

*Global Identity Standards Manual*



SEVENTH-DAY  
ADVENTIST  
CHURCH

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# Contents

## **Seventh-day Adventist Trademark Policy**

(excerpted from the General  
Conference Working Policy  
1995-1996)

**B 80 05 Statement of Philosophy**—The Seventh-day Adventist Church has an historical, evangelical, and proprietary interest in trademarks, service marks, and trade names (referred to collectively herein as “trademarks”) developed by the Church and its related organizations. This policy shall apply to the General Conference of Seventh-day Adventists, the world divisions and departments of the General Conference of Seventh-day Adventists, and other services, organizations, and corporations listed as General Conference entities in the current *Seventh-day Adventist Yearbook* (referred to collectively herein as “General Conference”). This policy shall also apply to other Seventh-day Adventist entities or organizations utilizing trademarks owned or controlled by the General Conference. It shall be the policy of the General Conference to obtain maximum legal protection under applicable law in harmony with procedures and guidelines listed below.

**B 80 10 Ownership**—All legal rights in any trademark utilized by the General Conference, as defined, shall be vested in the General Conference Corporation with use by a related or subsidiary entity subject at all times to approval and review by the General Conference Corporation.

**B 80 15 Registration and Fees**—Trademark registration shall be obtained through the General Conference Office of General Counsel pursuant to an enabling action of the General Conference Corporation. Legal fees and other expenses incidental to maximizing trademark protection shall be paid in full by any department, subsidiary, or related organization of the General Conference initiating the process or utilizing the trademark with the understanding that ownership at all times shall be vested in the General Conference Corporation.

**B 80 20 Unauthorized Use**—It shall be the responsibility of the Office of General Counsel to monitor and review any unauthorized use of the trademark, including recommendations to the General Conference Corporation with respect to any legal or other action that should be taken to protect the proprietary interests of the Church as well as its good name. Approval by the General Conference Administrative Committee shall be obtained prior to the implementation of any legal action.



# *Introduction*

## From the Communication Director

January, 1997

Dear Colleague in Christ:

In a way this is a new beginning for us—a new communication initiative and a new visual identity for the Seventh-day Adventist Church. I am pleased to introduce to you the official graphic standards manual for our new Church logo. We, as Seventh-day Adventists, should be known for what we stand and how we identify our faith and mission. The logo is a symbol and a message. We would like to be seen as a Christian church whose name is clearly stated. These symbols speak volumes.

Along with this manual is a packet of materials which includes an introductory video, a CD-ROM, and computer diskettes. These materials should provide all information needed to

use our new logo in many and various applications. Also, receiving these materials means that all previous logo materials you may possess, such as the interim graphic standards manual, are now obsolete. This packet of materials is the first

and last word, so to speak, on the new logo and its uses in the Church.

It is important to note that if you have received this packet, then you and your employing organization are considered official entities of the Seventh-day Adventist Church and have permission to use the logo in accordance with its graphic standards. This packet of information is not to be re-sold or given to any person or organization not considered an official church entity. Non-church entities wishing to use the new logo must be licensed by the General Conference. For more specifics on licensing and trademarks in the Seventh-day Adventist Church, I refer your attention to pages 75-78 of the General Conference Working Policy. An important part of the working policy has been reproduced in this packet for your convenience.

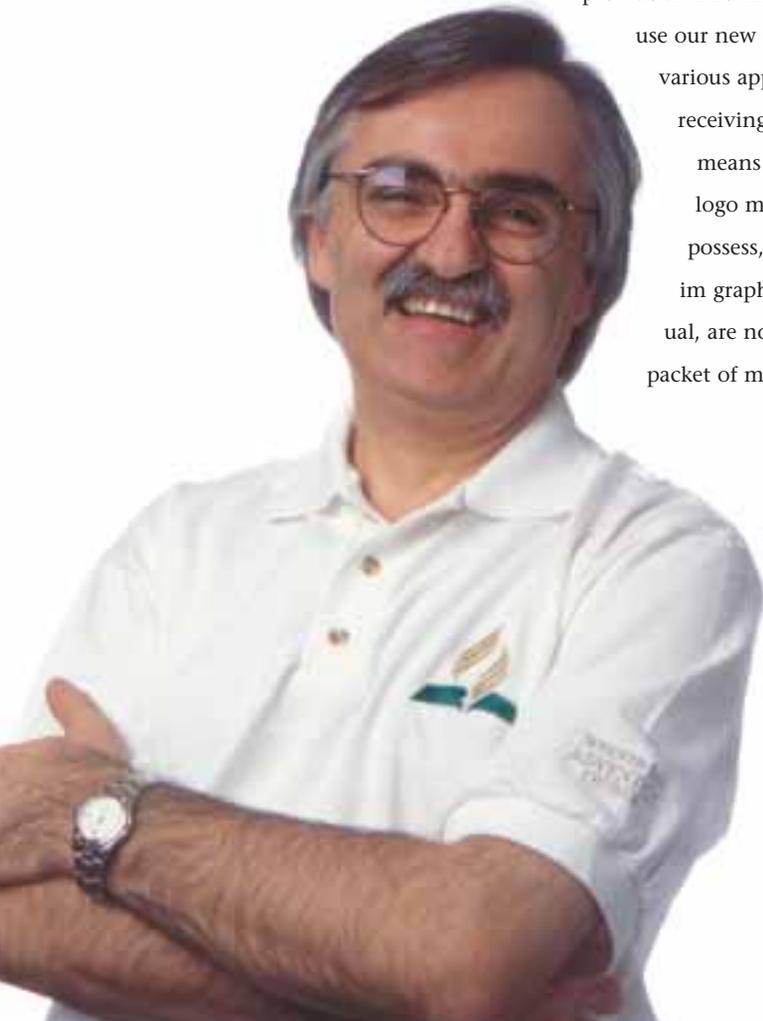
This new corporate identity for the Seventh-day Adventist Church reflects our deep and abiding belief in Jesus Christ as the center of our lives and our faith. My prayer is that this graphic representation of who we are will be used all around the world as a familiar symbol of our Church and its values.

Yours in the communication of Hope,



*Rajmund Dabrowski, Director*

*General Conference Communication Department*



**How to use  
this manual**

*The ultimate goal  
of this manual is  
to ensure that the  
Church is identified  
consistently and  
clearly in a positive  
manner that will  
communicate our  
mission and spirit for  
many years to come.*

We are constantly bombarded with a barrage of images shouting for our attention. As a church, it is an ever-increasing challenge to differentiate our message from the crowd. The solution is not to shout louder but to communicate efficiently with a strong, unified “voice.” When all the entities of our diverse family present the same visual identity, our combined “voice” has much greater visibility and impact and is more quickly recognized. As a result, our message is more effective.

That is the reason the Seventh-day Adventist Church logo has been created. It is designed to be easily identifiable and will quickly become familiar to anyone who comes in contact with the various entities of the Church.

However, it is not enough to simply *have* a logo. Haphazard application and varied interpretations of the design would cause confusion and do more harm than good. To be effective, the logo needs to be consistently used within the parameters provided in this manual. These parameters have been carefully conceived to provide a visual identification system that is strictly controlled for continuity while allowing some flexibility for individual circumstances and creativity.

This manual should be used as a design reference whenever the logo is used, whether on stationery or the World Wide Web. When the guidelines are followed carefully, your communications will benefit from recognition as part of the world

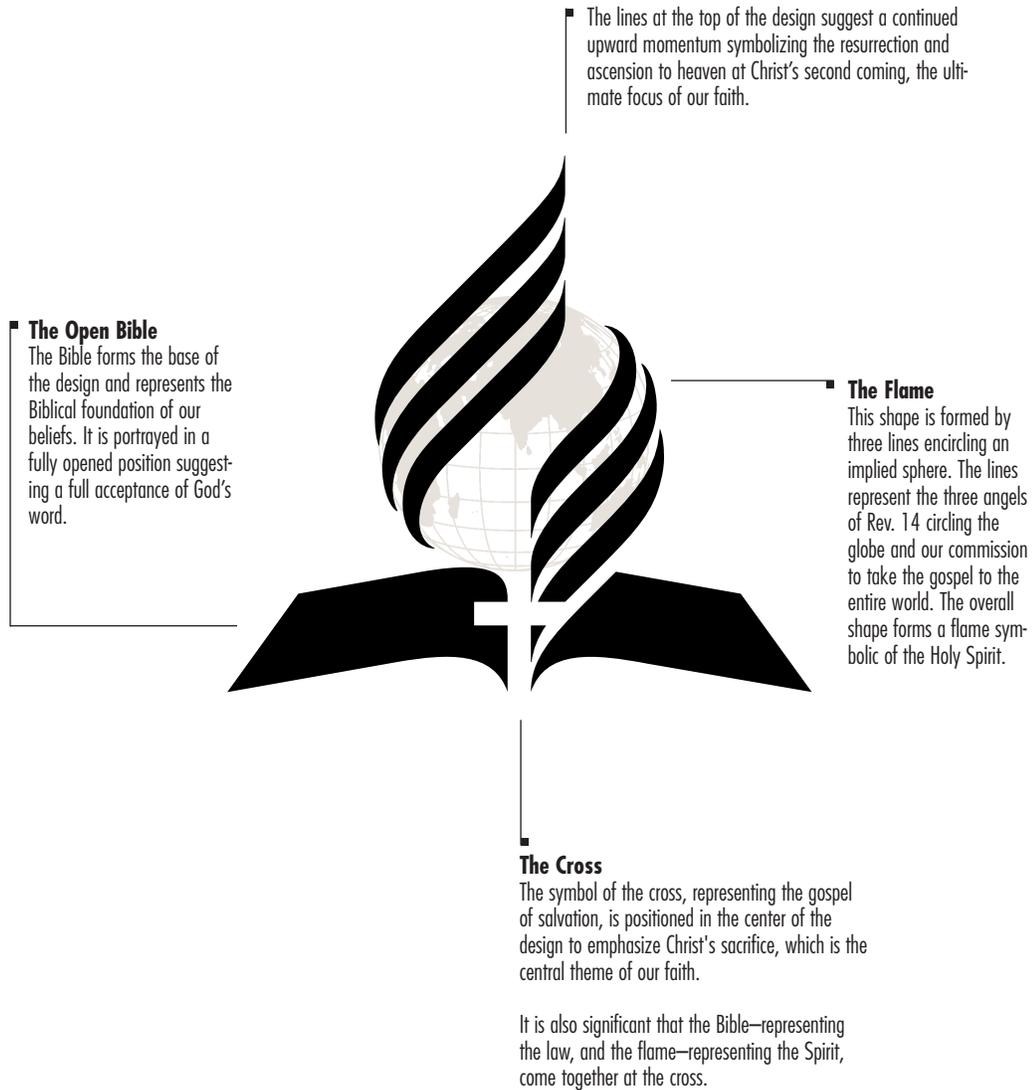
Church family and will also help reinforce the strength and integrity of the identity system.

In this manual you will find very specific guidelines for common applications such as stationery. However, you will encounter many situations not specifically mentioned here. The general rules provided for color, typography, and relative sizes and spacing, should serve as a guide in these cases. For special circumstances that may require variance from the guidelines, you are encouraged to consult with the staff of the General Conference Communication Department. Of course, the guiding principle for any application is to project a positive Christian image and avoid any treatment that will weaken or distort the visual strength of the identity.

While this manual makes every effort to simplify the process of using the identity program, it should not be considered a substitute for competent, professional assistance. It is important to work closely with designers, consultants, agencies, printers, and sign fabricators and to make the information in this manual available to them.

Ultimately, the value of the identity is entirely dependent on the manner in which it is used in all of its forms. It becomes more and more valuable as it is associated with positive experiences and gains equity through increased recognition.

—Bryan Gray, Designer  
[bryan@gray1.com](mailto:bryan@gray1.com)

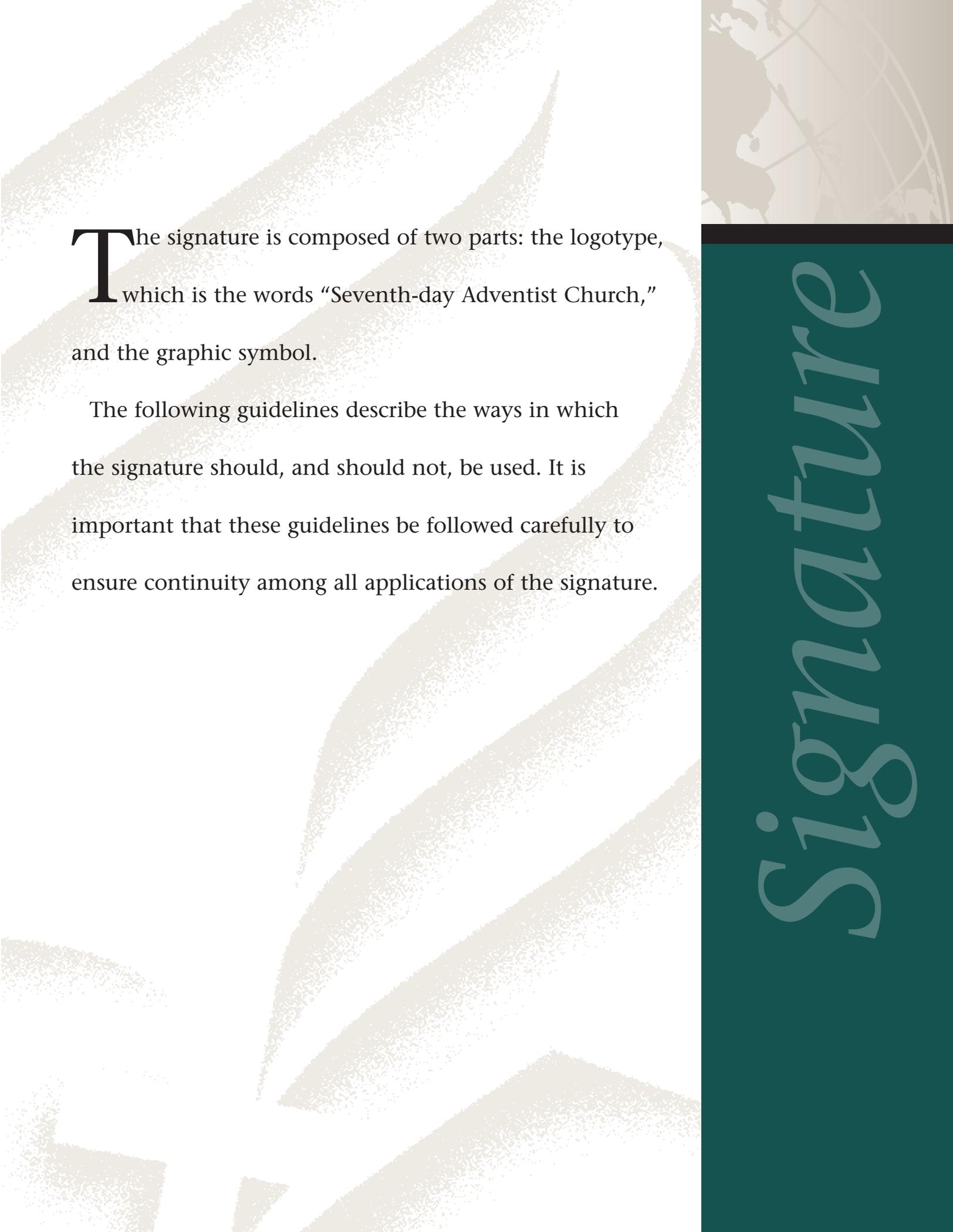


**Explanation of the symbol**

The most obvious and easily identifiable part of the signature is the graphic symbol. With consistent use, the symbol by itself becomes synonymous with the name Seventh-day Adventist.

It is designed to be more than a collection of symbolic references. The design, as a

whole, is intended to reflect the spirit and character of our dynamic and growing church. However, the individual elements that form the basis of the design were carefully selected to represent the beliefs and mission of the church.



The signature is composed of two parts: the logotype, which is the words “Seventh-day Adventist Church,” and the graphic symbol.

The following guidelines describe the ways in which the signature should, and should not, be used. It is important that these guidelines be followed carefully to ensure continuity among all applications of the signature.

Signature

This is the preferred 3-line signature configuration.



This is the preferred 2-line signature configuration.



This is the preferred 1-line configuration.



### ***Preferred configurations***

There are three preferred signature configurations with the logotype on one, two, or three lines. One of these versions should be used whenever possible.

The reproduction art provided with this

manual should be used to ensure the correct spacing and proportions. If the reproduction art is unavailable or impractical for the application, the grid system can be used as a guide for placement of the logo elements.

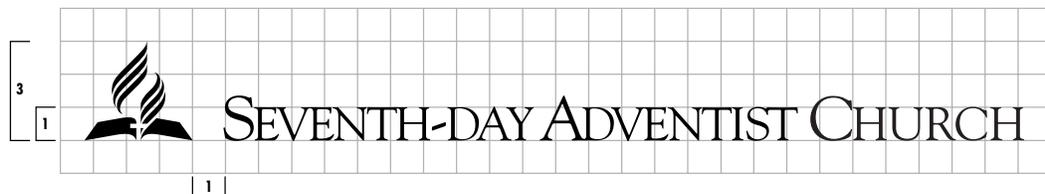
This is the alternate 2-line, left-aligned, signature configuration.



This is the alternate 1-line, centered, signature configuration that gives the name more prominence.



This is the alternate extreme horizontal configuration for applications with very little vertical space.



### **Alternate**

These three alternate configurations may be used for applications in which space constraints or other considerations make the preferred configurations impractical.

In unusual circumstances it may be necessary to consult with the staff of the General Conference Communication Department.

A minimum clear space equal to the height of the "S" in "Seventh-day" should surround the logo on all sides.

No graphic elements or text, other than a family identifier, should appear in this area.



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### ***Clear space***

To ensure that the signature maintains its legibility and integrity within any environment, it should be surrounded by an area that remains clear of distracting text or graphic elements.

The typeface designated for family identifiers is *Futura Condensed Bold* or *Bold Oblique*.

The type size should always be smaller than the primary logotype.

As a general rule, when used with a centered configuration the family identifier should be centered below the logotype. A thin horizontal rule may be used as a separator.

**NOTE!**

**More specific typographic guidelines for stationery applications are specified on pages 3.2–3.5.**



SEVENTH-DAY ADVENTIST CHURCH

*Africa-Indian Ocean Division*



SEVENTH-DAY  
ADVENTIST CHURCH

*Africa-Indian Ocean Division*

When the logotype uses a left alignment configuration the family identifier should align with the left edge of the logotype

**Family identifiers**

In many cases, the name of an organization, such as a division, will need to be attached to the primary signature.

It is important to use the family identifier in a way that compliments the signature

without interfering or conflicting with the symbol or logotype.

**Logotype**

The official logotype is *Goudy Oldstyle* set in all upper-case with initial characters approximately thirty percent larger than the others.

Space between the letters (letterspacing) and between lines should always be consistent with the examples shown on pages 1.2 and 1.3.

# SEVENTH-DAY ADVENTIST CHURCH

**Family identifiers**

*Futura Condensed Bold* or *Bold Oblique* should be used for family identifiers such as the name of a division.

A small amount of additional letterspacing, as shown in the example, will improve legibility.

**General Conference****Department name**

*Futura Condensed Bold* set in upper- and lower-case should be used for the name of the department.

A small amount of additional letterspacing, as shown in the example, will improve legibility.

**Communication department****Supporting copy**

Text that is directly related to the corporate identity, such as the address on the letterhead, should be set in *Futura Condensed Light*.

A small amount of additional letterspacing, as shown in the example, will improve legibility.

12501 Old Columbia Pike, Silver Spring, Maryland 20904-6600

**NOTE!**

**More specific typographic guidelines for stationery applications are specified on pages 3.2–3.5.**

**Typography**

Typography plays an important role in establishing and maintaining a strong, consistent image. Typography includes not only the font but also the relative sizes, weights, and spacing.



**Do not** add graphic elements to the symbol or logotype within the minimum area of isolation. (see page 2.6)



SEVENTH-DAY ADVENTIST CHURCH



**Do not** use on a background pattern that may obscure legibility.



**Do not** substitute any other typeface or style for the official logotype.



Seventh-day Adventist Church



**Do not** substitute the full name with initials or any other name.



### ***Improper usage***

In order to maintain the integrity of the signature, it is important to avoid any treatment that would tend to weaken or distort the visual strength of the signature.

The examples above show some common misapplications of our identity and should be avoided at all times.

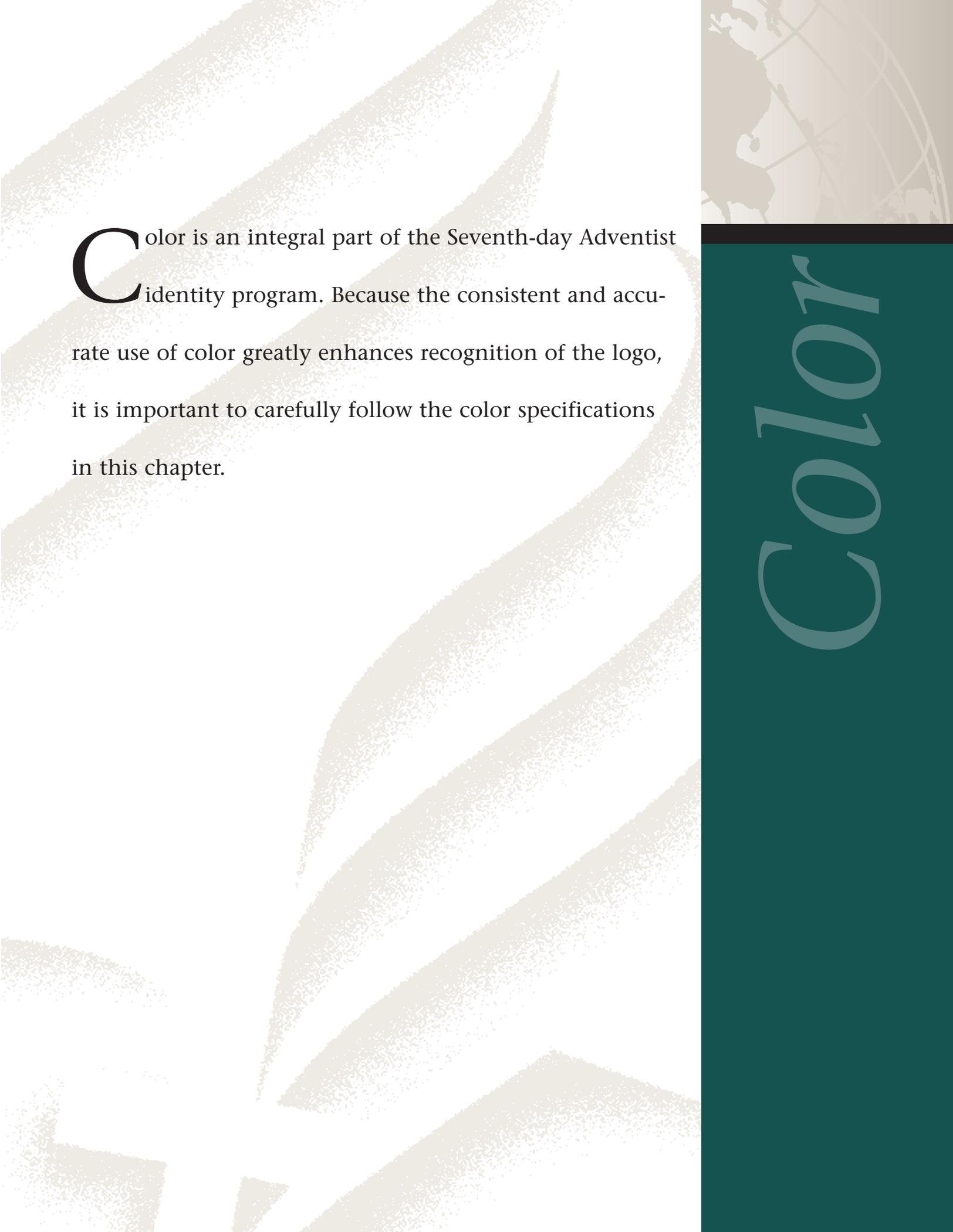
An example of a decorative application of the symbol



### ***Exceptions to the rules***

Some creative latitude is allowed for decorative applications of the symbol, such as a background pattern, as long as the following parameters are observed:

- The decorative application should always appear in conjunction with a standard configuration of the signature as dictated in this manual.
- The basic form of the symbol must not be modified or distorted.
- Elements must not be added to, or subtracted from, the symbol.
- The symbol must not be altered in any way that would alter the symbolism of the design.



Color is an integral part of the Seventh-day Adventist Identity program. Because the consistent and accurate use of color greatly enhances recognition of the logo, it is important to carefully follow the color specifications in this chapter.

# Color

Color swatches are provided in the back of this manual. All reproductions of the signature should match those swatches as closely as possible.

In lieu of the GC colors specified, you may use the PANTONE® colors or process colors (cyan, magenta, yellow, black) referenced below to specify colors to your printer or other suppliers. For the solid PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

**For GC Gold**

use PMS #1245

or

0% cyan  
27% magenta  
100% yellow  
18% black

**For GC Green**

**on coated paper**

use PMS #5477

or

60% cyan  
0% magenta  
30% yellow  
72% black

**on uncoated paper**

use PMS #5535

or

87% cyan  
0% magenta  
72% yellow  
79% black

**For GC Gray**

use PMS #402

or

0% cyan  
6% magenta  
15% yellow  
34% black

\*The GC Gold color may be replaced by a similar metallic gold if desired.

GC Gold\*

GC Green

GC Gray



SEVENTH-DAY  
ADVENTIST  
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**Official colors**

This 3-color version (GC Green for the Bible, GC Gold for the flame, and GC Gray for the logotype) is the official color combination.

These colors must be matched as closely as possible, no matter what material or

medium the signature is applied to. When producing printed materials, always work closely with your printer to achieve the best color match for the type of paper and printing process used.

**Acceptable variations**

In cases where it becomes necessary to deviate from the preferred color combination, the following variations are acceptable:

**2-colors plus black**

If necessary, it is acceptable to use solid black in place of GC Gray for the logotype.

**2-colors**

When only two colors are available, the entire symbol should be GC Green and the logotype should be GC Gray or solid black.

If an application is limited to black and a second color other than the official GC Green, the entire signature should appear in solid black.

Avoid printing any part of the signature with screened (not solid) colors.

**1-color**

GC Green, GC Gray, GC Gold or solid black may be used for the entire signature when necessary.

When a color other than these approved colors is the only color available, the solid color may be used for the entire symbol and logotype.

Avoid printing any part of the signature with screened colors.



**Symbol:** GC Gold/GC Green **Logotype:** solid black



**Symbol:** GC Green **Logotype:** GC Gray



**Symbol:** GC Green **Logotype:** solid black



**Symbol and Logotype:** GC Green



**Symbol and Logotype:** GC Gold



**Symbol and Logotype:** GC Gray



**Symbol and Logotype:** solid black

**Alternate colors**

These alternate color combinations are provided to accommodate applications with limited resources or design constraints and should only be used on a limited basis.

**Other materials**

It is permissible to reproduce the symbol in the natural colors of materials such as bronze, stone, glass, or wood, for signage or decorative applications.

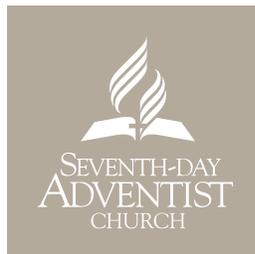
GC Green may be used as a background with the signature in white or GC Gold.



Solid black may also be used as a background with the signature in white or GC Gold.



GC Gray or other neutral shades may be used as a background with the signature in white or black. However, extreme care must be used to ensure sufficient contrast between the signature and the background so that legibility is not impaired.

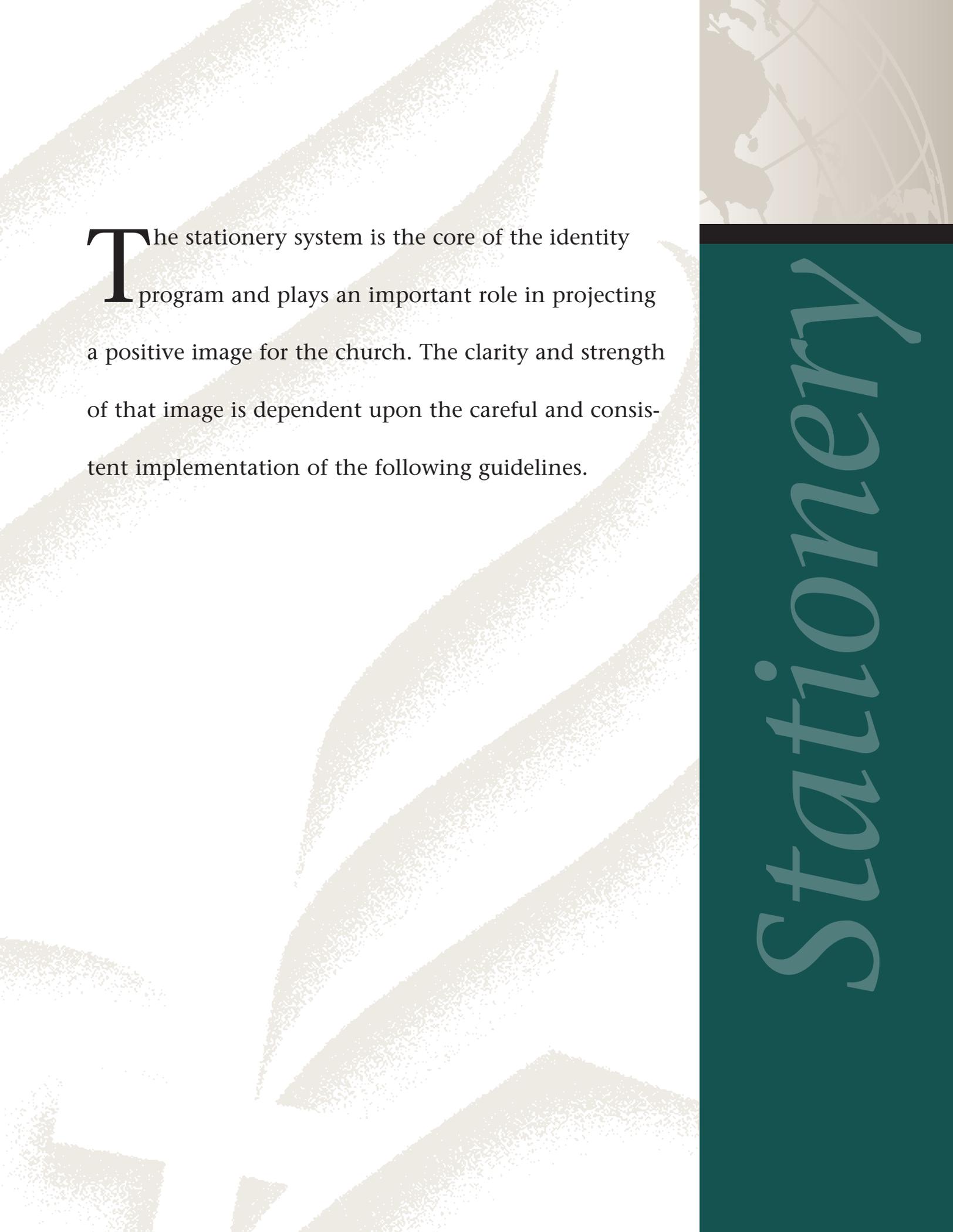


GC Gold should be avoided on medium-value backgrounds such as gray because it provides little contrast.

### Backgrounds

The best background for the signature is white or a very light neutral shade. **Never apply the full-color version of the signature to a colored background.** When a colored background is unavoidable—such as the light pastel colors of some business forms—the signature should be printed in solid black.

Backgrounds such as those shown above may be used with the signature in white, black, or GC Gold, as long as the background provides enough contrast to ensure good legibility.



**T**he stationery system is the core of the identity program and plays an important role in projecting a positive image for the church. The clarity and strength of that image is dependent upon the careful and consistent implementation of the following guidelines.

# Stationery

### Specifications for letterheads

#### Symbol

*Color:* Flame=GC Gold, Bible=GC Green

*Size:* Total height = 2.1 cm

#### Logotype

*Color:* GC Gray

*Size:* Total height = 1.5 cm

#### Family identifier

*Color:* GC Green

*Typeface:* Futura Condensed Bold Oblique

*Size:* 8 point

#### Department

*Color:* GC Gray

*Typeface:* Futura Condensed Bold

*Size:* 8 point

#### Address lines

*Color:* GC Gray

*Typeface:* Futura Condensed Light

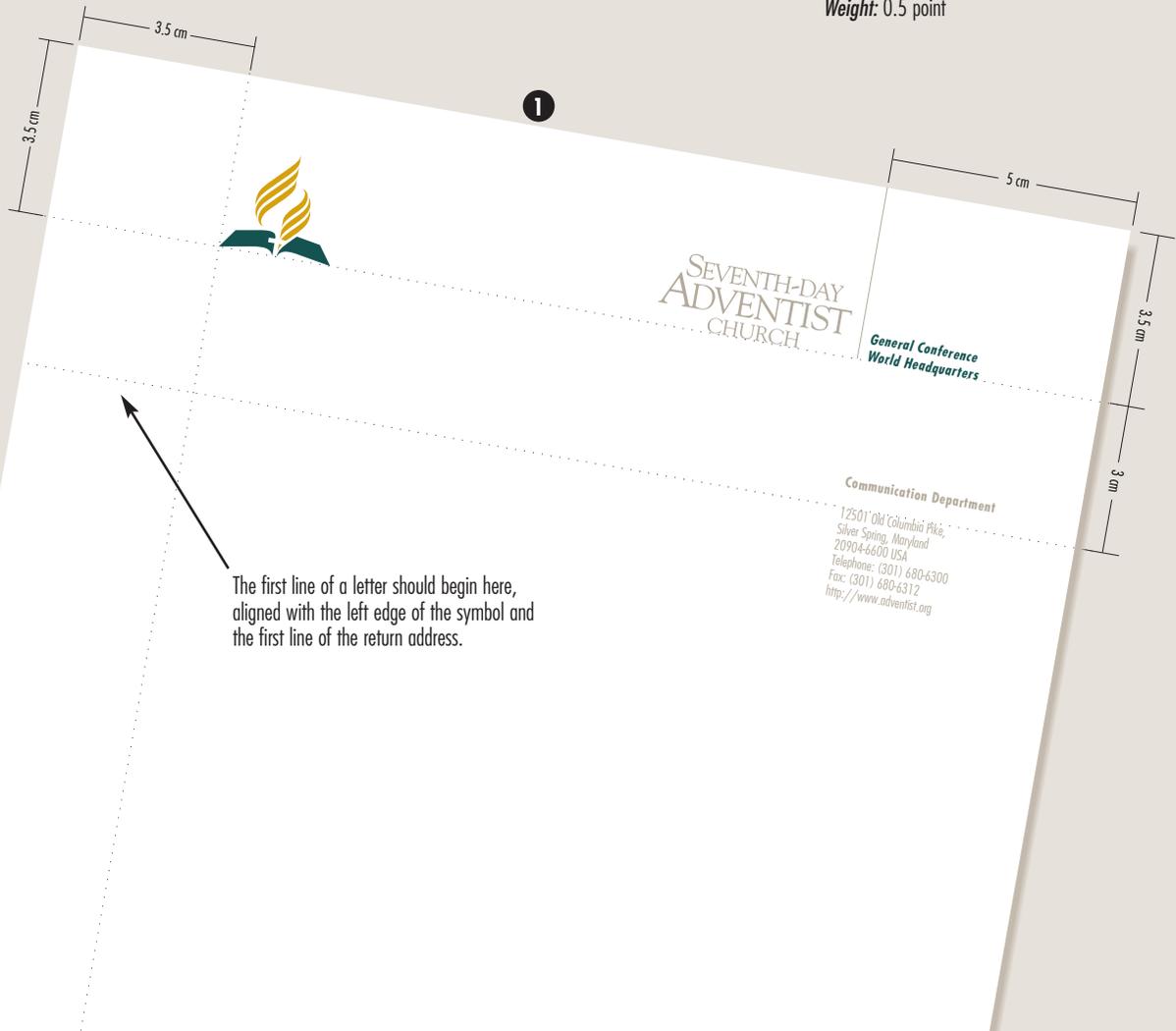
*Size:* 8 point

#### Vertical rule

*Color:* GC Gray

*Weight:* 0.5 point

These measurements should be used to position elements relative to the top left corner and top right corner of any size letterhead.



#### 1 Standard letterhead

#### 2 Letterhead with secondary logo

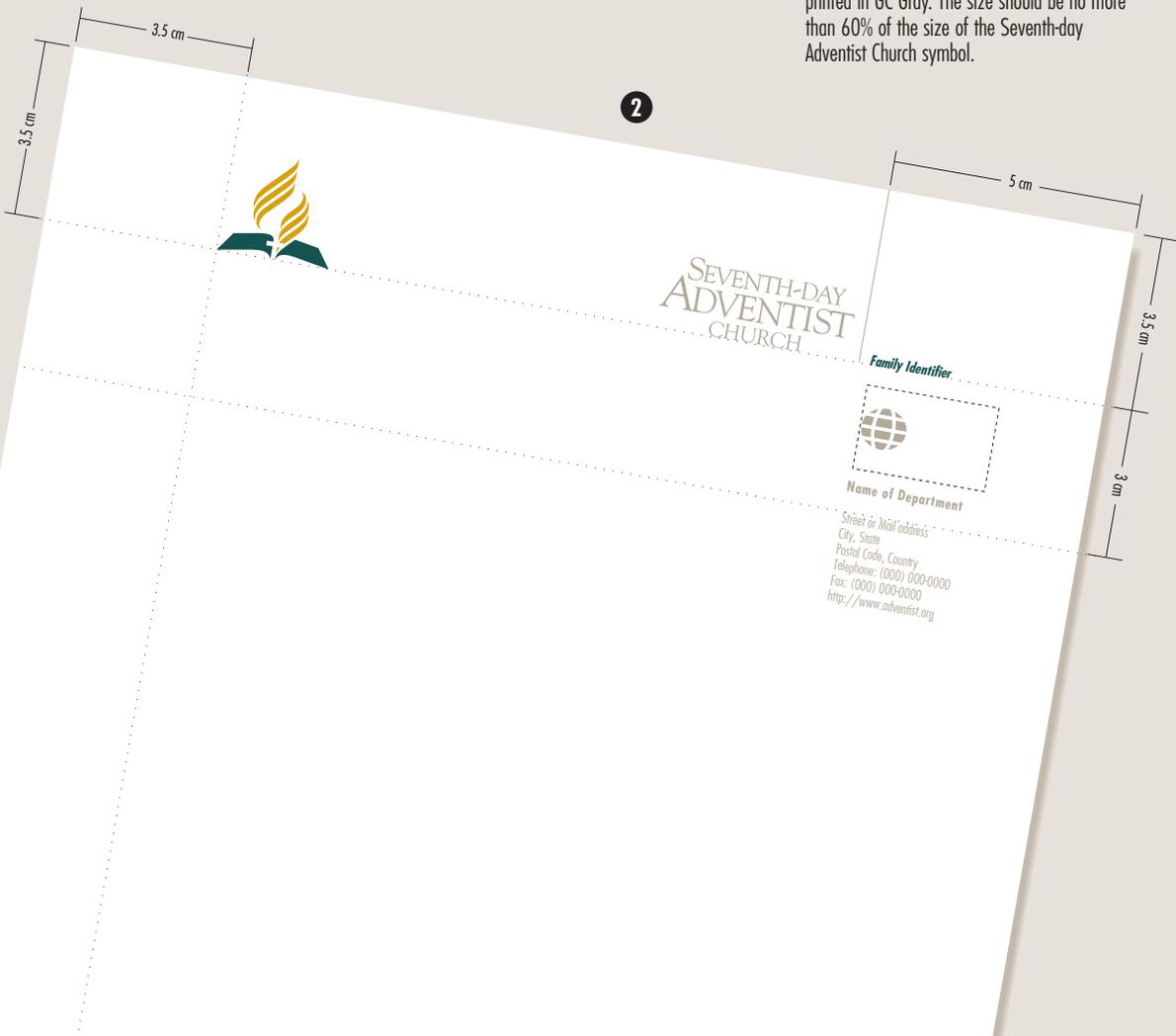
The letterhead format is designed to work with a variety of paper sizes, including standard European and U.S. business sizes. The measurements from the top, right, and left remain constant regardless of the page size.

The number of address/contact lines is variable and may extend downward, but the position of the top address line must remain constant.

#### Secondary logo

When a secondary logo is necessary, it may be placed within the area indicated by the dashed line. The secondary logo should appear **no larger than 60%** of the size of the Seventh-day Adventist Church symbol. **A secondary logo may only be printed in the GC Gray color.**

Secondary logos may only be placed within the area indicated by the dashed line (the dashed line does not print). The logo must be printed in GC Gray. The size should be no more than 60% of the size of the Seventh-day Adventist Church symbol.



### Typing guidelines

The left typing margin should be aligned with the left edge of the symbol. The top line of the return address is the guide for the first line of a letter.

### Paper selection

Because of its universal availability and the clean, professional image it projects, white is the only paper color approved for Seventh-day Adventist Church stationery. Avoid the use of cream, beige or any other hint of color.

Custom watermarked paper is available. Contact the General Conference Communication Department for information.

### Specifications for envelopes

#### Signature (symbol and logotype)

*Color:* Flame=GC Gold, Bible=GC Green, Logotype=GC Gray

*Size:* Total height = 2.5 cm

#### Family identifier

*Color:* GC Green

*Typeface:* Futura Condensed Bold Oblique

*Size:* 8 point

#### Department

*Color:* GC Gray

*Typeface:* Futura Condensed Bold

*Size:* 8 point

#### Address line

*Color:* GC Gray

*Typeface:* Futura Condensed Light

*Size:* 8 point

These measurements should be used to position elements relative to the top left corner on any envelope.



### Standard envelopes

Although there are a wide variety of envelope types and sizes, the measurements in the guidelines above should be used to accurately position the signature and address in relation to the top left corner of most standard business size envelopes.

Secondary logos are **not** to be used on envelopes.

### Specifications for business cards

#### Signature (symbol and logotype)

**Color:** Flame=GC Gold, Bible=GC Green  
**Size:** Total height = 2.5 cm

#### Family identifier

**Color:** GC Green  
**Typeface:** Futura Condensed Bold Oblique  
**Size:** 7 point

#### Name/title

**Color:** GC Gray  
**Typeface:** Name: Futura Condensed Bold  
 Title: Futura Condensed Light Oblique  
**Size:** 8 point

#### Department

**Color:** GC Gray  
**Typeface:** Futura Condensed Bold  
**Size:** 7 point

#### Address, telephone, etc.

**Color:** GC Gray  
**Typeface:** Futura Condensed Light  
**Size:** 7 point

#### Vertical rule

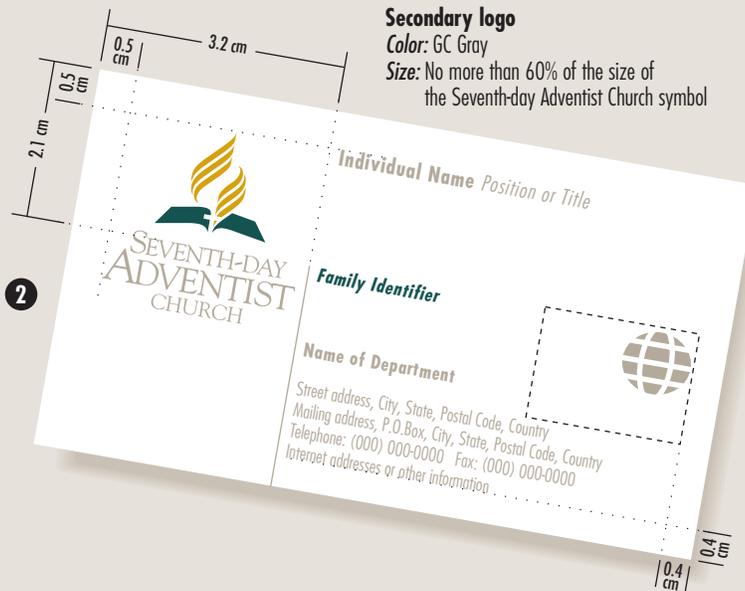
**Color:** GC Gray  
**Weight:** 0.5 point

#### Secondary logo

**Color:** GC Gray  
**Size:** No more than 60% of the size of the Seventh-day Adventist Church symbol



Minimum clearance from bottom and right edge = 0.4 cm.



Minimum clearance from bottom and right edge = 0.4 cm.

### 1 Standard business card

### 2 Business card with secondary logo

The measurements shown above apply to both the European and U.S. standard size business cards.

The contact information (address, telephone etc.) may be arranged in two columns as shown in sample #1 above, or one column as shown in sample #2. The space between the family identifier and the department name is flexible to allow for more address lines.

#### Secondary logo

When a secondary logo is necessary, it may be placed within the area indicated by the dashed line. The secondary logo should appear **no larger than 60%** of the size of the Seventh-day Adventist Church symbol. A secondary logo **may only be printed in the GC Gray color.**

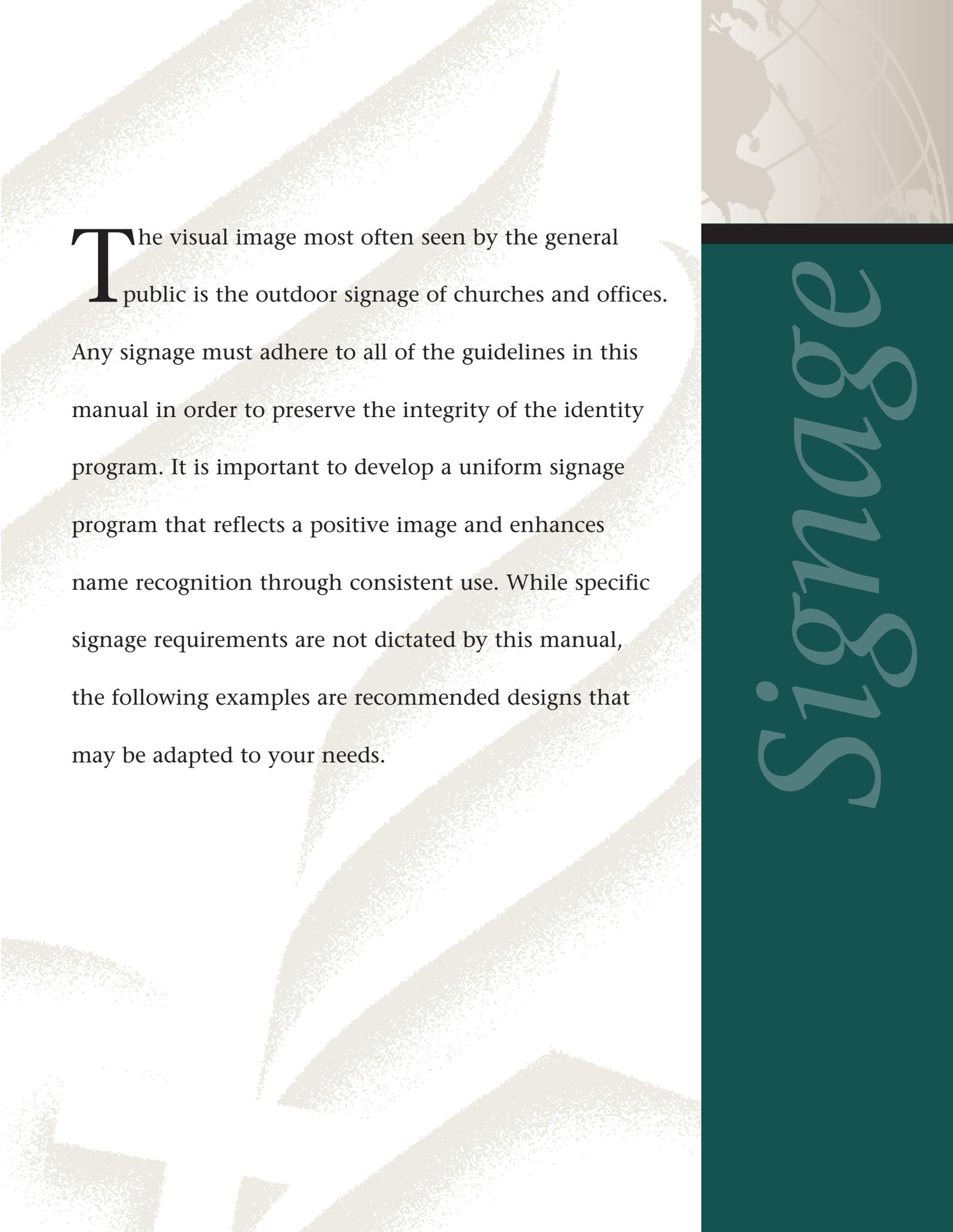


### **Mailing labels**

No specific guidelines are required for mailing labels since individual needs will vary. The sample shown above is the suggested

format. The template for this design is included on the CD in the identity resources package.

The visual image most often seen by the general public is the outdoor signage of churches and offices. Any signage must adhere to all of the guidelines in this manual in order to preserve the integrity of the identity program. It is important to develop a uniform signage program that reflects a positive image and enhances name recognition through consistent use. While specific signage requirements are not dictated by this manual, the following examples are recommended designs that may be adapted to your needs.



Signage

## Church signs

An example of a simple header format that could be used in conjunction with a variety of sign structures.

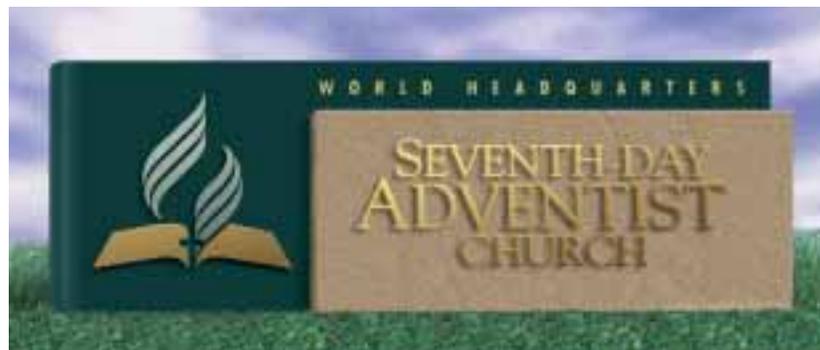


An example of a more elaborate, monument-type structure similar to the corporate sign.



## Corporate sign

This example is suggested for the corporate environment such as a Division Headquarters.



## Architectural signage

The examples above are recommended sign formats for local churches or corporate offices.

It is recognized that many individual situations will require customized solutions. Each Division or Union should determine a

unified signage strategy according to its unique needs.

Any sign—regardless of the format—must comply with the general identity standards specified in this manual.

**I**n February 2002, the General Conference responded to many requests from around the world to evaluate the possible variants in the church's official logo application. Church-affiliated organizations were interested in applying the new visual identity but found it at times awkward to follow the mandated guidelines.

Here are a few questions that were raised: Should we always need to apply the full name of the "Seventh-day Adventist Church" on a sign for an elementary school? It's a school—not a church. How could we use the logo and identify our school without adding the entire name of the church? And if only the logo was used, wouldn't it appear to be the logo of that school and not the Seventh-day Adventist church? The Corporate Identity committee met, consultants were consulted and a decision was made to expand the guidelines, addressing several of the logo application issues, while maintaining the integrity of the graphic standards.

This is the Addendum.

# Addendum

Illustration A



Illustration B



***New guidelines for  
ancillary organizations***

Ancillary or independent church-owned organizations (as listed in the *Adventist Yearbook*) can utilize these new expanded guidelines if they choose.

Primary administrative organizations of the church shall continue to use the current logo guidelines. These organizations include the General Conference, Divisions, Unions, Conferences and local

Churches.

The logo may be used with the word “Adventist” and an accompanying descriptive line which describes the organization in generic terms (Illus. A). In addition, the name of the organization in the specified typeface can be placed after the generic term with a line separating the two (Illus. B).



**Guideline specifications**

1. The logo graphic shall not be altered.
2. The logo and attached type shall be used in monochrome. The color used may vary to coordinate with the project.
3. The name "Adventist" and descriptive line shall be in the official Goudy typeface, as per the current logo standard.
4. The descriptive line shall be one or two words, all on one line.
5. The descriptive line shall be consistent for that organizational area. (i.e. all Adventist bookstores in that conference/union/division would use the same words "Book Store" or whatever is agreed upon for that region.)
6. The logo and descriptive line shall be physically separate from the name of the organization and/or its logo if a distinctive typeface and logo are used for that organization.

The guidelines in this Addendum are designed to answer a need of church organizations around the world. We pray that these needs have been met while protecting the singular identity of our church logo and what it represents. As many graphics professionals have stated, logo identities grow and mature. The rules you need to establish it are not necessarily the same rules which will help it mature. We will consider carefully the changing needs of our church and our people over time. Our response must be with prayer and wisdom so that our visual identity will remain as clear as our spiritual mission. Many thanks to those around the world who, through inquiries, suggestions and persistence, have helped this to happen.

**—The General Conference Corporate Identity Committee**