fax number is optional)

**MAILING ADDRESS**
(optional)

**CHURCH SOCIAL MEDIA LINKS**
(optional; please do not link to personal accounts)

**NAD DENIM AND WHITE LOGO**

**First and Last Name**
*Title*
NAME OF CHURCH, UNION, CONFERENCE OR DIVISION
(555) 555 5555 *Tel*
(555) 555 5554 *Fax*
Address Line 1
City, State, Zip Code (Country is optional)
Facebook | Twitter
BUSINESS SYSTEM | E-SIGNATURE EXAMPLES

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

Aron Crews
Associate Pastor
FARMINGTON AND METROPOLITAN
SEVENTH-DAY ADVENTIST CHURCHES
(443) 391 7153 Tel

Seventh-day Adventist Church
FARMINGTON

Cesar Molina
Pastor
BENTON HARBOR HIGHLAND AVENUE
SEVENTH-DAY ADVENTIST CHURCH
(269) 926 8872 Tel
Facebook | YouTube

Aron Crews
Associate Pastor
FARMINGTON AND METROPOLITAN
SEVENTH-DAY ADVENTIST CHURCHES
(443) 391 7153 Tel
Facebook | Twitter

Seventh-day Adventist Church
FARMINGTON
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Contact Information</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary B. Smith</td>
<td>Director of Stewardship</td>
<td>(763) 421 8923 Tel (763) 421 9576 Fax 7384 Kirkwood Court Maple Grove, MN 55369-5270</td>
<td>STEWARDSHIP</td>
</tr>
<tr>
<td>Joe Doe</td>
<td>Director of Stewardship</td>
<td>(360) 857 7000 Tel (360) 857 7001 Fax 5709 N. 20th Street Ridgefield, WA 98642</td>
<td>STEWARDSHIP</td>
</tr>
<tr>
<td>Daniel Weber</td>
<td>Director of Communication</td>
<td>(443) 391 7153 Tel (443) 391 7152 Fax 9705 Patuxent Woods Drive Columbia, MD 21046-1565, USA</td>
<td>COMMUNICATION</td>
</tr>
</tbody>
</table>

**MINNESOTA CONFERENCE**

**NORTH PACIFIC UNION CONFERENCE**

**NORTH AMERICAN DIVISION**
DIGITAL PRESENTATION

New Perspectives

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

Seventh-day Adventist Church
FARMINGTON

SUNDAY - FEBRUARY 24 2018
BIBLE STUDY - 9:30 AM
WORSHIP SERVICE - 10:45 AM

Changeable letter portion can be modified to use digital signage.
MONUMENT SIGN

Seventh-day Adventist Church
MINNESOTA CONFERENCE
HEADQUARTERS

7384 Kirkwood Court
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](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

FACEBOOK

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

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
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. 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 to be notified if additional resources become available.

GOT QUESTIONS?
Please contact the North American Division Office of Communication:
branding@nadadventist.org