

Logo

Global Identity Kit

The corporate identity for the Seventh-day Adventist Church reflects our deep and abiding belief in Jesus Christ as the center of our lives and our faith. It is our hope that this graphic representation of who we are will be used around the world as a familiar symbol of our church and its values.

The logo and its meaning

The logo reflects the core values of the Seventh-day Adventist Church. Its foundation is the Bible, the Word of God, shown open because its message should be read and put into practice. Central to that biblical message is the cross, which is also a central feature of the logo. Above the cross and the open Bible is a burning flame that represents the Holy Spirit, the messenger of truth.

The Second Coming

The lines at the top of the design suggest upward momentum symbolizing the resurrection and ascension to heaven at Christ's second coming, the ultimate focus of our faith.

The Flame

This is the shape formed by three lines encircling an implied sphere. The lines represent the three angels of Revelation 14 circling the globe and our commission to take the gospel to the entire world. The overall shape forms a flame symbolic of the Holy Spirit.

The Cross

The symbol of the cross, representing the gospel of salvation, is positioned in the center of the design to emphasize Christ's sacrifice, which is the central theme of the Adventist faith.

The Open Bible

The Bible forms the base of the design and represents the biblical foundation of our



beliefs. It is portrayed in a fully open position suggesting a full acceptance of God's word.

It is our hope and prayer that though this logo is a very simple picture of the foundation of Adventist beliefs and values it may be a recognizable symbol of the Adventist message to the world.

Logo usage

The registered trademark may be used by the Seventh-day Adventist Church, its entities, institutions (including churches and schools) as authorized by the General Conference of Seventh-day Adventists, its divisions, unions and conferences.

The logo graphic represented here is a trademark of the Seventh-day Adventist Church. By downloading the Seventh-day Adventist logo, you agree to the stipulations and regulations set forth in the Global Identity Standards Manual (pdf). The General Conference of Seventh-day Adventist reserves the legal right to protect the integrity of the church against misuse or unauthorized use of the logo.

Trademarks shall not be utilized in commercial endeavors.

The logo is available as three types of graphics: EPS, PNG and JPG. Whenever possible, use the EPS files because they can be expanded to the needed size without losing resolution. If the EPS file does not work, try using the PNG or JPG file.

Download the Global Identity Standards Manual

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Download the Logo files

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Logo and global identity questions

For more information about the logo and its use, please e-mail:

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Use of the name "Seventh-day Adventist"

The name Seventh-day Adventist represents the Seventh-day Adventist Church, its institutions and organizations, its local churches and its members. The name and the logo are trademarked and registered identities. As with all proper names, there are appropriate and inappropriate ways to spell, pronounce, abbreviate and otherwise use this name.

Spelling: Seventh-day Adventist, including the hyphen and a lower-case "d" for "day".

Pronunciation: Seventh-day Ad'-ven-tist with the accent on the first syllable.

Abbreviation: *Adventist*. In communication about the Church, the abbreviation "Adventist" may be used on second reference.

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