



Local Church Identity Guide

Seventh-day Adventist Church *South Pacific*



Why a new logo?

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

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

The Seventh-day Adventist brand, which many people think of as the “logo,” or “symbol” has been in use since 1997, and is the most 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 motivating goal of this entire project is to help people quickly and easily recognize we are all Seventh-day Adventists. Part of this is achieved by presenting a more

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

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

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

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

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

TRADEMARKING THE LOGO

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

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



Symbolism and name

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

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

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

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

TOWARD HEAVEN

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

PERFECT SQUARE

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

THE FLAME

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

THE CROSS

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

THE OPEN BIBLE

The Bible forms the base of the design and represents the Biblical foundation of our beliefs. It is portrayed in a fully opened position suggesting a full acceptance of God’s word.



Primary logo

The Seventh-day Adventist logo is your visual brand identity and how you present your church to the community. This includes, but is not limited to, printed materials, advertising, signage, stationary items, merchandise and web pages.

This system of logos is designed to unify the churches and present a clear, consistent image to our community. Consistent and widespread use of our identity in all locations, communication and branding materials will help ensure we are easily remembered and recognised by the public.

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

Entity identifiers may be easily created by downloading the font “Eye Catching SPD” and the appropriate templates from <http://identity.adventistchurch.com>

Colours

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 Seventh-day Adventist churches.

It is essential that the use of colour be consistent across all applications. For best results it is recommended to use pantone (PMS) for printing, where possible.

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



In the South Pacific it is required that you use the ™ mark after the name Seventh-day Adventist Church.

Location

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



Location

ADVENTIST FIRE

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

CHARCOAL

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

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 white icon inside the orange (Adventist Fire) or Charcoal square.

When the flame icon is used detached from the name of the church it is preferred that any words included with the item also contain the name Seventh-day Adventist Church, or Adventist so as to link the icon back to the church identity.

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 border is required to frame the logo.

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

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

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

Primary Logo



Single colour



White background (for use on emails)



REVERSED OR SINGLE COLOUR USAGE

The reversed option can be used on predominately dark backgrounds where the 2-colour version would not stand out. It can also work well as frosting on glass doors. Make sure the positioning of the logo is over a tonally flat part of the background so that the text is still readable. If possible the SDA icon square should always be set to Adventist Fire (see page 5 for the correct colour values).



Logo dimensions

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.

For more in-depth information on the correct ratios please refer to the SPD Professional Printing Guide available from the SPD communication office.



Location



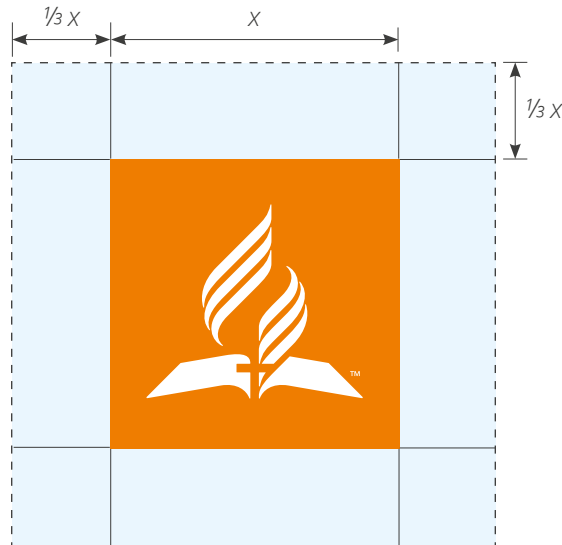
South Pacific

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.

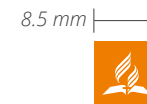
MINIMUM SIZE

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



Primary fonts

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


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

Use Advent Sans minimally, such as in headings and subheadings. It should not be used for body text. Open Sans is recommended for the main body text font. See page 11 for information on Open Sans.

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

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

ADVENT SANS-LOGO STANDARD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 

EYE CATCHING SPD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Advent Sans

Location

Eye Catching SPD




Eye Catching Glyphs

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

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

Advent Sans Key Combinations

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

 = Lower case sda

 = Upper case SDA

a option + shift + 7

E option + e

f option + f

fl option + shift + 6

fi option + shift + 5

G option + shift + v

J option + j

K option + k

M option + m

N option + 7

S option + s


t option + t

v option + v

W option + w

w option + shift + w

y option + y

 option + 6



Secondary font

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 church bulletins, business cards and letterheads. 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.

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS SEMI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS EXTRA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Logo usage guidelines

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

1. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of the logo and fonts.

2. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from scans of previously printed materials.

3. Don't use effects such as bevel, emboss, glow or drop shadows on the logo.

4. Avoid anything that might clash, dilute, detract or cause the logo to be lost.

5. Don't reconfigure or change the size, scale or placement of any element of the logo.

6. Don't reproduce the logo in colours other than those specified in these guidelines.

7. Avoid placing the logo on a similarly coloured background.

8. Only the fonts specified in this guide are to be used in the logo.



Incorrect proportions



Don't use bevel or emboss effects



Don't use drop shadows



*Background image too busy
and not enough contrast*



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



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



Don't change the fonts



Colour too similar



Use only approved colours



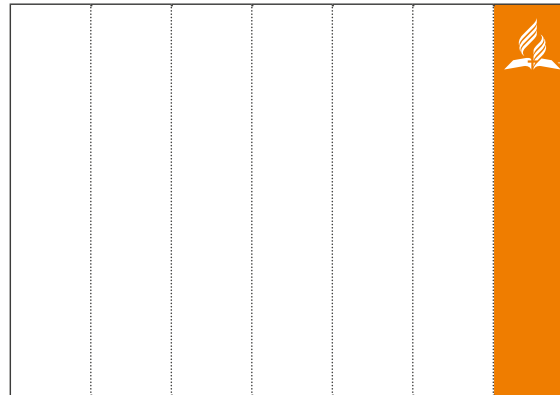
The creation grid

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

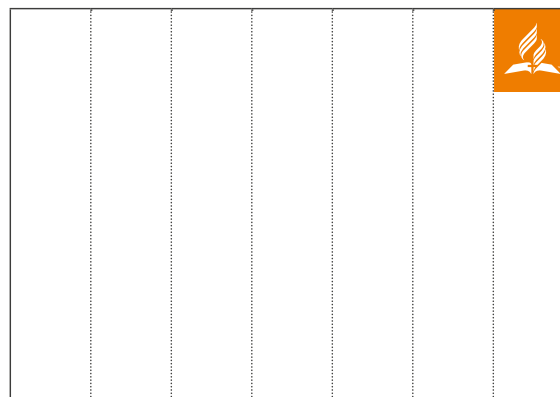
The first six columns are yours to fill with text, images, illustrations, patterns, logos or anything else, and in those six columns you should do all your work of communicating information. But the seventh-column, the Sabbath column, is to be set apart—to be special and different from the other six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

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

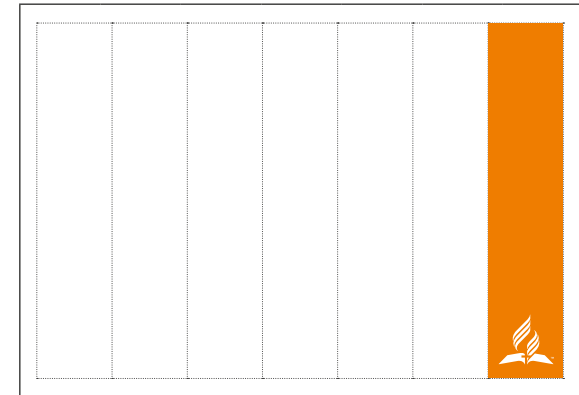
The proportions are essential, but the grid lines are optional, and there will be instances when the grid might not make sense for your particular context or application. In those instances, it is permissible and even encouraged that you ignore the grid and place the symbol/artwork as needed. This would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



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



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



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



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

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



HORIZONTAL SIGNS

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



Signage

MULTIPLE ORGANISATIONS

Only one pylon per entity is required, however there may be exceptions to this when multiple institutions are located on the same estate.

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. Please see the FAQ for more information on multiple organisation pylons.

Other organisations are to be set in Advent Sans.

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

ENTITIES WITH LOGOS

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



Option for campuses with multiple organisations and/or businesses

Advent Sans

Pure white
Centred text
No logos

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

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

Pylons – multi-lingual (optional)

PRIORITY OF LISTING

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

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

This option may be appropriate in locations including:

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



LED Signage

PYLONS WITH LED SCREENS

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

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

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

For more information and to learn about eligible subsidies please see the **FAQ section** of this manual.



Horizontal signage examples

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

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

Example of the new logo using an existing sign



Without a location



With a location

Other signs

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

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

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

Example of a directional sign



Example of non-church building signage



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

Example of informational signage



Stationery

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

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

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



Business cards

FONT SIZE SPECIFICATIONS

Sample showing seven-column grid

					
First Surname					Open Sans–Semibold 12.5pt
Job title					Open Sans 8pt
Seventh-day Adventist Church South Pacific					
T +61 2 9999 8888				148 Fox Valley Rd.	Open Sans 8pt
M +61 444 333 222				(Locked Bag 2014)	
F +61 2 9999 8888				Wahroonga NSW 2076	
name@adventist.org.au			AUSTRALIA		
www.adventistchurch.com					Open Sans–Bold 8pt



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

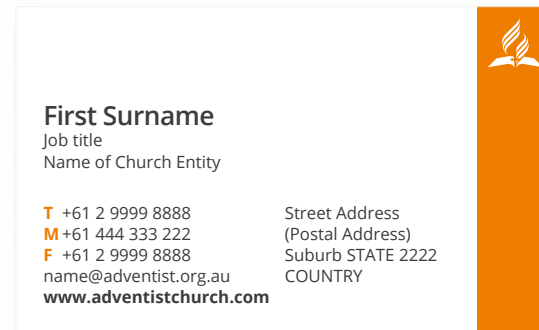


Business card options

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 location.

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

Option A



Option B



Option C



Option F



Option D




Option E



Letterhead options

South Pacific – General

Seventh-day
Adventist Church[®]
South Pacific



Dear John Smith,

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Yours sincerely,

Glenn Townsend

148 Fox Valley Road (Locked Bag 2014) Warrongra 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,

Nam eum re ne eadem la corempie ruptas voluptati aspien lamusa natibea dis ent quosaplo mos veliqua tusandunt commodatus ut alit omni quae id ends etur ate vit, includios minvere cone sitons eceaque con nem. Elitsonem si volore maximus.

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Yours sincerely,

Glenn Townsend

Seventh-day Adventist Church (SPD) Limited
148 Fox Valley Road (Locked Bag 2014) Warrongra NSW 2076, AUSTRALIA
T +61 2 9847 3333 F +61 2 9489 0943 ABN 59 093 117 699 www.adventistchurch.com

Pacific

Seventh-day
Adventist Church[®]
South Pacific



Dear John Smith,

Nam eum re ne eadem la corempie ruptas voluptati aspien lamusa natibea dis ent quosaplo mos veliqua tusandunt commodatus ut alit omni quae id ends etur ate vit, includios minvere cone sitons eceaque con nem. Elitsonem si volore maximus.

Ehent exaric quid quo con nost antiae volore, simos dolo dolupta testion sernatis dolupta est pratiqua quis mi, ipis ipsos in neget lre offectem quam, adit quation sequam faciam lignam recaborum quis minio etur, eweles mos sunt fuga aut offic tet auda vellantar, omninus as quis et aliquaria quid exeri aut molende rferenit quoditi scipitius, inuisionestrum ea conendis molore aduamque veritibusandus modis aut omniae. Et laboresequam velectatur magrima explabo.

Officiae audiam quam qui vero berum lum et ut amus quidgimo odit laboris nem. Es aut lit ero blab inuam re conseqe omnis malos debita expla volor alit et ut di verum quis eaquis pe volitabo. Pudita vel im vitutis as velentempore simperem inctemodia conseqe ibusapi dimerpium volor at ipsam voluptatur, occut.

Sitatis senda solor sum volores clatigas et res ilanrimpos qui dist office nitatib exaqui sapit exenibucam quantonum volorer iboudans et eatin enet eorum laute pa di quia nim la audiam, optanistatus sitor mos nis alique endenda ndantotatar,

Yours sincerely,

Glenn Townsend

Seventh-day Adventist Church (Pacific) Limited
148 Fox Valley Road (Locked Bag 2014) Warrongra 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,

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Yours sincerely,

Glenn Townsend


Seventh-day Adventist Church (Pacific) Limited
148 Fox Valley Road (Loddon Hwy) 30140 Wodonga NSW 2276 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



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Option C

Seventh-day
Adventist Church™

South Pacific



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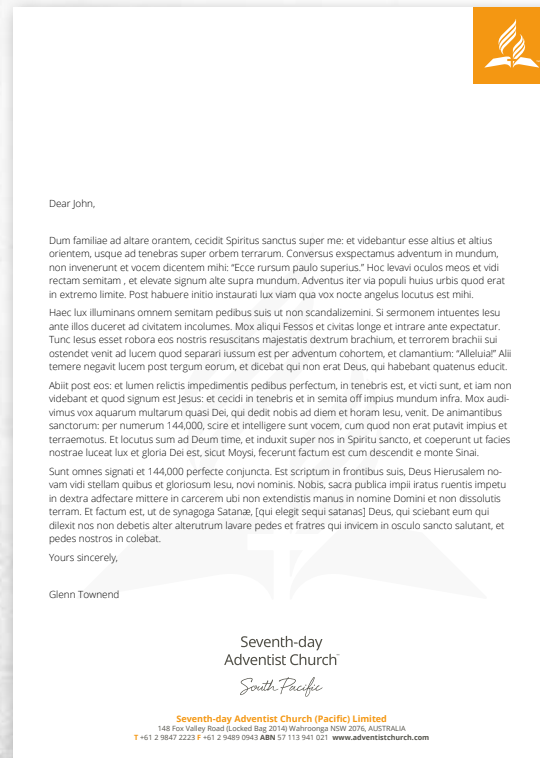
Glenn Townsend

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148 Fox Valley Road (Loddon Hwy) 30140 Wodonga NSW 2276 AUSTRALIA
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Letterhead options

Option D



Dear John,

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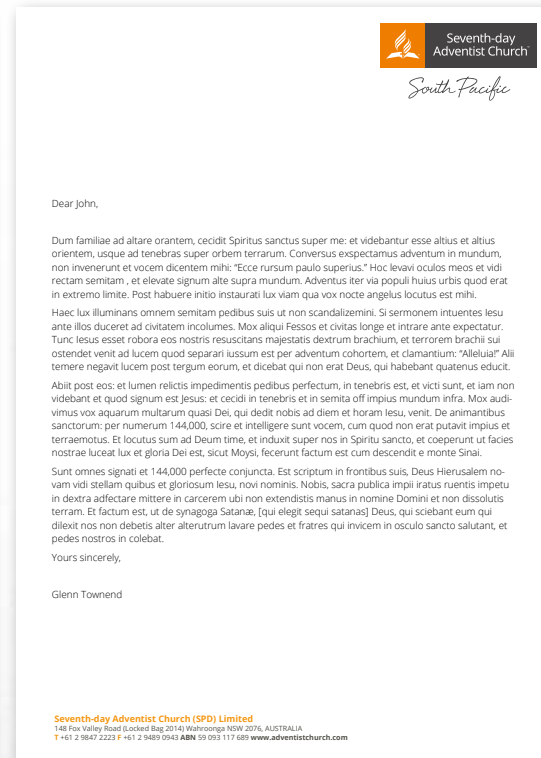
Yours sincerely,

Glenn Townsend

Seventh-day
Adventist Church
South Pacific

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Option E



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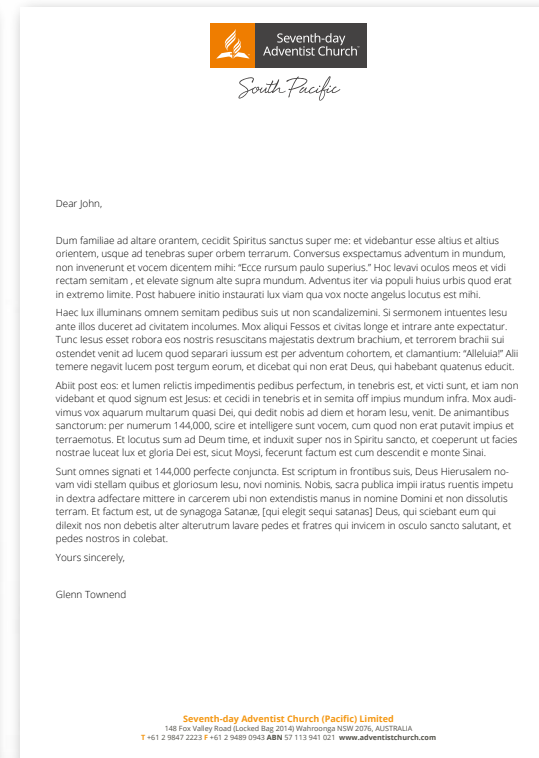
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145 Fox Valley Road Locked Bag 2014 Wollongong NSW 2506, AUSTRALIA
T +61 2 9847 2223 F +61 2 9489 0943 ABN 59 093 117 689 www.adventistchurch.com

Option F



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With compliments card options

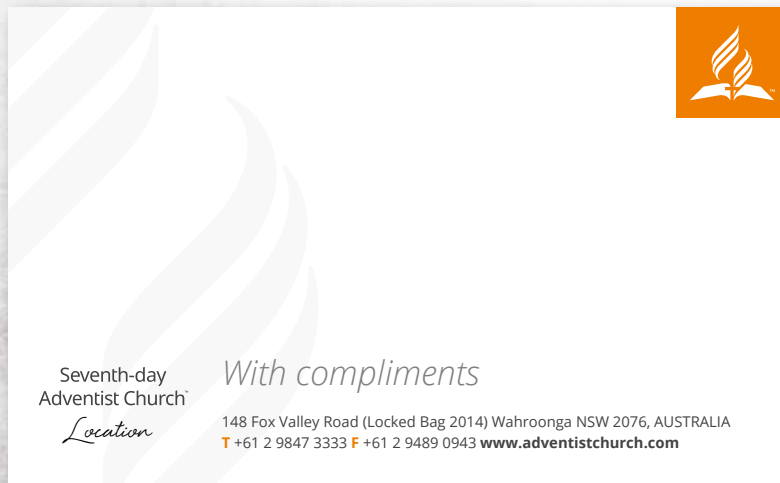
Option A



Option B



Option C



Option D



Envelope options

Option A



Option B



Option C



Option D




Email signatures

Option A

Sabbath blessings

Glenn

Glenn Townend
South Pacific Division President

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

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

adventistchurch.com

Option B

Sabbath blessings

Glenn

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South Pacific Division President

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Option C

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South Pacific Division President



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Option D

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Option E

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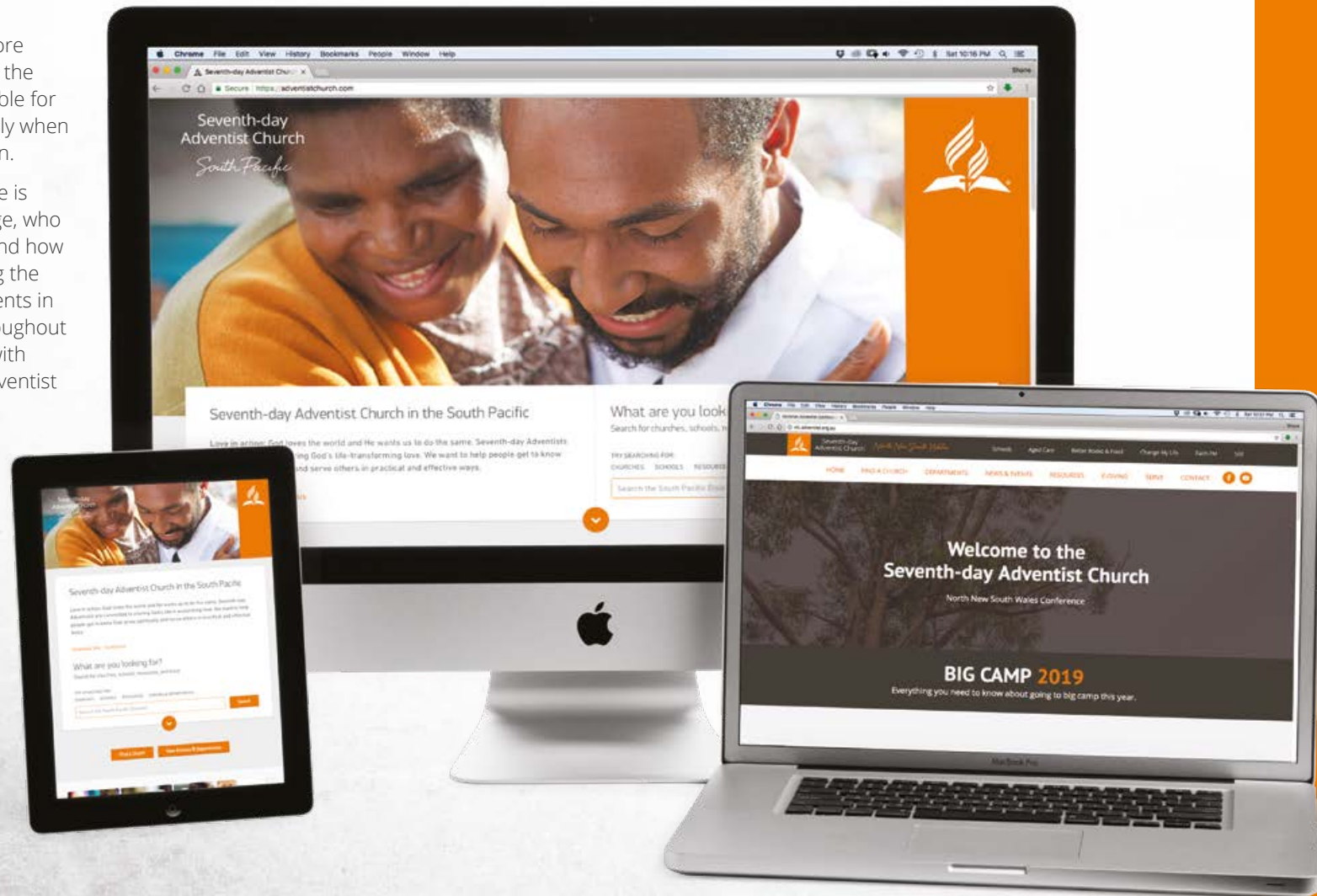
adventistchurch.com



Websites

Websites should be clear and simplified down to core essentials. In many cases the Creation Grid is not suitable for use on websites, especially when utilising responsive design.

The main aim of a website is communicating a message, who you are, what you offer and how to get in contact. By using the Adventist branding elements in a consistent manner throughout your website it will help with the recognition of the Adventist Church.



FAQs

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

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

2. What do I need to know about subsidies?

A limited amount of money is available to churches to subsidise the expense of implementing this identity project. 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 15](#) 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 font Open Sans in a smaller case positioned below the location identifier in the Eye Catching font.

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

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

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

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

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





If you have any questions in regard to church branding, please contact the
South Pacific Communication Department. Phone +61 2 9847 3333
150 Fox Valley Road (Locked Bag 2014), Wahroonga, NSW, 2076, AUSTRALIA

Email: Communications_SPD@adventist.org.au

For assistance in designing identity items contact:

info@adventdesign.com.au or

+61 408 100 211

<http://identity.adventistchurch.com>

UPDATED APRIL 2019