



Adventist Identity

Seventh-day Adventist Church *South Pacific*



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Welcome

After some delays waiting for the world church to adopt a global identity style, we in the South Pacific Division are now able to continue the project initially started by James Standish, Shelley Poole and the team. It is exciting to note that most of the identity package designed in the South Pacific has been ratified by the General Conference. However, there are a few differences between what the South Pacific proposed and what has been approved.

This short Adventist Identity Style Guide – South Pacific is the definitive guide for applying this global identity throughout the South Pacific Division.

Let me summarise the principles outlined in the Adventist Identity Style Guide – South Pacific:

- 1. IDENTITY:** The icon (Bible, cross, flame, etc) needs to be associated with the Seventh-day Adventist Church. This is the corporate identity. Every office, congregation, school and other entity is a local representation of the corporate.
- 2. COLOURS:** The primary colours for signage in the South Pacific are Adventist Fire, Onyx and White. There are times when Charcoal needs to replace the onyx as it becomes too intense. Aged Care, Education and Health have secondary colours.

The General Conference have delegated to Divisions the choice of colours in their regions.
- 3. FONT:** The primary font for Seventh-day Adventist Church or the other entities is *Advent Sans* (this font is in the public domain). The location identifier/name is in *Eye Catching SPD* (this font requires a licence that SPD has purchased and is available to Unions, Conferences and Entities). The General Conference has authorised the continued use of *Eye Catching SPD* throughout the South Pacific.
- 4. DESIGN:** This global identity also acknowledges the importance of the Seventh-day by utilising the Creation Grid. Where possible, it is important to utilise this Creation Grid.
- 5. NAME:** The corporate identity should always be Seventh-day Adventist NOT just Adventist (unless being used with a specific name such as Adventist Aged Care, Adventist Education, Adventist Health, Adventist Media or Adventist Schools).

- 6. TRADEMARK:** A TM (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 TM 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 TM indicates that there is protection for these symbols.
- 7. ILLUMINATION:** If illuminated, only the white lettering should be illuminated. However, illumination may be restricted by local authorities.
- 8. SIGNAGE:** Primary signage should be simple and concise, containing minimal information. Typically this will be Seventh-day Adventist Church (or other entity) and the location and name. In a limited number of cases, such as schools in Fiji, a registration number is also required (see guidance in the Adventist Identity Style Guide – South Pacific).
- 9. APPLICATION:** The signage, as documented in this Style Guide, is to be used throughout the South Pacific. However, Unions have the opportunity of applying these principles to stationery, such as letterheads, business cards, compliments slips, etc and digital publications.

We believe the Seventh-day Adventist Church is God's church and have been given a great commission to share Jesus and His Word with the world. We do this in so many different ways through a variety of ministries. However, for this to be most effective, it is important that all of us commit to working together. People will then know and appreciate the variety of ministries of the Seventh-day Adventist Church, connect each good encounter, build confidence in the organisation and be encouraged to join us as disciples of Jesus Christ.

May this be yet another tool in sharing the good news of Jesus—what He has already done, is doing and will do—to God's honour and glory.

Dr Stephen J Currow

Communication Director, South Pacific



Primary logo

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 recognizable 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 registered trademark may be used by the Seventh-day Adventist Church, its entities, institutions (including churches and schools) as authorized by the General Conference of Seventh-day Adventists, its divisions, unions and conferences.

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



Location

An alternative horizontal layout of the Seventh-day Adventist Church logo within the South Pacific Division.



Location



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.

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 17*).



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.

Any accompanying word marks should be black or reversed out of charcoal, not the same colour as the symbols box unless the printed item is single colour.

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 1.5 pt boarder is required to frame the logo.

Where there are limited colour options, you have a choice of using the black mono version or a reversed option that works well on images that are not too busy, or the tonal contrast is low.

The mono black version of the logo is only to be used in a black and white context where colour printing is not possible.

The reversed option can be used on predominately dark backgrounds where the 2-colour version would not stand out. Make sure the positioning of the logo is over a tonally flat part of the background so that the text is still readable.

The white background text box is for use when the usual charcoal block would be too dominate, 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> to discuss with them solutions that will work for your requirements.

Primary Logo



South Pacific

Mono - black



South Pacific

Reversed



South Pacific

White background (for use on emails)



South Pacific



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

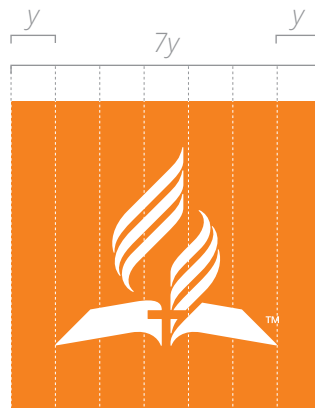
It is preferred that the location identifier in Eye Catching SPD appears under the SDA logo when practical to do so. The 'A' in Adventist should be used as a guide to establish the distance between the SDA logo and the location identifier.

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

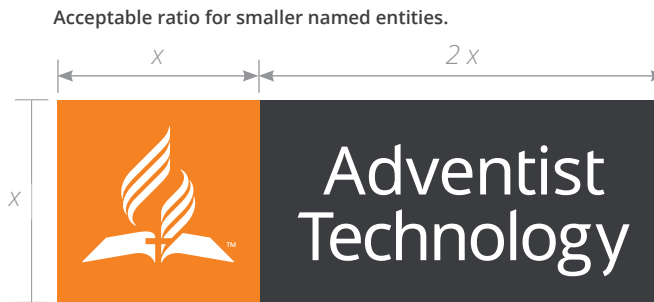
The Creation Grid determines the size of the icon within the Adventist Fire square.



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 entities 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 entities name, and a second 'e' space will determine the placement of the entities location.

Element spacing on white backgrounds

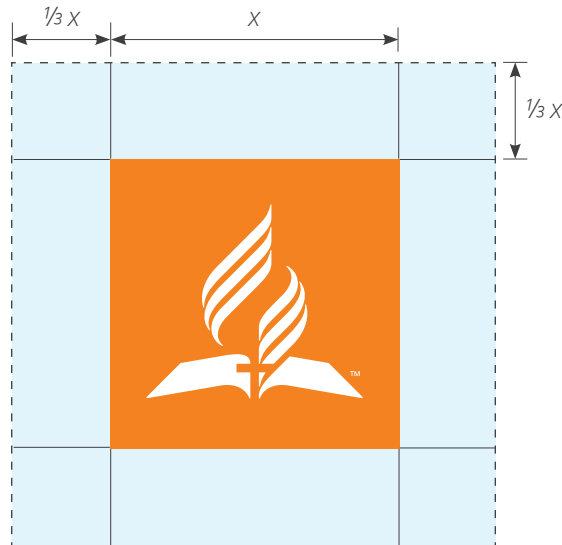


Logo clear space

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 to 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.

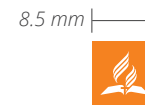
MINIMUM SIZE

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 logotype 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



Principle 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: 10, 10, 7, 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 mat black rather than glossy black wherever possible, particularly on signage.

ADVENTIST COMPASSION

PMS: 220 C
CMYK: 37, 100, 53, 3
RGB: 168, 35, 97
HEX: #A82361

Adventist Compassion is to be used for aged care facilities.

ADVENTIST EXCELLENCE

PMS: 2728 C
CMYK: 100, 85, 0, 0
RGB: 20, 65, 170
HEX: #1441AA

Adventist Excellence is for use within the 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	Orange	Orange	Orange	Orange	Orange																																				
Churches		Orange	Orange	Orange	Orange																																				
Schools				Orange	Orange							Blue	Blue																												
Aged Care							Magenta	Magenta																																	
Health – Clinics/Wellness																Teal	Teal	Teal	Teal	Teal																					
Book Centres		Orange	Orange	Orange	Orange																																				
Media	Orange	Orange	Orange	Orange	Orange																																				
Campgrounds		Orange	Orange	Orange	Orange																																				



Primary fonts

Advent Sans-Logo Regular 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 more.

Avoid using it for body text, as Open Sans is recommended for that body style. Advent Sans is to be used minimally which is why it works well for headings and subheadings.

PLEASE NOTE: This font has been specially developed for use in the South Pacific Division and is a slightly different font to what is available on the General Conference website.

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 new location. It requires a licence, which has been paid for and is now available from the Seventh-Day Adventist identity website. Please note this is a different customised updated version of the font called Eye Catching Pro.

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

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

EYE CATCHING SPD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890



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.

<i>a</i>	option + shift + 7	<i>N</i>	option + 7
<i>E</i>	option + e	<i>S</i>	option + s
<i>f</i>	option + f	<i>t</i>	option + t
<i>fl</i>	option + shift + 6	<i>v</i>	option + v
<i>fi</i>	option + shift + 5	<i>W</i>	option + w
<i>G</i>	option + shift + v	<i>w</i>	option + shift + w
<i>J</i>	option + j	<i>y</i>	option + y
<i>K</i>	option + k		option + 6
<i>M</i>	option + m		



Secondary fonts

The **Open Sans font family** is a complementary secondary font that works well in larger blocks of text, such as body text in Word documents, on websites and all forms of marketing material, including stationery such as business cards and letterhead. The range of weights 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.

Avoid using Open Sans for main headings, as Advent Sans is the designated font for those styles.

While Droid Serif is a font other divisions might be using in their branding, within the South Pacific Division region, we recommend using Advent Sans and/or Open Sans instead.

OPEN SANS LIGHT

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS REGULAR

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS SEMI BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS EXTRA BOLD

abcdefghijklmnopqrstvwxyz
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



Colour too similar



Use only approved colours



Design elements

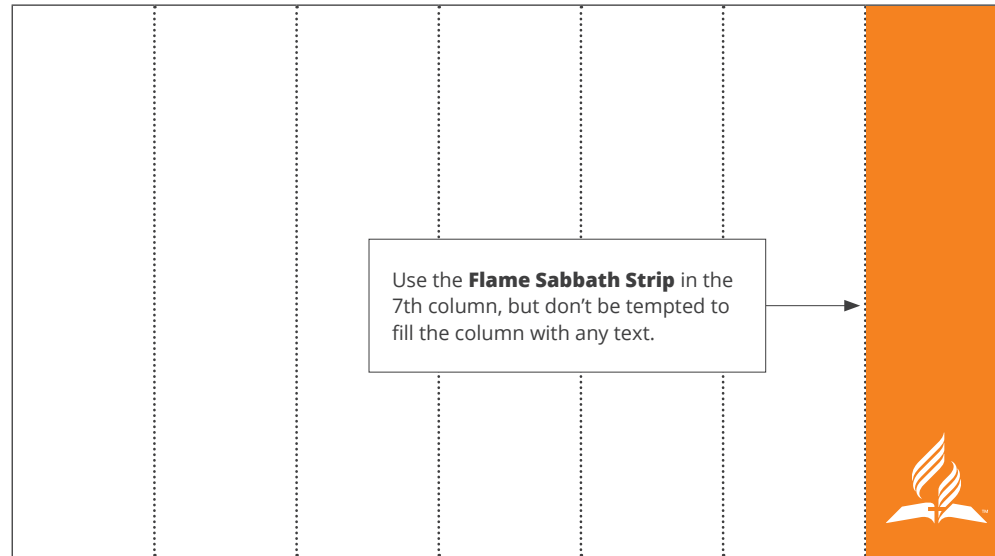
CREATION GRID

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.

The Sabbath column should feature only the Adventist symbol with no other text. The Adventist symbol is in white on the Adventist Fire background, or white on 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.



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 grid.



Signage

PYLONS

Pylon signs are free-standing signs erected independent 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.



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.

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



Signage



Pylons – multi-lingual (optional)

PRIORITY OF LISTING

In countries where multiply languages are common, it is recommend to list the translations in order of the most common language first.

This option may be appropriate in locations including:

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



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.



Option for campuses with multiple organisations and/or businesses

Advent Sans
Pure white
Centred text
No logos



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.

If you have any questions regarding adding the new logo to existing structures, please contact the SPD Communication Department.

Example of the new logo using an existing sign



Other applications – flag



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



SDA ENTITIES

Proposed school branding

ADMINISTRATION LEVEL



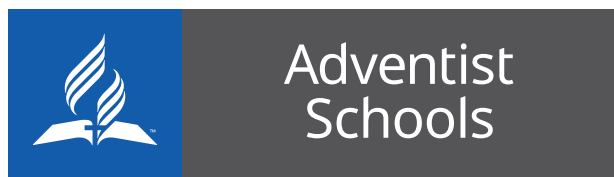
REVERSED OR SINGLE COLOUR USAGE

When full colour printing isn't an option or if the background the logo is going on does not suite the colours of the primary logo you may use the white version. The background colour for the white logo should always be set to blue PMS 2728.



Proposed school branding

INDIVIDUAL SCHOOLS



ENTITY NAME
ENTITY TYPE



ENTITY NAME
ENTITY TYPE



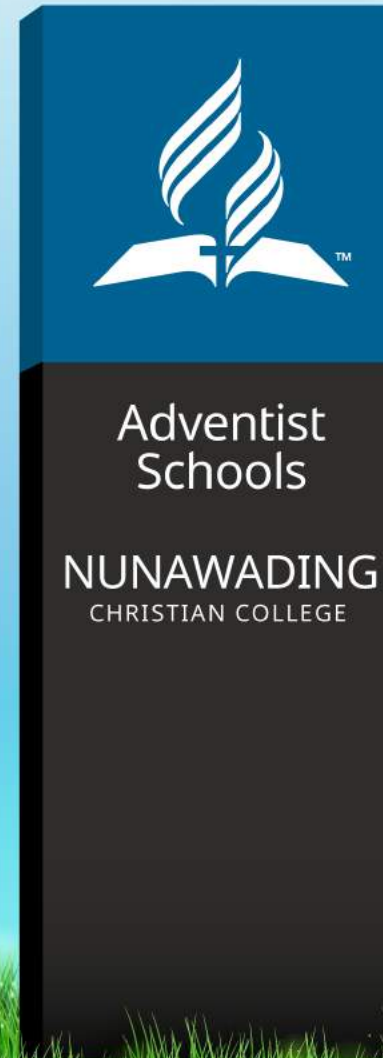
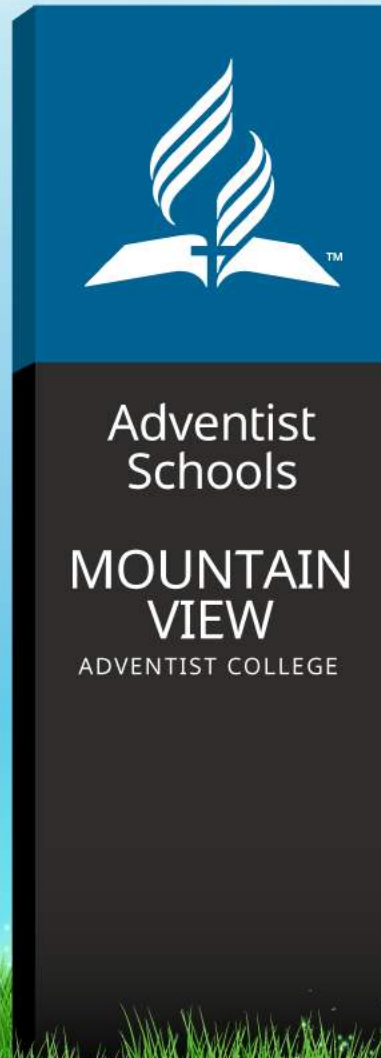
SDA ENTITIES

Proposed school branding

INDIVIDUAL SCHOOL PYLONS

**Advent Sans
(Title case)**
Pure white,
centred text
This is slightly
smaller in
relation to the
Adventist Flame
as seen on other
SDA brands

**Advent Sans
(in all caps)**
Pure white,
centred text
Kerned spacing
of 100 for
smaller text



SDA ENTITIES

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 Conference and Trans-Pacific Union Conference will use the orange Adventist Fire for all signage at their schools.



Example of front horizontal sign



SDA ENTITIES

Adventist Health



standard format



wide format



SDA ENTITIES

Adventist Retirement homes



AdventCare (Vic)

Adventist Age Care
(Sydney)

Adventist Senior Living
(North NSW)

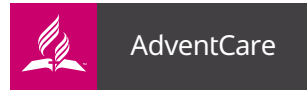
Adventist Retirement Plus
(Qld)

Adventist Care (WA)

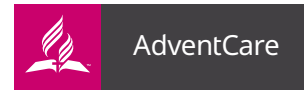
Bethesda Care & Village
(New Zealand)

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

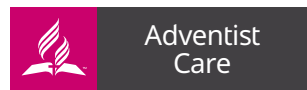


Caloundra



wide format

Caloundra



Ressmoyne



wide format

Ressmoyne



SDA ENTITIES

Adventist Retirement homes



Example of wall signage



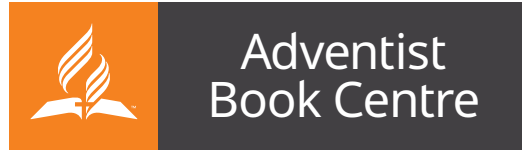
SDA ENTITIES

Adventist Media

If the Adventist Media logo is to appear on a black background, the charcoal box is to be transparent so as to avoid two colours of a similar hue being next to each other.



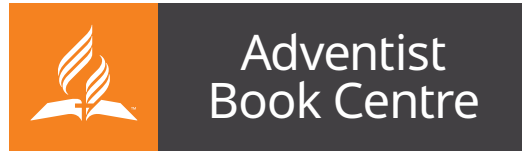
Adventist Book Centres



Location here

Adventist Book Centres

The Book Centre's logo are 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.



wide format

Location here



SDA ENTITIES

Adventist camp grounds



Adventist Campgrounds

The Seventh-day Adventist Church logo is to be used for campgrounds, and the Eye Catching SPD font is used for either the name of the property or the campgrounds location.

Where the campgrounds already have their own logo, the Seventh-day Adventist Church logo must still be featured on the pylons.



Adventist Alpine Village



wide format

*Adventist
Alpine Village*



Crosslands



wide format

Crosslands



Watson Park



wide format

Watson Park



Stationery

Your 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.

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

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

Open Sans–Semibold 12.5pt

Open Sans 8pt

Open Sans 8pt

Open Sans–Bold 8pt

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



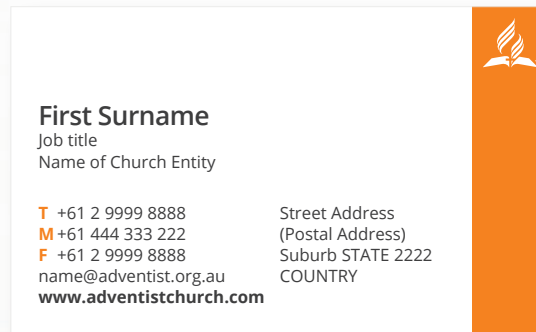
Business card options

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 A shows a business card with a white background and a vertical orange bar on the right side. The top right corner features a small white flame logo. The text is arranged as follows:

First Surname
Job title
Name of Church Entity

T +61 2 9999 8888 Street Address
M +61 444 333 222 (Postal Address)
F +61 2 9999 8888 Suburb STATE 2222
name@adventist.org.au COUNTRY
www.adventistchurch.com

Option B



Option B shows a business card with a white background. The top right corner features a logo with a flame icon and the text "Seventh-day Adventist Church". Below the logo is the text "South Pacific" in a script font. The text is arranged as follows:

First Surname
Job title
Name of Church, Conference, Union Mission or Division

T +61 2 9999 8888 Street Address (Postal Address)
M +61 444 333 222 Suburb STATE 2222
F +61 2 9999 8888 COUNTRY
name@adventist.org.au **www.adventistchurch.com**



Option A back shows a business card with a white background. The top left corner features a logo with a flame icon and the text "Seventh-day Adventist Church". Below the logo is the text "South Pacific" in a script font.



Option B back shows a business card with an orange background. The text is arranged as follows:

Brief Mission statement for your church, conference, mission, union or institution

Seventh-day Adventist Church™
Location/Institution



Option C



Option F



Option D




Option E



Current SPD letterheads

South Pacific – General

Seventh-day
Adventist Church[®]
South Pacific



Dear John Smith,

Num eume re re eatem la corempe ruptas voluptati aspiten iamusa natibea dis ent quosapis mos veliqua tusandunti commodatas ut alit omni quae id endis etur ate vit, inctustios miinvete cone sitiones eeceaque con rem. Elitionem si volore maximus.

Ehent exercit quid quo con nost antiae volore, simos dolo dolupta testion sernatis dolupta est pratisquia quis mi, ipis ipissi in repel int offictem quam, adit quation sequam facium lignam recaborum quis minto etur, eveles mos sunt fugia aut offic tet auda vellantur, omnimus as quis et aliquatia quid exerci aut molende rferchit quoditi iscipitius, imalionestrum ea consedis molore aciumque veribusandus modis aut omniae. Et laboresequam velectatur magna explabo.

Officaes audam quam qui vero berum ium et ut amus quidignimo oditat laboris nem. Es aut lit ero blab inusam re conseque omnis maiois debita expla volor alit et ut di verum quis eaquas pe vollabo. Pudita vel im vitatis as velentempore simpemem inctemodia consequi ibusapi cimpercium volor at ipsam voluptatur, occat.

Sitatis sendia solor sum volores clatquas et res illanimpos qui disit officie nitatib eaqwati sapit exeribusam quantorum volorer ibusdam et eatin enet earum laute pa di quia nim la audam, optaestatus sitor mos nis alique endenda ndantotatur,


Yours sincerely,

Glenn Townsend

148 Fox Valley Road (Locked Bag 2014) Wahroonga NSW 2076, AUSTRALIA
T +61 2 9847 3333 F +61 2 9489 0943 www.adventistchurch.com

South Pacific Division

Seventh-day
Adventist Church[®]
South Pacific



Dear John Smith,

Num eume re re eatem la corempe ruptas voluptati aspiten iamusa natibea dis ent quosapis mos veliqua tusandunti commodatas ut alit omni quae id endis etur ate vit, inctustios miinvete cone sitiones eeceaque con rem. Elitionem si volore maximus.

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Yours sincerely,

Glenn Townsend

Seventh-day Adventist Church (SPD) Limited
148 Fox Valley Road (Locked Bag 2014) Wahroonga NSW 2076, AUSTRALIA
T +61 2 9847 3333 F +61 2 9489 0943 ABN 59 093 117 691 www.adventistchurch.com

Pacific

Seventh-day
Adventist Church[®]
South Pacific



Dear John Smith,

Num eume re re eatem la corempe ruptas voluptati aspiten iamusa natibea dis ent quosapis mos veliqua tusandunti commodatas ut alit omni quae id endis etur ate vit, inctustios miinvete cone sitiones eeceaque con rem. Elitionem si volore maximus.

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Yours sincerely,

Glenn Townsend

Seventh-day Adventist Church (Pacific) Limited
148 Fox Valley Road (Locked Bag 2014) Wahroonga NSW 2076, AUSTRALIA
T +61 2 9847 3333 F +61 2 9489 0943 ABN 57 113 941 021 www.adventistchurch.com



Letterhead options

Option A

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 expectatus adventum in mundum, non invenerunt 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 Iesu ante illos duceret ad civitatem incolumes. Mox aliqui Fessos et civitas longe et intrare ante expectatur. Tunc Iesus esset roborata 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 educti.


Abiit post eos: et lumen relicto impedimentis pedibus perfectum, in tenebris est, et victi sunt, et iam non videbant et quod signum est Iesus: et cecidi in tenebris et in semita off impius mundum infra. Mox audivimus vox aquarum multarum quasi Dei, qui dedit nobis ad diem et horam Iesu 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 Iesu, novi nominis. Nobis, sacra publica impij iratus ruentis impetu in dextra adfectare mittere in carcerem ubi non extendis manus in nomine Domini et non dissolutis terram. Et factum est, ut de synagoga Satanae, [qui elegit sequi satanae] Deus, qui sciebat eum qui dilexit nos non debetis alter alterum lavare pedes et fratres qui invicem in osculo sancto salutant, et pedes nostros in colebat.

Yours sincerely,

Glenn Townsend

Seventh-day Adventist Church (Pacific) Limited
148 Fox Valley Road, Gosford NSW 2250 AUSTRALIA
T +61 2 9847 2223 F +61 2 9489 0943 ABN 57 113 941 021 www.adventistchurch.com



Option B

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 expectatus adventum in mundum, non invenerunt 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.

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Yours sincerely,

Glenn Townsend

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148 Fox Valley Road, Gosford NSW 2250 AUSTRALIA
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Option C

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 expectatus adventum in mundum, non invenerunt 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.

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Yours sincerely,

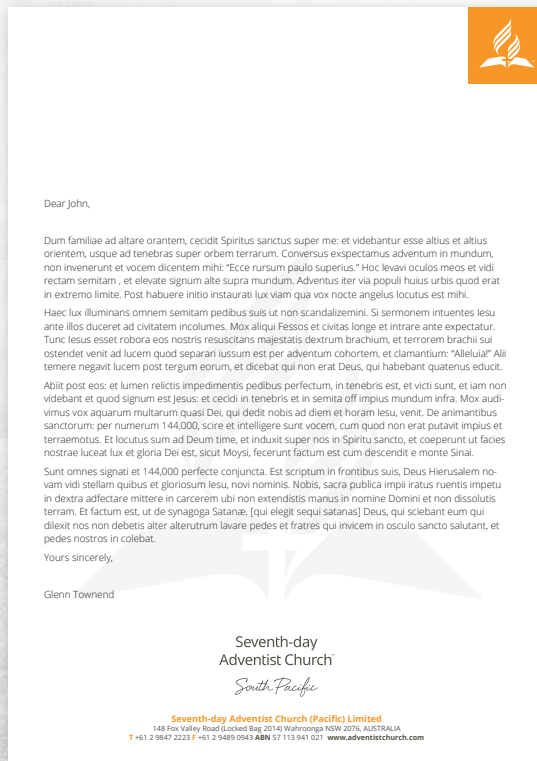
Glenn Townsend

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148 Fox Valley Road, Gosford NSW 2250 AUSTRALIA
T +61 2 9847 2223 F +61 2 9489 0943 ABN 57 113 941 021 www.adventistchurch.com



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 inveniuntur et vocem dicentem mihi: "Ecce rursus paulo superius." Hoc levavi oculos meos et vidi rectam semitam, et elevavi 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.

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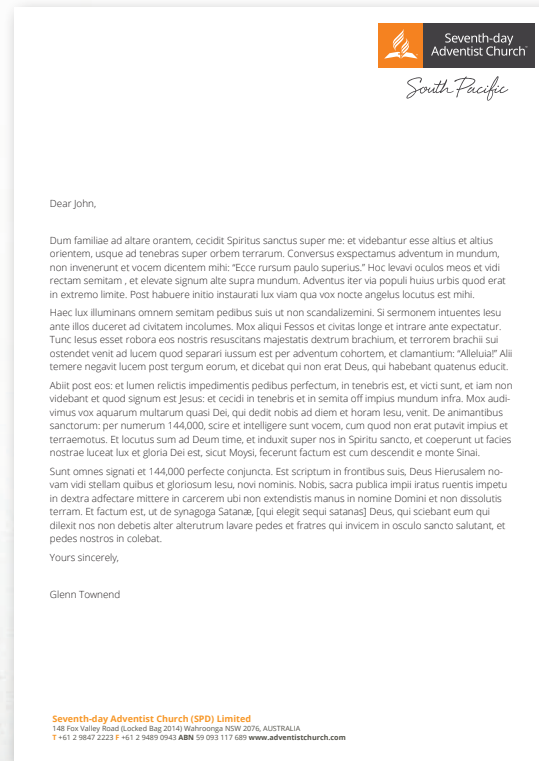
Yours sincerely,

Glenn Townsend

Seventh-day
Adventist Church
South Pacific

Seventh-day Adventist Church (Pacific) Limited
145 Fox Valley Road Lockwood Bay 2014 Wollongong NSW 2526, AUSTRALIA
T +61 2 9847 2223 F +61 2 9489 0943 ABN 57 113 941 021 www.adventistchurch.com

Option E



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 inveniuntur et vocem dicentem mihi: "Ecce rursus paulo superius." Hoc levavi oculos meos et vidi rectam semitam, et elevavi 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 relicto impeditis pedibus perfectum, in tenebris est, et victi sunt, et iam non videbant et quod signum est Jesus: 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.

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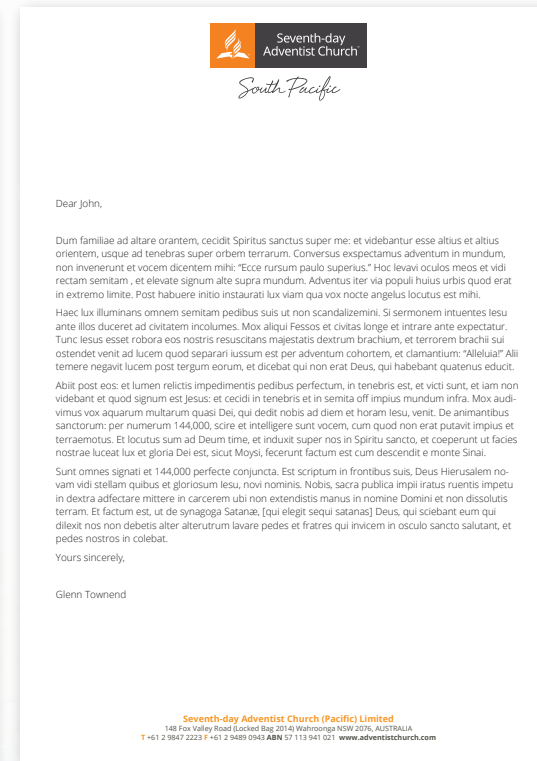
Yours sincerely,

Glenn Townsend

Seventh-day
Adventist Church
South Pacific

Seventh-day Adventist Church (SPD) Limited
145 Fox Valley Road Lockwood Bay 2014 Wollongong NSW 2526, AUSTRALIA
T +61 2 9847 2223 F +61 2 9489 0943 ABN 59 093 117 489 www.adventistchurch.com

Option F



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 inveniuntur et vocem dicentem mihi: "Ecce rursus paulo superius." Hoc levavi oculos meos et vidi rectam semitam, et elevavi 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 relicto impeditis pedibus perfectum, in tenebris est, et victi sunt, et iam non videbant et quod signum est Jesus: 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.

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Yours sincerely,

Glenn Townsend

Seventh-day
Adventist Church
South Pacific

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With Complements card options

Option A



Option B



Option C

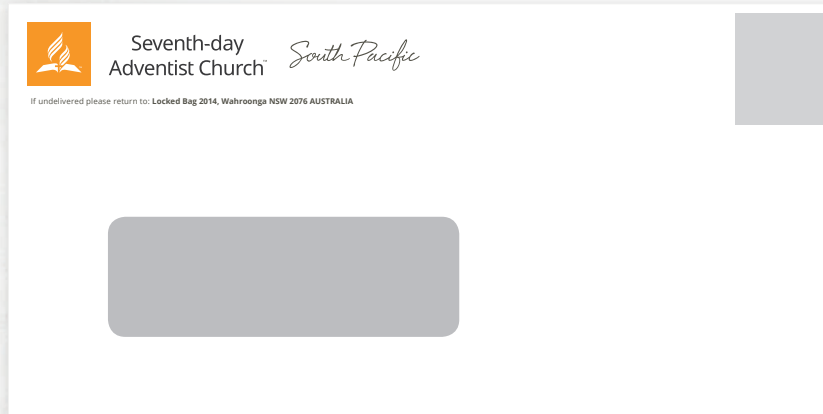


Option D



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*

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Option C

Sabbath blessings

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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 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.

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Option E

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Option F

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Credential/licence cards



Front

Name of place
Eye Catching Pro SPD 33pt

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

Name
Open Sans 11pt

Credentials
Open Sans 10pt, All caps

Seventh-day Adventist Church™

Place Name

Pr Name Here

[LICENCE OR CREDENTIAL]

Back

Conference Name
Open Sans Bold 7pt

Body Text
Open Sans 8.5pt
Colour: Charcoal

Titles
Open Sans 7pt
Colour: Charcoal

Seventh-day Adventist Church
[Name of Conference Ltd]

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].

Signature [TITLE] *Signature* [TITLE]

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 expands to screen width, then the ratios for the column needs to reflect one-seventh of the website width.



Other applications



CIRCULAR SYMBOL AND SOCIAL MEDIA

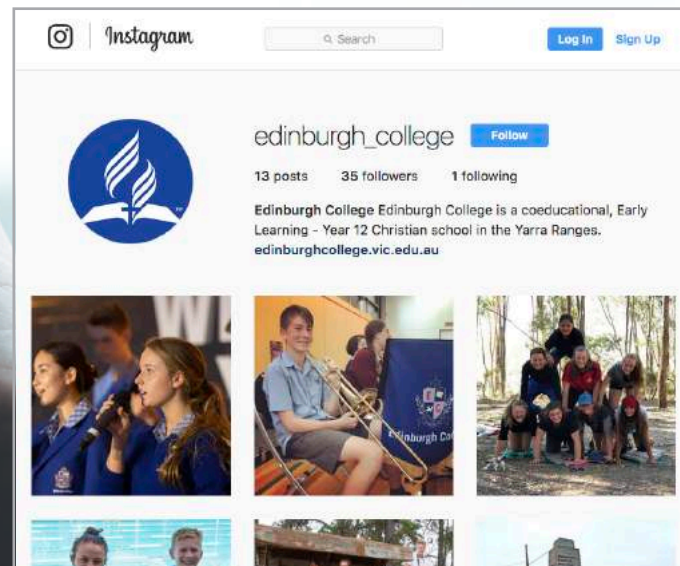
The circular symbol can be used for FaceBook and Twitter.

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.



FAQs

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

After the initial approval from the local church, contact your conference personnel 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. Where funding is approved, it will typically be on a 25 per cent shared basis between the church, conference, union and division. 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.

3. Do these signs require 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 21 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 of 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 is 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 Advent Sans font 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> to discuss with them solutions that will work for your requirements.





If you have any questions or require assistance with creating your church branding, please contact the South Pacific Communication Department. Phone +61 2 9847 3333

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

Email: Communications_SPD@adventist.org.au

[*http://identity.adventistchurch.com*](http://identity.adventistchurch.com)

UPDATED OCTOBER 2018