

# 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](https://identity.adventist.org)

1997



SEVENTH-DAY  
ADVENTIST<sup>®</sup>  
CHURCH

1997



SEVENTH-DAY  
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CHURCH

General Conference  
World Headquarters

Communication Department

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CHURCH

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.

The image features a solid teal background. Two white L-shaped brackets are positioned horizontally, one near the top and one near the bottom, framing the central text. The word "Font" is centered between these brackets in a white, classic serif typeface.

Font



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Adventist<sup>®</sup> 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

Color palette for IAD



# Entity Identifiers



Seventh-day  
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INTER-AMERICAN DIVISION

entity identifiers for IAD



Seventh-day  
Adventist<sup>®</sup> Church

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entity identifiers for IAD

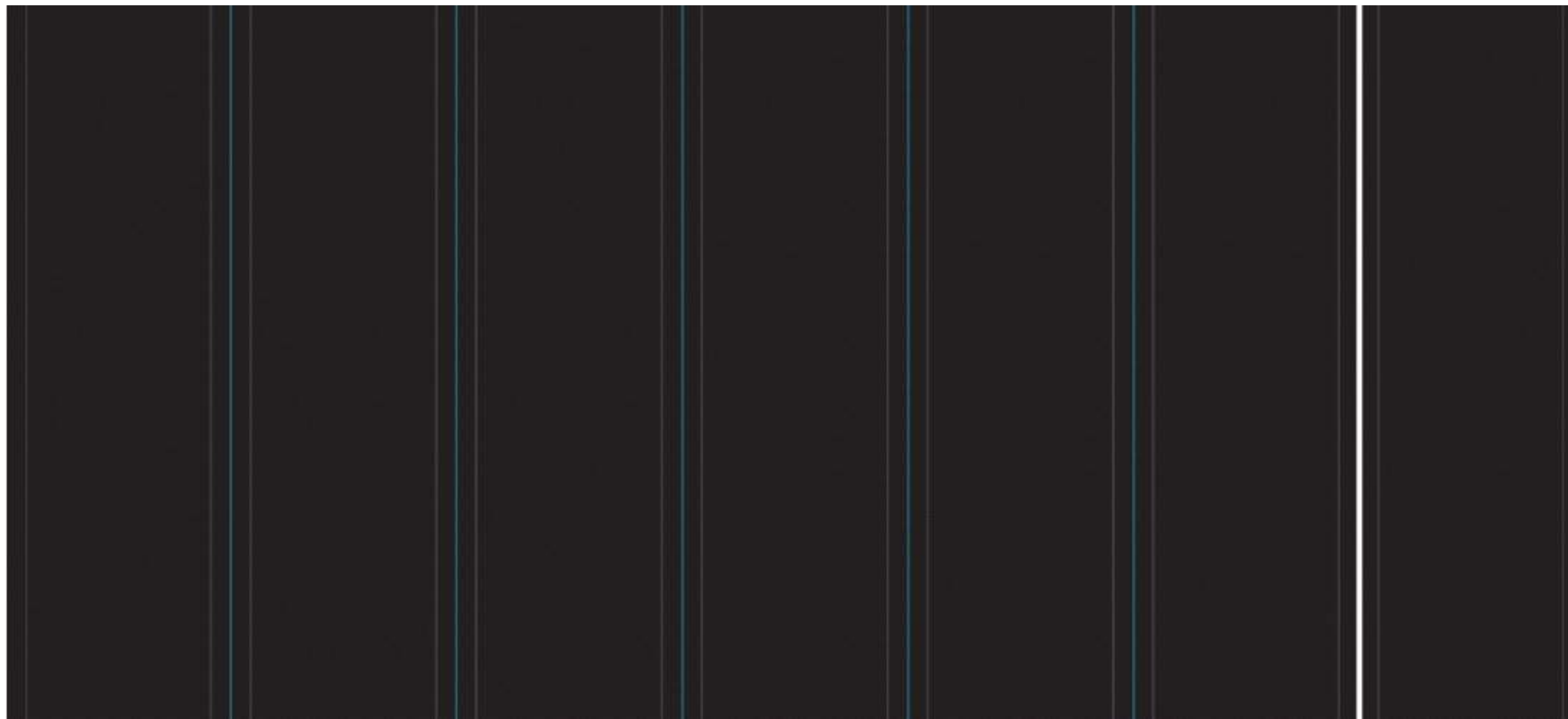
# Isolation





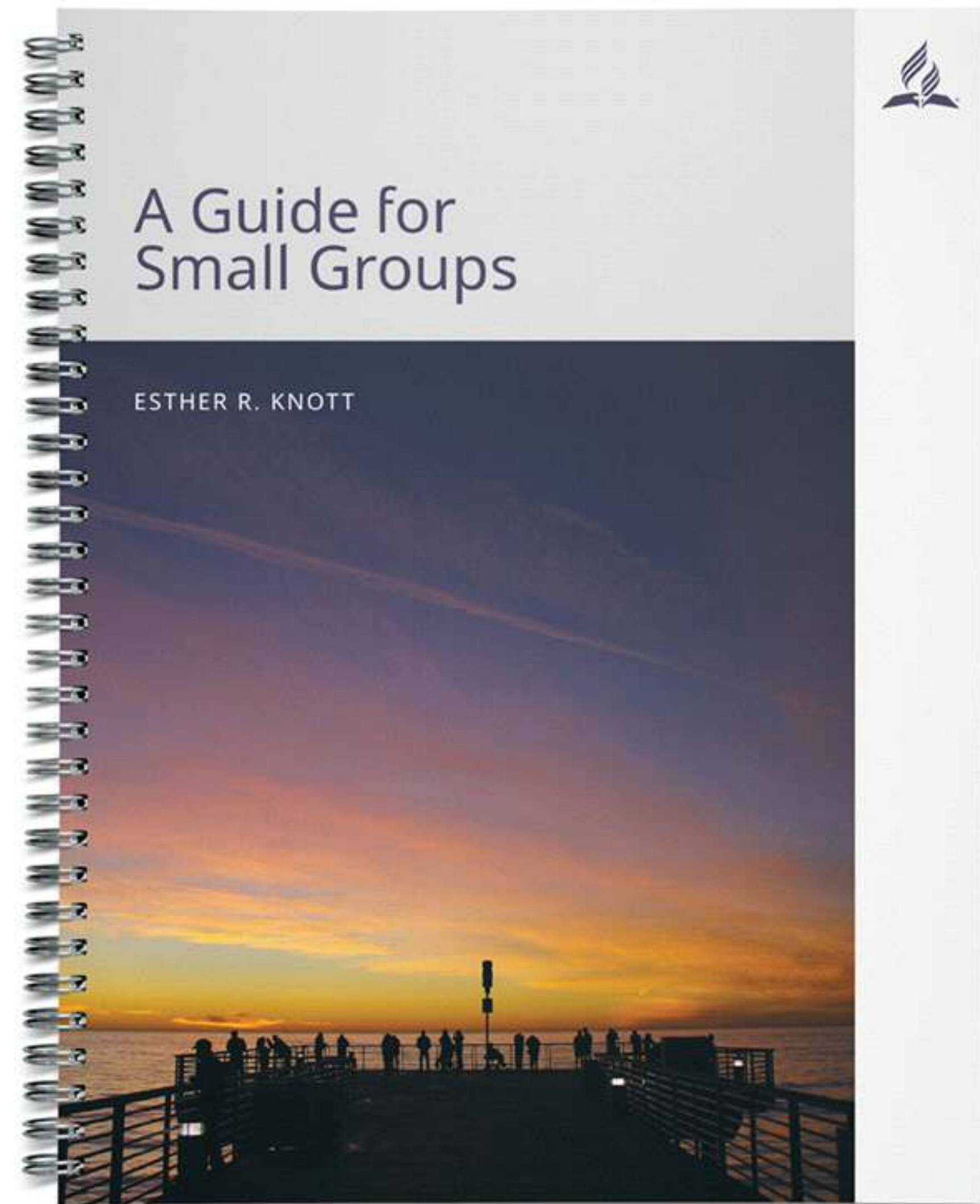
isolation for IAD

# Creation Grid

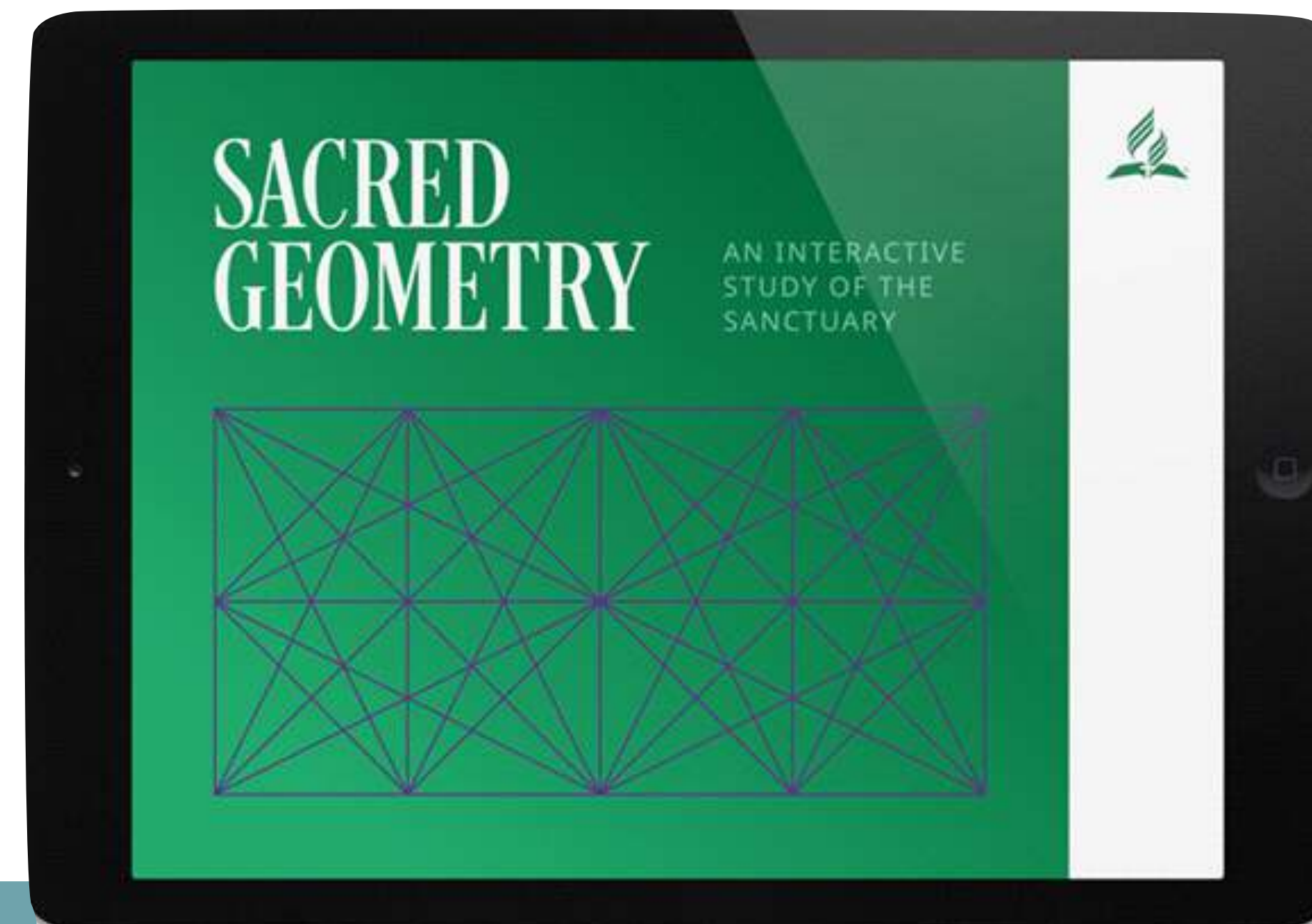


creation grid





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*

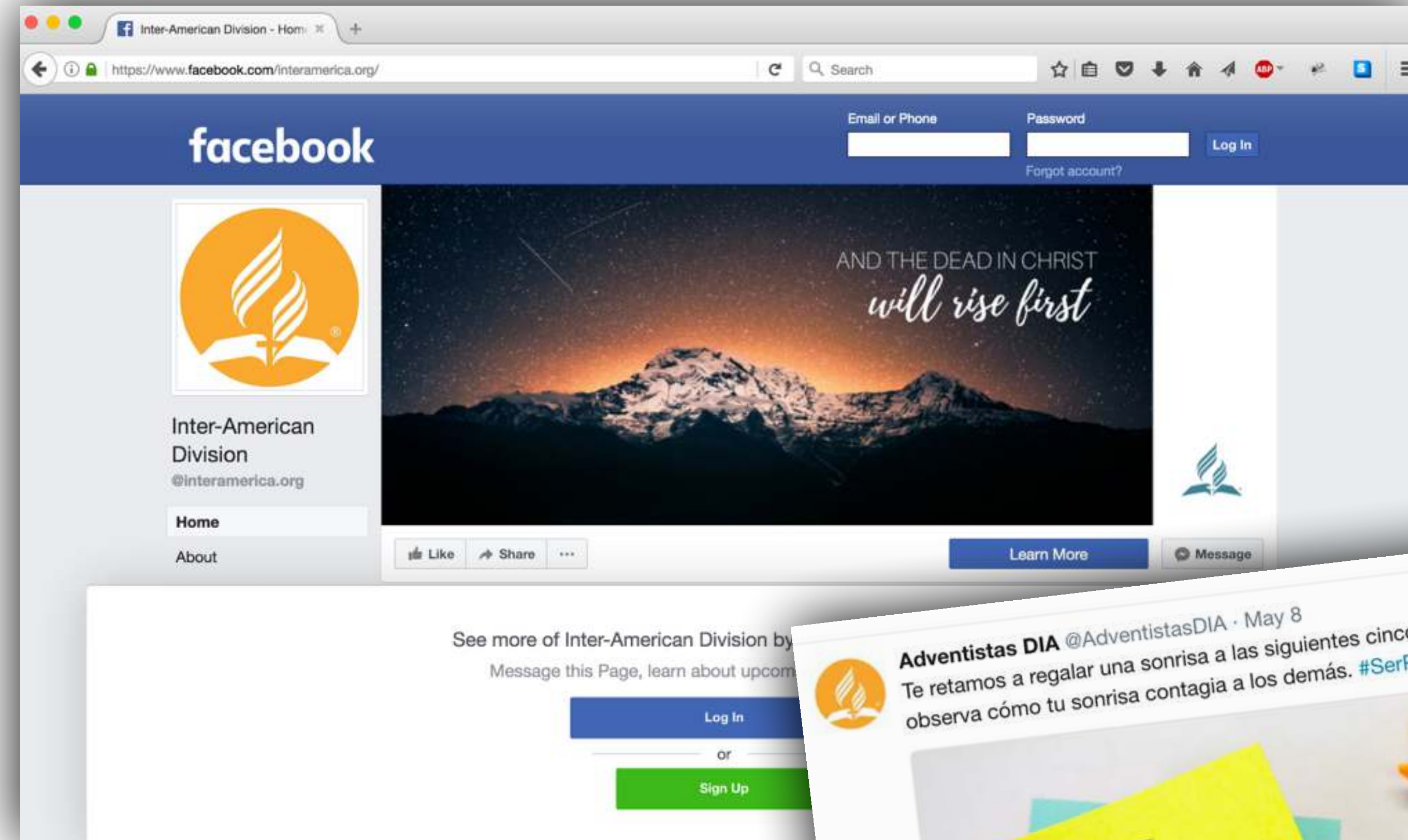
creation grid

# 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](#)



**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](https://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](#)



**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](https://bit.ly/2qx0PX4)

[Translate from Spanish](#)



You, Orlando Ramírez G, Fernando Toala and 7 others



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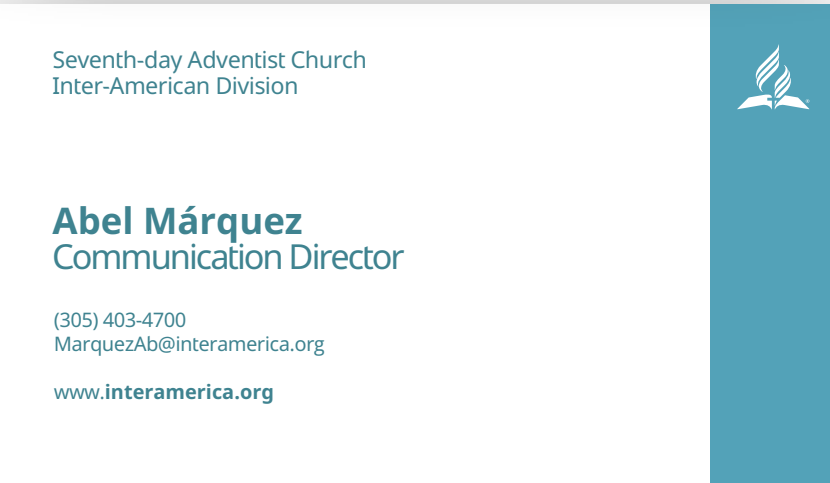
11



social networks

# Stationery





Stationery for IAD

[identity.adventist.org](https://identity.adventist.org)