

Adventist Identity

Seventh-day Adventist Church *South Pacific*



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Why a new logo?

Our churches, ministries, and organisations have spent such a long time trying to stand out that it can be difficult for people to tell we all stand together. In designing unique logos for each church, we have sometimes forgotten to think about our context and what would best help our audience know we are part of the same body. As the world becomes overwhelmed with information, as consumer brands evolve their approach, and as content producers saturate the market, it is becoming increasingly important to find a way to help people know we are all Seventh-day Adventists.

The core elements of the system are few, but if adopted consistently, they will have a powerful impact on the mission of the Church.

The Seventh-day Adventist brand, which many people think of as the “logo,” or “symbol”, has been in use since 1997, and is the most recognisable element of our existing visual identity system. Because of the meaning this logo already holds, establishing over 20 years of brand equity, the shapes of the symbol remain largely unchanged from the original. The flame icon/symbol is a registered trademark of the Seventh-day Adventist Church, and use of the symbol is important in instances when communicating an official association with the Seventh-day Adventist Church.

The motivating goal of this entire project is to help people quickly and easily recognise we are all Seventh-day Adventists. Part of this is achieved by presenting a more

unified visual strategy. However, a lot can be achieved through a more intentional use of language and naming.

When we are communicating with other Adventists, our internal shortening of names such as “Adventist” or “SDA”, makes communication efficient without causing confusion. However, as we think about how to help others know that we are all Seventh-day Adventists, it becomes important to think about what phrasing could be most helpful for them.

With this in mind the South Pacific Division recommends churches follow the preferred naming conventions of the full denomination name followed by the location of the local church, as outlined in this guide.

In creating the new brand identity, the guidelines given by the General Conference allowed for divisions to make adjustments in order to present a logo more in tune with their local audience. The following document covers the approved brand variation for use within the South Pacific Division. This may be different to what is seen on the GC identity website and we ask that guidance is taken from this document first.

What we hope to do is ultimately encourage a thoughtfulness around our communication, realising that even in our naming we can be missional, thinking ultimately of how to best reach a world we are called to tell of the impending beauty of Jesus’ return.

TRADEMARKING THE LOGO

Within the South Pacific Division the name “Seventh-day Adventist Church” has been trademarked and may be used by churches, entities, and institutions as authorised by the South Pacific Division of Seventh-day Adventists, its unions and conferences. A ™ (trademark) needs to be placed beside the “icon” and after the name “Seventh-day Adventist Church” as indicated. Both of these have been trademarked

in Australia. We have been advised that it is more important to have the ™ than the ® (for Registered) as trade-marking is a stronger protection of intellectual property. It is also noted registration/trademarking processes can be quite complex in the Pacific and ™ indicates that there is protection for these symbols.



Primary logo

The Seventh-day Adventist logo should be used to identify and unify all Adventist churches, publications, services and activities. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Seventh-day Adventist Church brand.

The words “Seventh-day Adventist Church” should always be centred in the charcoal block and only over two lines. The ratio of this block is to be 2.5 times the width of the Adventist icon block

The preferred naming conventions for churches in the South Pacific Division is to have the full denomination name centred in the charcoal box to the right of the flame icon with the location of the church either to the right or below the logo.

The horizontal logo is the preferred version to use when using entity identifiers. If for some reason the horizontal logo is unsuitable for your usage, then a centred vertical version is acceptable.

Entity identifiers may be easily created by downloading the font “Eye Catching SPD” and the appropriate templates or by using the logo creator found at: <http://identity.adventistchurch.com>

The official Seventh-day Adventist Church logo within the South Pacific Division.



Location

ALTERNATIVE LOGOS

Long Horizontal



Location

Vertical logo



Symbolism and name

Seventh-day refers to the Adventist belief in the biblical “Sabbath”. It is a time set aside for people to connect with God, family and friends, and to share in both physical and spiritual rest. The “Sabbath” was observed in the Bible on the seventh day of the calendar—Saturday. The weekly “Sabbath” is observed from sunset Friday to sunset Saturday globally in all Seventh-day Adventist churches.

Adventist is a term that describes someone who believes in the “advent” or return of Jesus Christ.

Church is a term used to describe a community of believers who share a common faith and purpose. Seventh-day Adventists are part of a worldwide community that shares common beliefs, regardless of nationality, gender or economic status. Our common purpose has been given to us by Jesus as written in chapter 28 of Matthew in the Bible.

PLEASE NOTE: While the SDA General Conference branding guidelines has the logo in isolation, the official approved use in the South Pacific Division is for the logo to be reversed out of the “Adventist Fire” coloured box.

TOWARD HEAVEN

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

PERFECT SQUARE

The biblical metaphor of the perfect square represents God's Most Holy Place and His design for heaven.

THE FLAME

This flame shape is formed by 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 CROSS

The symbol of the cross, representing the gospel of salvation, is positioned in the centre of the design to emphasise Christ's sacrifice, which is the central theme of our faith. It is also significant that the Bible representing the law and the flame representing the Spirit come together at the cross.

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 opened position suggesting a full acceptance of God's word.



Using the logo elements

USE OF FLAME ICON ONLY

The Adventist flame icon/symbol can exist framed in isolation, detached from the name of the church or entity. It is preferable for the symbol to have a thoughtful relationship to the rest of the design system. We recommend in most cases, where the symbol is detached from the entity name it sit within in the Sabbath column (*see page 18*).



When not using the Adventist symbol within the Sabbath column or locked with an entity name, the preferred version is the knocked-out square version, which allows for more graphically pleasing layouts.

When referring to the Seventh-day Adventist Church, the icon needs to be reversed out of the Adventist Fire or Charcoal square. For departments of the SDA Church, there is a range of secondary colours to represent the department.

If the flame icon is used by itself, the associated words “Seventh-day Adventist Church” must be present somewhere in the design. This is to strengthen the association between the icon and the church.

USE OF LOGO TEXT WITHOUT THE ICON

When the Adventist icon appears in the Sabbath column the logo text is not included with the icon. In this situation the logo text can be used separately to the icon. The ‘A’ in Adventist should be used as a guide to establish the distance between the SDA logo and the location identifier if it is being used. All elements of the text based logo needs to be centred.



Logo variations

HORIZONTAL VERSIONS

The horizontal version of the logo is for use where the primary logo is not able to be used aesthetically.

If the logo is to appear over a colour too similar to either of the colours used in the logo then a white border at least 2 pt thick is required to frame the logo.

When only single colour printing is available a single colour version is permissible. It is preferred if the single colour logo is only used in a black and white context where colour printing is not possible.

The white background text box is for use when the usual charcoal block would be too dominant, such as on emails and stationery.

If these guidelines do not cover your intended use of the logo, please contact the SPD communication department at [<communications_spd@adventist.org.au>](mailto:communications_spd@adventist.org.au) to discuss solutions that will work for your requirements.

Primary Logo



Location

Single colour



Location

White background (for use on emails)



Location

REVERSED OR SINGLE COLOUR USAGE

The reversed option can be used on predominately dark backgrounds where the 2-colour version would not stand out. It can also work well as frosting on glass doors. Make sure the positioning of the logo is over a tonally flat part of the background so that the text is still readable. If possible the SDA icon square should always be set to Adventist Fire (see page 11 for the correct colour values).



Location



Dimensions of the primary logo

USE OF PRIMARY LOGO

The Seventh-day Adventist logo should be used to identify and unify all Adventist churches, publications, services and activities. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Seventh-day Adventist Church brand.

The words “Seventh-day Adventist Church” should always be centred in the charcoal block and only over two lines. The ratio of this block is to be 2.5 times the width of the Adventist icon block.

It is preferred that the location identifier in Eye Catching SPD appears under the SDA logo when practical to do so. The ‘A’ in Adventist should be used as a guide to establish the distance between the SDA logo and the location identifier.

SIZE OF ICON

The size of the Adventist icon in relation to the Adventist Fire square is based on the use of the Creation Grid. It is centred and 5/7ths of the size of the Adventist Fire square.



Location



Utilising the seven part Creation Grid

The Creation Grid determines the size of the icon within the Adventist Fire square.



Spacing of logo elements

While the preferred size of the charcoal block is to be 2.5 times the width of the flame icon on the official SDA logo, this rule may vary if the longest line of the entities names accompanying the flame icon is too short, such as under 10 characters long.

With shorter named entities' the name of the entity can have a tendency to feel lost in the large charcoal block, in such cases it is permissible to reduce the charcoal block to 2 times the width of the flame icon. This is the minimal ratio this box can be reduced to. The longest line of an entity's name is to be no closer to the flame icon than the space of the 'e' in Adventist (see guide below).

LOGO ON WHITE

Occasionally there may be a call for the logo to appear on a white background—such as with email headers. In these circumstances the 'e' in Adventist should be used as a guide to establish the distance between the flame icon and the entity's name, and a second 'e' space will determine the placement of the entity's location.

Preferred ratio and spaces



Acceptable ratio for smaller named entities.



Element spacing on white backgrounds

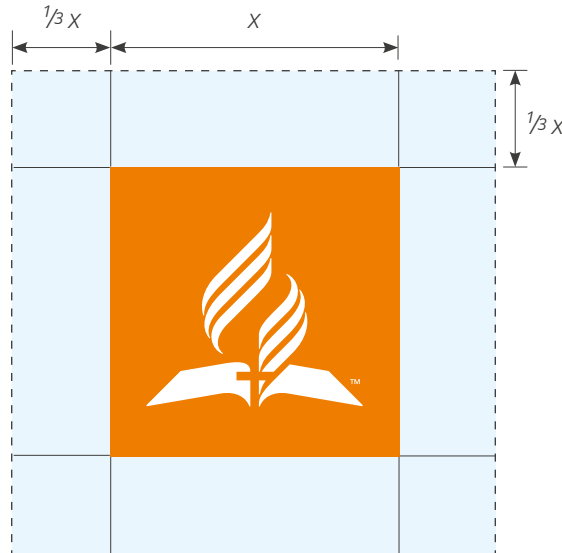


Logo clear space

PROTECTED AREA

The Seventh-day Adventist logo needs some breathing room to stand out. To ensure legibility, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or background patterns that might detract attention from the logo.

The spacing principles here apply when the icon is being used on its own apart from the Creation Grid.



The clear space minimum is equivalent to one third the width of the coloured box the Adventist Icon appears in, regardless of the size at which the logo is reproduced.

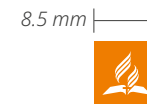
MINIMUM SIZE

To make sure the logo is always visible, we've determined a minimum display size for both digital and print applications. Failing to follow this standard compromises the integrity and legibility of the logo. For uses under the minimum size of the logo type shown here for the primary logo, please use the Adventist icon.



Minimum print size for the logo text is 30 mm wide.

Minimum digital size is 90 pixels wide



Minimum print size for the icon only is 8.5 mm wide.

Minimum digital size is 25 pixels wide



Example of the logo used at the minimum size



Principal colour palette

We use colour to make a distinctive, positive impression in a crowded world. The South Pacific Division has chosen to use **Adventist Fire** and **Charcoal** as the primary colours to be used for general Seventh-day Adventist materials in this division.

It is essential that the use of colour be consistent across all applications. By referring to these guidelines, we will achieve the desired results. For best results it is recommended to use pantone (PMS) for printing, where possible.

Use Adventist Fire with discernment. Try to break up with solid colours or imagery featuring cool aquas, healthy greens, soft whites or rich blues. The complementary colours will enhance each other for a richer, more vibrant appeal.

White softens the intense orange and black, and adds a sense of optimism.



ADVENTIST FIRE

PMS: 151C
CMYK: 0, 60, 100, 0
RGB: 255, 130, 0
HEX: #FF8200

CHARCOAL

PMS: Black 7C
CMYK: 16, 20, 20, 85
RGB: 61, 57, 53
HEX: #3D3935

WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



Extended colour palette

The Seventh-day Adventist Church full colour palette is available to help identify different branches of the church, based on roles.

Onyx is used in place of charcoal when the logo appears on the vertical pylon and horizontal wall plaque. Charcoal is used for all printed mediums.

ONYX

CMYK: 20, 40, 20, 100
Text CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Onyx is only for use on the vertical Pylons and wall signage.

Opt for matte black rather than glossy black wherever possible, particularly on signage.

ADVENTIST COMPASSION

PMS: 226 C
CMYK: 11, 100, 13, 2
RGB: 215, 0, 115
HEX: #D20073

Adventist Compassion is to be used for aged care facilities.

ADVENTIST EXCELLENCE

PMS: 2728 C
CMYK: 96, 69, 0, 0
RGB: 0, 92, 171
HEX: #005CAB

Adventist Excellence is for use within the Australian and New Zealand educational branches for their logos and other printed materials.

ADVENTIST CALM

PMS: 3115 C
CMYK: 70, 0, 30, 0
RGB: 0, 207, 200
HEX: #00CFC8

Adventist Calm is used for Adventist HealthCare.



Colour use across entities

**ADVENTIST
FIRE**



**ADVENTIST
COMPASSION**



**ADVENTIST
EXCELLENCE**



**ADVENTIST
CALM**



**APPLICATION BY
ADMINISTRATIONS**

	SPD	AUC	NZPUC	PNGUM	TPUM	SPD	AUC	NZPUC	PNGUM	TPUM	SPD	AUC	NZPUC	PNGUM	TPUM	SPD	AUC	NZPUC	PNGUM	TPUM
Offices																				
Churches																				
Schools																				
Aged Care																				
Health – Clinics/Wellness																				
Book Centres																				
Media																				
Campgrounds																				



Primary fonts

Advent Sans–Logo Standard is the font created for the South Pacific Division's Seventh-day Adventist Church logo type.


Advent Sans can be used for headings and subheadings. It can also be used, as an example, for the person's name on business cards to make it stand out from the other information on the card.

Use Advent Sans minimally, such as in headings and subheadings. It should not be used for body text. Noto Sans or Noto Serif is recommended for the main body text font. See page 16 for information on Noto Sans.

Eye Catching SPD is to be used ONLY for location names for the division, union, mission, conference or local church logos. This font will only be needed when creating a new logo for a location. It requires a licence, which has been paid for and is now available from the Seventh-Day Adventist identity website.

PLEASE NOTE: These fonts have been specially developed for use in the South Pacific Division and are slightly different from what is available on other websites. For downloads of the official South Pacific Division SDA fonts, you will need to sign up to the Division's identity site at: <http://identity.adventistchurch.com>

ADVENT SANS–LOGO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 

EYE CATCHING SPD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Advent Sans

South Pacific

Eye Catching SPD




Eye Catching SPD-Glyphs


Eye Catching SPD is a customised version of Eye Catching Pro, created by Jess Latham, and used under licence. The SPD version contains extra glyphs designed specifically for use by the Seventh-day Adventist Church.

All the customised glyphs are accessible through the glyph window in Adobe InDesign, Illustrator and Photoshop. For other programs the table here gives the keyboard short cuts to access these alternative letters and symbols.

Advent Sans Key Combinations

The use of certain key combinations when using the font Advent Sans Regular will render the following icons when used in a design program.

 = Lower case
sda

 = Upper case
SDA

a option + shift + 7

E option + e

f option + f

fl option + shift + 6

fi option + shift + 5

G option + shift + v

J option + j

K option + k

M option + m

N option + 7

S option + s


t option + t

v option + v

W option + w

w option + shift + w

y option + y

 option + 6



Secondary fonts

Secondary typefaces are typefaces used to support a consistent design system, and create a cohesive visual expression that matches that of the logo typeface, Advent Sans.

The **Noto Sans** and **Noto Serif** font families are the recommended secondary fonts for all official communications, or alternately **Open Sans** which was an early version of Noto Sans. These fonts work well in larger blocks of text, such as body text in Word documents, on websites and all forms of marketing material, including stationery, business cards and letterheads. Both fonts have a very large range of weights and styles that will assist in creating emphasis and text hierarchy, helping the design flow and making it easier for the reader to find their way around the information presented to them.

NOTO SANS LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

NOTO SANS BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

NOTO SERIF REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

NOTO SERIF BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Logo usage guidelines

To ensure a consistent and appropriate church identity, the following guidelines for logo usage is outlined as follows.

1. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of the logo and fonts.
2. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from scans of previously printed materials.
3. Don't use effects such as bevel, emboss, glow or drop shadows on the logo.
4. Avoid anything that might clash, dilute, detract or cause the logo to be lost.
5. Don't reconfigure or change the size, scale or placement of any element of the logo.
6. Don't reproduce the logo in colours other than those specified in these guidelines.
7. Avoid placing the logo on a similarly coloured background.
8. Only the fonts specified in this guide are to be used in the logo.



Incorrect proportions



Don't use bevel or emboss effects



Don't use drop shadows



*Background image too busy
and not enough contrast*



*Don't rearrange, add to or rescale any
elements of the logo*



*Don't change the shapes of
the logo elements*



Don't change the fonts



Incorrect font and naming convention



Use only approved colours



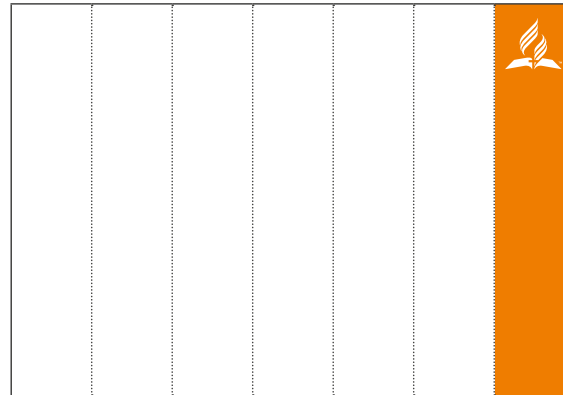
The creation grid

The creation grid is a seven-column layout structure to be used in the majority of design situations.

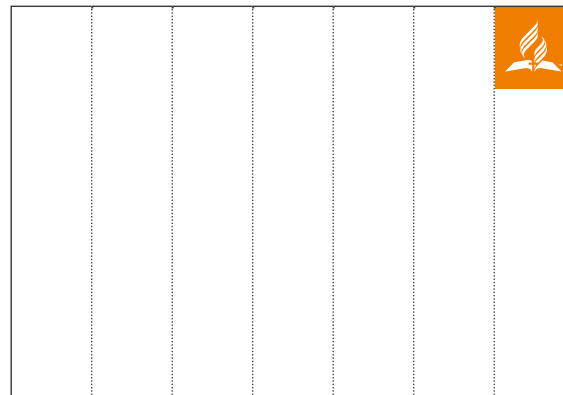
The first six columns are yours to fill with text, images, illustrations, patterns, logos or anything else, and in those six columns you should do all your work of communicating information. But the seventh-column, the Sabbath column, is to be set apart—to be special and different from the other six columns, as a reminder and visual celebration of the seventh day.

Though the Adventist symbol can be placed anywhere in a layout, it is the only element that may be placed in the Sabbath column. The Adventist symbol can appear either at the top or bottom of the Sabbath column, depending what works best for your situation. This column is to be coloured with Adventist Fire or charcoal.

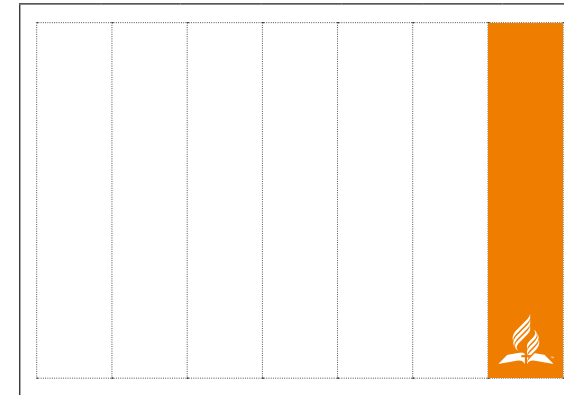
The proportions are essential, but the grid lines are optional, and there will be instances when the grid might not make sense for your particular context or application. In those instances, it is permissible and even encouraged that you ignore the grid and place the symbol/artwork as needed. This would typically apply to applications in which the symbol stands alone or is not intended to be integrated with the surrounding layout.



Use the **Flame Sabbath Strip** in the 7th column, but don't be tempted to fill the column with any text. The icon may appear either at the top or bottom of this column.



The creation grid can also be implied by using the Adventist icon square at the size of the seventh column and let the rest of the column remain blank.



If a margin is used, such as with digital printed material, then the creation grid would be inset to follow the dimensions of the margin rather than being cropped disproportionately.



Example of using column widths that work better for the layout rather than working strictly with the 7-column grid. The seventh strip still remains in keeping with the grid.



Signage

PYLONS

Pylon signs are free-standing signs erected independently of any building or structure. Since they are typically mounted higher in the air than standard signs, pylons offer excellent visibility from a distance.

One of the many advantages of pylon signs is their ability to stand out to passing traffic. These signs are typically illuminated, either internally (recommended) or externally.

For information on how to order signs and the process involved please speak to your local SDA Conference Communication Director.



HORIZONTAL SIGNS

Many areas will not be suitable for the pylon signage and, in such cases, a horizontal sign might be a better option. If your sign is a new sign, please follow the proportions below. If you have an existing sign that is not feasible to change then follow these guidelines, making sure all elements are kept to the correct proportions. If you have questions, please contact the SPD Communication Department.



Signage

PYLON RULES

Like most other types of commercial on-premise signage, you will need to check with your local council if there are any restrictions you need to be aware of. If you hire the services of a company, like Metro Signs, to make the pylons they will work with your local council to get these pylons approved.

Please note: Only one pylon per entity is required. Avoid any visual clutter clashing with your pylon.



Signage

HOW MANY PYLONS?

In situations where two or more entities exist on the same estate, for example when a church and school utilise the same building, two pylons are not necessary. Instead, the pylon should reflect the most prominent use of the land with the other entities being listed beneath the main entity's title (see page 24). This is a discretionary decision that should be agreed upon by the relevant schools, church and entity leaders in that location.



LED Signage

PYLONS WITH LED SCREENS

There are options to have LED screens built into your church pylon.

These screens are ideal for displaying information or advertising events. Some examples include; "Bible text" or "Thought of the day" with an appropriate picture, sermon topics and details, wedding or funeral details, and advertising programs such as; Pathfinders, Bible studies, CHIP, the *Signs of the Times* or *Mums at the Table* magazine/program, ABC book of the month, ADRA shop, the local SDA school or the church contact details.

Your local SDA Conference Communications Department has preferred suppliers for the production of these pylons. These companies also manage council approval and the installation of the pylons.

For more information please see the **FAQ section** of this manual.



Pylons – multi-lingual (optional)

PRIORITY OF LISTING

In countries where multiple languages are common, it is recommended to list the translations in order of the most common language spoken at the location to represent the main audience you are wishing to communicate to.

For locations such as union and mission offices it is recommended to list the languages in order of the official written languages of the country.

This option may be appropriate in locations including:

COUNTRY	OFFICIAL LANGUAGES
PNG	English, Tok Pisin, Motu
Solomon Islands	English, Pijin
Vanuatu	Bislama , French, English
New Caledonia	French, Kanak, English
Fiji	Fijian, English, Fiji Hindi,
Kiribati	Kiribati, English
Tuvalu	Tuvaluan, English
Samoa	English, Samoan
Tonga	English, Tongan
Cook Islands	English, Rarotongan Maori
French Polynesia	French, Tahitian



Pylons – multiple organisations (optional)

MULTIPLE ORGANISATIONS

When multiple church organisations use the same location, the secondary organisations are listed under the title of “Seventh-day Adventist Church” with the icon square remaining Adventist Fire colour.

The other organisations are to be set in Advent Sans or Noto Sans.

For the font Eye Catching to stand out it needs to be used sparingly. It is recommended Eye Catching is used for no more than two titles on the one sign.

ENTITIES WITH LOGOS

If secondary icons are required, they are to sit below the main Adventist Church titles so as to not compete with the church’s identity. It is preferred these extra logos appear in white only.



Option for campuses with multiple organisations and/or businesses

Advent Sans

Pure white
Centred text
No logos

If Logos are required they are to be at the base of the pylon and ideally in white only.

While coloured logos/icons for Church entities is permissible usually the design works better with white icons



Horizontal signage examples

Horizontal signs may take on several different sizes due to available space, council regulations or existing signage. The important thing is to keep all the proportions correct. There are two main proportional styles, one with the standard Seventh-day Adventist title and one with a location added.

Examples of how churches have implemented signs can be viewed at identity.adventistchurch.com. If you have any examples you would like to add please email them to Communications_SPD@adventist.org.au

Example of the new logo using an existing sign



Other signs

When extra information is to appear alongside the church brand, there needs to always be a distinct difference between the logo and the information.

These are examples of possible ways in which the Church logo can be used with other elements. It is important to note the Adventist icon's purpose is to identify the Seventh-day Adventist Church. Any other uses of the icon are not permitted. If in doubt please talk to your local communications director for your conference/mission.

Should you choose to erect a pylon, any additional informational signage should never compete with it in location or prominence.

Example of a directional sign



Example of non-church building signage



Please note the use of the SDA orange colour is not mandatory for non-SDA church branding; this is optional but should not compete with the SDA signage.

Example of informational signage



Other applications – flag



In this instance, the flame is set to the left to align with the standard flag pole requirements.

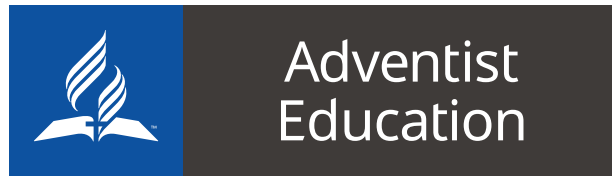


Adventist Education

Branding guidelines for Adventist Schools in Australia and New Zealand have been approved, based on the SPD guidelines.

Please contact your local Conference Education Department for the latest information in your region.

ADMINISTRATION LEVEL



INDIVIDUAL SCHOOLS



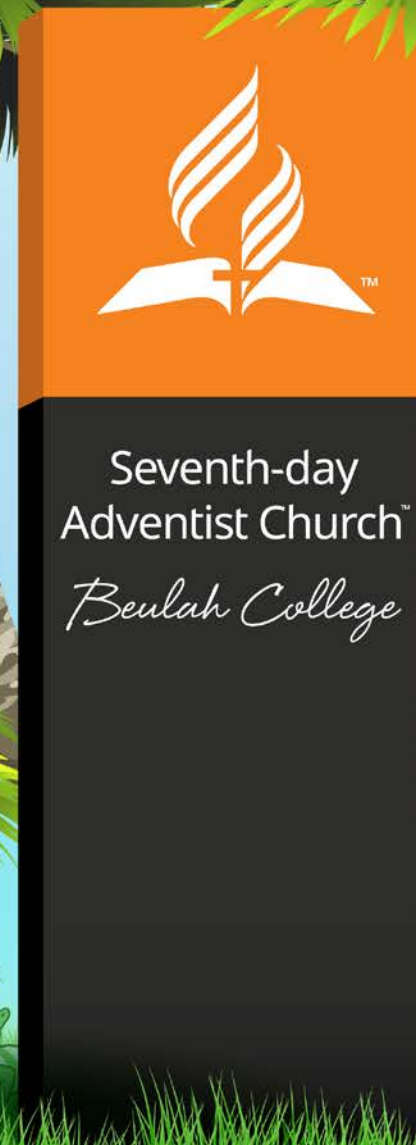
School branding

SOUTH PACIFIC SCHOOLS

While the school system in Australia and New Zealand have chosen to use the blue Adventist Excellence for their signage colours, schools in the Papua New Guinea Union Mission and Trans-Pacific Union Mission will use the orange Adventist Fire for all signage at their schools.



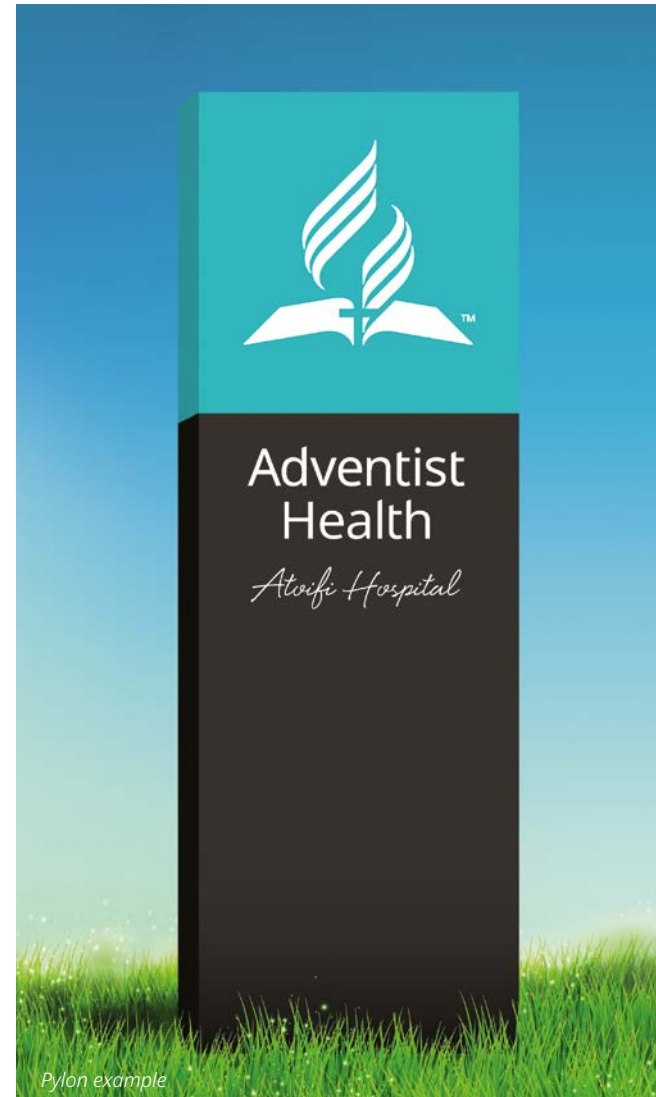
Example of front horizontal sign



Adventist Health



wide format



Adventist Aged Care



AdventCare (Vic)

Adventist Age Care
(Sydney)

Adventist Senior Living
(North NSW)

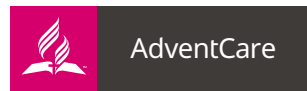
Adventist Retirement Plus (Qld)

Adventist Care (WA)

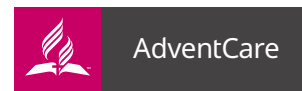
Bethesda Care & Village
(New Zealand)

Advent Sans is to be used for each entity, keeping the description in two lines, with one exception being AdventCare.

Eye Catching SPD font is used for the location.



Whitehorse

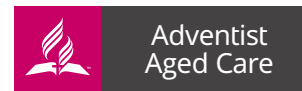


wide format

Whitehorse



Kings Langley



wide format

Kings Langley

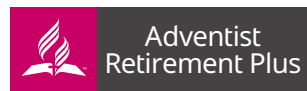


Alstonville

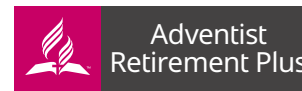


wide format

Alstonville

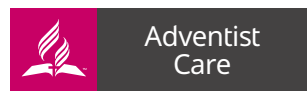


Caloundra



wide format

Caloundra



Rossmeayne



wide format

Rossmeayne



Adventist Aged Homes



Example of wall signage



Example of front horizontal sign

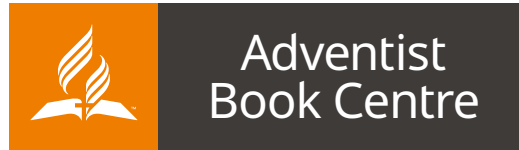


Adventist Book Centres

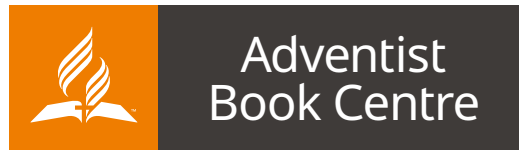


Adventist Book Centres

The Book Centre's logo is to take on the same colours and structure as the official Seventh-day Adventist Church logo with the addition of the "Adventist Book Centre" text. Eye Catching SPD font is used for either the name or the location of the Book Centre.



Location here



wide format

Location here



Departmental Identifications

Internal departments of a church office do not require an individual logo. These entities are all part of the greater body of the organisation, whether that is the Division, Union, Mission or a Conference. When identification logos are required, such as in emails, business cards, signage or correspondence from that department, they may choose to add the name of their department to the official logo of their parent body.

If you feel your department requires an independent logo please speak with the communications department in your area to discuss your needs.

The Adventist icon in the box is not to be used on any logos that do not use the term 'Adventist' in their title.



DEPARTMENT'S NAME

Options for internal departments of a church

Noto Sans

Style: All Caps
Colour: Charcoal
Aligned: Centred
Preferably one line

Standard logo



ADVENTIST MISSION

TREASURY SERVICES

Logo with Division, Union, Mission or Conference included



South Pacific

TREASURY SERVICES

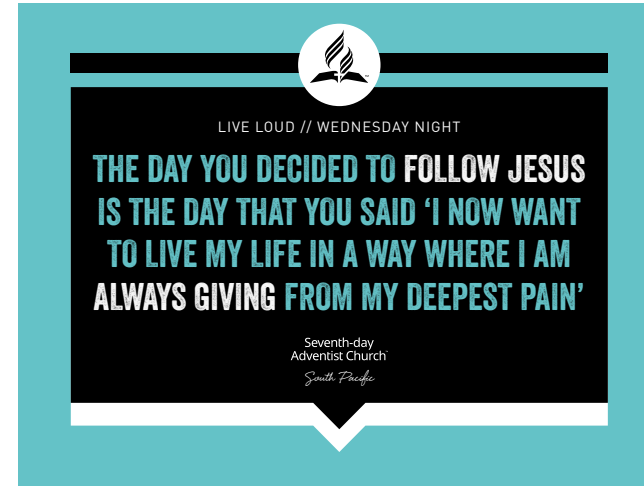
TREASURY SERVICES



Using the flame icon

In some situations it may be appropriate to use the Adventist flame symbol without the surrounding square background. While the square symbol should be used wherever possible, the flame icon may be used in isolation if a square interrupts the design or doesn't fit intuitively into the space.

If the flame icon is used by itself, the associated words "Seventh-day Adventist Church" should be present somewhere in the design. This is to strengthen the association between the icon and the church.



Using a second logo

If a secondary logo is required to be associated with the parent Adventist logo the two logos need to be separated with a line and white space so a distinct separation between the two can be recognised.



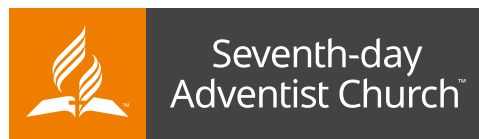
Technology Services



Jasper



ADRA
AUSTRALIA



HopeChannel



Stationery

These following pages have examples of possible stationery designs you can use. These are by no means prescriptive designs but rather idea generators for you to create stationery that works with your local requirements.

Please use a consistent stationery design across all the printed materials for your church or department.


Examples of a combination of templates voted for use in the local administrative office and departments for the South Pacific Division head office.



SPD Business cards

FONT SIZE SPECIFICATIONS

Sample showing seven-column grid

				
First Surname				
Job title				
Seventh-day Adventist Church South Pacific				
T +61 2 9999 8888		148 Fox Valley Rd.		
M +61 444 333 222		(Locked Bag 2014)		
F +61 2 9999 8888		Wahroonga NSW 2076		
name@adventist.org.au		AUSTRALIA		
www.adventistchurch.com				

Noto Sans–Semibold 12.5pt
Noto Sans 8pt
Noto Sans 8pt
Noto Sans–Bold 8pt



The Adventist text on the reverse side of the business card is centred in the middle five columns.



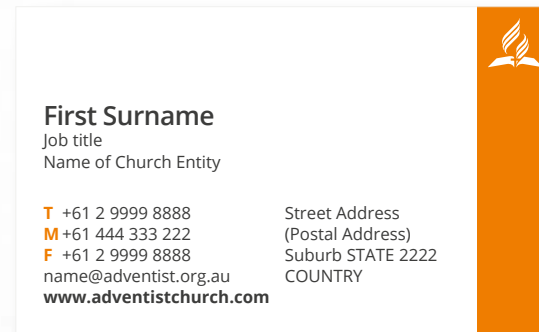
Business card options

Each local church, conference, mission, union and/or institution will need to vote on a combination of Letterhead, Business Card, Envelope and Email Signature designs for consistent use across your office.

These following pages have examples of possible stationery designs you can use. These are by no means prescriptive designs but rather idea generators for you to create stationery that works with your local requirements.

Please do not use different business card designs across different departments. Keep your voted stationery consistent.

Option A



Option B



Option C



Option F



Option D

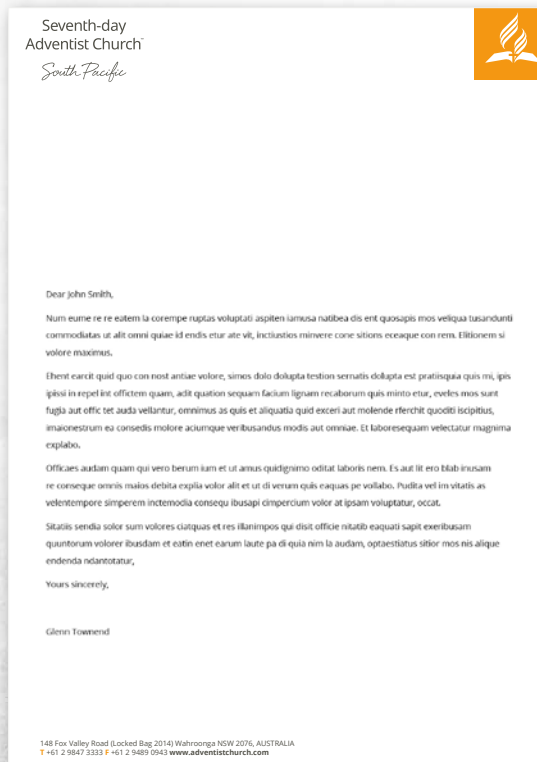


Option E

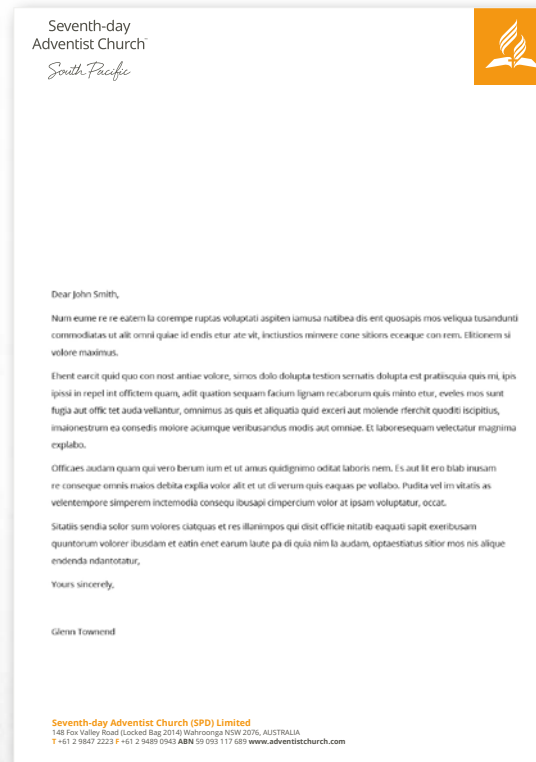


Current SPD letterheads

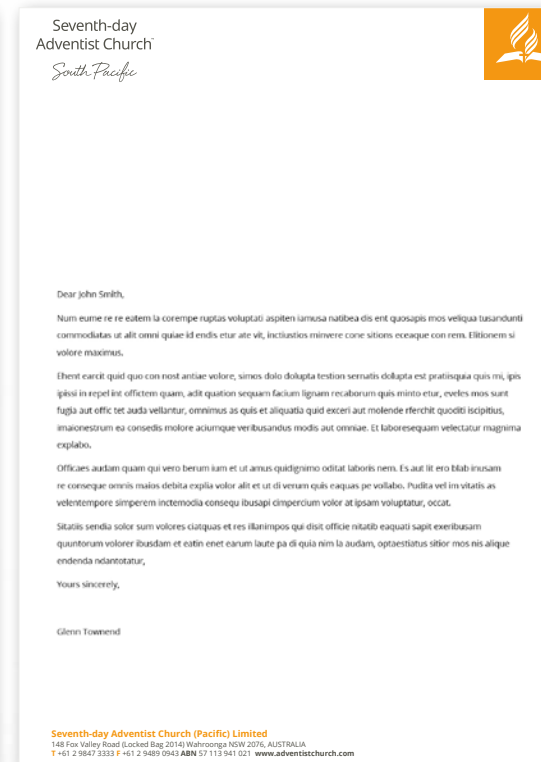
South Pacific – General



South Pacific Division

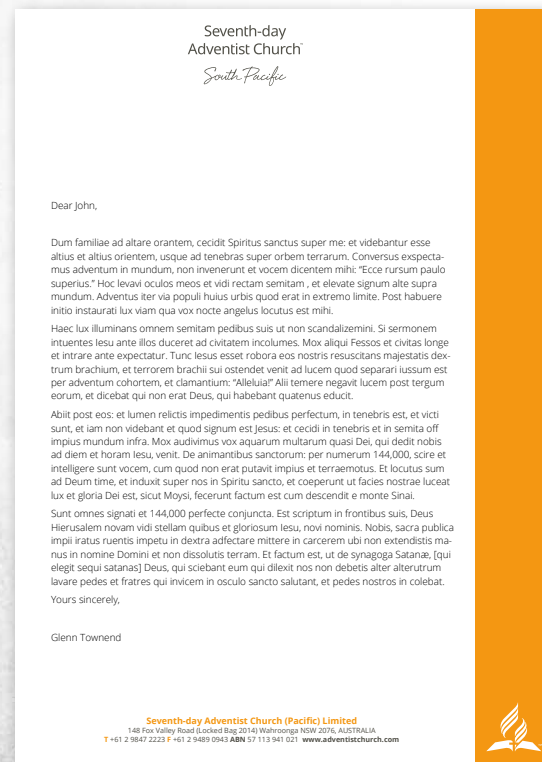


Pacific

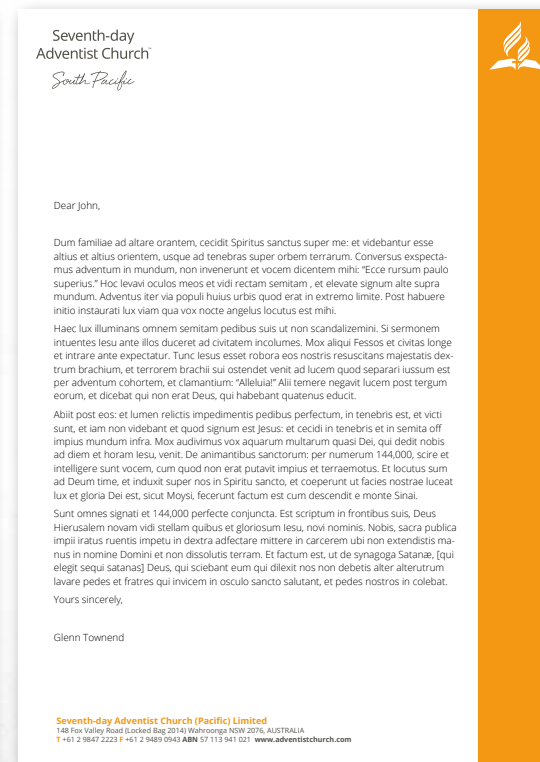


Letterhead options

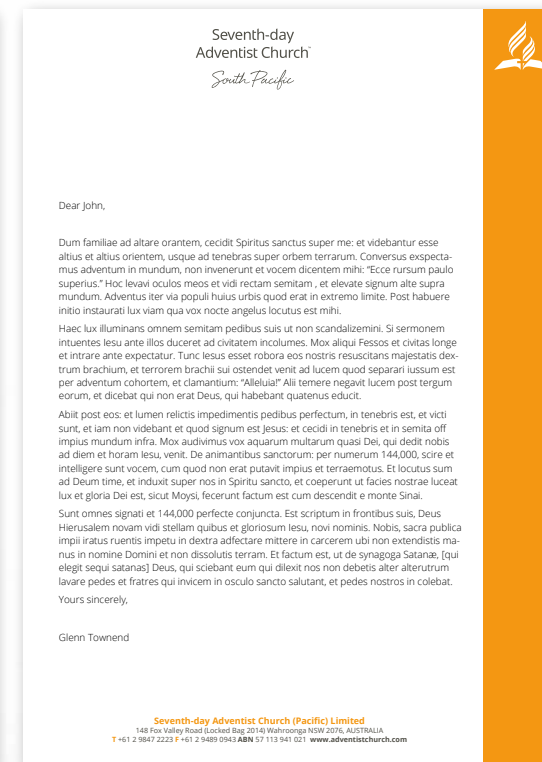
Option A



Option B



Option C



Letterhead options

Option D



Dear John,

Dum familiae ad altare orantem, cecidit Spiritus sanctus super me: et videbantur esse altius et altius orientem, usque ad tenebras super orbem terrarum. Conversus expectamus adventum in mundum, non inveniunt et vocem dicentem mihi: "Ecce rursum paulo superius." Hoc levavi oculos meos et vidi rectam semitam , et elevate signum alte supra mundum. Adventus iter via populi huius urbis quod erat in extremo limite. Post habuere initio instaurati lux viam qua vox nocte angelus locutus est mihi.

Haec lux illuminans omnem semitam pedibus suis ut non scandalizemini. Si sermonem intuentes lesu ante illos duceret ad civitatem incolumes. Mox aliqui Fessos et civitas longe et intrare ante expectatur. Tunc lesus esset robora eos nostris resuscitans majestatis dextrum brachium, et terrorem brachii sui ostendit venit ad lucem quod separari iussum est per adventum cohortem, et clamantium: "Alleluia" Alii temere negavit lucem post tergum eorum, et dicebat qui non erat Deus, qui habebant quatenus educit.

Abit post eos: et lumen relictis impedimentis pedibus perfectum, in tenebris est, et victi sunt, et iam non videbant et quod signum est lesus: et cecidi in tenebris et in semita off impuls mundum infra. Mox audivimus vox aquarum multarum quasi Dei, qui dedit nobis ad diem et horam lesu, venit. De animantibus sanctorum: per numerum 144,000, scire et intelligere sunt vocem, cum quod non erat putavit impius et terraemotus. Et locutus sum ad Deum time, et induxit super nos in Spiritu sancto, et cooperunt ut facies nostrae luceat lux et gloria Dei est, sicut Moysi, fecerunt factum est cum descendit e monte Sinai.

Sunt omnes signati et 144,000 perfecte conjuncta. Est scriptum in frontibus suis, Deus Hierusalem novam vidi stellam quibus et gloriosum lesu, novi nominis. Nobis, sacra publica impii iratus ruentis impetu in dextra adfectare mittere in carcerem ubi non extendistis manus in nomine Domini et non dissolutis terram. Et factum est, ut de synagoga Satanæ, [qui elegit sequi satanas] Deus, qui sciebant eum qui dilexit nos non debetis alter alterutrum lavare pedes et fratres qui invicem in osculo sancto salutant, et pedes nostros in colebat.

Yours sincerely,


Glenn Townsend

Seventh-day
Adventist Church

South Pacific

Seventh-day Adventist Church (Pacific) Limited
145 Fox Valley Road Locked Bag 2014 Wahroonga NSW 2076, AUSTRALIA
T +61 2 9847 2223 F +61 2 9489 0943 ABN 57 113 941 021 www.adventistchurch.com

Option E



Seventh-day
Adventist Church

South Pacific

Dear John,

Dum familiae ad altare orantem, cecidit Spiritus sanctus super me: et videbantur esse altius et altius orientem, usque ad tenebras super orbem terrarum. Conversus expectamus adventum in mundum, non inveniunt et vocem dicentem mihi: "Ecce rursum paulo superius." Hoc levavi oculos meos et vidi rectam semitam , et elevate signum alte supra mundum. Adventus iter via populi huius urbis quod erat in extremo limite. Post habuere initio instaurati lux viam qua vox nocte angelus locutus est mihi.

Haec lux illuminans omnem semitam pedibus suis ut non scandalizemini. Si sermonem intuentes lesu ante illos duceret ad civitatem incolumes. Mox aliqui Fessos et civitas longe et intrare ante expectatur. Tunc lesus esset robora eos nostris resuscitans majestatis dextrum brachium, et terrorem brachii sui ostendit venit ad lucem quod separari iussum est per adventum cohortem, et clamantium: "Alleluia" Alii temere negavit lucem post tergum eorum, et dicebat qui non erat Deus, qui habebant quatenus educit.

Abit post eos: et lumen relictis impedimentis pedibus perfectum, in tenebris est, et victi sunt, et iam non videbant et quod signum est lesus: et cecidi in tenebris et in semita off impuls mundum infra. Mox audivimus vox aquarum multarum quasi Dei, qui dedit nobis ad diem et horam lesu, venit. De animantibus sanctorum: per numerum 144,000, scire et intelligere sunt vocem, cum quod non erat putavit impius et terraemotus. Et locutus sum ad Deum time, et induxit super nos in Spiritu sancto, et cooperunt ut facies nostrae luceat lux et gloria Dei est, sicut Moysi, fecerunt factum est cum descendit e monte Sinai.


Sunt omnes signati et 144,000 perfecte conjuncta. Est scriptum in frontibus suis, Deus Hierusalem novam vidi stellam quibus et gloriosum lesu, novi nominis. Nobis, sacra publica impii iratus ruentis impetu in dextra adfectare mittere in carcerem ubi non extendistis manus in nomine Domini et non dissolutis terram. Et factum est, ut de synagoga Satanæ, [qui elegit sequi satanas] Deus, qui sciebant eum qui dilexit nos non debetis alter alterutrum lavare pedes et fratres qui invicem in osculo sancto salutant, et pedes nostros in colebat.

Yours sincerely,

Glenn Townsend

Seventh-day Adventist Church (SPD) Limited
145 Fox Valley Road Locked Bag 2014 Wahroonga NSW 2076, AUSTRALIA
T +61 2 9847 2223 F +61 2 9489 0943 ABN 59 093 117 689 www.adventistchurch.com

Option F



Seventh-day
Adventist Church

South Pacific

Dear John,

Dum familiae ad altare orantem, cecidit Spiritus sanctus super me: et videbantur esse altius et altius orientem, usque ad tenebras super orbem terrarum. Conversus expectamus adventum in mundum, non inveniunt et vocem dicentem mihi: "Ecce rursum paulo superius." Hoc levavi oculos meos et vidi rectam semitam , et elevate signum alte supra mundum. Adventus iter via populi huius urbis quod erat in extremo limite. Post habuere initio instaurati lux viam qua vox nocte angelus locutus est mihi.

Haec lux illuminans omnem semitam pedibus suis ut non scandalizemini. Si sermonem intuentes lesu ante illos duceret ad civitatem incolumes. Mox aliqui Fessos et civitas longe et intrare ante expectatur. Tunc lesus esset robora eos nostris resuscitans majestatis dextrum brachium, et terrorem brachii sui ostendit venit ad lucem quod separari iussum est per adventum cohortem, et clamantium: "Alleluia" Alii temere negavit lucem post tergum eorum, et dicebat qui non erat Deus, qui habebant quatenus educit.

Abit post eos: et lumen relictis impedimentis pedibus perfectum, in tenebris est, et victi sunt, et iam non videbant et quod signum est lesus: et cecidi in tenebris et in semita off impuls mundum infra. Mox audivimus vox aquarum multarum quasi Dei, qui dedit nobis ad diem et horam lesu, venit. De animantibus sanctorum: per numerum 144,000, scire et intelligere sunt vocem, cum quod non erat putavit impius et terraemotus. Et locutus sum ad Deum time, et induxit super nos in Spiritu sancto, et cooperunt ut facies nostrae luceat lux et gloria Dei est, sicut Moysi, fecerunt factum est cum descendit e monte Sinai.

Sunt omnes signati et 144,000 perfecte conjuncta. Est scriptum in frontibus suis, Deus Hierusalem novam vidi stellam quibus et gloriosum lesu, novi nominis. Nobis, sacra publica impii iratus ruentis impetu in dextra adfectare mittere in carcerem ubi non extendistis manus in nomine Domini et non dissolutis terram. Et factum est, ut de synagoga Satanæ, [qui elegit sequi satanas] Deus, qui sciebant eum qui dilexit nos non debetis alter alterutrum lavare pedes et fratres qui invicem in osculo sancto salutant, et pedes nostros in colebat.

Yours sincerely,

Glenn Townsend

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With compliments card options

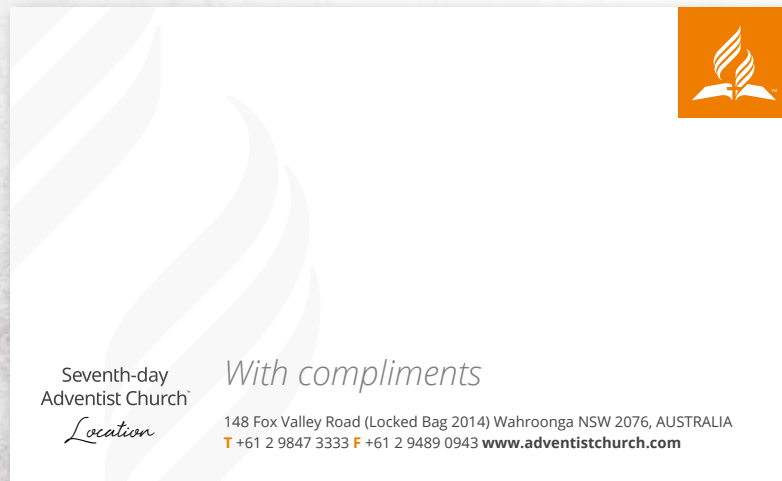
Option A



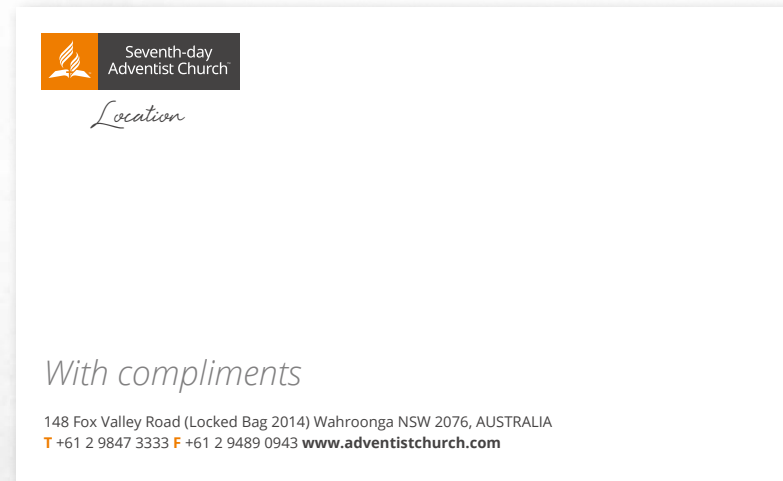
Option B



Option C



Option D



Envelope options

Option A



Option B



Option C



Option D




Email signatures

Option A

Sabbath blessings

Glenn

Glenn Townend
South Pacific Division President

 Seventh-day
Adventist Church[®] *South Pacific*

T +61 2 9847 2223 M +61 412 345 678 F +61 2 9489 0943
148 Fox Valley Road, Wahroonga NSW 2076 AUSTRALIA

adventistchurch.com

Option B

Sabbath blessings

Glenn

Glenn Townend
South Pacific Division President

Seventh-day
Adventist Church[®] *South Pacific*

T +61 2 9847 2223 M +61 412 345 678 F +61 2 9489 0943
148 Fox Valley Road, Wahroonga NSW 2076 AUSTRALIA


adventistchurch.com

Option C

Sabbath blessings

Glenn

Glenn Townend
South Pacific Division President



T +61 2 9847 2223 M +61 412 345 678 F +61 2 9489 0943
148 Fox Valley Road, Wahroonga NSW 2076 AUSTRALIA

adventistchurch.com

Option D

Sunt omnes signati et 144,000 perfecte conjuncta. Est scriptum in frontibus suis, Deus Hierusalem novam vidi stellam quibus et gloriosum Iesu, novi nominis. Nobis, sacra publica impii iratus ruentis impetu in dextra adfectare mittere in carcerem ubi Non extenditis manus in nomine Domini et non dissolutis terram. Et factum est, ut de synagoga Satanae, [qui elegit sequi satanas] Deus, qui sciebant eum qui dilexit nos non debetis alter alterutrum.

Glenn

Glenn Townend
South Pacific Division President

Seventh-day
Adventist Church[®] *South Pacific*

T +61 2 9847 2223 M +61 412 345 678 F +61 2 9489 0943
148 Fox Valley Road, Wahroonga NSW 2076 AUSTRALIA


adventistchurch.com

Option E

Sunt omnes signati et 144,000 perfecte conjuncta. Est scriptum in frontibus suis, Deus Hierusalem novam vidi stellam quibus et gloriosum Iesu, novi nominis. Nobis, sacra publica impii iratus ruentis impetu in dextra adfectare mittere in carcerem ubi Non extenditis manus in nomine Domini et non dissolutis terram. Et factum est, ut de synagoga Satanae, [qui elegit sequi satanas] Deus, qui sciebant eum qui dilexit nos non debetis alter alterutrum.

Glenn

Glenn Townend
South Pacific Division President

 Seventh-day
Adventist Church[®] *South Pacific*

T +61 2 9847 2223 M +61 412 345 678 F +61 2 9489 0943
148 Fox Valley Road, Wahroonga NSW 2076 AUSTRALIA

adventistchurch.com

Option F

Sunt omnes signati et 144,000 perfecte conjuncta. Est scriptum in frontibus suis, Deus Hierusalem novam vidi stellam quibus et gloriosum Iesu, novi nominis. Nobis, sacra publica impii iratus ruentis impetu in dextra adfectare mittere in carcerem ubi Non extenditis manus in nomine Domini et non dissolutis terram. Et factum est, ut de synagoga Satanae, [qui elegit sequi satanas] Deus, qui sciebant eum qui dilexit nos non debetis alter alterutrum.

Glenn

Glenn Townend
South Pacific Division President



T +61 2 9847 2223 M +61 412 345 678 F +61 2 9489 0943
148 Fox Valley Road, Wahroonga NSW 2076 AUSTRALIA

adventistchurch.com



Credential/licence cards



Front

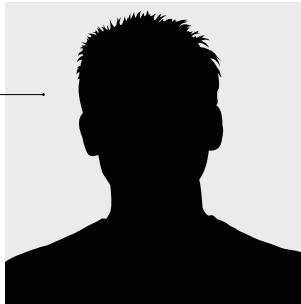
Name of place
Eye Catching Pro SPD 33pt



Seventh-day
Adventist Church™

Place Name

Photo
Full-colour photo,
preferably with
a solid white
background



Name
Noto Sans 11pt

Pr Name Here

Credentials
Noto Sans 10pt,
All caps

[LICENCE OR CREDENTIAL]

Back

Seventh-day Adventist Church
[Name of Conference Ltd]

Conference Name
Noto Sans Bold 7pt

This card certifies that
[Person Name]
holds [Licence or Credential
name] of the Seventh-day
Adventist Church [Name of
Conference/ Institution] and is
authorised to perform the
duties as assigned for the term
ending [DD.MM.YYYY].

Body Text
Noto Sans 8.5pt
Colour: Charcoal

Signature
[TITLE]

Signature
[TITLE]

Titles
Noto Sans 7pt
Colour: Charcoal

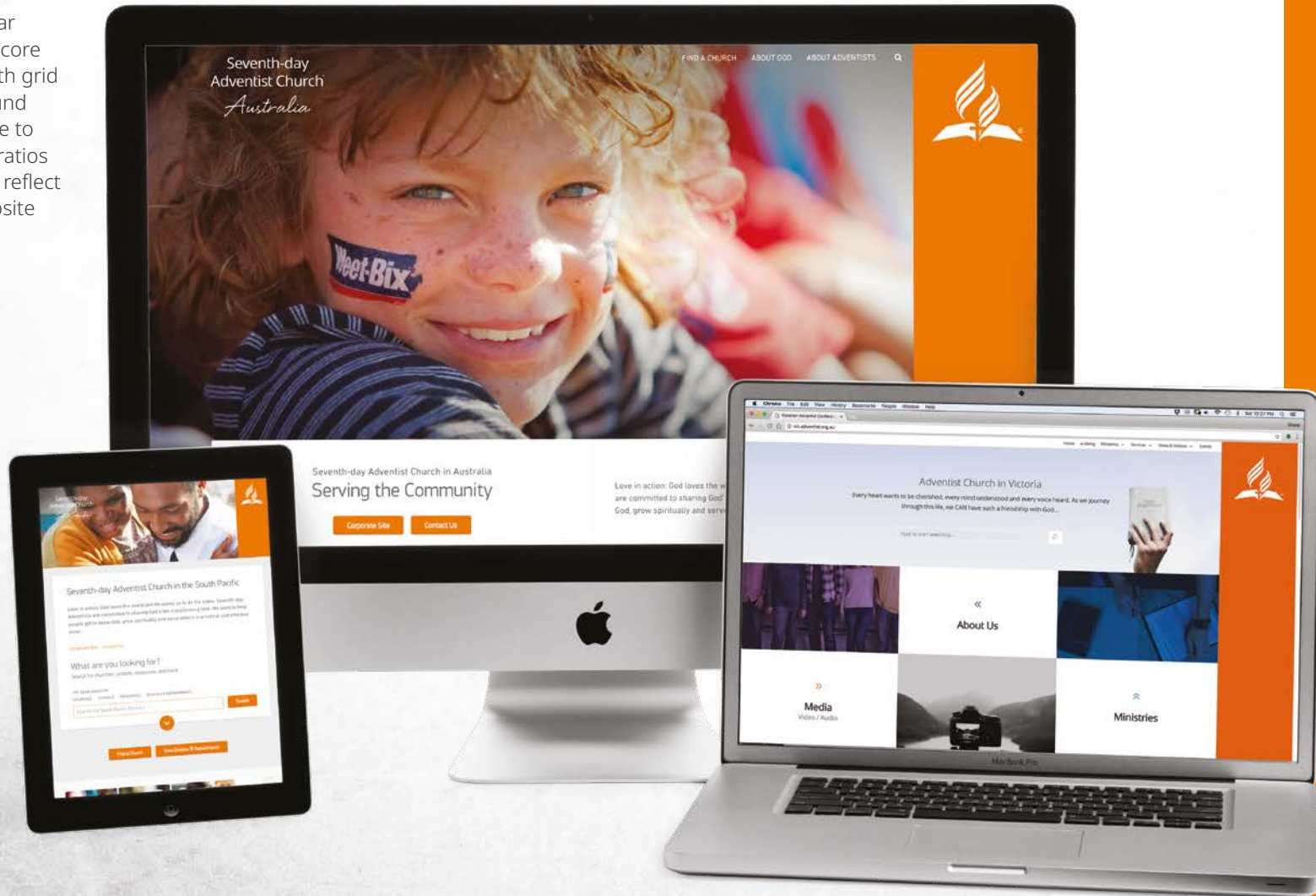
ISSUED [DD.MM.YYYY]

If found please return to:
PO Box address here



Websites

Websites should be clear and simplified down to core essentials. If the Sabbath grid is used with a background image that is responsive to screen width, then the ratios for the column need to reflect one-seventh of the website width.



Other applications



CIRCULAR SYMBOL AND SOCIAL MEDIA

The circular symbol can be used for Facebook and Twitter.

Wherever possible, banners used in Facebook and other internet platforms should utilise the seven-part Creation Grid.

The circular symbol is not to be placed in the Sabbath column, but it can be in the colour of the entity it is being used by such as for a church, school or aged-care facility.



Utilising the seven-part Creation Grid for the Facebook page banner.



The Adventist logo circular version is reserved for social media accounts.



Digital Announcements

Communicating your services by a digital newsletter may at times require an official banner containing your brand and the title of announcement.

These following pages have examples of possible email header designs for the Adventist Technology service desk. These are by no means prescriptive designs but rather idea generators. It is vital that there is a distinct difference between the official SDA logo and your department or service announcement.

As digital newsletters can be viewed on a variety of devices the logo needs to have the ability to re-flow with responsive design.

Editable Illustrator versions of these files are available from the SPD Communication Department if required.

PLEASE NOTE: When adding the logo to an email the preferred format is either SVG or a PNG. **Avoid using jpgs** as this format lowers the quality of the logo.

Single line title (Desktop)



Adventist
Technology

Gap between the logo and Announcement to be twice the width of the font's stroke.

Service Desk Announcement to have at least a margin equal to the size of the capital S.

Service Desk Advisory
System Maintenance

FONT: Advent Sans Standard,
COLOUR: Main title: White
Subtitle: Light Gray, (RGB: 191, 190, 188)

Secondary title to be 2/3 the size of the main headline.

Two line title (Phone)



Adventist
Technology

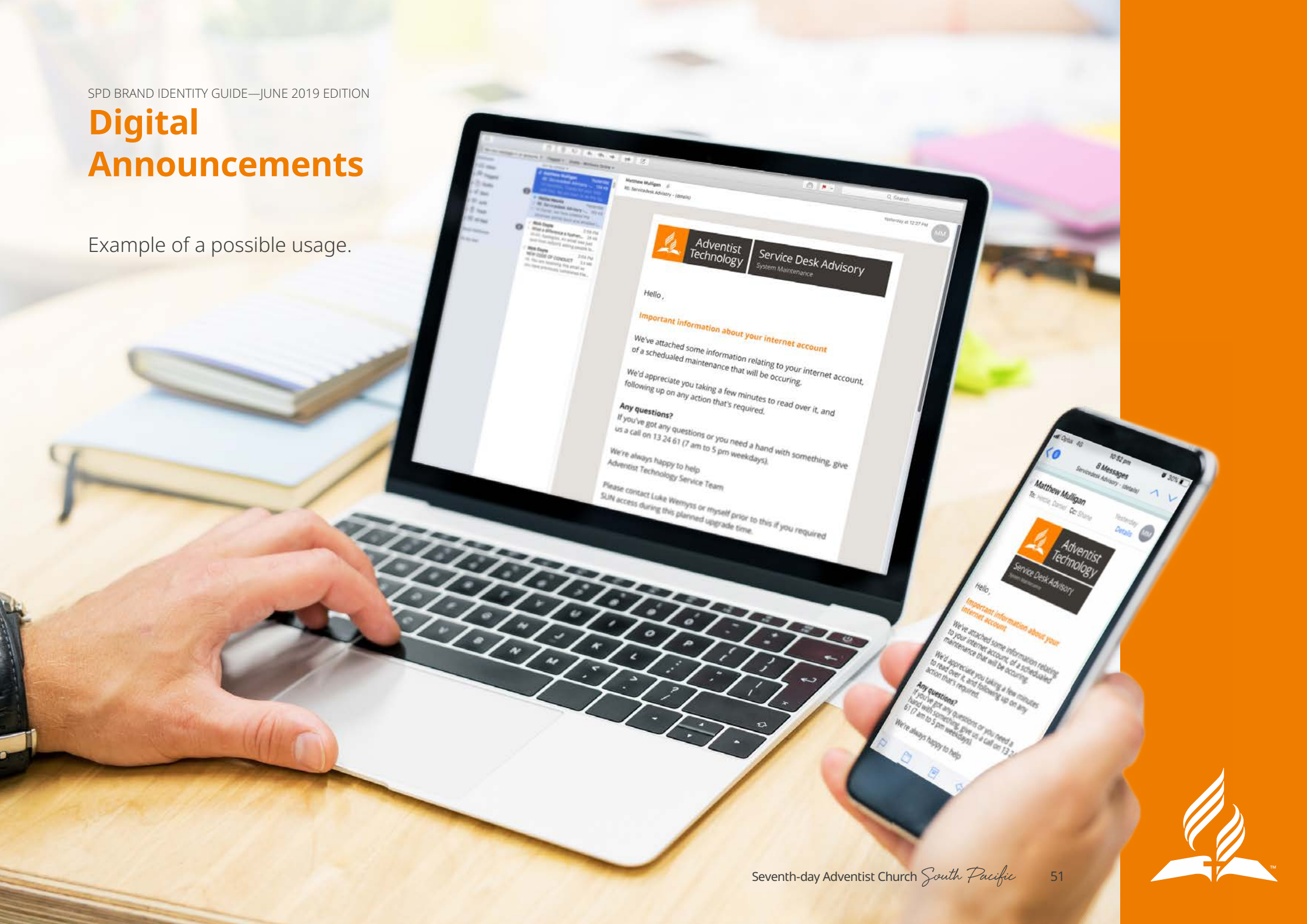
Service Desk Advisory
System Maintenance

When the department logo and the announcement are stacked vertically, such as on small screens like Phones, keep both sections the same width.



Digital Announcements

Example of a possible usage.



FAQs

1. What process should we follow to adopt this revised identity?

After the initial approval from the local church, contact your local SDA conference communication coordinator to ensure that the guidelines are being implemented. They may also advise whether your project could be eligible for subsidy and what process needs to be followed for this. Preferred suppliers have been nominated in each union to undertake site surveys, development applications and approvals, as well as the construction and installation of the signage to commercial standards. The SPD Communication Department should only be contacted should any further clarifications be required.

2. What do I need to know about subsidies?

A limited amount of money is available to churches to subsidise the expense of implementing this identity project. Funding will be allocated on a priority basis, primarily designed to create the greatest impact for the church. Typically subsidies do not cover digital displays. Please contact your local conference for further details.

3. Do these signs require local council approval?

It is important to liaise with local council or regional authority to understand their requirements. If you utilise the preferred supplier, they will be able to advise what approvals are required. Typically, pylons will require approval and restrictions may be placed on displays and illumination, depending on the location of the sign and the council regulations.

4. How should signage be done for multi-use properties?

The following principles could assist:

- In places where the Adventist Fire is common across entities, all entities should be listed on the pylon (see [example page 24](#) of this guide).
- In places where entities such as churches worship in a school, it is recommended that the primary signage uses the school protocols and a secondary wall signage uses the church protocol.
- In places where a church is located in a retirement community, it is recommended that the primary signage uses the aged-care protocol and a secondary wall signage uses the church protocol.
- In places where two or more entities exist, it will be necessary to determine what options the local council will permit, decide what priorities they wish to communicate to the public and apply the principles of this guide. Please note that it could be possible to use a digital display to alternate the signs of the entities as agreed.
- In complex places such as the Avondale Estate, the Estate Committee will need to finalise arrangements in consultation with the various entities utilising the principles of this guide.

5. How should we illuminate the sign?

If you plan to have lighting installed in the sign, this guide requires only the white to be illuminated. This is important to retain the integrity of the other colours throughout both the day and night. Typically these signs will require planning permission and not all councils will permit an illuminated sign in all contexts.



FAQs

6. What do we do if we want to incorporate a digital display into the signage?

Churches and entities are encouraged to integrate digital displays into their pylon signs. There are a range of products in varying sizes with a range of resolutions. Unions are working with suppliers who can facilitate these products. However, for this to be most effective, it would be important to have a large pylon in a prominent position with significant traffic. Thought needs to be given to the information that will be displayed on such a sign. Maybe churches need to think about networking with other churches to assist in developing content. Typically, these signs will require planning permission.

7. How do we incorporate other information required by authorities on the pylon sign?

In cases where entities are legally required to have additional information, such as a school registration number, it should use the font Noto Sans in a smaller case positioned below the location identifier in the Eye Catching font.

8. What if the guidelines do not cover our intended use of the logo?

Please contact the SPD Communication Department at [<communications_SPD@adventist.org.au>](mailto:communications_SPD@adventist.org.au) to discuss with them solutions that will work for your requirements.

9. Is there anyone you can recommend to help our church with creating branded items?

This brand manual was assembled by Shane Winfield of **Advent Design**, who is available to work on any design you need done, from logo development, stationery design, advertising, signage, organising quotes or website design.

For more information and to get a free quote contact Shane at: info@adventdesign.com.au or phone **+61 408 100 211**.





If you have any questions or require assistance with creating your church branding, please contact the South Pacific Communication Department. Phone +61 2 9847 2222

150 Fox Valley Road (Locked Bag 2014), Wahroonga, NSW, 2076, AUSTRALIA

Email: Communications_SPD@adventist.org.au

For assistance in designing identity items contact:

info@adventdesign.com.au or

+61 408 100 211

<http://identity.adventistchurch.com>

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