

# brand manual



Seventh-day Adventist® Church  
NORTH AMERICAN DIVISION

WOMEN'S MINISTRIES





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# 3 Introduction

These brand guidelines are for Women's Ministries departments in the North American Division of the Seventh-day Adventist® Church.

Use this as a reference when developing communications, either print, or online, external or internal, to ensure that our logo, typography, and color palette remain consistent. That consistency is imperative because it communicates reliability, credibility, and unity.

We count on you to successfully implement our guidelines. Over time, your consistency will have great impact and increase awareness about the Seventh-day Adventist® Church as a whole.



# 4

## Logo: Blue

To increase awareness and build unity, use any of the following logos.

We refer to the top logo as “stacked” and the bottom logo as “wide.” The logos on this page may be called “blue stacked” or “blue wide” due to the color of the symbol square.



WOMEN'S MINISTRIES

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Seventh-day Adventist® Church  
NORTH AMERICAN DIVISION



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# 5 Logo: White

To increase awareness and build unity, use any of the following logos.

We refer to the top logo as “stacked” and the bottom logo as “wide.” The logos on this page may be called “white stacked” or “white wide” due to the color of the logo in its entirety.



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# 6

## Logo Clear Space & Minimum Size

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

Grey borders are optional, but show adequate clear space. Clear space must be maintained on white department logos on dark backgrounds as well.



# 7

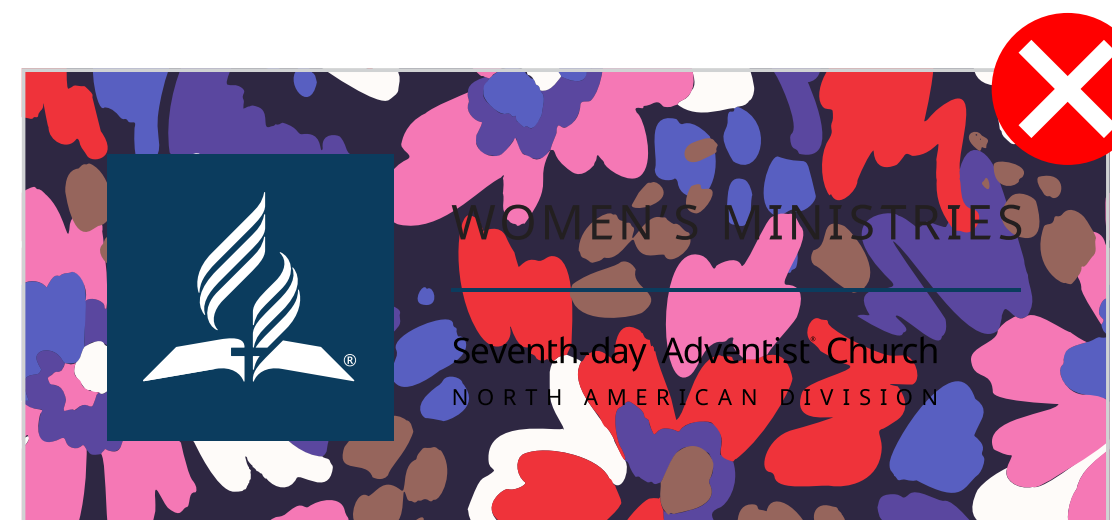
## Logo Do's and Don'ts

Background colors: The blue logo on a white background is preferred.

Background colors: the white logo on NAD Denim blue background is preferred.

Carefully consider contrast before selecting alternate background colors or images.

Do not apply any special effects to the logo.



# 8

## Logo Do's and Don'ts

Don't separate the logo elements.

Don't add elements to the logo.





# 9

## Promotional Item Alternate Logos

The brand extensions shared here serve to keep our visual identity intact while also allowing the freedom to implement the logo on projects so that the look is compatible and yet workable on a variety of promotional products, such as t-shirts, thumbdrives, bags, etc.

The approved alternate logos — one-line department stacked, or two-line department stacked; and the one-line department wide, or two-line department wide — increase the visibility of the logos on products through larger font choices with less identifying typography. These alternate logos are *only* for use on promotional items, and should never be used on print publications or digital applications.

One-line department stacked



**WOMEN'S MINISTRIES**  
NORTH AMERICAN DIVISION

Two-line department stacked



**WOMEN'S  
MINISTRIES**  
NORTH AMERICAN DIVISION



**WOMEN'S MINISTRIES**  
NORTH AMERICAN DIVISION

One-line department wide



**WOMEN'S  
MINISTRIES**

Two-line department wide

# 10

## Promotional Item Alternate Logos

The approved alternate logos — one-line department stacked, or two-line department stacked; and the one-line department wide, or two-line department wide — increase the visibility of the logos on products through larger font choices with less identifying typography. These alternate logos are *only* for use on promotional items, and should never be used on print publications or digital applications.

One-line department stacked



Two-line department stacked



One-line department wide



Two-line department wide

# 11

## Promotional Item Alternate Logo Clear Space

Maintain a clear space around the promotional item alternate logos to ensure visibility and impact. Use a minimum of one times (1x) the height of the department name letters on all four sides of the logo. Avoid making the logo so small that any text is unreadable.

Clear space must be maintained for blue department logos on light backgrounds as well.



# 12

## Color Palette

Using the Seventh-day Adventist® Church in North America Women’s Ministries color palette is a quick way to identify our department. When designing any materials for print or screen (online or video), use these colors.

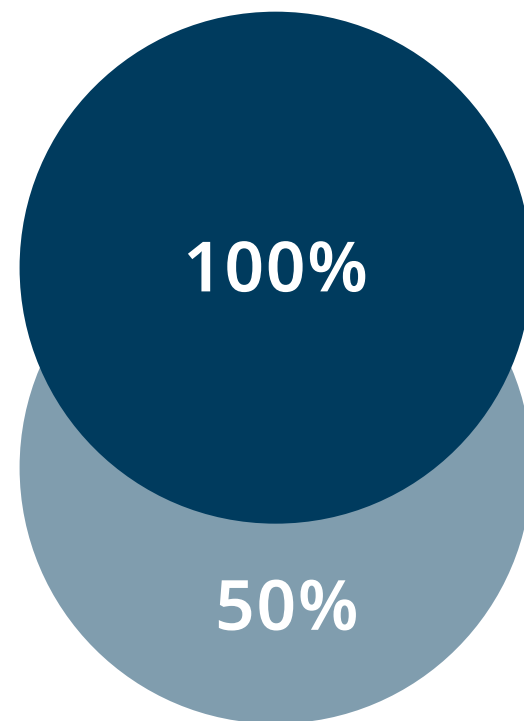
A note about PMS vs. CMYK vs. RGB: Never choose the PMS color in your software and then change your color space to CMYK; the results will be different than shown here. If using CMYK, be sure to enter the values shown under each color to the right instead of doing an automatic conversion. The same goes for RGB or HTML.

For printed materials, let your printer handle the CMYK conversion.

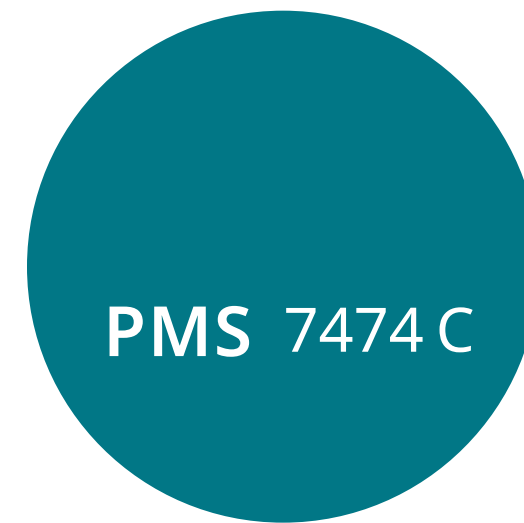
NAD Denim



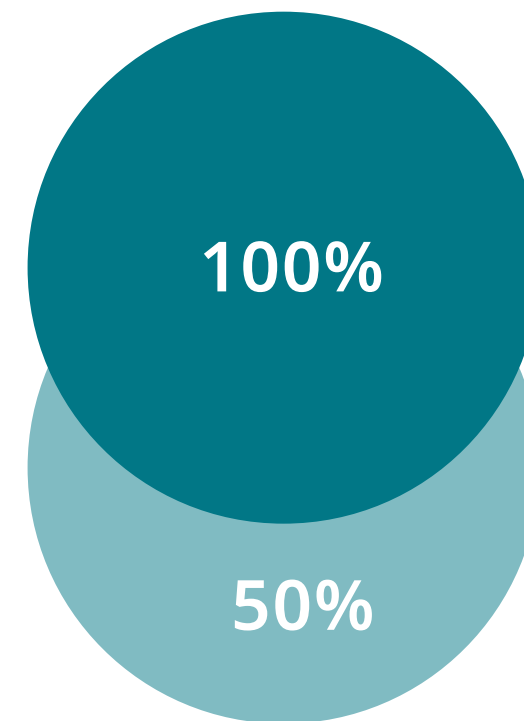
CMYK 100, 32, 0, 68  
R G B 0, 59, 94  
HTML 003b5e



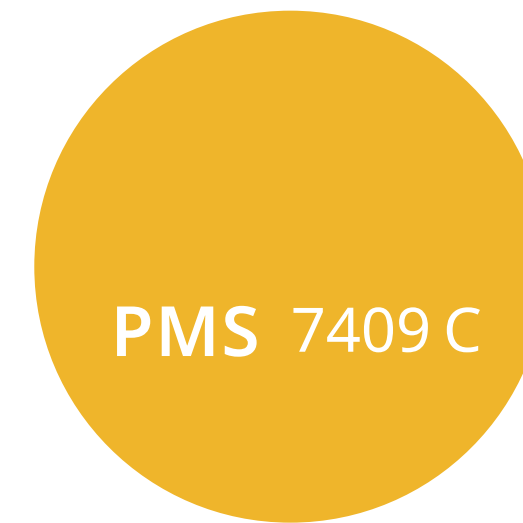
Nile



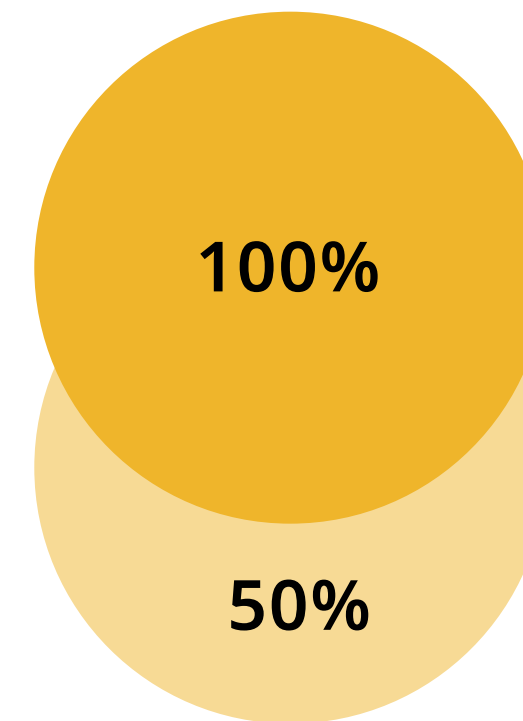
CMYK 95, 6, 30, 28  
R G B 0, 119, 134  
HTML 007786



Cherubim



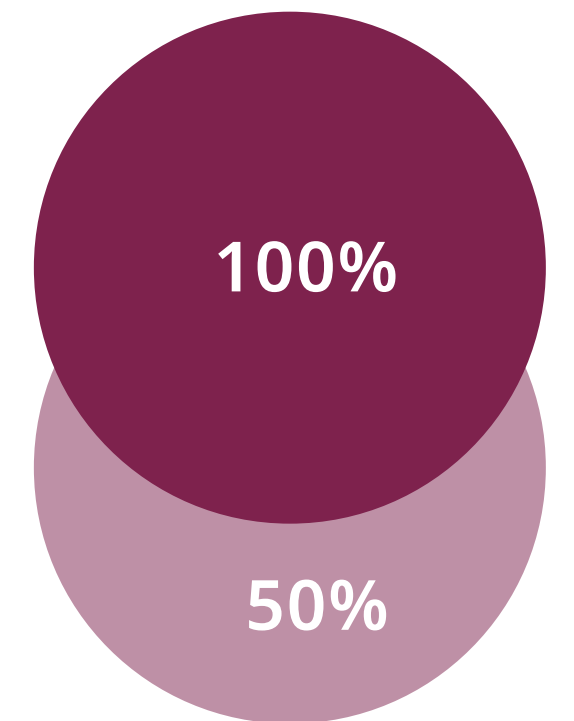
CMYK 0, 27, 92, 0  
R G B 240, 181, 43  
HTML F0b52b



Miracle



CMYK 12, 98, 117, 46  
R G B 126, 34, 77  
HTML 7e224d



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# 13

## Typography

Consistent use of typography helps build visual familiarity with our brand and ensures that materials for Women’s Ministries in the North American Division of the Seventh-day Adventist® Church have a cohesive look.

Use the Google Noto Sans family of fonts for any branded Women’s Ministries communications.

Commissioned by Google, the font is licensed under the SIL Open Font License and can be [downloaded for free](#).

Noto Sans is intended for use in headlines, subheads, callouts, and body copy.

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

### Primary

## Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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### Styles

#### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

#### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**PQRSTUVWXYZ**  
**abcdefghijklmno**  
**pqrstuvwxyz**  
**0123456789**

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## Typography

Use the Google Noto Serif family of fonts for any branded NAD communications. Commissioned by Google, the font is licensed under the SIL Open Font License and can be [downloaded for free](#).

Noto Serif is intended for use in body text and callouts.

### Secondary

## Noto Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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### Styles

#### Light

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

#### Regular

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

#### Bold

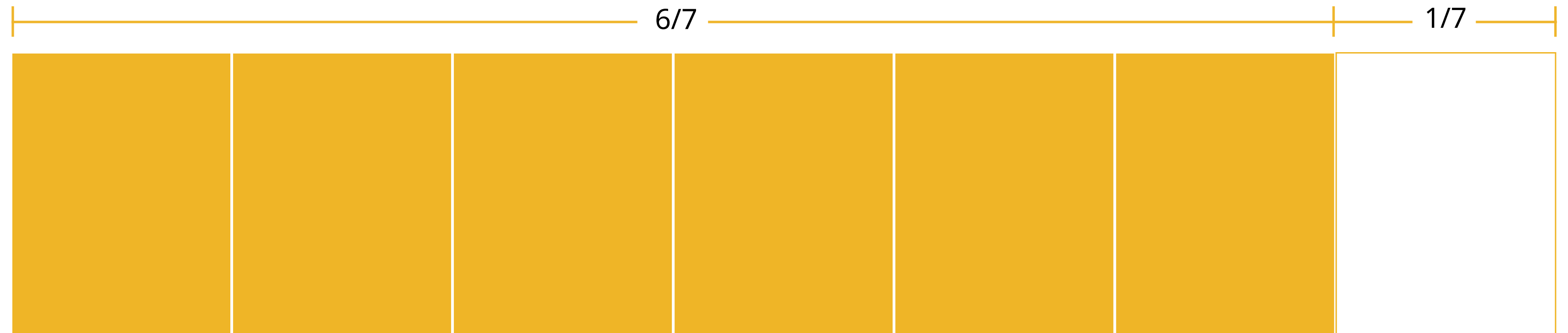
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789


# 15

## Creation Grid

The "Creation Grid" is a seven-column layout structure for use in design. The first six columns can be filled with text, illustrations, patterns, logos, or anything else. But the seventh column, representing the Sabbath, is to be set apart as a reminder and visual celebration of the last day.

The idea is for the seventh column to be *different* from the preceding six, so it can be a solid color, or even an image. Often the Seventh-day Adventist® Church symbol is included in the seventh column in a high-contrast color.



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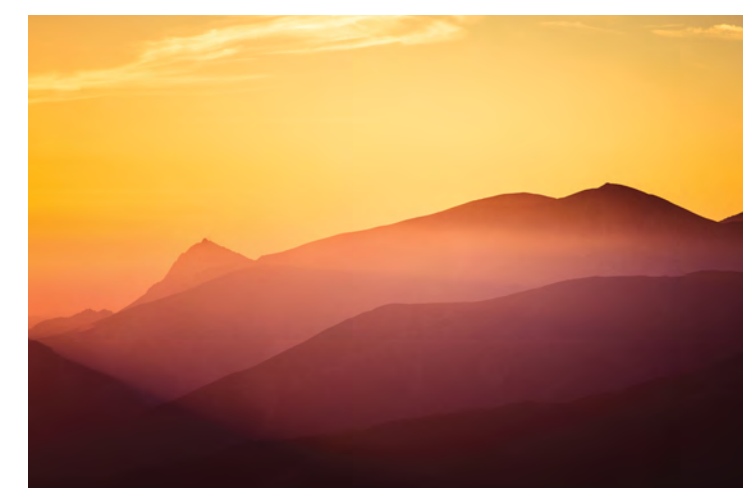
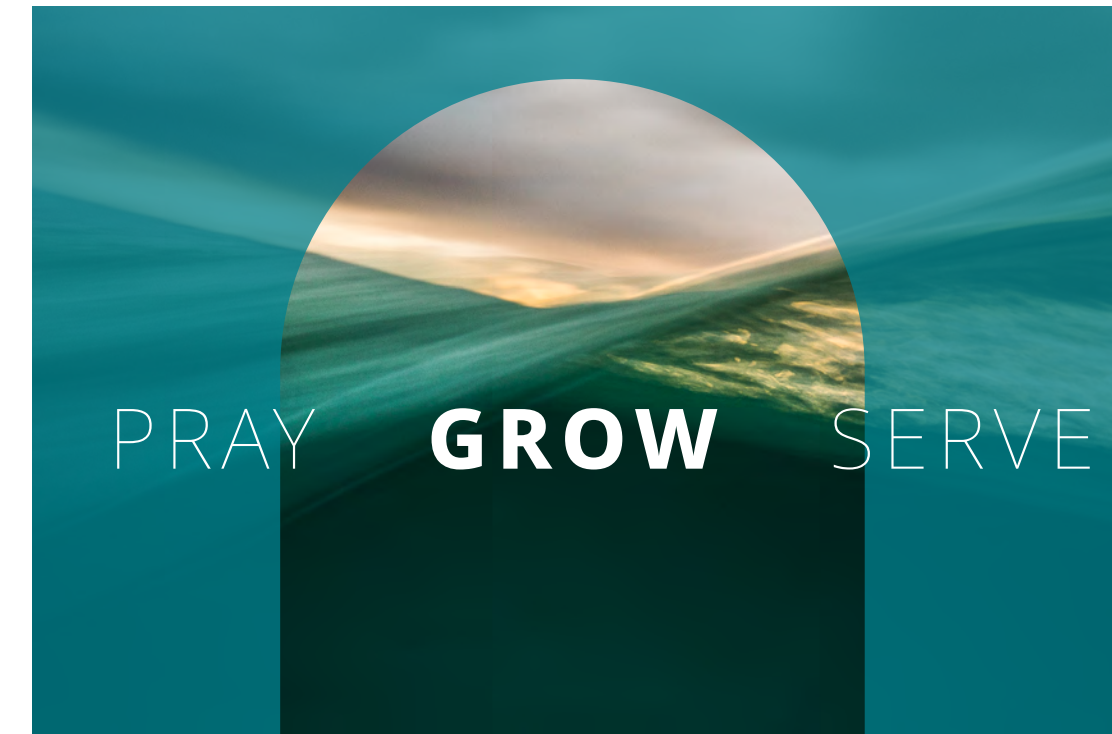
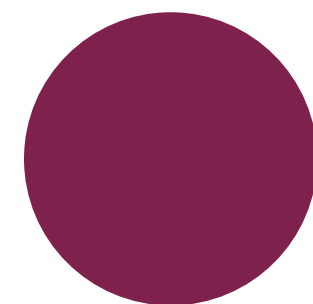
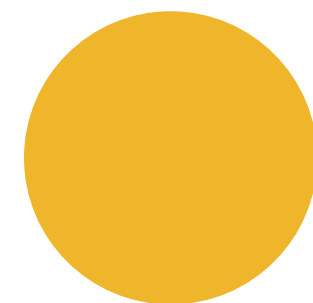
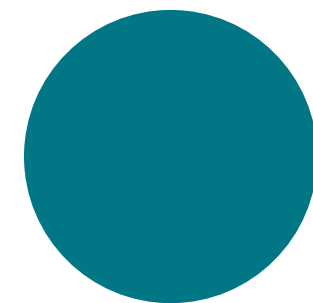
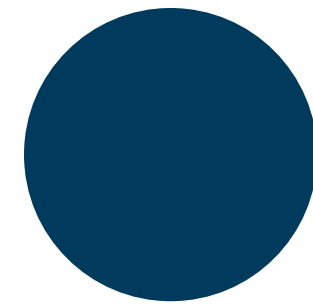
# 16

## Photography & Design Themes

Women's Ministries photography guidelines:

- Include elements of color palette
- If including faces, diversity of age and ethnicity
- Candid

The Women's Ministry "arch" is a design element repeated on many applications. The arch is an element, like a doorway, that represents *possibilities*, and God's special call for women to step forward in faith for His glory. Repeated arch-shaped elements create a consistent, recognizable feature of Women's Ministries paraphernalia.





# 17

## Applications

Here's how you can help create awareness:

- Consistently use the Women's Ministries unified visual identity.



# 18

## Applications

Here's how you can help create awareness:

- Clearly show the relationship between the department and the Church by properly branding all touch points.



# 19

## Applications

Here's how you can help create awareness:

- Whenever possible, educate the public, our members, and employees about the services the Women's Ministries department offers in North America.

Consistency and awareness are vital in effectively communicating our unity, making Women's Ministries and the Seventh-day Adventist® Church more recognizable.

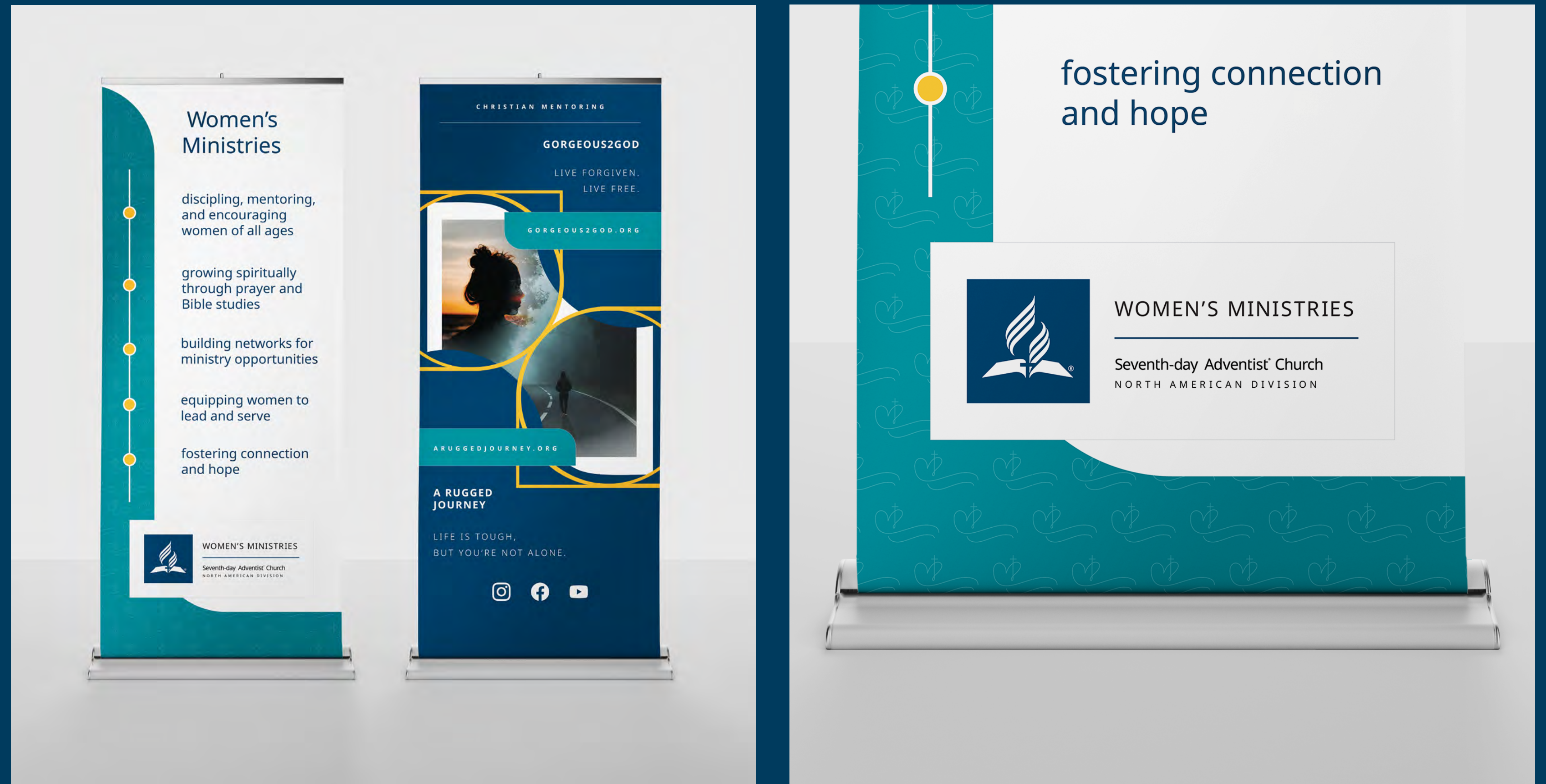


# Applications



Sample of an exhibit booth backdrop design.

# Applications



Sample of two pull-up banner designs promoting Women's Ministries and its initiatives.

# Applications



Sample of a binder cover design for an advisory meeting.