# 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







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.



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

## Font



## SEVENTH-DAY ADVENTIST® CHURCH



# Seventh-day Adventist Church

# Color Palette for IAD

Only for Adventist Education

#### Warm

HEX #ffa92d

rgb(255,169,45)

CMYK 76, 31, 100, 19

Pantono 364

### Ming

нех #3е8391

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

### Color pallete for IAD

## Entity Identifiers



# Seventh-day Adventist Church

INTER-AMERICAN DIVISION



# Seventh-day Adventist Church

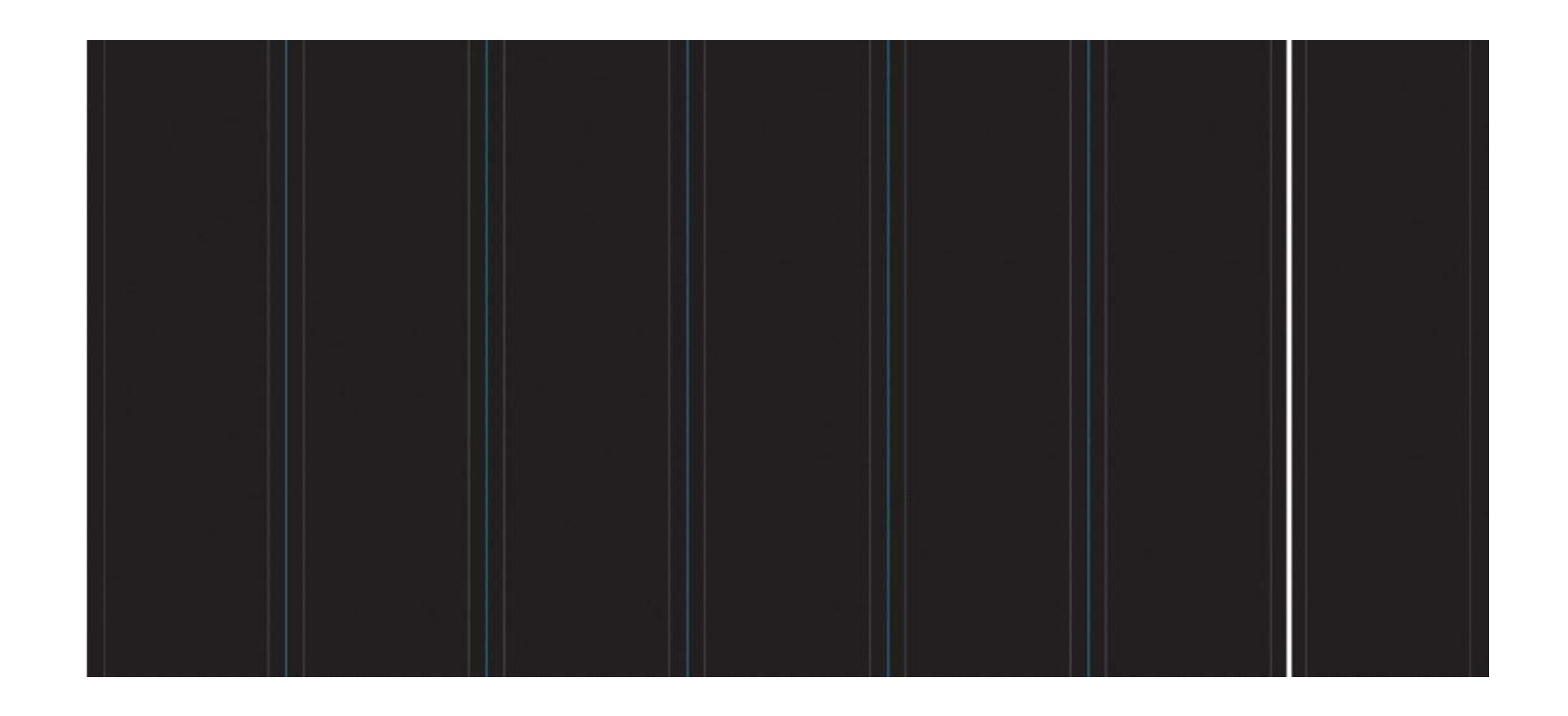
INTER-AMERICAN DIVISION

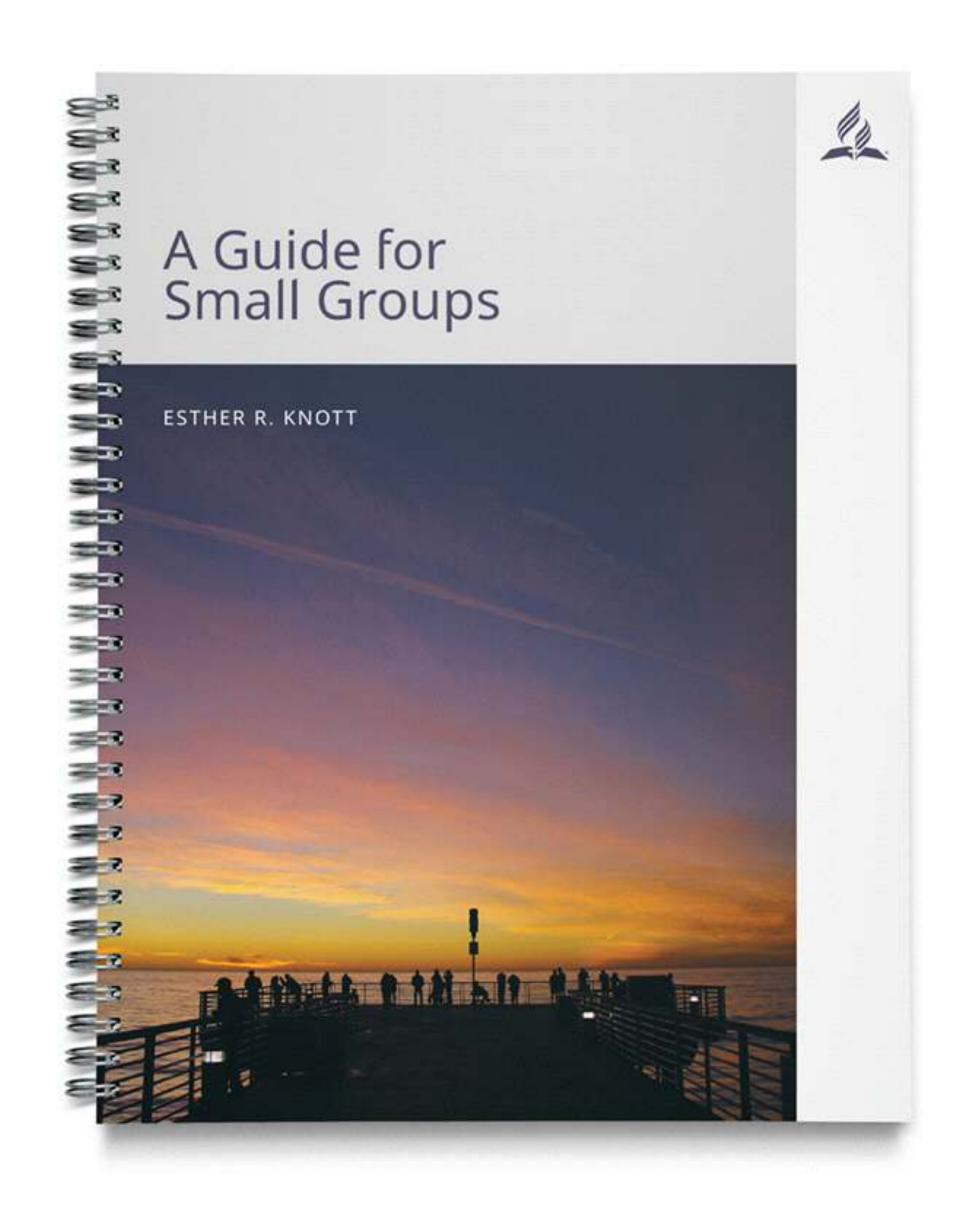
## Isolation



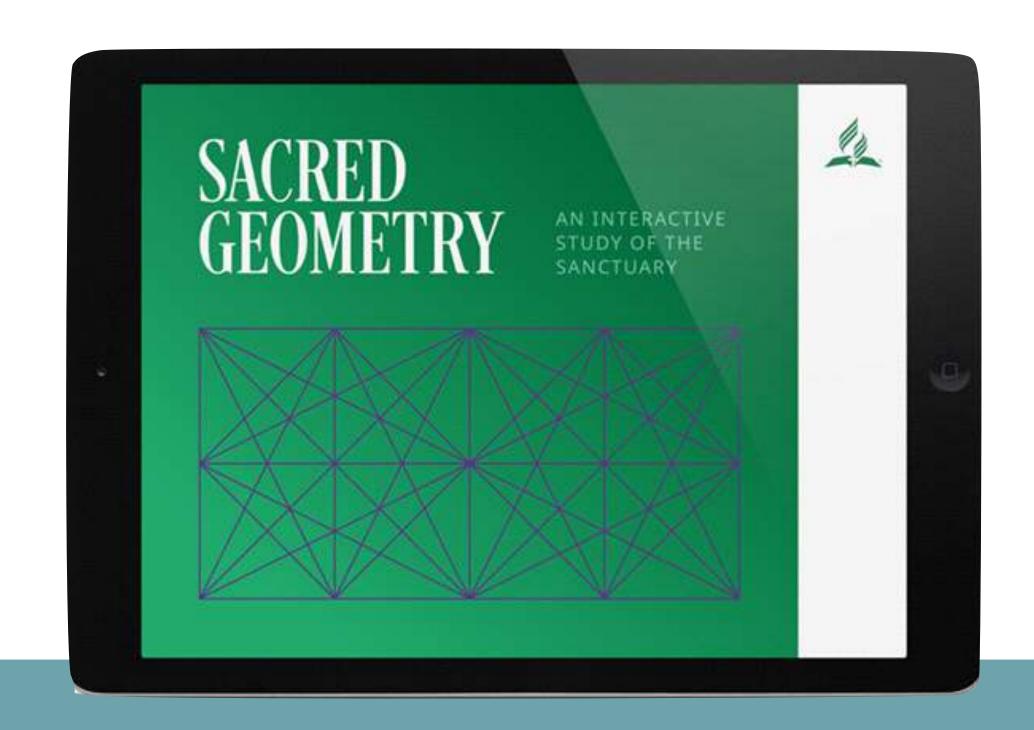


## Creation Grid





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





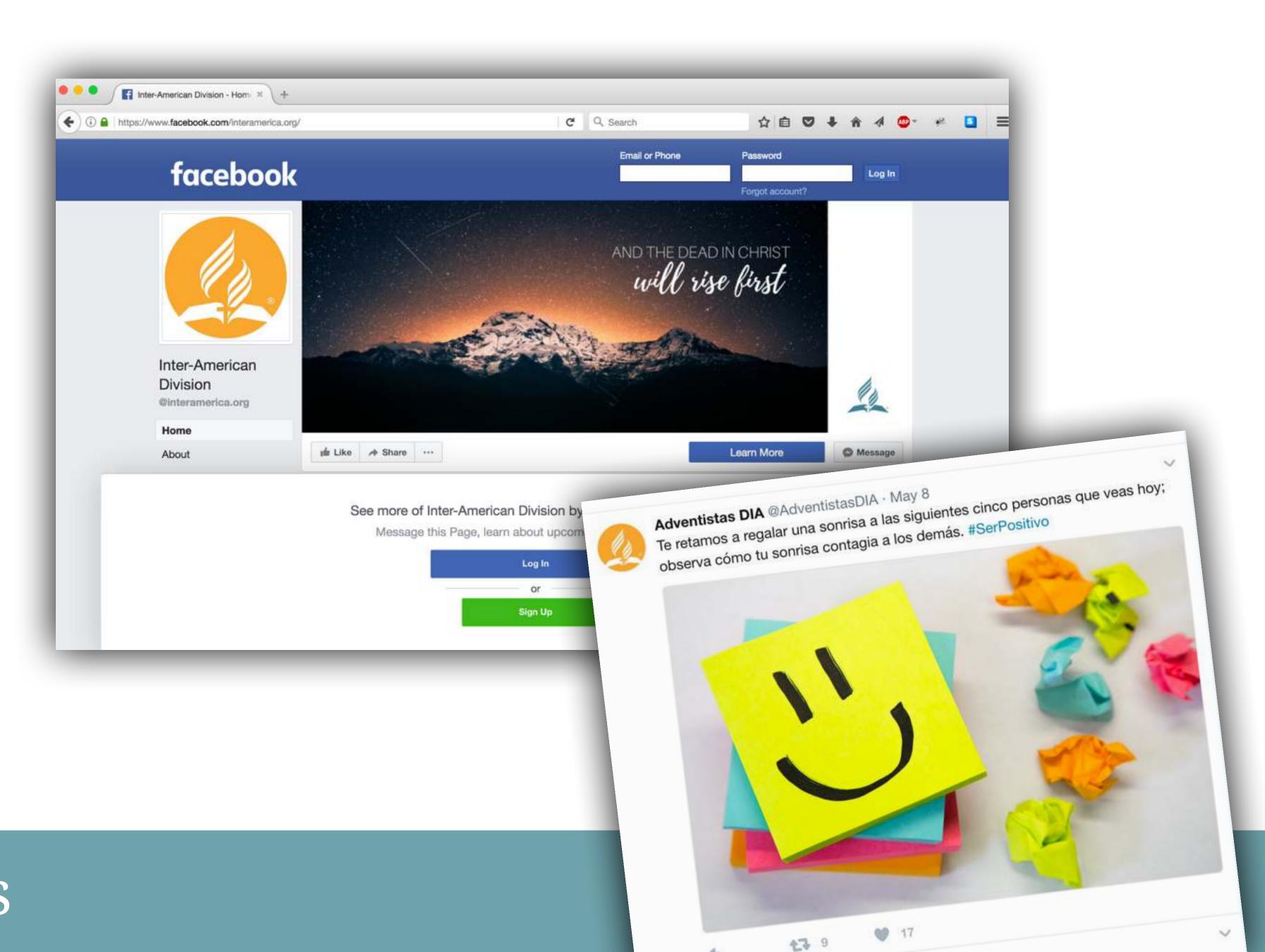
Symbol on the seventh column can be on top or bottom.

The symbol can always be in either Ming or Warm

## Social Networks



# Profile picture





Isaías 18 #rpsp #bhp20

Translate from Spanish

Adventista Guatemala @adventistasGUA · 1h

al Señor mientras puede ser hallado

Los mensajeros del Señor recorren la tierra para humillar a los poderosos Busca

### Examples from the Unions



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











# Stationery



Seventh-day Adventist Church Inter-American Division



Abel Márquez Communication Director

(305) 403-4700 MarquezAb@interamerica.org

www.interamerica.org



### Stationery for IAD

#### General Conference Ministerial Association

SILVER SPRING MARYLAND
20904-6601

12501 OLD COLUMBIA PIKE



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## identity.adventist.org