



Empowering Leaders • Impacting Kids

NORTH AMERICAN DIVISION OF SEVENTH-DAY ADVENTISTS

BRAND STANDARDS & GUIDELINES

Empowering Leaders. Impacting Kids.

Children's Ministries

Children's Ministries across the North American Division emphasizes on empowering leaders to positively impact kids. In order to maintain our branding pure, we have decided to put together a guideline in order to ensure that we all use our logo and colors cohesively.

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OUR LOGO



Empowering Leaders • Impacting Kids

NORTH AMERICAN DIVISION OF SEVENTH-DAY ADVENTISTS

Logo Identity

NAD Children's Ministries Logo was created to show a sense of diversity and unity throughout our divisions across our territories.

The "Bright Colored Kids" represent the vast sizes, colors, shapes, languages, and races we have. Our bright colors represent the liveliness of the ministry and the exuberant joy we want to share with the children.



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Logo Subhead

Logo Body

Logo with subhead should never be smaller than 1.75 inches wide (with proportional height) to insure subhead is legible.

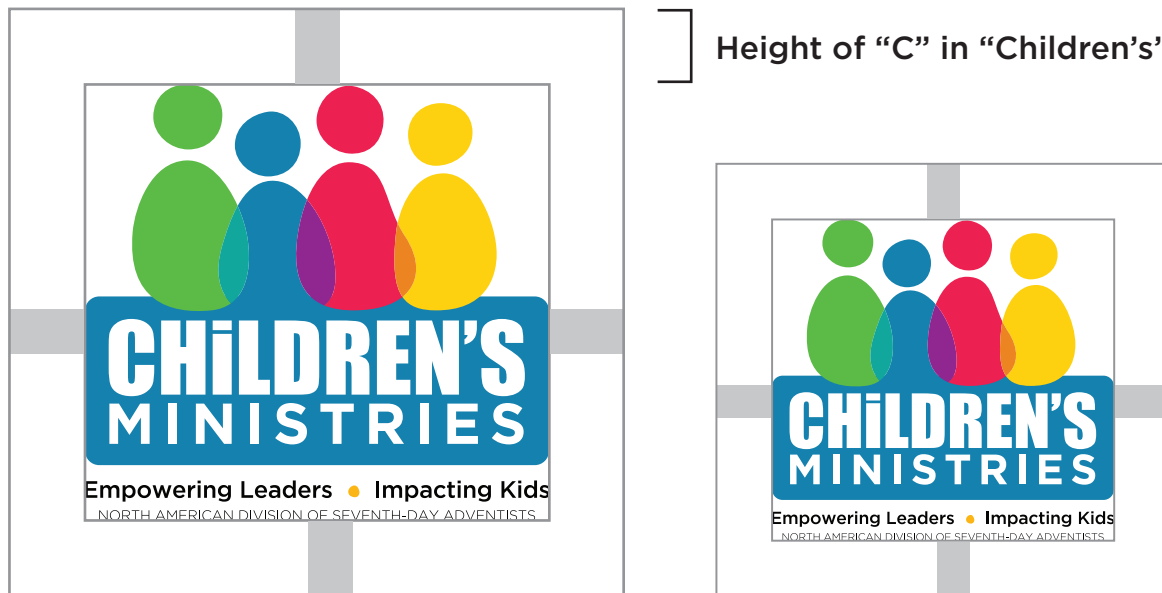
If the logo needs to be smaller, a version without the subhead is available.



Logo Clear Space

We define clear space as the white space or breathing room surrounding our logo that separates it from other elements.

The minimum clear space required is equal to the height of the capital letter “C” in the logo. These guidelines apply regardless of the scale of the logo, and a more generous use of clear space should be used whenever possible.



Reverse Logo

To ensure clear legibility and visual impact we prefer to have our color logo used on a white background. However, there are some instances where a reverse logo is required. Below is an example of our logo reversed on a dark background.



Logo on Solid Background

If placed on a solid background, a logo with a white subhead should be used to maintain optimum legibility. The background color should never be the color of the children or the blue box in the logo. We suggest using one of our less prominent logo colors (see color palette, pg. 10).



Use of Individual Logo Elements

When using the individual "bright colored kids" be sure to always include the "Children's Ministries" block. Never use them alone. Never stretch, or distort the image of the "bright colored kids".



Improper Use of Logo

Altering of the logo colors, proportions or alignment is not allowed. The logo is never to be distorted, used in low-resolution formats, or placed on artwork or colors that alter the legibility. No drop shadow, outline or additional text should be added to the logo, and clear space guidelines should always be followed. Elements of the logo should never be used separately (i.e. the children without the logotype).

Improper Use of Logo

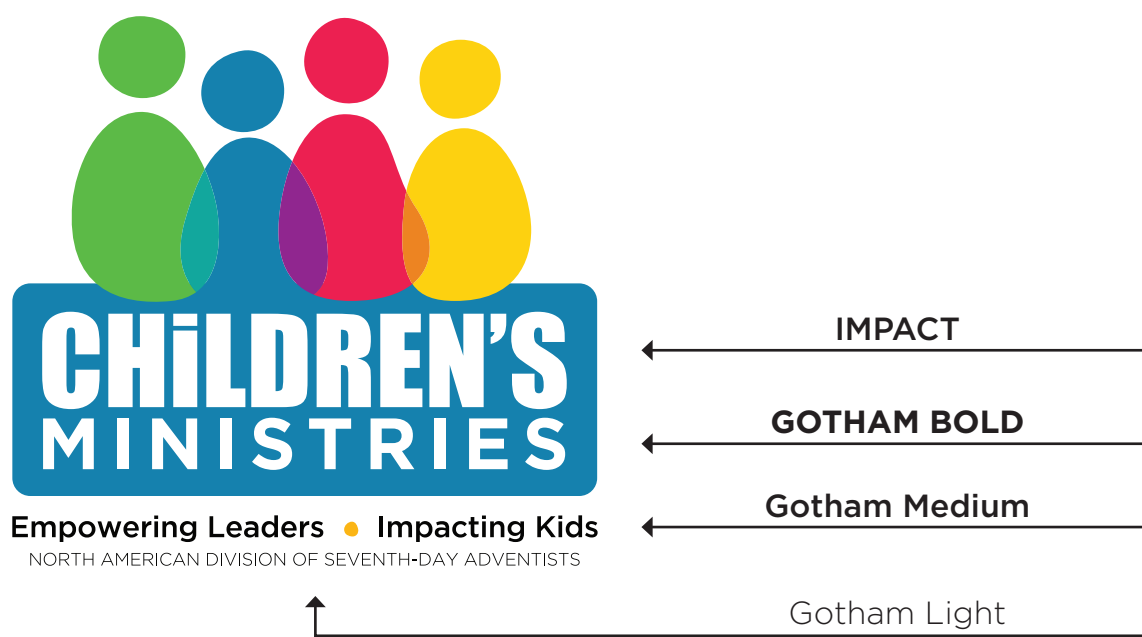


OUR TYPOGRAPHY

Logo Fonts

We use two fonts in our logo; Impact and Gotham. Impact, a bold, condensed font is used for “Children’s”, while Gotham is used in a variety of weights for the rest of the logotype.

We suggest incorporating the Gotham font family in other materials (when possible) to maintain a cohesive brand appearance.



IMPACT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Best used sparingly and reserved mainly for the logotype.

GOTHAM

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

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{ } | [] " < > ? / \ £ € © §
« ± ° ™ , . — ¢ ₧ > < ~ : ¹ º ®**

BOLD

Best for headlines and titles, commonly used in all capital letters.

MEDIUM

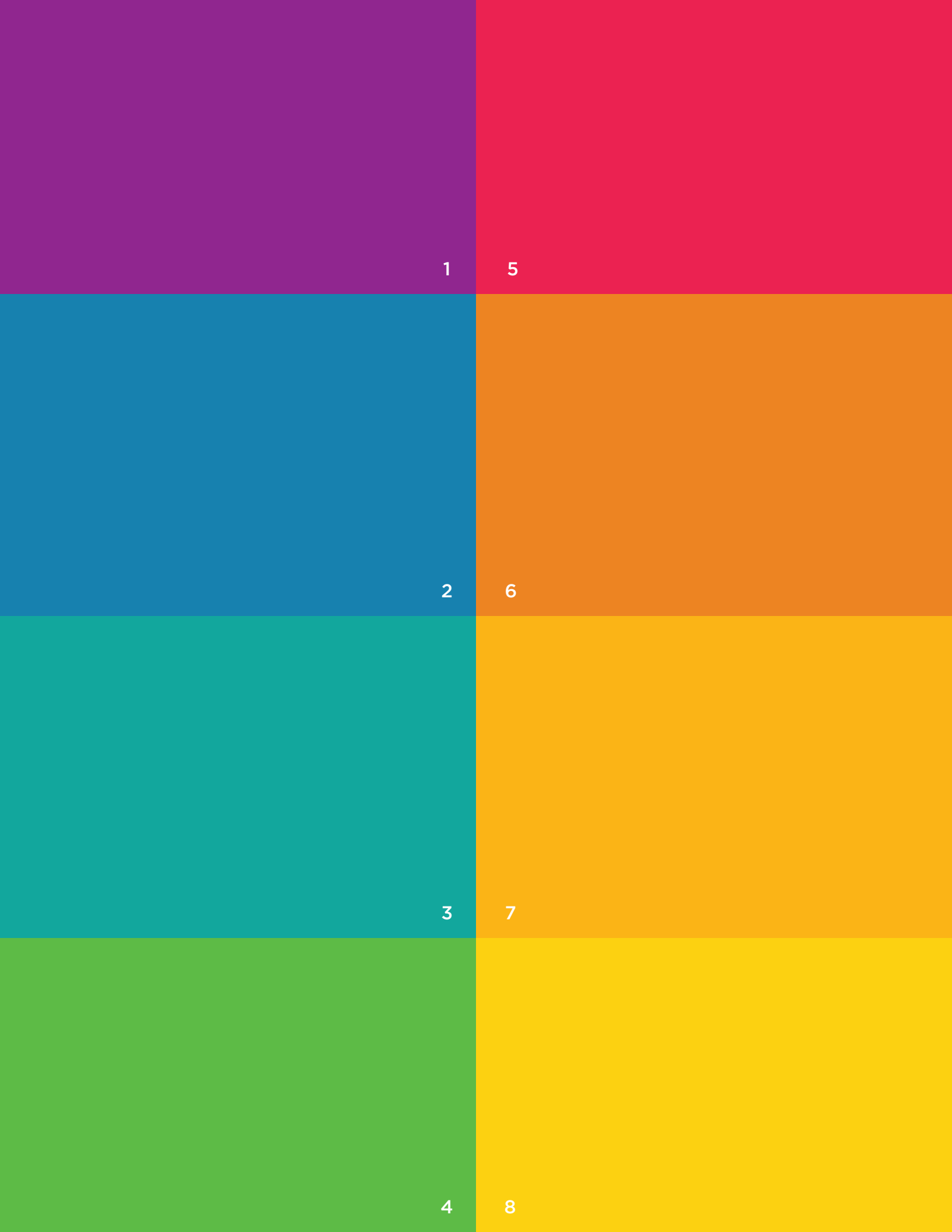
Best for subheads and body copy.

LIGHT

Best for body copy and when variation is needed.

NUMBERS

SPECIAL CHARACTERS



1

5

2

6

3

7

4

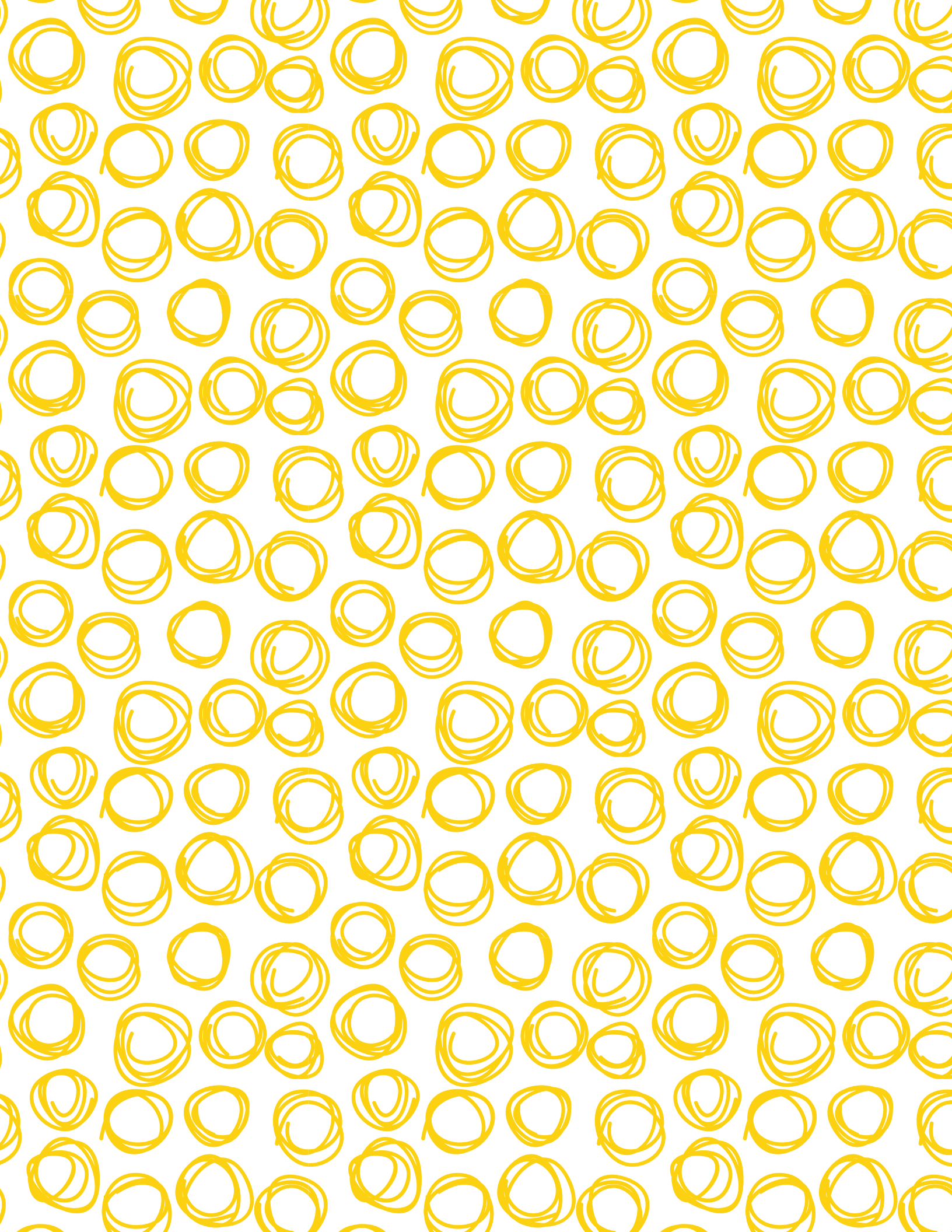
8

OUR COLORS

Logo Colors Codes

- 1 #91268f
C: 50% M: 100% Y: 16% K: 0%
R: 145 G: 38 B: 143
Pantone 513 C
- 2 #1481ae
C: 84% M: 40% Y: 16% K: 0%
R: 20 G: 129 B: 174
Pantone 7704 C
- 3 #00a79d
C: 80% M: 10% Y: 45% K: 0%
R: 0 G: 167 B: 157
Pantone 3272 C
- 4 #5dba46
C: 66% M: 0% Y: 100% K: 0%
R: 93 G: 186 B: 70
Pantone: 360 C
- 5 #ec2551
C: 1% M: 97% Y: 61% K: 0%
R: 236 G: 37 B: 81
Pantone 1788 C
- 6 #ec8422
C: 4% M: 58% Y: 100% K: 0%
R: 236 G: 132 B: 34
Pantone 7413 C
- 7 #fdb515
C: 0% M: 32% Y: 100% K: 0%
R: 253 G: 181 B: 21
Pantone 7549 C
- 8 #fed10e
C: 1% M: 16% Y: 98% K: 0%
R: 254 G: 209 B: 14
Pantone 109 C

We recommend using bright colors (when possible) to represent the liveliness of the ministry and the exuberant joy we want to share with the children.



OUR IMAGERY

Image Guidelines

It is our goal to show a sense of diversity and unity throughout our divisions across our territories. With this in mind, we select imagery that includes children of all ethnic backgrounds.



OUR GRAPHICS

Other Elements

When incorporating patterns, icons or illustrations remember to choose bright colors and kid-friendly/hand-drawn elements.

