



# Seventh-day Adventist Church

## Caribbean Union Conference

### Identity Guidelines Summary



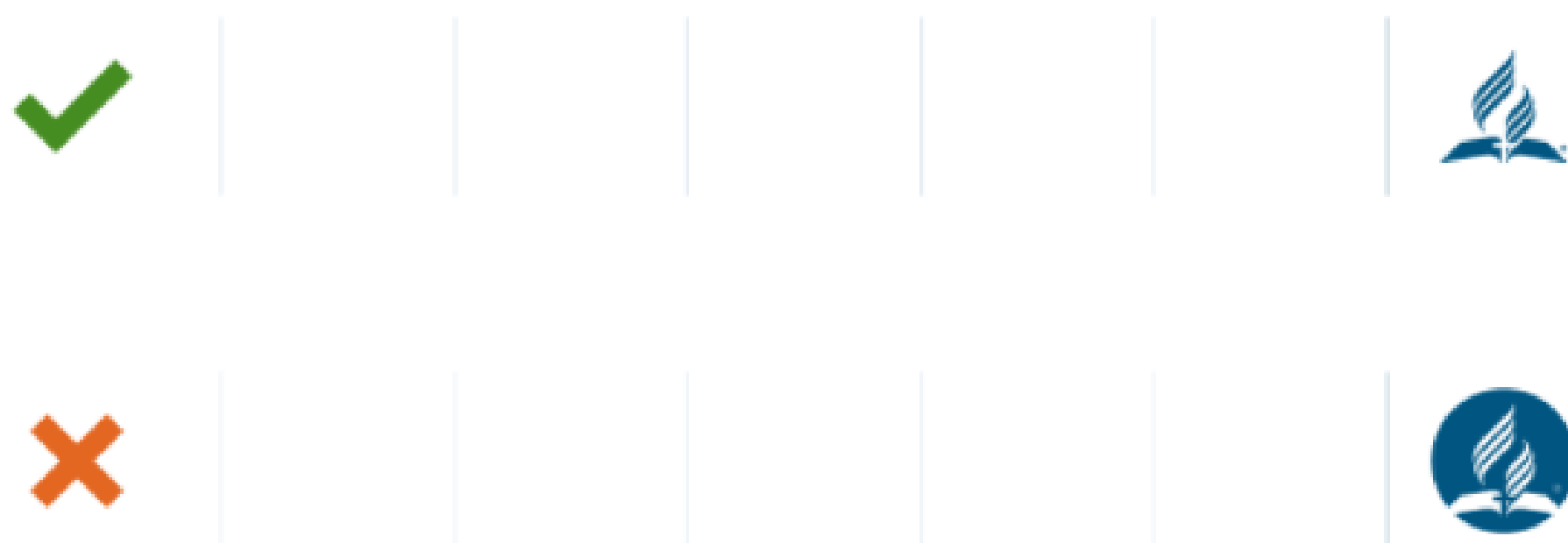
Aside from ensuring that the symbol continues to appear on materials, the new system affords a wide level of flexibility. The symbol is now free to exist in isolation, detached from the name of the church or entity. It is still preferable for the symbol to have a thoughtful relationship to the rest of the design system. We recommend in most cases, where the symbol is detached, it sit within in the Sabbath column. When not using the Adventist symbol within the Sabbath column or locked up with an entity name, the preferred version is the knocked-out circular version, which allows for more graphically pleasing layouts.

Additionally, the symbol is now allowed to exist in a variety of colors. Moving forward, it is recommended the symbol only be used in solid-color versions. The symbol may be a different color than the accompanying wordmarks, but all elements of the symbol should appear in the same color.

#### Symbol in Lockup



#### Symbol in Sabbath Column



#### Symbol in Isolation



CHURCH IN ACTION  
**MAD 2023**  
COMING SOON

[www.caribbeanunionadventists.org](http://www.caribbeanunionadventists.org)



Correct use of church symbol  
can be placed top or bottom of sabbath column.



Incorrect use of isolated logo symbol.  
This should never be used in the sabbath column.



CHURCH IN ACTION  
**MAD 2023**  
COMING SOON

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Correct use of isolated logo symbol.  
This should never be used in the sabbath column.



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

INTER-AMERICAN DIVISION

CHURCH IN ACTION

**MAD 2022**

COMING SOON

[www.caribbeanunionadventists.org](http://www.caribbeanunionadventists.org)



Correct use of symbol with identifier.  
A design with no sabbath column

Incorrect use of symbol with identifier.  
This should never be used in the sabbath column.

CHURCH IN ACTION  
**MAD 2022**  
COMING SOON

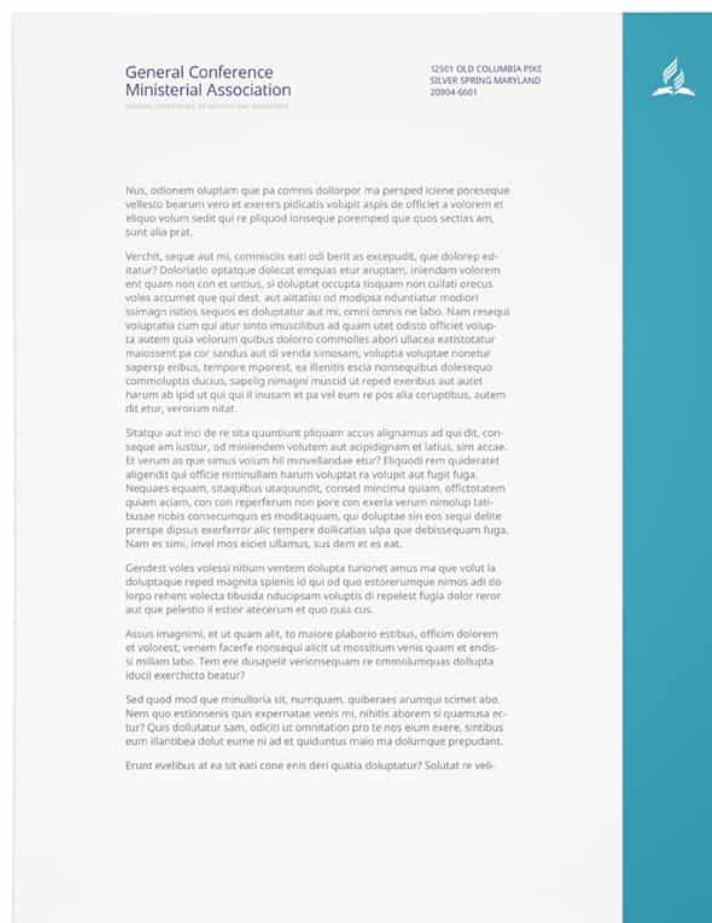
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# Usage Examples



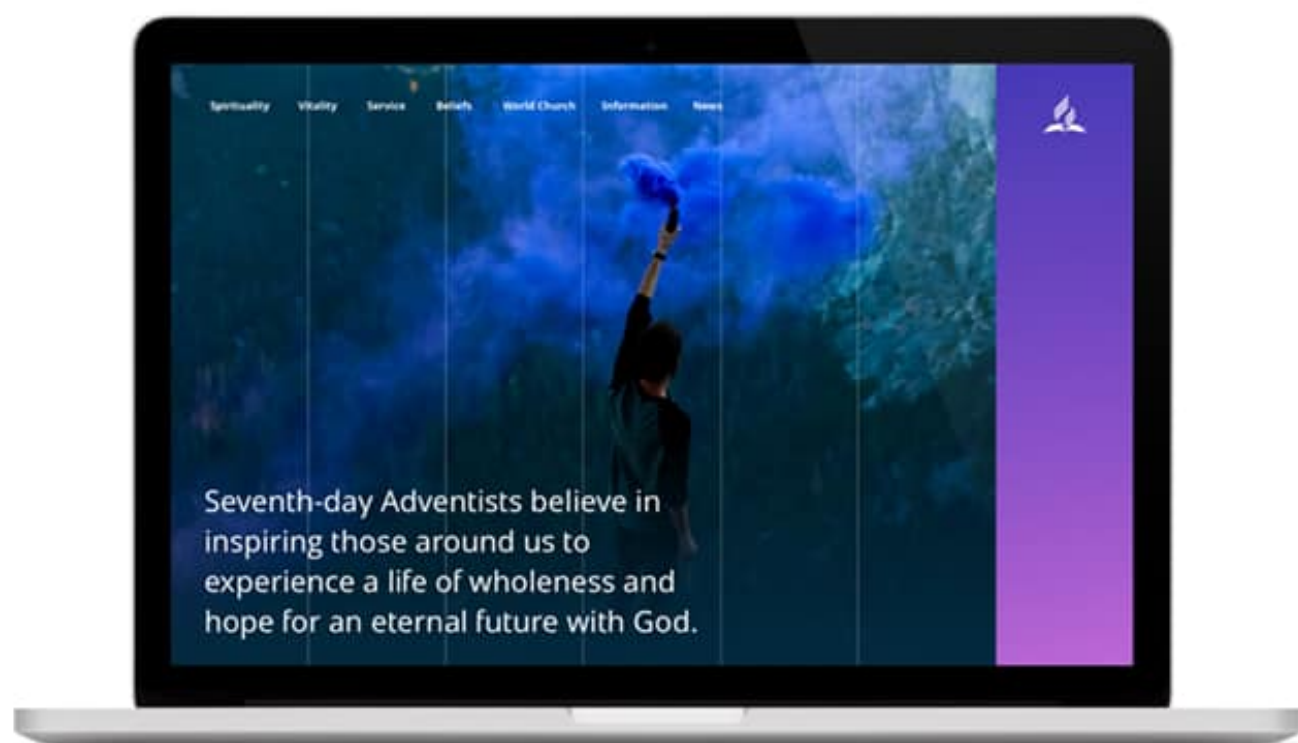
## Business documents



## Church Signage



## Digital



## Print Media







## Seventh-day Adventist Church, Caribbean Union Conference

The enclosed positions were recommended, accepted and voted during the 17th Quinquennial Session held on July 20–22, 2022 at the University of the Southern Caribbean.