




Adventist[®]
Family Ministries

LOGO BRAND GUIDELINES

LOGO AND IDENTITY FOR ADVENTIST FAMILY MINISTRIES
GENERAL CONFERENCE OF THE SEVENTH-DAY ADVENTIST CHURCH



Strong Marriages, Strong Families, Strong Churches, for Jesus.

Willie & Elaine Oliver, Directors
Adventist Family Ministries

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01. Introduction



About Adventist Family Ministries

To **proclaim** the reviving and restorative message of the everlasting gospel within the context of family living.

To **affirm** and strengthen every Seventh-day Adventist family as a primary discipling unit.

To **enable** parents and families to increase the likelihood of successful transference of Seventh-day Adventist Christian values to the next generation.

To **create** a “family of God” experience in every Seventh-day Adventist church.

To **empower** families for winsome witness.

Logo History

The branding representation of Adventist Family Ministries has always been focused on expressing the wide reach of care for families across the world in and out of the Seventh-day Adventist Church.

After the Church Ministries (CM) Department was terminated at the 1995 General Conference Session in Utrecht, Netherlands, each ministry department that made up CM, including Adventist Family Ministries (AFM), became a stand alone department. With Ron and Karen Flowers elected at the 1995 GC Session as director and associate director of the “new” ministry, a logotype representing the nuclear family was commissioned and used from 1996-2010. At the 2010 General Conference Session in Atlanta, Georgia, Willie and Elaine Oliver were elected as director and associate director of AFM and a logotype representing the new mission and vision of AFM was commissioned and used from 2010-2015. After the 2015 General Conference Session in San Antonio, Texas, to launch the centennial celebration of AFM taking place in October 2019, a modified logo was introduced to be used during the 2015-2020 quinquennium. In 2020 the General Conference issued a rebranding of its logotype and Adventist Family Ministries followed-suit in order to portray the consolidated branding of the World Church.



Before 2011

2011 - 2015

Mission

Adventist Family Ministries seeks to strengthen, inspire hope, and bring healing to marriages, families, and individuals through the abundant love and saving grace of Jesus Christ.

Vision

Prepare families for the Kingdom of God to help hasten the coming of Jesus Christ.

Mission and Vision statements were adopted by
Adventist Family Ministries World Advisory, March
20-24, 2011.



2015 - 2020

2020 - Forward

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02. The logo

Logo & Usage

The Adventist Family Ministries logo combines two elements:

The icon for the Seventh-day Adventist Church, and the name of the Department.

These elements should never be changed. Position, size, color, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered. The use of the registered symbol ® after the word *Adventist* should always be present as it links Adventist Family Ministries to the global Church.



In digital and color spot printing: the primary color option for our logo is Blue Peace. It is intended to be used on lighter backgrounds and images in order to maintain legibility.



In offset printing due to its limitations: the Blue Peace primary color will have a darker look. Please refer to the color section of this manual for more instructions.

Black & grayscale

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the Logo palette when possible, using black or white if necessary.



100% black color

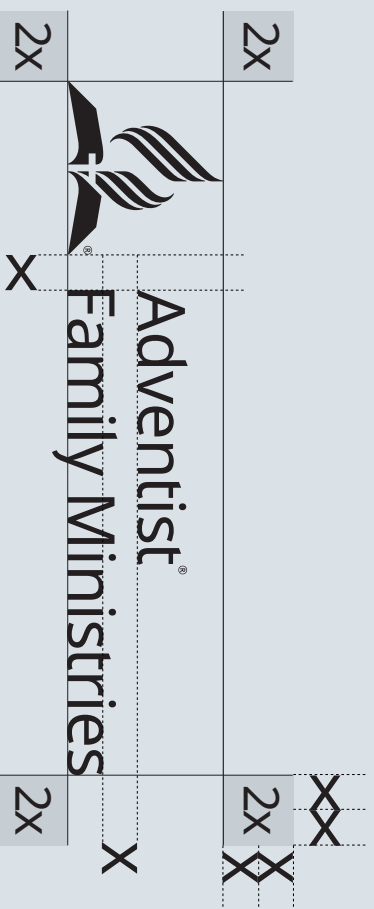


70% black color



100% white color

Construction & clearspace



The Adventist Family Ministries logo requires separation from the other elements around it. The space required on all sides the equivalent to the height of the letter “x” times two. It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

The space in between the Church icon and the name should be the height of the letter “x”. Finally the leading space inbetween lines in the name should be the height of the letter “x”.

When translated, is possible, the word Adventist® should be in one line, the name of the department “Family Ministries” should be in the last line, with its baseline aligned to the bottom of the icon.

Please note that text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.

These guidelines follow the instructions for the usage of the Seventh-Day Adventist Church logo.



Logo variants

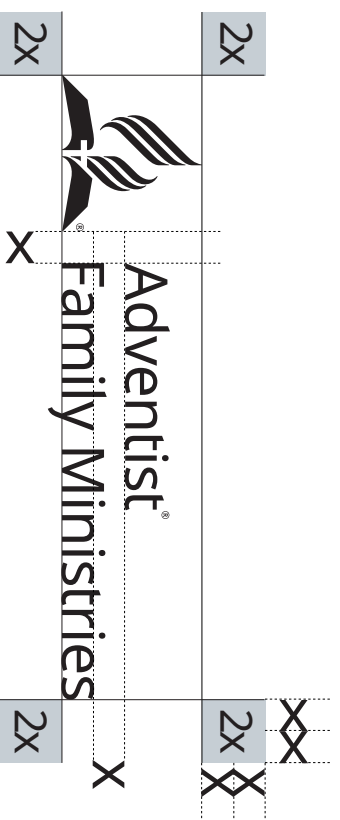
Based on the different needs to use the logotype, there are four variants: Horizontal two lines, Stacked two lines, Stacked three lines, and Spine. Always use the safe space for every variant. Icon and name should always be used together. Please do not create any other variant.

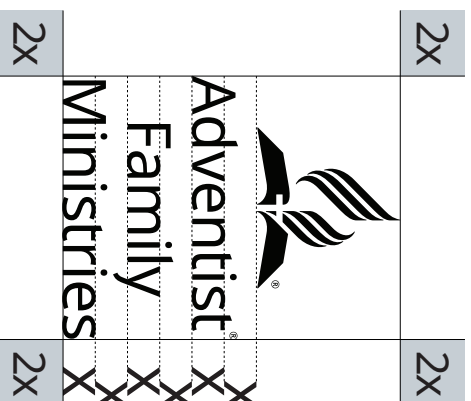
It is highly encouraged to mostly use the horizontal, two lines variant.

Horizontal, two lines

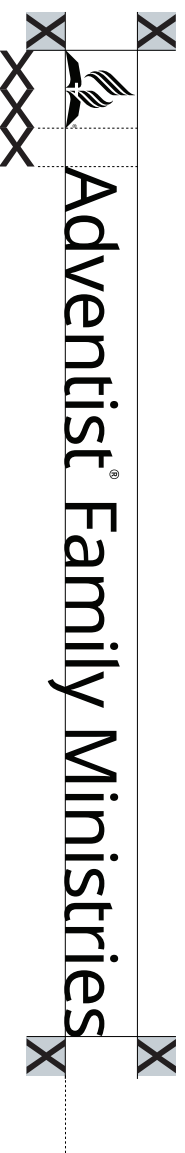


Stacked, two lines



Stacked, three lines**Spine variant**

This variant is recommended for social media avatars.



This is the only variant that allows to use one "X" height as measure for the safe space. Any text around this variant should be aligned to the baseline of the department's name.

This variant should be used only for the design of a book spine.

Identifiers for Divisions and Fields

Following the guidelines for Entity Identifiers from the General Conference of the Seventh-day Adventist Church, it is recommended to use a secondary level to identify the Divisions and Fields around the world.

Please use the specific guidelines to identify your Division or Field. The Spine variant of the logotype could be translated however used without adding local identifier.





Adventist[®]
Family Ministries
NORTH AMERICAN DIVISION



Ministério
Adventista[®]
da Família
UNIÃO CENTRO-OESTE
BRASILÉRIA



Adventist[®]
Family
Ministries
NORTH AMERICAN
DIVISION



Ministerios Adventista[®]
de la Familia
DIVISIÓN SUDAMERICANA



Ministerios
Adventista[®]
de la Familia
DIVISIÓN SUDAMERICANA



Ministeri
Adventista[®]
della Famiglia
UNIONE ITALIANA



Ministère Adventiste[®]
de la Famille
DIVISION INTERAMÉRICAINÉ



Адвентистское[™] Семейное Служение



Ministeri Adventista[®] della Famiglia



Ministério Adventista[®] da Família



Адвентистское[™]
Семейное Служение
ЕВРО-АЗИАТСКОГО ДИВИЗИОНА

Incorrect uses

Please note:

The logo cannot be changed! Although creativity is appreciated please do not alter the logo in anyway!



DON'T use stroke shadows



DON'T use non-approved colors



NEVER insert a globe inside the flame

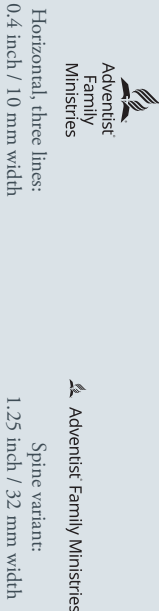
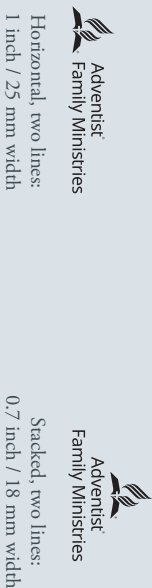


NEVER change the proportions



DON'T use outlines

Minimum sizes



There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, function, safe space surroundings, and readability. In print the minimum sizes should be observed as defined above.

The Spine variant should only be used for printed materials spines. Do not use smaller sizes than what is expressed above.

Using the artwork

A[®]FM_logo_firstchoice_CMYK.eps

Logotype version	Colorspace	File format
- first choice	- CMYK	- EPS
- second choice	- RGB	- PNG
	- grayscale	- Ai
	- black	

This page explains the file naming system for the artwork of the various versions of the logotype. The filename contains all key information to identify the appropriate logo version for each application. The logotype is supplied in EPS, PNG, and Ai file formats. For printed documents use always the EPS files. PNG files should only be used for digital applications or screen portrayals of the logotype. Please make sure that the correct artwork for each application is used.

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03. Typography

Primary Typeface

Advent Sans

There is at the moment only one existing universal typeface in the world, and it was recently released.

Commissioned by Google and designed by the renowned Monotype foundry, Noto's extensive language coverage took five years to design,

cost millions of dollars to create, and now covers over 800 languages.

The Seventh-day Adventist Church chose to use Noto as the basis for what we are calling **Advent Sans**. Built on the extensive language coverage

of Noto Sans, Advent Sans will allow us to communicate consistency across the world. It was made extensive modifications to the latin and cyrillic alphabets, and where applicable, there are some recommendations for non-western character sets.

Please note:

The use of Advent Sans is **only** for the "text" section of the logotype.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
!"\$%&/'()=?+*#®

AS®

Secondary Typeface

Clan Pro

From Polish designer Łukasz Dziedzic. A contemporary sans with modestly squared curves.

The family has 84 weights, ranging from Thin to Ultra in Compressed,

Condensed, Narrow, Medium, Wide, and Extended (including italics) and is ideally suited for advertising and packaging, editorial and publishing, logo, branding and creative industries, poster and billboards, small text,

wayfinding and signage as well as web and screen design.

This font family supports up to 82 different languages such as Spanish, English, Portuguese, German, and more.

Please note:

The Clan Pro font family should not be used in the logotype. This typeface is a propose for titles, body text, and so.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
!"\$%&/'()=?+*#

Aa

Support Typeface

Adobe Garamond Pro

Adobe Garamond Pro is a complete composition family, suitable for the most demanding typesetting projects. The roman and italic designs are offered in three weights—regular, semibold, and bold—giving users a highly functional palette of fonts to choose from. The regular roman font is the core typeface for composing text, while the additional weights and styles serve to complement the regular design.

Please note:

The Adobe Garamond Pro family is advised to be used mostly for accents or dense book's body texts.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
! "\$ % & ' () = ? : ; + * , #

Aa

Keynotes Typeface

Avenir Next Condensed

Akira Kobayashi worked alongside Avenir's esteemed creator Adrian Frutiger to bring Avenir Next Pro to life. It was Akira's ability to bring his own finesse and ideas for expansion into the project while remaining

true to Frutiger's original intent, that makes this not just a modern typeface, but one ahead of its time.

The Avenir Next pro condensed font family includes 16 font styles

from Condensed Ultralight to Thin, Light, Regular, Medium, Demi, Bold and Heavy. Each font style includes it's italic version.

Please note:

The Avenir Next Condensed font family should not be used in the logotype. This typeface is mostly a propose for presentations.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
!"#\$%&/'()=?.+*#

Aa

Advent Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"\$%&/'()=?+*#

Clan Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"\$%&/'()=?+*#

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"\$%&/'()=?+*#**

Adobe Garmond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"\$%&/'()=?+*#

Avenir Next Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"\$%&/'()=?+*#

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"\$%&/'()=?+*#**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"\$%&/'()=?+*#**

Characters Alignment

The **baseline** of the name should always be aligned to the base of the icon, no exceptions.



Do not align the lowest element of the text to the base of the icon. This kind of alignment is prohibited.



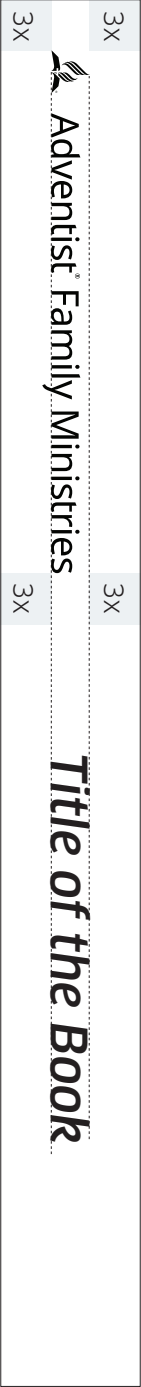
The **Spine Variant** should only be used in the design of books and magazine that have an spine. The correct use for spines under 0.75 inches is to adjust the total size of the Spine variant including its safe space to the area of the spine.



Though centering vertically any text to the spine height it is a common practice, when the Adventist Family Ministries logo is used, any text in the spine should be aligned to the baseline of the logo. Size of text can not be bigger than the height of the logotype.



An exception is recommended when the spine is bigger than 0.75 inches. The safe area around the spine variant should be 3x instead of the regular 1x.



When the spine of a material is wider than 1" please use any of the stacked variants in a portrait reading. Remember to always respect the safe space around the logo.



The name of a material or event could be aligned to the Adventist Family Ministries logo, only when the left edge of the text is aligned to the left edge of the department's name, and the top of the text is adjacent to the base of the logo's safe space.

This layout will be used for example in the **Adventist Family Ministries Resource Book**.

Always remember to respect the logotype safe space.



Adventist®
Family Ministries

NAME OF THE
MATERIAL
OR EVENT

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04. Color system

Primary Color

The primary color is what we denominated Blue Life. This vibrant tone of blue represents the life that we are given through Christ's salvation, a **life full of hope** that runs through individuals, marriages and families that have accepted Jesus Christ.

The additional colors are chromatic gray and white. Lighter tints of these colors are also allowed, but the Logotype + background may only be used with a 100% tint.

Blue Life

COLOR CODES

RGB - 46 / 109 / 231

HEX - #2e6d7

Pantone - 285 C

The original Blue Life color is conceived initially for digital display (presentations, and digital documents). However that color is outside the offset printing possibilities. For this reason, there is a version of the Blue Life only for printing. When possible use the Pantone® spot color for printing.

We encourage when possible to use the original Blue Life vibrant color.

Blue Life (print)

COLOR CODES

CMKY - 84 / 54 / 0 / 0

Pantone - 285 C

Secondary colors

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications. The **Purple Kingdom** is for the Kingdom of God that we represent in our families. The **Yellow Faith** portrays the constant flame in our hearts, the faith that the love of Jesus brings to life.

The secondary colors in the palette allow to enrich the creative minds visual identity as a whole. Lighter tints (up to 20%) of these colors are also allowed.



PURPLE KINGDOM

COLOR CODES

CMKY - 56 / 100 / 20 / 15
RGB - 124 / 29 / 102
HEX - #7c1d66



YELLOW FAITH

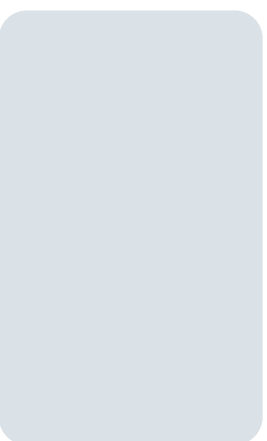
COLOR CODES

CMKY - 0 / 30 / 100 / 0
RGB - 251 / 186 / 0
HEX - #fbb400

CHROMATIC GREY

COLOR CODES

CMKY - 5 / 0 / 0 / 10
RGB - 227 / 233 / 236
HEX - #e3e9ec

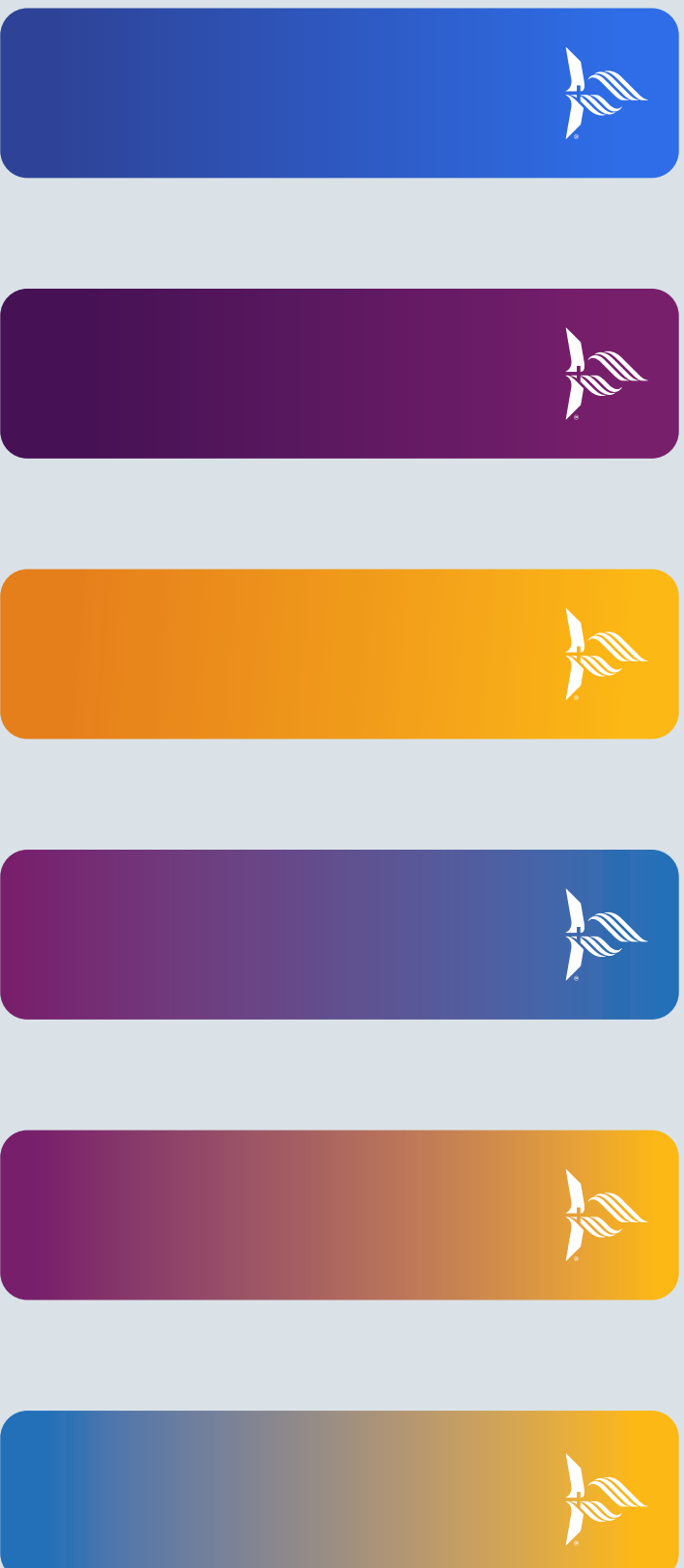


The use of the Chromatic Grey is for background use only instead of plain white. It should not be used in the logotype.

Gradients

Following the General Conference of the Seventh-day Adventist Church guidelines with the use of the “Sabbath Column” layout. When in use, it is possible to use a gradient of the primary color or any of the secondary colors. Please have the darker shade at the bottom of the gradient.

If the design allows it, it is possible to combine two of the palette colors. Be careful of use the right usage of color according to the application the design is for.



Use of colors

RGB is used for all screen-based applications. Example: presentations, websites, apps

CMYK - use primarily to produce print applications with images. Example: brochure, flyer, poster etc.

Pantone® use for print only to achieve the vibrant Blue Life. Example: business card, letterhead, etc.

Hierarchy of color usage

When you have to choose which version of the Blue Life color for the Adventist Family Ministries you should use, the options should be: if digital, use only RGB; if printed, prefer Pantone® and then CMYK.

RGB: The backlight behind the digital screens and projections helps to produce vibrant and saturated colors, that is the main reason why a color will look so vibrant on a screen but darker when printed.



The alterations to the logo are for illustration purposes only. Never alter the logotype when it represents the department.

Pantone®: To preserve the vibrancy and intensity of the Blue Life color in print materials, when possible please use the **Pantone® color code 285C**. In offset printing, color is achieved by adding four colors (Cyan, Magenta, Yellow, and Black); however, to get the Blue Life color there is need of a fifth color, also know as Spot Color.



CMYK: As mentioned, color is achieved by adding colors when printing, for this reason offset or digital printing cannot produce vibrant colors. For these cases please use the **CMYK percentages (C:90 M:48 Y:0 B:0)** to achieve the Blue Life color for print.



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05. The imagery

Representation

As life is dynamic, Adventist Family Ministries connects with people at different stages of their lives, like individuals who may become a couple; couples who may become married couples; families with their various compositions and stages along the life-span; parenthood and its different realities, and older persons, or not so older persons, who may become widowed, divorced, or who may never marry. Be mindful to display the different stages of life.



Image moodboard

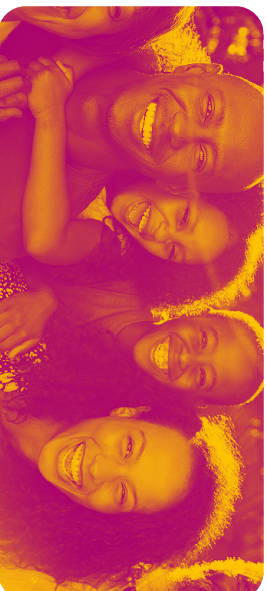
When creating for the global church, keep in mind that the largest group to be represented is Africans or people of African descent in different parts of the world.

For your Division always

keep minority groups in mind, i.e.: ethnic minorities, single parents, mix-race marriages, multigenerational families, etc.

When possible, feel free to consider images with metaphors from the natural world.

Plan to use vibrant and colorful photographs and image compositions.



The checklist

Best to have a checklist. Then you know you've done everything perfectly!

✓ 01 THE LOGO

Only use approved versions of the logo. As your first option use the Blue Life color for the logotype. Please check that you have respected the minimum size and exclusion zone requirements. The logo should not appear on color backgrounds without being reversed out.

✓ 02 COLOR

Please make sure that only your approved primary and secondary colors are used.

✓ 03 TYPOGRAPHY

Advent Sans will only be used for the text in the logotype. Use the font Clan Pro for all top headings. For body text and smaller headings use font Clan Pro or also Adobe Garamond Pro.

✓ 04 IMAGERY

Use vibrant and colorful pictures. Be mindful to reach as many groups that are part of the department's reach. Please follow the rules.

✓ 05 PRINT MATERIALS

Only for offset print use the print version of the Blue Life primary color. If possible use the Pantone® recommendation.



Adventist®
Family Ministries

**GENERAL CONFERENCE OF
SEVENTH-DAY ADVENTISTS**

12501 Old Columbia Pike,
Silver Spring, MD 20904, USA
+1 (301) 680-6175
family@gc.adventist.org
family.adventist.org