

We are all Seventh-day Adventists

An Introduction to the
Adventist Identity System



“Worship him who made the heavens, the
earth, the sea and the springs of water.”

–Revelation 14:7



A message from Pastor Ted Wilson

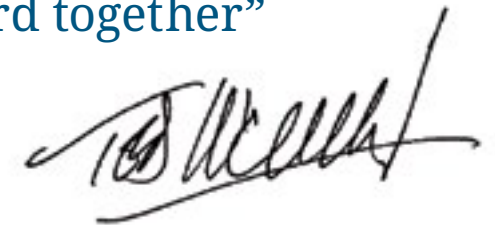
–President

“Since the beginning of the Seventh-day Adventist movement we have spoken, published, produced, and designed a diversity of materials to share our distinct message with the world. As our church has grown, our message of hope in a soon coming Savior has been shared across continents, countries and cultures.

Throughout our prolific history however, we have never had a unified strategy for how to present that message across the thousands of visual materials we create every week.

In designing on our own, we have sometimes forgotten to think about our context and what would make it easiest for everyone to know we are all Seventh-day Adventists.

I fully support the great work done by the GC Communication team in the creation of the Adventist Identity Guidelines, and encourage all Church entities to adopt these new guidelines into their identity packages. I believe that the Lord will continue to bless the global church as we move forward together”

A handwritten signature in black ink, appearing to read 'Ted Wilson', with a stylized, cursive script.

We speak different languages





We dress differently

A photograph of a man with white hair and glasses, wearing a maroon t-shirt, working on the engine of a light blue car. The car's hood is open, revealing the engine compartment. The man is holding a black rectangular component, possibly a battery or a fuse box, and is looking at it. The background shows a sunset with trees and a fence, creating a warm, golden light. The text "We have different jobs" is overlaid on the image.

We have different jobs



We have different styles



We live in different countries

A person, likely a Maasai, is seen from behind, standing on a grassy hill and looking out over a vast savanna landscape at sunset. The person is wearing a red and black patterned shuka draped over their shoulders. The sun is a large, bright yellow orb on the horizon, casting a warm glow over the scene. The sky is a mix of soft pinks and purples. The foreground is filled with dry, golden-brown grass, while the middle ground shows a flat expanse of savanna with scattered green bushes and trees. The overall mood is peaceful and contemplative.

We belong to different cultures

An aerial photograph of a city street intersection. The street runs vertically, with a horizontal cross street. On the left side of the vertical street, there are several houses with different roof colors (brown, grey, orange) and some trees. On the right side, there are more houses and trees. Several cars are parked along the streets. The word "STOP" is painted on the pavement at the intersection. The text "We reside in different neighborhoods" is overlaid on the left side of the image.

We reside in different neighborhoods

We worship God in different ways





We all celebrate



We all confess



We all shout for joy

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



So, how should we present ourselves?

How can we set up a system that supports an ever-increasing number of formats, mediums, and materials? Most importantly, how can we create a system flexible enough to accommodate our diversity, while still presenting ourselves as a unified body?

The Church Symbol

The Seventh-day Adventist symbol, which many people think of as the “logo,” has been in use since 1997, and is the most recognizable element of our existing visual identity system. Though it may not communicate everything, because of its consistent use it now carries a deep significance for all who are familiar with it.

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



The Church Symbol

The symbol was modified slightly for the purpose of better reproduction in both digital and print applications, and is now free to exist in isolation, detached from the name of the church or entity.



The Flame
The flame is symbolic of the Holy Spirit; the three lines encircling an implied sphere represent the three angels circling the globe and our commission to take the gospel to the world.



The Second Coming
The lines at the top of the flame suggest upward momentum symbolizing the resurrection and ascension to heaven at Christ's second coming, the ultimate 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.



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.

Advent Sans

We believe our mission is to proclaim the everlasting gospel in every language. This is why we worship Jesus in over 900 languages every week. Therefore, we decided to choose a font that could be easily extended to hundreds of languages.

Built on the extensive language coverage of Noto Sans, Advent Sans will allow us to communicate consistency across the world. We have made extensive modifications to the latin and cyrillic alphabets, and we have made some recommendations for non-western characters.



Seventh-day Adventist[®] Church

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
H Θ Б Ç Э э Ž ɔ Д К з ʒ ř ě Ъ Ƨ Ƨ ч ψ ĩ Я Г Л ь ɔ δ Й
с 'А Ξ Σ Φ Ÿ Ů Ɔ ϕ Ɔ ρ ρ ρ ă ˆ E ħ ˜ H ǒ Ů è ˆ H ı ǿ ñ ũ ˘ ˘

 Waldaa adveentistii guyyaa torbaffaa	 Kirkja Sjöunda Dags Aðventista	 Syvende Dags Adventistkirken	 Долоо дахь өдрийн Адвентист сүм	 Kaniisada Maalinta-Sabtida	 كنيسة الادثنست السبتيين
 Sewende-dag Adventiste Kerk	 セブンスデー・アドベンチスト教会	 Kanitha De Akol Dherou Tit Ben De Rou De Yecu Keritho	 Hriščanska adventistička crkva	 Kanisa Na 'Debba Ior To Buryo Ko Mondu Yite Na Yesu	 Ettinchi Kun Xristian Adventistlar Cherkovi
 Kisha Adventiste në Shqipëri	 ಸೇವೆಂತ್-ಡೇ ಅಡ್ವೆಂಟಿಸ್ಟ್ ಸಭೆ	 Kerkgenootschap der Zevende-dags Adventisten	 Luak Kuoth Thebenith Dey Adbantith	 Kereke ea Sabata	 iBandla la Ma-Sabatha
 Ekklesiya na masu kiyaye Ranar Assabat	 Жетінші Күн Адвентистер Христиандарының Шіркеуі	 Seventh-day Adventist Church	 Memeneda AkwanhwEfo Asafo	 Iglesia Adventista del Séptimo Día	 Ìjọ Onírètí Bíbò Jésù Tí Npa Ojọ Keje Mó
 Յոթերորդ Օրվա Ադվենտիստ քրիստոնյաների եկեղեցի	 Krščanska adventistična cerkev	 Seitsmenda Päeva Adventistide Kogodus	 Igreja Adventista do Sétimo Dia	 Kanisa la Waadventista wa Sabato	 Kereke ya Sabata
 Yeddinci Günün Adventistləri Dini İcması	 Itorero ry'Abadiventisiti b'umunsi wa karindwi	 Suomen Adventtikirkko	 Kościół Adwentystów Dnia Siódmego	 Sjundedags Adventistsamfundet	 iNkonzo ya ma Sabatha
 सेवेन्थ-डे ऐड्वेन्टिस्ट कलीसिया	 Ishengero Ry'Abadevantiste b'Umusi w'Indwi	 Église Adventiste du Septième Jour	 Biserica Adventistă de Ziua a Șaptea	 Калисои Адвентистони Рӯзи Ҳафтум	 Krščanska adventistička crkva
 Hetednapi Adventista Egyház	 제칠일안식일예수재림교회	 მეშვიდე დღის ქრისტიან-ადვენტისტთა ეკლესია	 Церковь Христиан-Адвентистов Седьмого Дня	 செவந்த்-டே அட்வென்ட்டிஸ்ட் திருச்சபை	 Církev adventistů sedmého dne
 Chiesa Cristiana Avventista del Settimo Giorno	 Жетинчи Кундук Адвентист Христиандарынын Чиркосу	 Freikirche der Siebenten-Tags-Adventisten	 Церковь Адвентистов Седьмого Дня	 ಸೆವೆಂತ್ ಡೆ ಎಡ್ವೆಂಟಿಸ್ಟ್ ಆಲಯಮು	 Septintosios Dienos Adventistų Bažnyčia
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 基督復臨安息日會	 Lingomba ya Bazeli ya Bozongi ya Nkolo mpe baye Bapemaka mokolo ya sambo	 Χριστιανική Εκκλησία Αντβεντιστών Εβδομης Ημέρας	 Hriščanska adventistička crkva	 Siasi 'Ahofitu Teuteu atu ki he Ha'ele 'Anga Ua mai a Kalaisi	 സെവന്ത് ഡേ അഡ്വെന്റിസ്റ്റ് സഭ
 Gereja Masehi Advent Hari Ketujuh di Indonesia	 සෙවන්ත්-ඩේ ඇඩ්වෙන්ටිස්ට් සභාව	 基督复临安息日会	 Sangano remaSabata	 Libandla lemaSabatha	 Biserica Creștină Adventistă de Ziua a Șaptea

Color

Because color means different things across the world, there is no official global color or color system. Where it seems valuable to create internal or regional consistency for missional purposes, world divisions are encouraged to create carefully thought-out systems that work to differentiate their materials within their individual contexts.

The symbol is now allowed to exist in a variety of colors. Moving forward, it is recommended the symbol only be used in solid-color versions. The symbol may be a different color than the accompanying wordmarks, but all elements of the symbol should appear in the same color.

Regional color systems will be determined by local world divisions, and will be made available on the Adventist Identity Guidelines website as they become available.

If your division has not yet provided a color system, the recommended base palette is shown on the facing page.



The Creation Grid

The most important element in the design system is what we are calling the “Creation Grid.” This is a seven-column layout structure to be used in the majority of design situations to communicate our conviction that all time leads to a beautiful end.

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 last day.

The symbol is now free to exist in isolation, detached from the name of the church or entity. We recommend in most cases, where the symbol is detached, it sit within in the Sabbath column.



*Imagine showing the world
that we are all Seventh-day
Adventists, a people of hope.*



BUT ON THE SEVENTH DAY



APRIL 15

WHAT TO DO WHEN GOD CANNOT BEAR YOUR WORTHLESS ASSEMBLIES: PART 12

PASTOR ERICH

Shadow Valley
Adventist Church

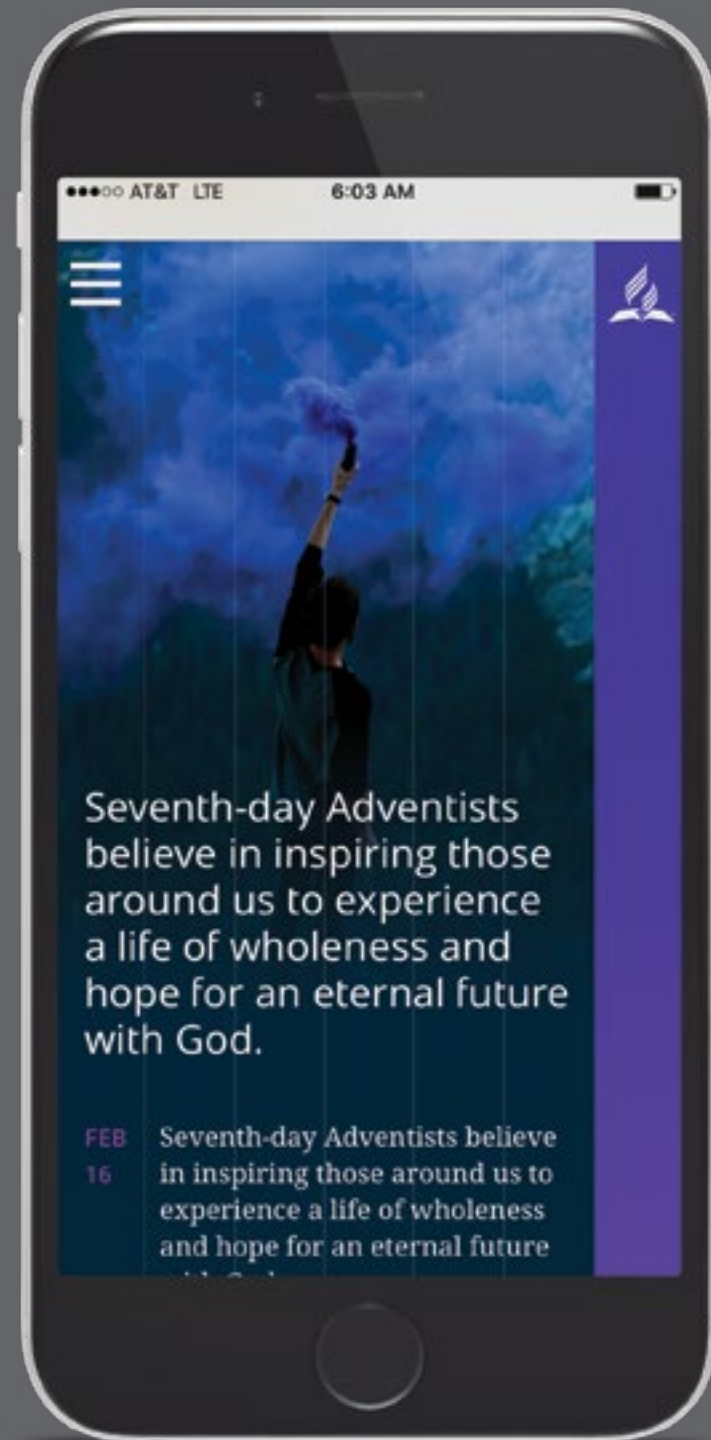


Seventh-day
Adventist Church

Tithe & Offerings









Iglesia Adventista
del Séptimo Día[®]
CENTRAL

The Sabbath Herald

V 2.0
I 001



Markham Woods Adventist Church
December 26, 11am

Reception after the
performance



CHRISTMAS
CONCERT







BORN ALOFT

PASTOR
EZRA
CRAIG


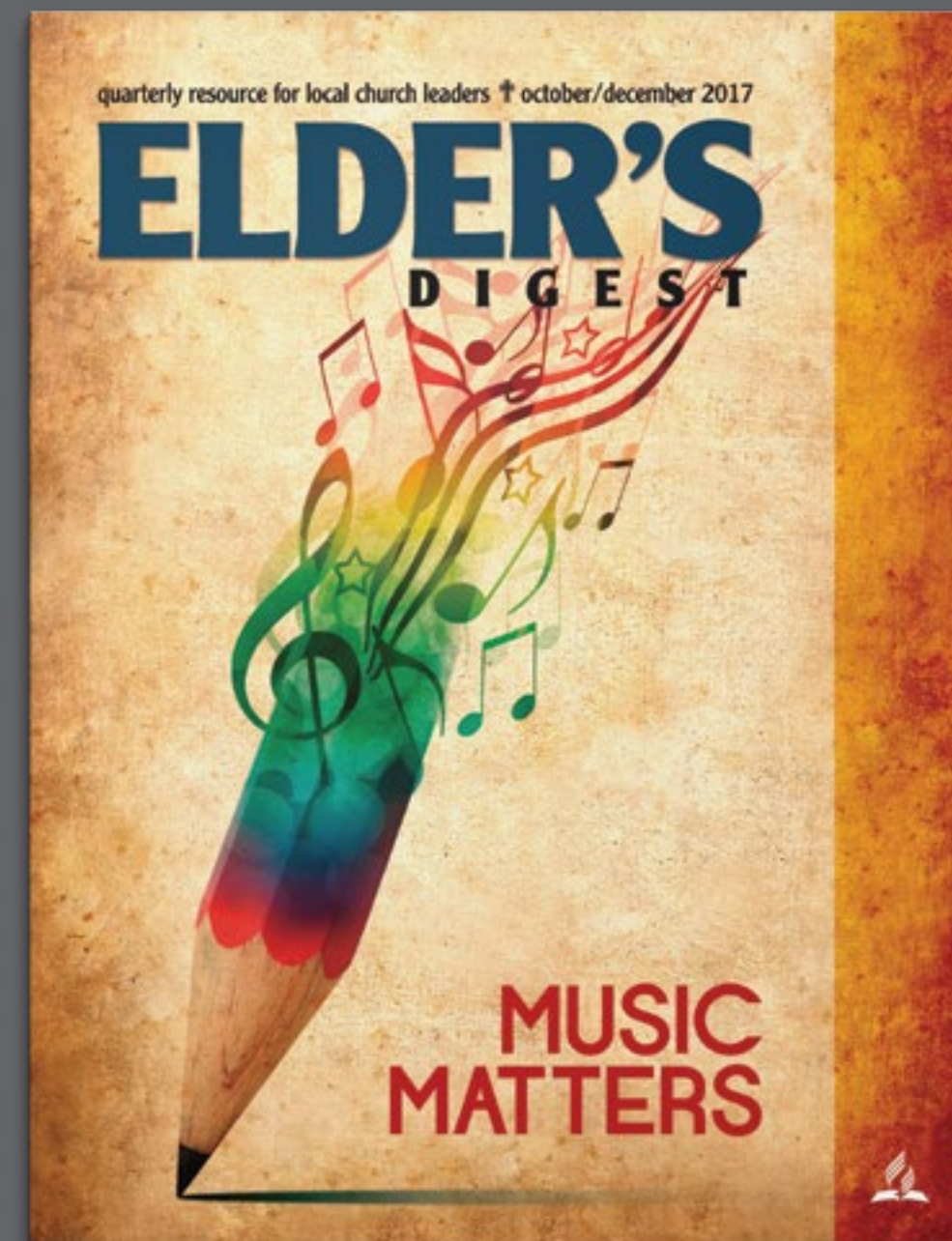
THIS
SABBATH
APRIL 22

6:30 -
7:30 PM

1695
WASHIN-
GTON AVE.

STRENGTH
THROUGH
PRAYER

Bronx Seventh-day
Adventist Church

BUT ON THE SEVENTH
DAY HE RESTED.

— EX



20:11



Williams Costa Jr.

Director of
Communications

Sam Neves

Associate Director of
Communications

Brent Hardinge

Assistant Director of
Communications

Tanya Holland

Design
Manager

Types & Symbols

We design Adventist
experiences

Meet the Team

Our hope is found in Jesus, and since our beginning we have spoken, published, produced, and designed a diversity of materials to share this hope with others. We believe the only way to fulfill our mission is to communicate very clearly that we are all Seventh-day Adventists.

A People of Hope.

The entire Adventist Identity Guideline is available online, at identity.adventist.org

**A People
of Hope**