

Adventist Identity

Guideline System 2017

INTER-AMERICAN DIVISION



This document does not replace the new global Seventh-day Adventist Church's Visual Identity System.

It is an addendum which includes specific implementation guidelines for the Inter-American Division territory.

To know more and to implement the complete system, you must familiarize yourself with the global guidelines by visiting:

identity.adventist.org

1997



SEVENTH-DAY
ADVENTIST[®]
CHURCH

1997



SEVENTH-DAY
ADVENTIST
CHURCH

General Conference
World Headquarters

Communication Department

12501 Old Columbia Pike,
Silver Spring, Maryland
20904-6600 USA
Telephone: (301) 680-6300
Fax: (301) 680-6312
<http://www.adventist.org>



Individual Name *Position or Title*

Family Identifier

Name of Department

Street address, City, State, Postal Code, Country
Mailing address, P.O.Box, City, State, Postal Code, Country
Telephone: (000) 000-0000 Fax: (000) 000-0000
Internet addresses or other information.



Font





SEVENTH-DAY
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Seventh-day
Adventist[®] Church



Color Palette for IAD



2017



*Only for
Adventist
Education*

Warm

- HEX #ffa92d
- RGB rgb(255,169,45)
- CMYK 76, 31, 100, 19
- Pantone 364

Ming

- HEX #3e8391
- RGB rgb(62,131,145)
- CMYK 87, 38, 40, 8
- Pantone 7474

Denim

- HEX #2f557f
- RGB rgb(47,85,127)
- CMYK 100, 72, 38, 28
- Pantone 302

Entity Identifiers



Seventh-day Adventist[®] Church

INTER-AMERICAN DIVISION

entity identifiers for IAD



Seventh-day Adventist[®] Church

INTER-AMERICAN DIVISION

entity identifiers for IAD

Isolation



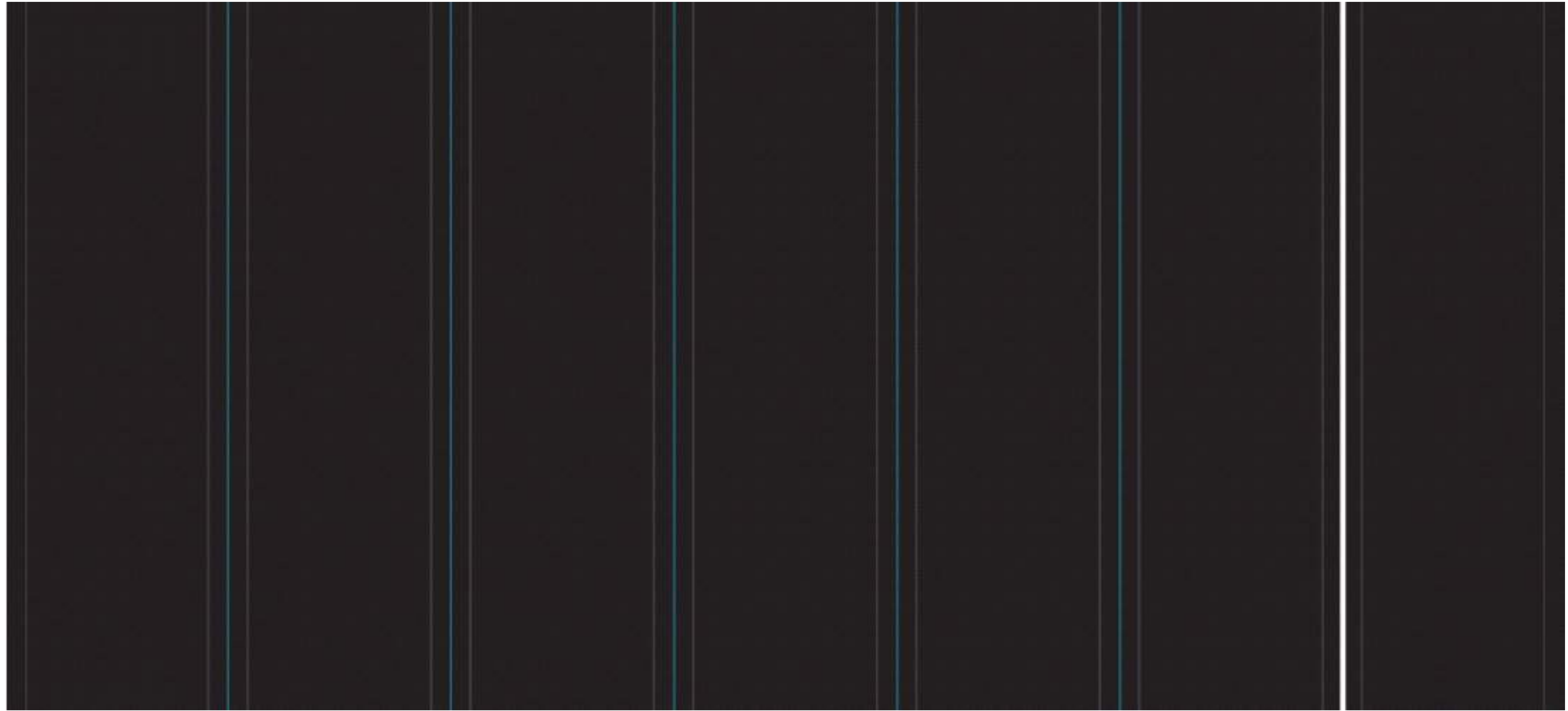


isolation for IAD

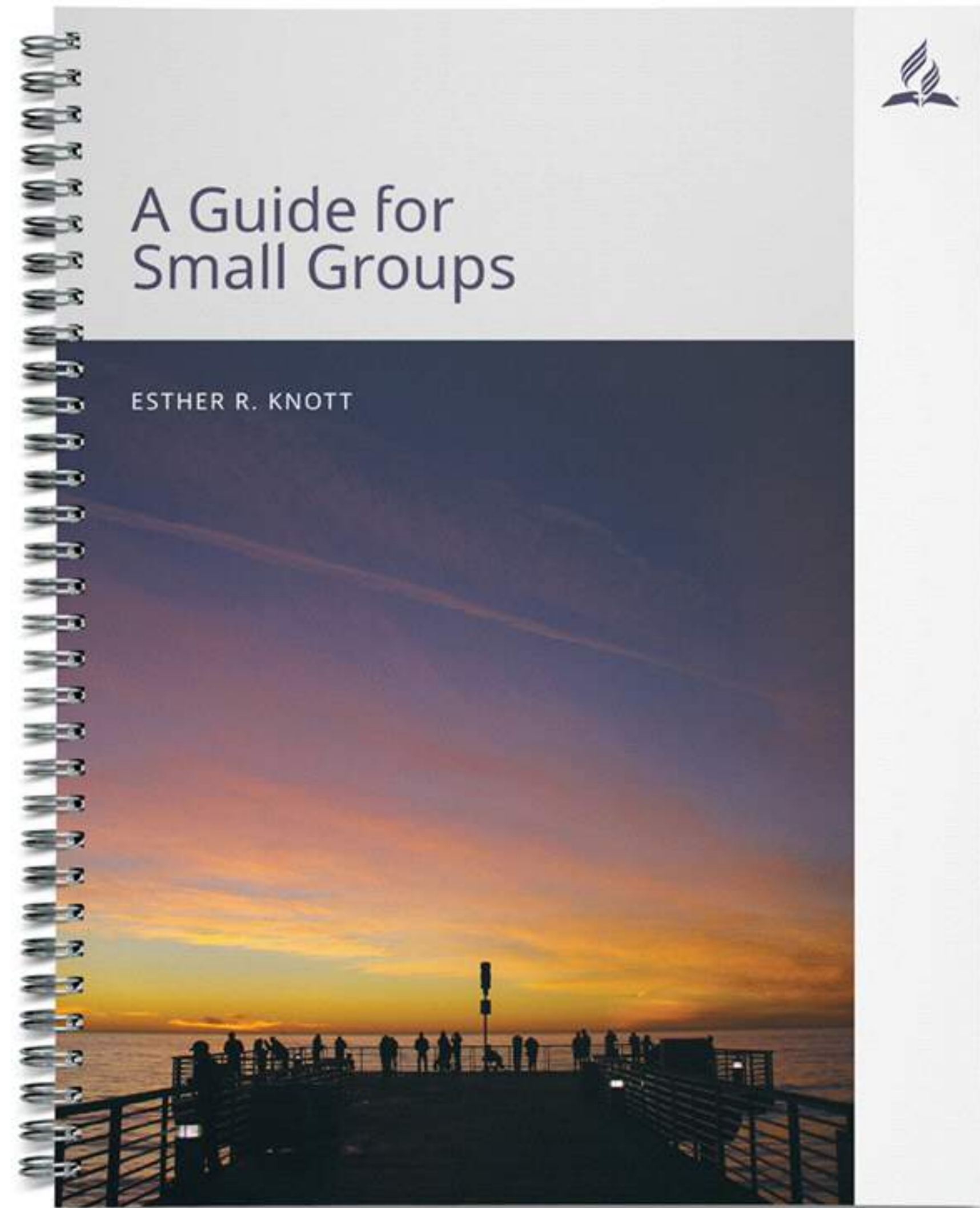


Creation Grid

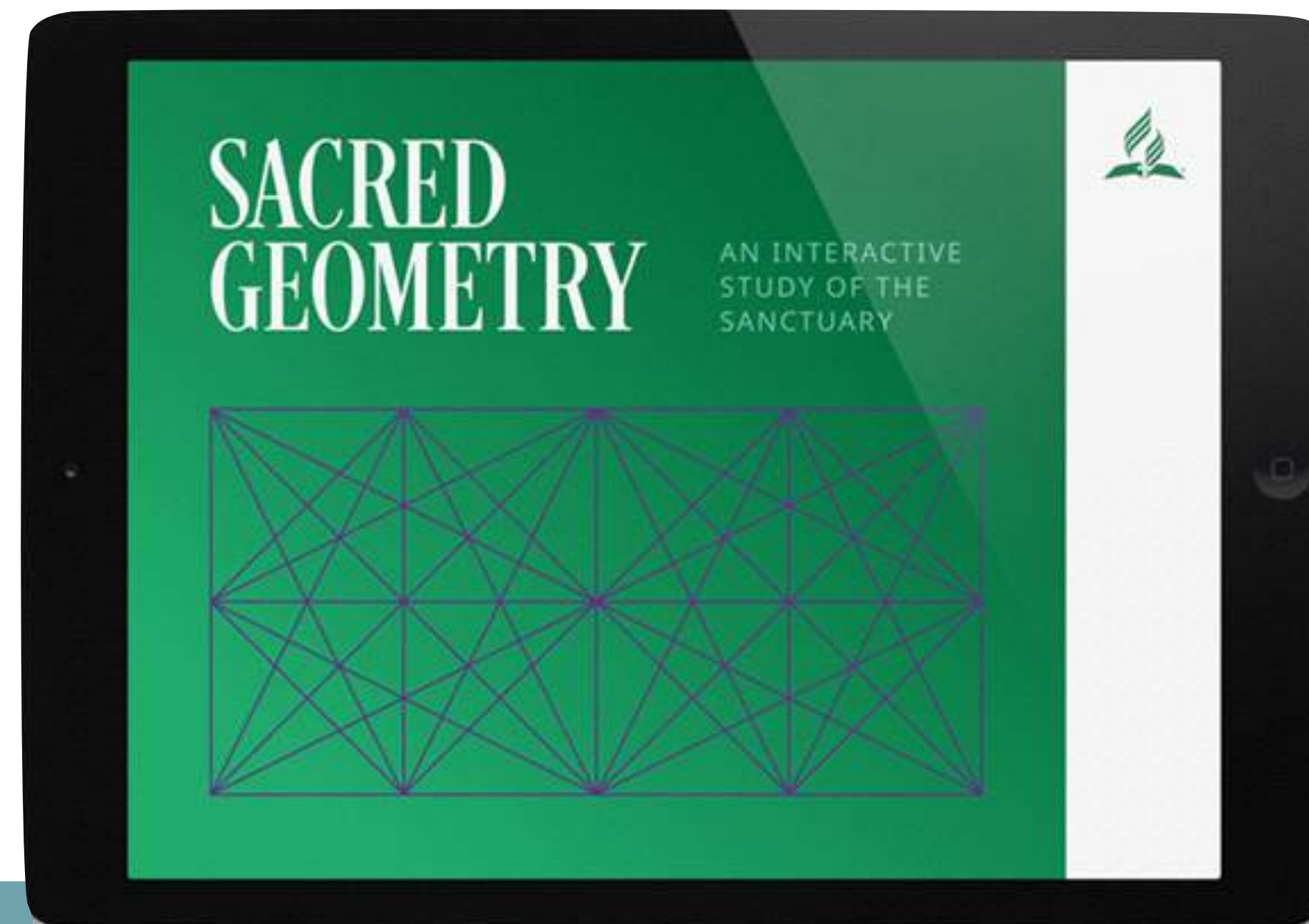




creation grid



Seventh column always
in **white**
(except on stationery)



creation grid



Symbol on the seventh column can be on top or bottom.



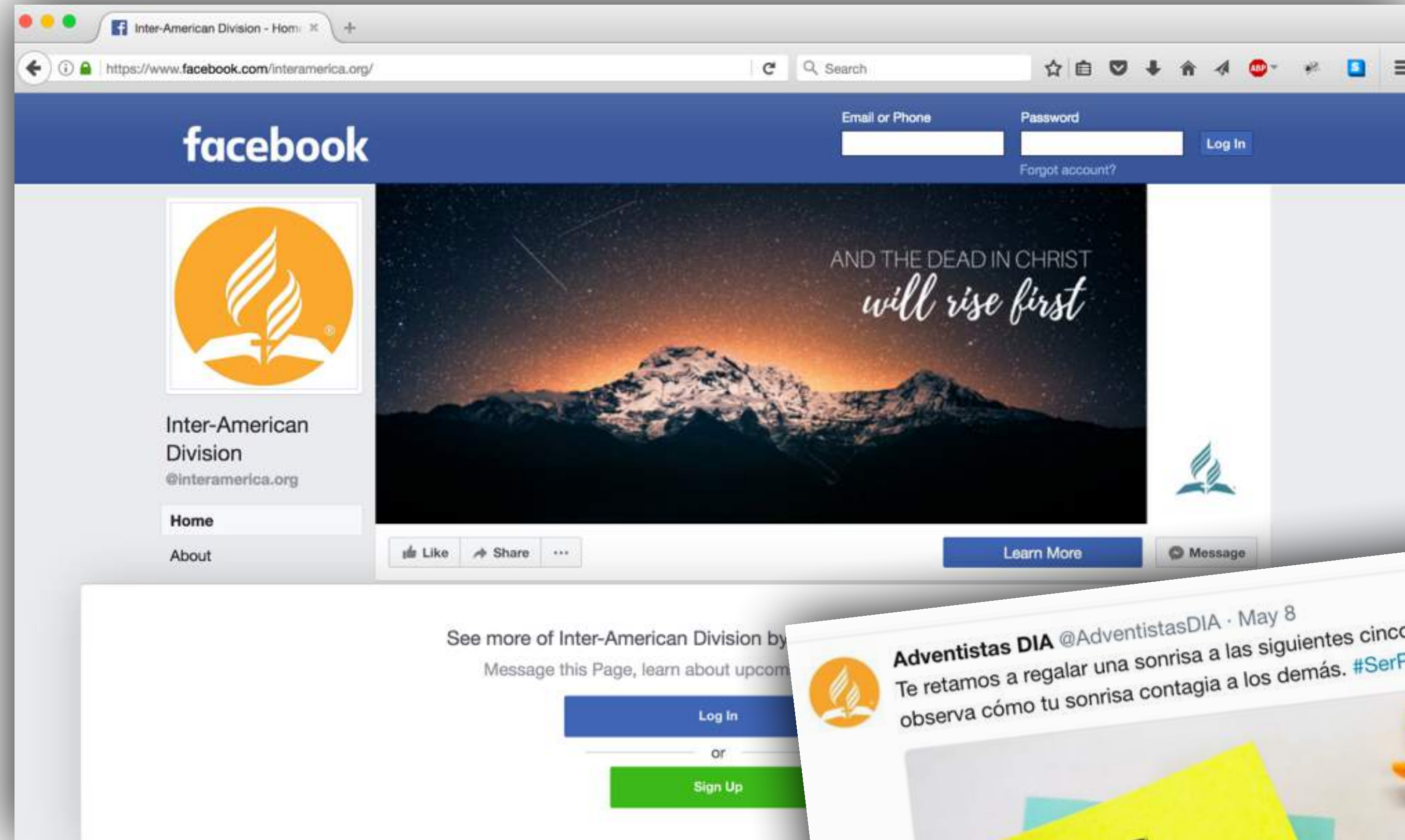
The symbol can always be in either Ming or Warm

creation grid

Social Networks



Profile picture



social networks

Examples from the Unions

 **Adventistas UMN** @adventistasumn · Jun 3
Presentando tema del cine como una herramienta para evangelizar con la iglesia de Vallarta en la ciudad de Monterrey.

[Translate from Spanish](#)

   1 

 **Adventistas UMN** @adventistasumn · Jun 3
Evangelismo no es solamente traer nuevas personas a Cristo, también es animar y mantener a quienes lo esperan.

[Translate from Spanish](#)



 **Comunicaciones UVOC** @uvoccidental · May 30
Jornada Social favoreció a comunidad en "Isla Sabaneta", afectados por falta de energía eléctrica y agua en Zulia. bit.ly/2qx0PX4

[Translate from Spanish](#)

 **Adventista Guatemala** @adventistasGUA · 1h
Isaías 18 #rpsp #bhp20
Los mensajeros del Señor recorren la tierra para humillar a los poderosos Busca al Señor... fb.me/7nVc7dKih

[Translate from Spanish](#)

 **Adventista Guatemala** @adventistasGUA · 1h
Isaías 18 #rpsp #bhp20
Los mensajeros del Señor recorren la tierra para humillar a los poderosos Busca al Señor mientras puede ser hallado

[Translate from Spanish](#)

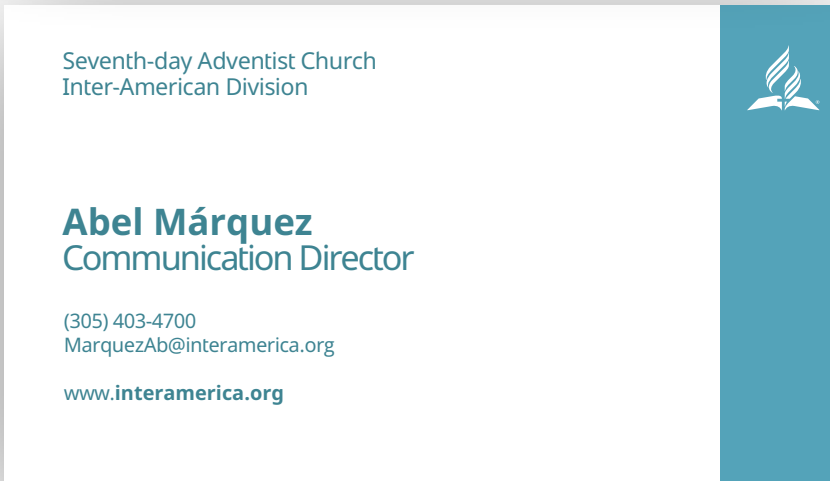


You, Orlando Ramírez G, Fernando Toala and 7 others

  8  11 



Stationery



Stationery for IAD

identity.adventist.org