



BRAND GUIDELINES



Seventh-day
Adventist® Church
FLORIDA CONFERENCE

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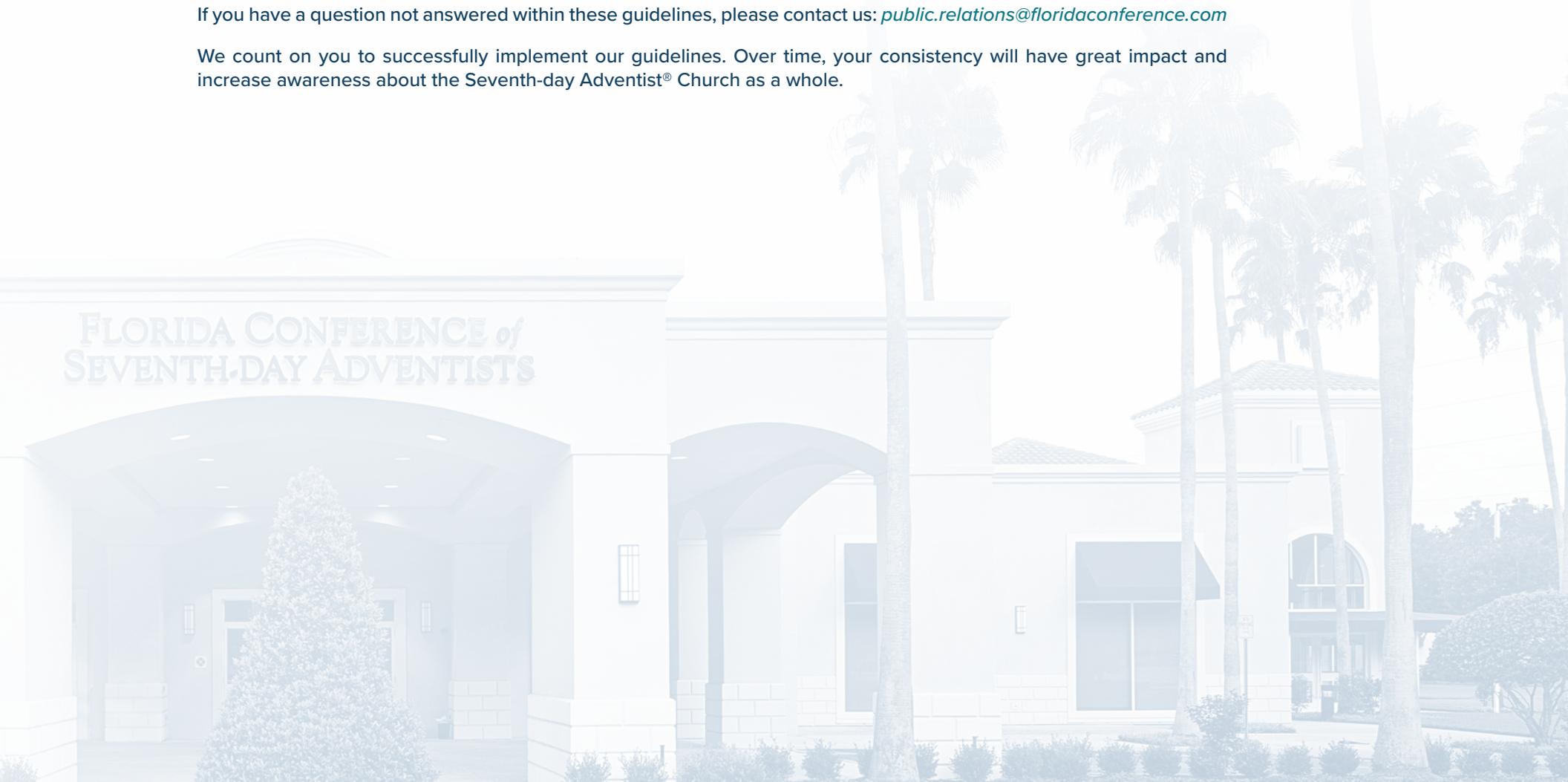
INTRODUCTION

These brand guidelines are for the Florida Conference of Seventh-day Adventists® and its departments.

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: public.relations@floridaconference.com

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.



BRAND STRATEGY: CREATE AWARENESS

Here's how you can help create awareness:

- Consistently use the Florida Conference 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 the Florida Conference.

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

CHURCH SYMBOL AND MEANING

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

THE FLAME

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

THE OPEN BIBLE

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



THE SECOND COMING

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

THE CROSS

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

LOGO ELEMENTS

The Florida Conference of Seventh-day Adventists® logo consists of:



TRADEMARK

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

LOGO

WHITE ON BLUE

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



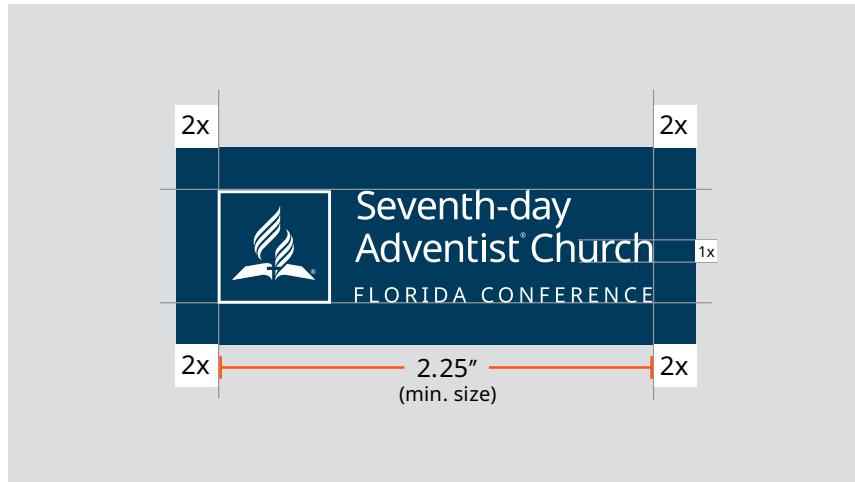
BLUE ON WHITE

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



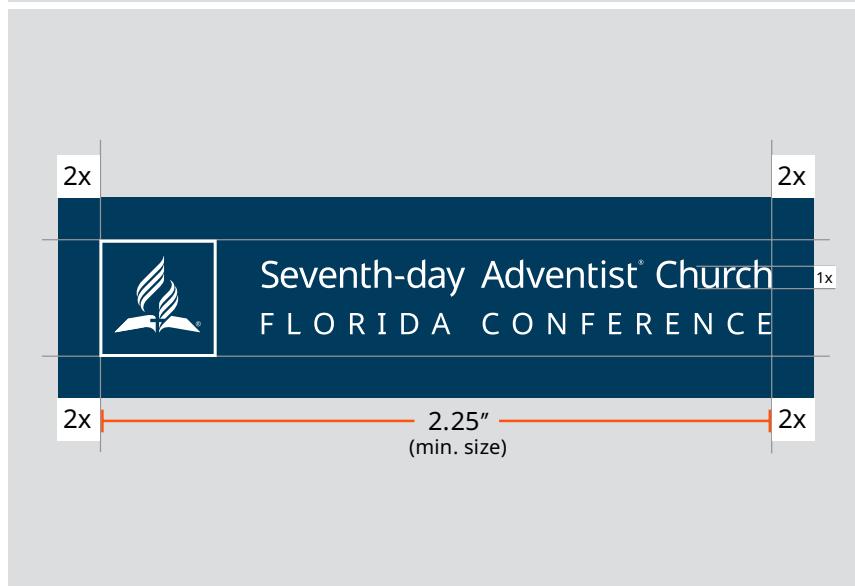
LOGO

CLEAR SPACE AND MINIMUM SIZE



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

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



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

LOGO

DO'S AND DON'TS

DISTORTION



Use the basic logo.



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



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

ROTATION



Use the basic logo.



Do not rotate or flip the logo.



BACKGROUND COLORS

When choosing a background color, please keep contrast in mind, and refer to our color palette (p. 16).



The basic white logo on blue background is preferred.



The basic blue logo on white background is preferred.



SPECIAL EFFECTS



Use the basic white logo on blue background.



Do not apply any special effects to the logo.



Use the basic blue logo on white background.



Do not apply gradients to the logo.

SEPARATING LOGO ELEMENTS



Use the basic logo.



ADDING ELEMENTS TO THE BASIC LOGO



Use the basic logo.



LOGO

CONFERENCE DEPARTMENTS

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.



LOGO

CONFERENCE DEPARTMENT WITH ICONS

For Florida Conference of Seventh-day Adventists® departments and entities that are not ready to upgrade their logos to the new format, the following transitional logo formats are available:

STACKED



Gray borders are optional, but show adequate clear space.

WIDE



COLOR PALETTE

Using the Florida Conference of Seventh-day Adventists® 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

Florida Conference 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.



PMS 302 C

Hex : #003a5d
Rgb : 0,58,93
CMYK : 100, 38, 0, 64



PMS 7474 C

Hex : #007582
Rgb : 0, 117, 130
CMYK : 100, 10, 0, 49



PMS 268 C

HEX: #582c83
RGB: 88,44,131
CMYK: 33, 66, 0, 49



PMS 1595 C

HEX: #DB6116
RGB: 219, 97, 22
CMYK: 0, 56, 90, 14



PMS 362 C

HEX: #4E9D30
RGB: 78, 157, 48
CMYK: 50, 0, 69, 38



PMS 364 C

HEX: #49762A
RGB: 73, 118, 42
CMYK: 38, 0, 64, 54



PMS Black C

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 0



PMS 80% Black C

HEX: #58595B
RGB: 88, 89, 91
CMYK: 3, 2, 0, 64

TYPOGRAPHY

Consistent use of typography helps build visual familiarity with our brand and ensures that materials for the Florida Conference of Seventh-day Adventists® have a cohesive look.

Noto Sans

NOTO SANS REGULAR

AaBbCcDdEeFfGgHhIijj

NOTO SANS ITALIC

KkLlMmNn 0123456789

NOTO SANS BOLD

AaBbCcDdEeFfGgHhIijj

NOTO SANS BOLD ITALIC

KkLlMmNn 0123456789

OFFICIAL FONT

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



<https://bit.ly/2jNHXQE>

INTENDED USES

Headlines, subheads, callouts, and body copy.

ELECTRONIC COMMUNICATIONS

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



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



TYPOGRAPHY LOGO FONT

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

Advent Sans
Seventh-day Adventist® Church

INTENDED USES

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

DOWNLOAD

Advent Sans fonts are open source and are published under the SIL Open Font License. They can be downloaded at:

 <https://bit.ly/2rTTVdI>

TYPOGRAPHY

ALTERNATIVE FONTS

Noto Serif

NOTO SERIF REGULAR

AaBbCcDdEeFfGgHhIiJj

NOTO SERIF ITALIC

KkLlMmNn 0123456789

NOTO SERIF BOLD

AaBbCcDdEeFfGgHhIiJj

NOTO SERIF BOLD ITALIC

KkLlMmNn 0123456789

OFFICIAL FONT

Use the Google Noto Sans family of fonts for any branded Florida Conference of Seventh-day Adventists®.

Commissioned by Google, the font is licensed under the SIL Open Font License and can be downloaded for free at:



<https://bit.ly/2i4fGBj>

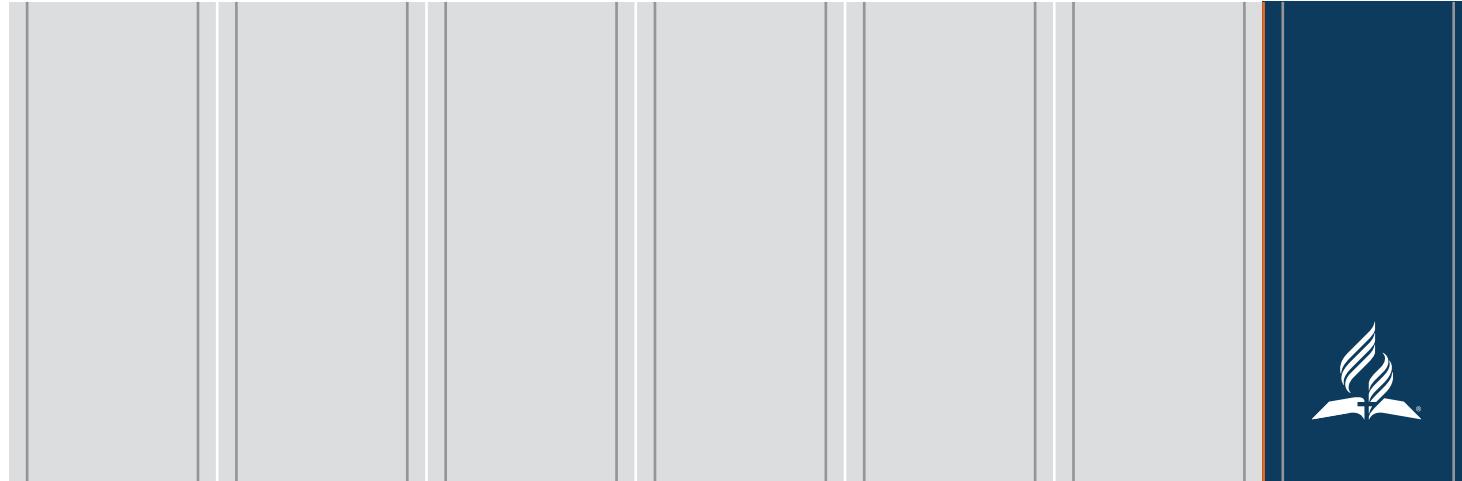
INTENDED USES

Headlines, subheads, callouts, and body copy.

OTHER ACCEPTABLE FONT

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

- Montserrat <https://bit.ly/3l84Ruw>



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 Florida Conference of Seventh-day Adventists® 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



BUSINESS SYSTEM

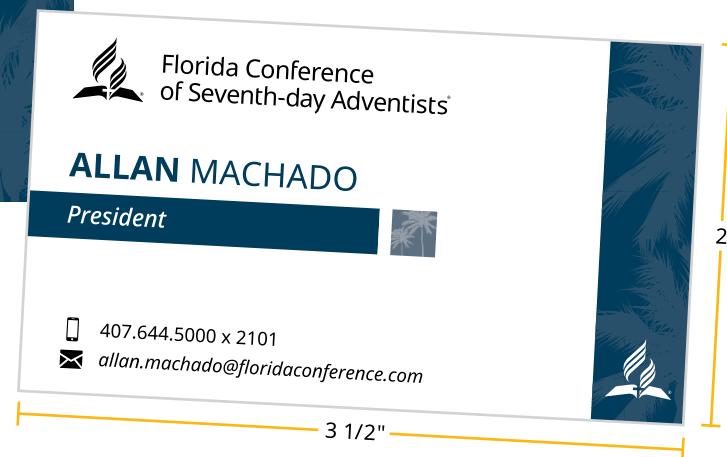
BUSINESS CARD

The Florida Conference of Seventh-day Adventists® has adopted this business system for an integrated, cohesive, and professional look and feel, which is based on the denim blue and white.

FRONT



BACK



BUSINESS SYSTEM

LETTERHEAD & #10 ENVELOPE

EXAMPLE



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.

Communication & Public Relations

For information about brand standards, to request materials, or to acquire approval for distribution, please contact the Communication and Public Relations department of Florida Conference of Seventh-day Adventists® at:
public.relations@floridaconference.com



Walking TOGETHER

FAITH • HOPE • LOVE

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Seventh-day
Adventist[®] Church
FLORIDA CONFERENCE