

Brand Guidelines

The Pacific Union Conference is a vibrant and diverse collection of Seventh-day Adventist communities of faith across Arizona, California, Hawaii, Nevada, and Utah. Its 700 churches, schools, hospitals, and other organizations aim to transform lives through faithful Christian discipleship that focuses on meaningful engagement in local communities. Adventists in the Pacific Union Conference believe that all people are precious to God and we treat everyone with love and respect, recognizing that life is complicated, people are works in progress, and God is busy in the lives of everyone we meet.

Key Messages

A photograph of a classroom scene. In the foreground, the back of a young boy's head and shoulders are visible; he is wearing an orange t-shirt and has his right arm raised high. To his right, the back of another boy's head is partially visible. In the middle ground, several other students are seated at wooden desks, also with their hands raised. A teacher, a woman with blonde hair wearing a plaid shirt, stands at the front of the room, facing the students. The classroom has large windows on the left side, letting in bright light. The word "Education" is overlaid in white text in the center of the image.

Education

God created us to be lifelong learners—curious, passionate for understanding, and eager to make the most of our talents. Adventists operate one of the largest Christian educational systems in the world, from preschool through to university. Adventist education is about developing people to be all that God created them to be—physically, mentally, spiritually, and socially. People are blessed with different skill sets and talents and we aim to honor these equally, helping all people feel valued and unique.



Healthy Living

Healthy bodies are among God's greatest gifts, and those of us fortunate enough to experience good health show our gratitude through maintaining a wholesome lifestyle focused on positive habits to maintain optimal fitness.

We recognize that many aspects of health are outside of human control, and encourage each other in positive efforts toward making the most of ourselves, recognizing that God's love is infinite and unconditional.



Healthcare

Adventist healthcare is about “Living God’s love by inspiring health, wholeness and hope.” Every person should have access to the best healthcare available. While the Adventist approach to health certainly focuses on preventive medicine, it also maintains the highest level of curative care, with excellent hospitals and clinics throughout the region. We are proud of our long history as a health-care-focused church and want the general public to see us as faithful healers, genuinely interested in the wellbeing of all patients who come to us for care.

A man with a beard and dark hair, wearing a dark blue t-shirt, is sitting by a window. He is looking down with a distressed or thoughtful expression, his right hand resting on his head. The window shows a view of water and a cloudy sky. The text "Matters of Conscience" is overlaid in white. On the left, there is a faint watermark of a teardrop and the word "Pexels".

Matters of Conscience

One of the ways God speaks to us is through our conscience—that little voice that helps us distinguish between right and wrong. Adventists are encouraged to speak up in matters of conscience, holding firmly to Christian principles in all things while also maintaining a strong commitment to freedom of religion for all people. We are a strong enough community that we can tolerate instances in which matters of conscience collide, recognizing that we are formed in part through our life experiences and will sometimes differ in our expressed values. This in no way diminishes the love and respect we have for one another.

A high-angle photograph captures a woman with long dark hair, wearing a blue and white plaid shirt, smiling as she holds a red apple. She is leaning over a white table, interacting with a young girl with dark hair in a blue shirt. The girl is focused on a white bowl on the table. To the left, a large aluminum tray is filled with green beans. In the foreground, another tray contains red apples, and a whole yellow bell pepper sits on the table. The background shows a paved surface and the lower leg of another person in jeans. The text "Social Action" is overlaid in white, sans-serif font across the center of the image.

Social Action

Jesus is our model for social action. He always took the side of the poor and the marginalized—and so must we. Adventist Christians do not shy away from speaking truth to power, particularly to help the weakest and most vulnerable in our society. We aim to be known for our compassion and care, not for shying away from difficult situations or avoiding potential conflict because we fear being seen as divisive. We engage in social action respectfully but firmly, recognizing that institutional and policy changes are often instrumental in making justice a reality.

Brand Promise

To support a Christ-centered and inclusive Seventh-day Adventism focused on the mission of Jesus Christ through lives of devotion, discipleship, witness, and social responsibility.

Brand Personality

The essential character of the Pacific Union Conference is summarized by the following attributes:

- Christian
- Compassionate
- Community-focused
- Inclusive
- Authentic
- Faithful
- Empathic
- Egalitarian
- Friendly
- Engaged
- Active

Expressing the Brand

All visual communications produced by or on behalf of the Pacific Union Conferences should embody its underlying values both explicitly and implicitly. Establishing the right tone is crucial to influencing how people perceive the brand and fostering engagement. The following pages provide guidelines for establishing the correct tone consistently across all types of communications.



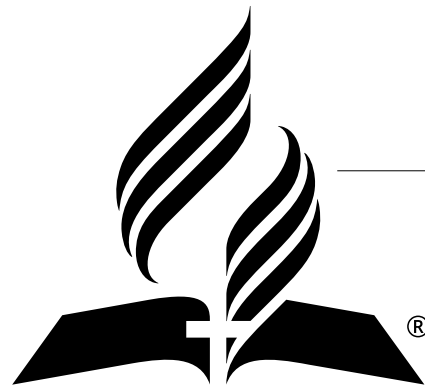
Visual Guidelines

LOGO

The logo is the brand identification of the Pacific Union Conference as well as the Seventh-day Adventist Church. It's important that it be used consistently and without alteration of any kind. The following pages contain information about how the logo is to be used properly.

The Mark, Signature, and Tagline

What is commonly referred to as the “logo” is a combination of two or more elements—the mark, which is the graphic symbol, the signature which is the name of the organization, and in some cases, the tagline.



Mark

PACIFIC UNION
CONFERENCE

Signature

The Seventh-day Adventist Church
in the Pacific Southwest

Tagline

LOGO

The logo can be used in various configurations. The mark can be displayed enclosed within a square field or without. The logo can be displayed with the tagline where appropriate or without. There are several acceptable vertical and horizontal arrangement as illustrated below. Graphic files of these locked configurations should always be used and are available from the Pacific Union Conference office.

Standard Horizontal Logo Configurations



Standard Vertical Logo Configurations



LOGO

Standard Horizontal Logo Configurations



PACIFIC UNION CONFERENCE
The Seventh-day Adventist Church in the Pacific Southwest



PACIFIC UNION
CONFERENCE

Standard Vertical Logo Configurations



PACIFIC UNION
CONFERENCE

The Seventh-day Adventist Church
in the Pacific Southwest



PACIFIC UNION
CONFERENCE

LOGO

When placing the logo on a page with other graphics, leave a generous amount of clear space surrounding it to avoid creating visual competition with other elements on the page. Clear space on all sides should be equal to the width of mark.



LOGO

The logo should always be used in a consistent manner. Do not attempt to alter or embellish the logo in any way. Do not use unauthorized colors, change the style of the type, or alter the arrangement of the elements. The following pages provide guidelines for the proper and improper use of the logo.

Proper Use of the Logo



PACIFIC UNION
CONFERENCE

✓ Black logo on a white background



PACIFIC UNION
CONFERENCE

✓ Color mark with black or white signature



PACIFIC UNION
CONFERENCE

✓ White logo on a dark background



PACIFIC UNION CONFERENCE

The Seventh-day Adventist Church in the Pacific Southwest

✓ Mark enclosed in a square field

LOGO

Improper Use of the Logo



⊘ Do not change the typeface



⊘ Do not apply colors outside the official palette. Color should only be applied to the mark.



⊘ Do not stretch or alter the aspect ratio of the logo.



⊘ Do not use a white mark against a light background or a black mark against a dark background.



⊘ Do not add effects or embellishments to the logo.



⊘ Avoid placing the logo against a busy background.

LOGO

While black, white, or Alpine Blue are preferred, any color from the Pacific Union Conference color palette may be applied to the mark. The signature and tagline should always appear in black or, in some cases, white (if placed against a dark background). Do not use any colors other than those in the official palette. Below are example of proper application of color to the logo.

Proper Application of Color to the Logo



PACIFIC UNION
CONFERENCE



PACIFIC UNION
CONFERENCE



PACIFIC UNION
CONFERENCE



PACIFIC UNION
CONFERENCE



COLORS

Using color consistently assures a uniform brand presentation and underscores the essential personality of the Pacific Union Conference. A palette of colors has been carefully selected to represent the various geographical regions of the Union and to work harmoniously when used in combination. When creating visual media, select colors from those shown here.

The Pacific Union Color Palette



COLORS

To add range to the color palette, tints of the colors may be used where appropriate.

Color Tints

100%	100%	100%	100%	100%	100%
80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%
40%	40%	40%	40%	40%	40%
20%	20%	20%	20%	20%	20%

COLORS

Use the formulas below to accurately reproduce the colors included in the palette. Use the CMYK formula for color printing, RGB or hexadecimal for the web and video.

Color Formulas

**CMYK:**

67% Cyan
35% Magenta
3% Yellow
0% Black

CMYK:

7% Cyan
35% Magenta
82% Yellow
0% Black

CMYK:

57% Cyan
9% Magenta
84% Yellow
0% Black

CMYK:

58% Cyan
44% Magenta
0% Yellow
0% Black

CMYK:

0% Cyan
50% Magenta
90% Yellow
8% Black

CMYK:

9% Cyan
72% Magenta
39% Yellow
0% Black

CMYK:

68% Cyan
59% Magenta
59% Yellow
25% Black

CMYK:

17% Cyan
12% Magenta
12% Yellow
0% Black

CMYK:

70% Cyan
67% Magenta
64% Yellow
74% Black

RGB:

86 Red
144 Blue
199 Green

RGB:

236 Red
172 Blue
74 Green

RGB:

123 Red
180 Blue
93 Green

RGB:

115 Red
135 Blue
195 Green

RGB:

228 Red
137 Blue
47 Green

RGB:

222 Red
108 Blue
122 Green

RGB:

85 Red
87 Blue
87 Green

RGB:

209 Red
211 Blue
212 Green

RGB:

35 Red
31 Blue
32 Green

HEX:

#5690c7

HEX:

#ecac4a

HEX:

#7bb45d

HEX:

#7387c3

HEX:

#e4892f

HEX:

#de6c7a

HEX:

#555757

HEX:

#d1d3d4

HEX:

#231f20

TYPE STYLE

Consistent type style is a key ingredient to the Pacific Union Conference brand “look and feel”. All publications should make use of only the two typefaces shown below for most purposes. Exceptions may be made only when a specific style is needed to illustrate an editorial theme—for example, an antique font might be used to illustrate an article about the church in the nineteenth century. Open Sans is the preferred typeface for most applications.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()?/{}

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()?/{}

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()?/{}

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()?/{}

Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()?/{}

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. *Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.* Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

TYPE STYLE

Merriweather is a serif typeface that has a more traditional feel. It is also very legible when set in long columns. Use Merriweather for magazines, books, and other long documents or for publications that require a more traditional presentation.

Merriweather Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()?/{}

Merriweather Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()?/{}

Merriweather Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()?/{}

Merriweather Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()?/{}

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. *Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.* Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

PHOTOS

Photos can communicate more information about a brand and do so more quickly than words alone, so it's important that they are of high quality and send the right message. The following pages provide useful tips on using photos effectively and maximizing their impact. Because the Pacific Union Conference's brand values are centered around engaging with people on a personal and emotional level, try to use images of people as much as possible.

Choose Photos that are Candid and Natural

A good photo provides an experience that is like looking through a window at a real situation and inspires the viewer to participate in their imagination. Photos that are obviously staged have the opposite effect. When taking pictures of people try to capture a moment that is not posed. Encourage them to interact with each other rather than with the camera.

Look at the photos on the right. Notice how much more engaging the candid photo is compared to the posed example.



Posed



Candid

PHOTOS

Composition and Focal Point

An effective image draws the reader in. The best images feature a strong composition and a predominant focal point. A focal point is often the area of the photo that is most in focus but, in terms of composition, it is the area of the picture that draws attention first. It might be the largest object in the composition, the brightest, or the darkest. Or, it might be the only object of interest in a stark environment (imagine a single boat on a large body of water).

Whenever possible, try to compose a photo so that one element is dominant and serves as a place for the eye to land.



In this image the focal point is created by the marked value contrast between the figure and background. Also notice how the lines of the composition all draw the eye toward the figure.

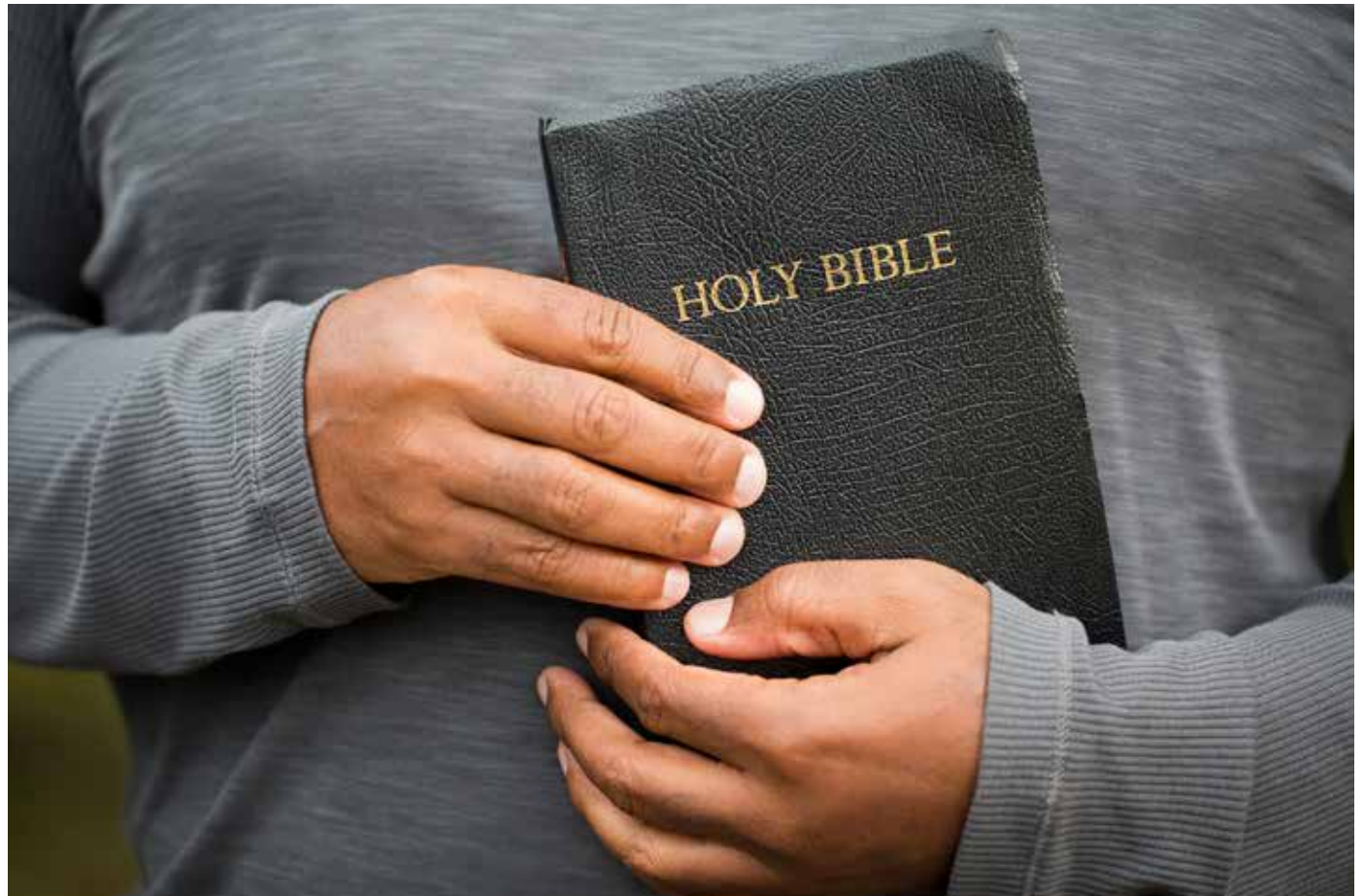


Here the woman becomes the focal point because of her scale in relation to the other figures in the composition. Additionally, attention is drawn to her by throwing the background out of focus.

PHOTOS

Cropping

Effective cropping can often make a lackluster photo into something special. A good rule of thumb is to determine the most important elements of the photo and crop out everything else. The simpler the composition, the more effective the photo. In the example on the right, the photo could have been a typical waist up shot of a man holding a Bible, but cropping in close makes a much more dramatic statement.



PHOTOS

Look for Interesting Angles

Most amateur photographers tend to point the camera at the subject straight on, but often looking for an interesting angle can make a photo much more interesting. Note how these examples create a sense of drama by shooting from an unexpected vantage point.



PHOTOS

Lighting

Photography is the art of capturing light. Good lighting can mean the difference between a good photo and a great one. Even if you're not a professional photographer with access to quality lighting equipment, you can use available light to great advantage with a little effort. Using a flash may be necessary in many situations but it tends to look artificial and can create harsh shadows. Often better results can be achieved by using natural available light. Be aware, however, that low light situations may require longer exposures and it may be difficult to maintain focus. Also, shooting under fluorescent lights can give your photos an undesirable green cast.



Outdoor light can often produce the most natural result provided it isn't too direct. Always avoid photographing people looking into the sun because the light tends to be harsh and your subjects will have to squint. Light shade usually works best.



Natural window light can provide dramatic effects. Even professional photographers often prefer it over artificial lighting.

PHOTOS

Correction

A photo isn't done when the shutter clicks. Great photos are often created in post production. Ideally, every photo should be evaluated for proper contrast, sharpness, color balance, and tonal range and corrected before going to print. There are a number of photo retouching software programs available. Adobe Photoshop is the industry standard but good results can be achieved using competitive products as well. Some even have presets that allow inexperienced photographers to improve their photos with the click of a button. In the example to the right, you can see how photo correction can improve the look of an image.

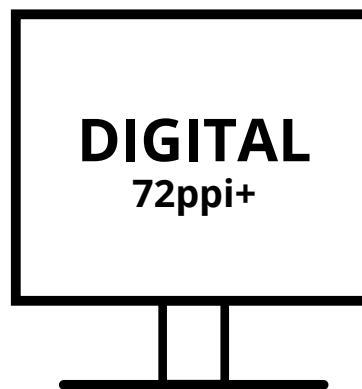
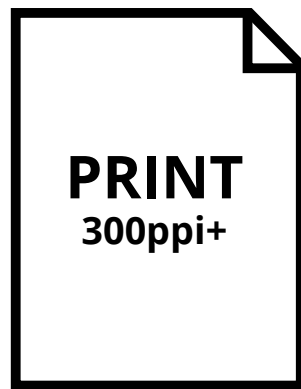


The original image at the bottom was slightly blurred, had a yellow cast, and lacked detail in the darker areas. The photo at the top shows the corrected version.

PHOTOS

Resolution

Digital photos are made up of tiny blocks called pixels. The higher the number of pixels, the higher the resolution and the sharper the photo appears to the eye. The number of pixels lined end to end in an inch is referred to as pixel depth. Pixel depth for print should be a minimum of 300 pixels per inch (ppi) at the reproduction size (enlarging the photo on the page will reduce the resolution). For web applications photos should have a pixel depth of 72. Best practice for taking photos with a digital camera is to set the resolution to the highest setting.



Detail from a photo which shows the difference in sharpness between 72 pixels per inch (top) and 300 pixels per inch (bottom).

SOCIAL MEDIA

Social media platforms each have specific requirements for images. It's important to ensure that your images conform exactly to the size, aspect ratio, and resolution required. On the following pages we've outlined the requirements for the most commonly used platforms. Images can be cropped in most image editing software programs such as Photoshop, Stencil, or Snappa. Stencil and Snappa feature templates that automatically size your images for various social media platforms. (Specifications are subject to change.)

Using Images in Social Media

Imagery is extremely important in social media. Due to the sheer number of social media messages competing for attention it's easy for posts to be overlooked if they aren't designed to grab attention. Compelling images are the best way to capture the reader's interest and encourage them to read further. Here are some guidelines for selecting effective images.

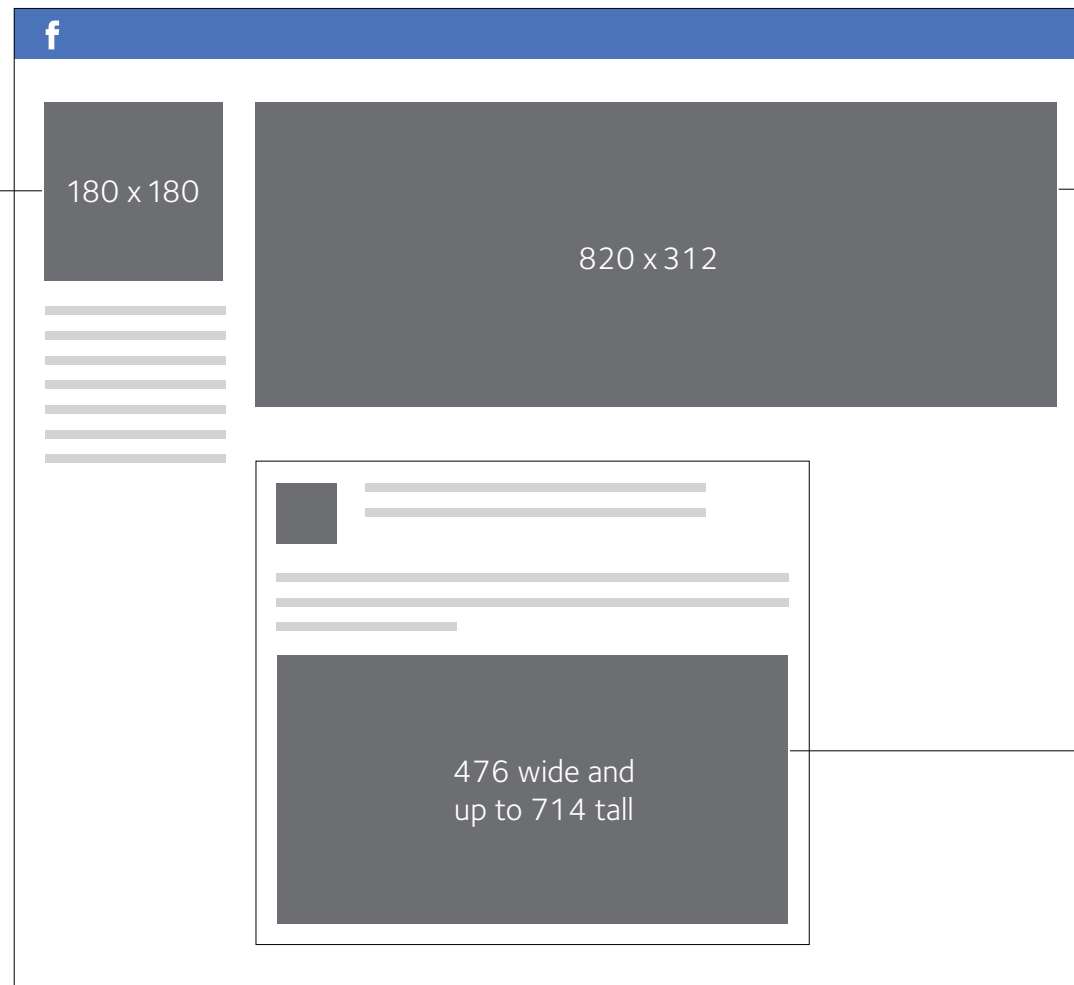
1. Use high quality images that tell a story or invoke an emotional response.
2. Select images that appropriate to the story you are telling.
3. Never use images that you don't have permission to publish. Using images found on the internet are likely to be an infringement of copyright laws.
4. Make use of free or low cost images from stock photo sources or free online sources. There are a number of sites online that will allow you to use any of their images at no cost within certain usage guidelines.
5. Be sure to follow the size and resolution standards for each social media platform.
6. Superimposing a message over your photo can drive your point home quickly. Choose a background image that is uncluttered and has low contrast so that the image doesn't compete for attention with the message. Follow the typographic guidelines outlined earlier in this document.
7. Videos are most effective when they tell a story with a beginning, middle, and end. Focus on a single message. Create a title frame (even if it's simple) to make it clear what the video is about. Be sure to create a compelling thumbnail image.
8. Feature people in your images whenever appropriate. Nothing engages the viewer as much as an image of other people.
9. Capture the mood of your content in your image. If your message is upbeat, for example, choose a bright image with vibrant colors to reinforce the tone of the text.
10. Symbolic images can be very powerful and capture the viewer's imagination. For example a picture of a dove to illustrate an article about peace or the Holy Spirit.

SOCIAL MEDIA

Image Sizes for Facebook

Profile Image

- Square at least 180 x 180 pixels
- RGB
- JPEG or PNG format



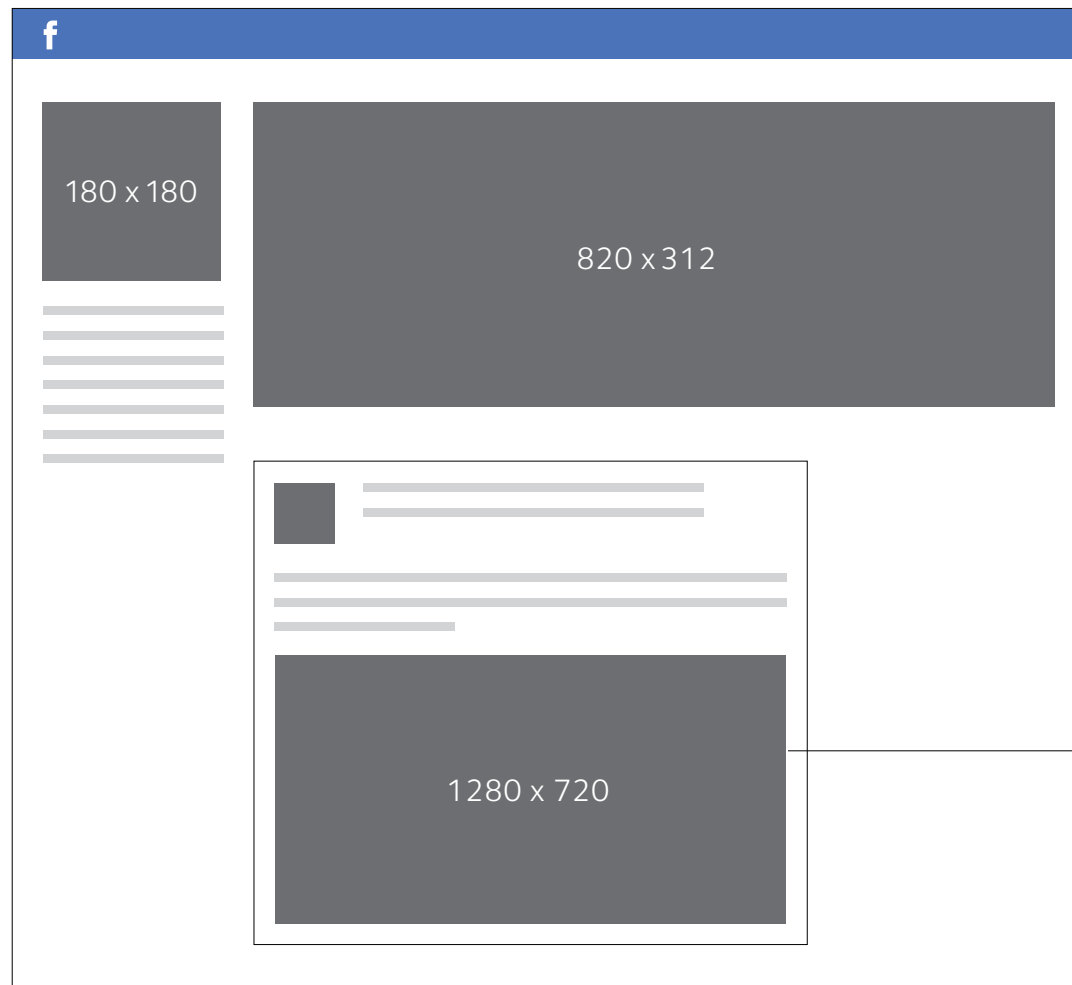
Cover Image

- 820 x 312 pixels
- RGB
- JPEG or PNG format

Timeline Image

- 476 pixels wide
- Up to 714 pixels tall
- RGB
- JPEG or PNG format

Video Sizes for Facebook

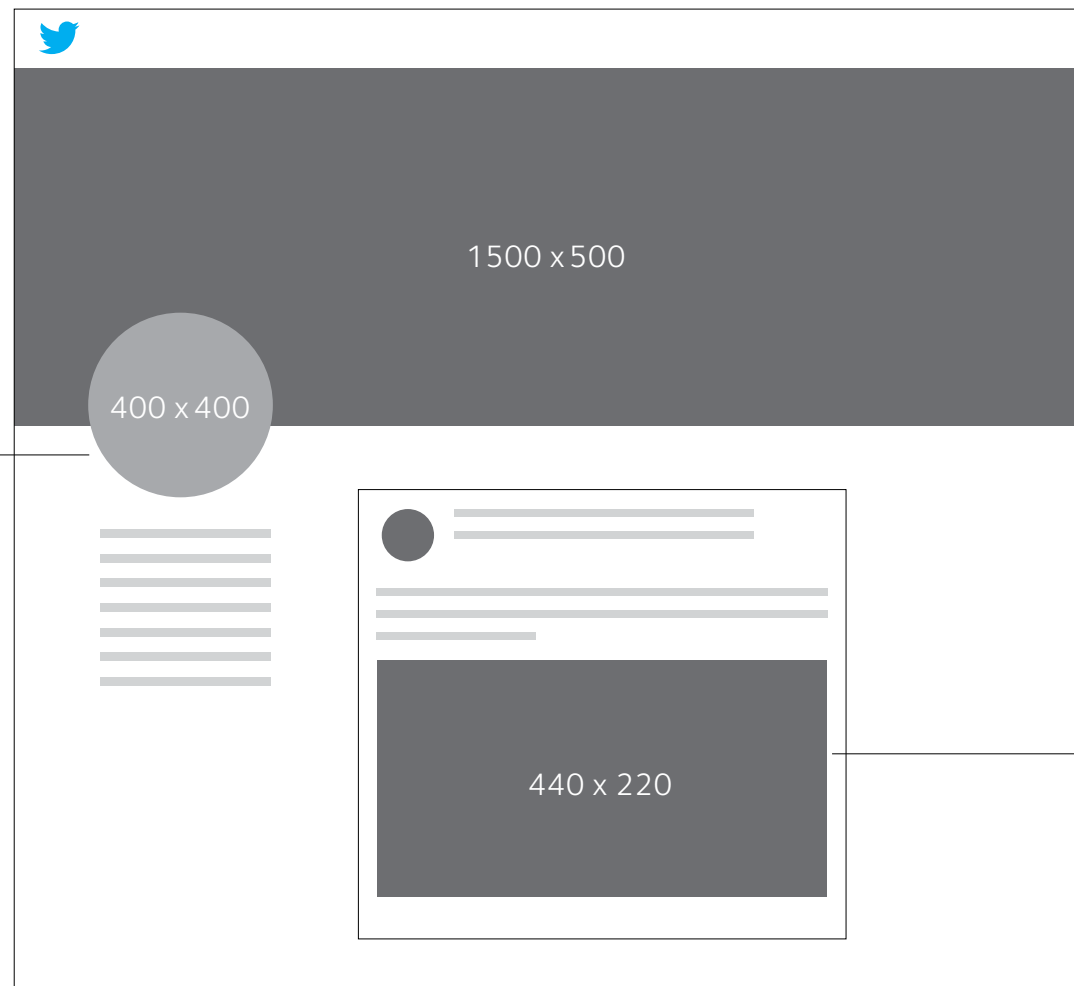


Video

- 1280 x 720 pixels
- 600 pixel minimum width
- 4GB maximum file size
- 120 minute maximum length
- 30fps maximum

SOCIAL MEDIA

Image Sizes for Twitter



Profile Image

- Square, 400 x 400 pixels
- RGB
- 100KB maximum file size
- JPEG, GIF, or PNG

Header Image

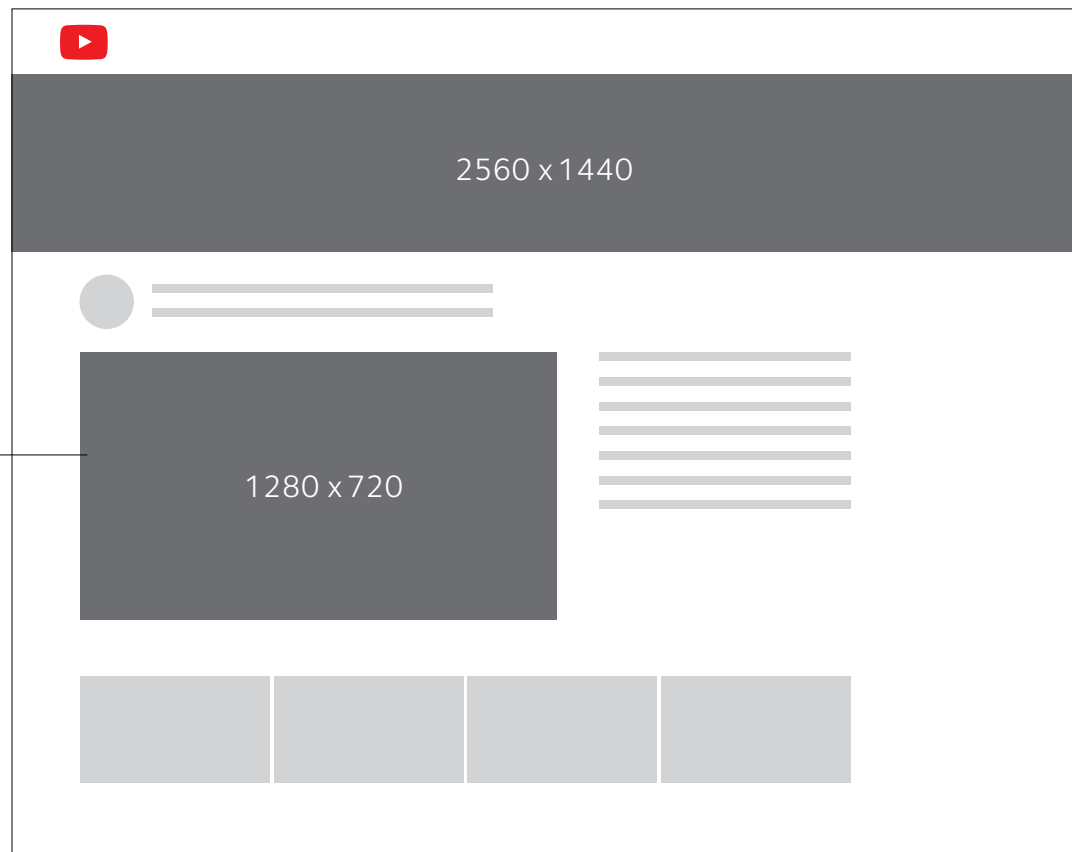
- 1500 x 1500 pixels
- 10MB maximum file size
- RGB
- JPEG, GIF, or PNG

In-Stream Image

- 440 x 220 pixels minimum
- 1024 x 512 maximum
- 5MB maximum file size
- 3MB max for animated GIFS
- JPEG, GIF, or PNG

SOCIAL MEDIA

Image Sizes for YouTube



Channel Cover Image

- 2560 x 1440 pixels

Display sizes:

- Desktop: 2560 x 423 px
- Tablet: 1855 x 423 px
- Mobile: 1546 x 423 px
- TV: 2560 x 1440 px

Video Uploads

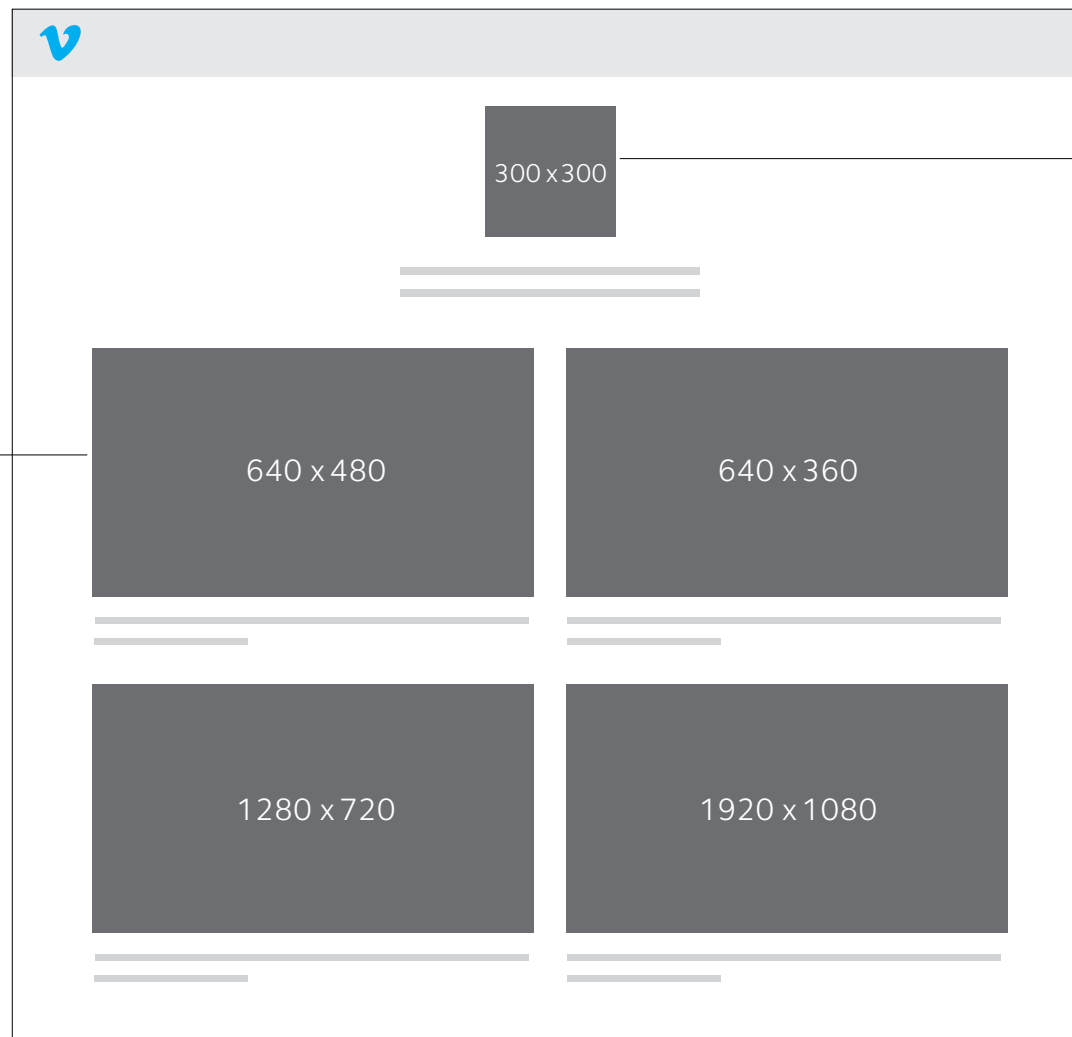
- 16:9 aspect ratio
- 1280 x 720 pixels for HD

SOCIAL MEDIA

Image Sizes for Vimeo

Video Uploads

- Standard definition 4:3 ratio 640 x 480 px
- Standard definition 16:9 ratio 640 x 360 px
- 720p HD Video 1280 x 720 px
- 1080p HD (Plus/PRO) 1920 x 1080 px



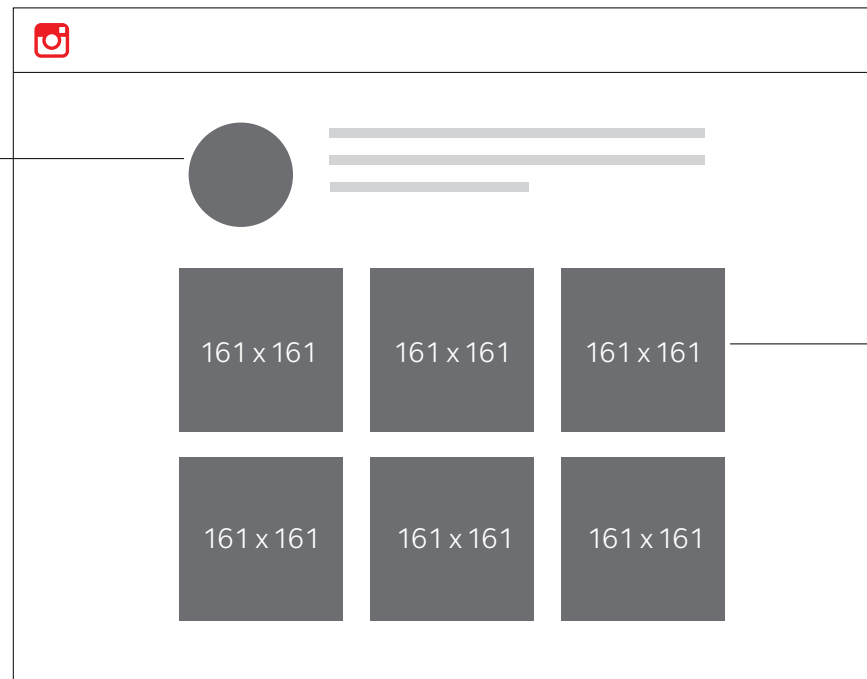
Profile Image

- 300 x 300 pixels

SOCIAL MEDIA

Image Sizes for Vimeo

Profile Image
• 110 x 110 pixels



Thumbnails
• 161 x 161 pixels

Photo size:
1080 x 1080

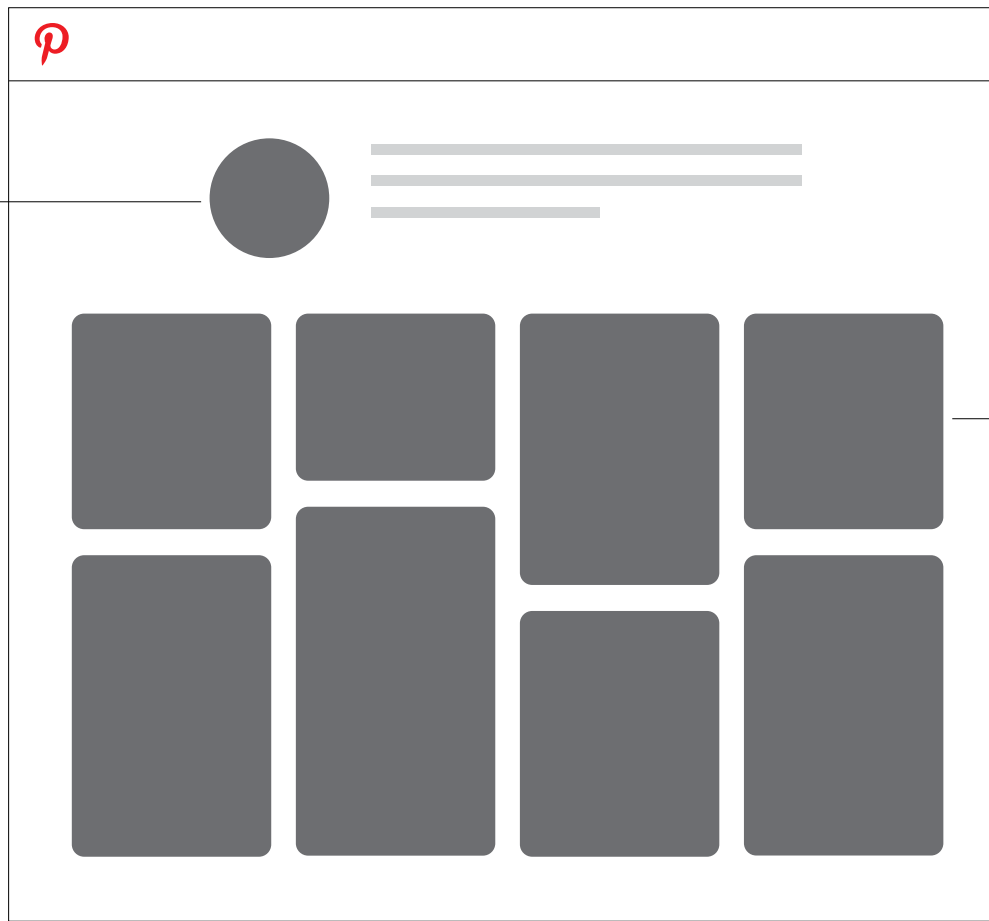
Landscape:
1080 x 566

Portrait:
1080 x 1350

SOCIAL MEDIA

Image Sizes for Vimeo

Profile Image
• 165 x 165 pixels



Pin Sizes:
• 236 pixels wide
• Depth can vary

A person is shown in profile, looking at a laptop screen. The entire image is covered with a semi-transparent green overlay. The text 'Website Guidelines' is centered in white.

Website Guidelines

WEBSITES

Aligning the look and feel of the Pacific Union Conference with individual ministry sites will make it easier for visitors to associate them with the parent brand. Because entities within the Pacific Union universe often have own identity, we suggest sharing a similar structure for all sites, as well as typography, and colors, while using logos, content and images unique to each separate ministry. We suggest building sites in WordPress using the Avada WordPress theme which can be purchased at Envato Market for a nominal charge.

A
Common header style and placement. Ministry sites will be branded with their own logo.

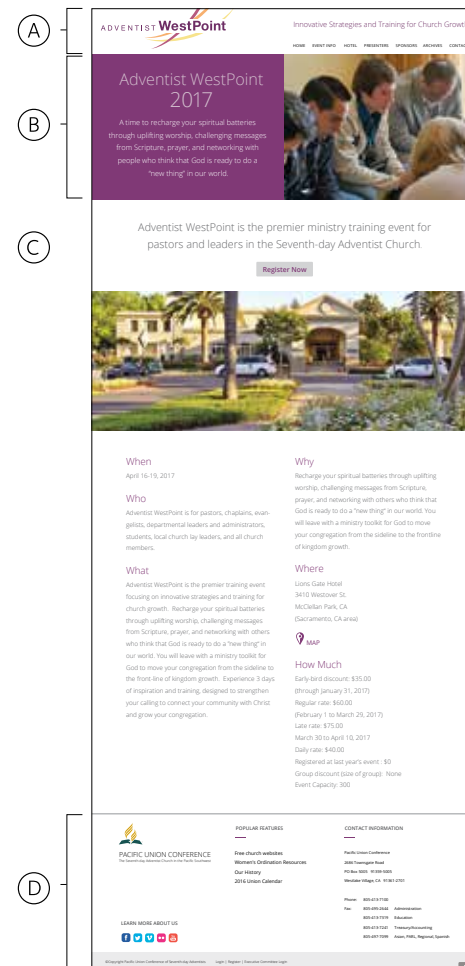
B
Common main visual to serve as a strong focal point for the page. It could be a static image, a video, or an image/message slide show.

C
Common typographic style and colors.

D
Common footer with the Pacific Union Conference signature and church logo. The contact information and social media links could change slightly for each ministry site but the



Pacific Union Conference Site



Representative Ministry Site

A photograph of a person's hands typing on a laptop keyboard, overlaid with a semi-transparent red filter. The text "Guidelines for Writing" is centered in white. The background image shows the laptop screen, keyboard, and the person's hands with red-painted nails.

Guidelines for Writing

WRITING

Writing Style

The appropriate tone for written communication coming from Pacific Union Conference organizations is professional but personal. It is friendly, simple, and conversational. It should not be overly formal or create distance and should avoid jargon that can be confusing to those who have not been steeped in the culture—and off-putting even to those who have. As a priesthood of all believers, we respect all constituents and communicate in a peer-to-peer style rather than affecting an authoritarian tone. While recognizing that constituents in our territory range widely in terms of educational attainment, we aim to provide thought-provoking content that can be appreciated by adults who are engaged in a lifelong quest for deeper discipleship and understanding.

We want our readers to experience:

- A sense that we are sharing a journey
- A sense that we are curious and interested people's stories
- A sense that we seek to provide a sanctuary for spiritual awareness and growth
- A sense of the sacred
- A sense of gratefulness
- A sense of commitment over the long term
- "Living God's Love."

Within the content, we model:

- accountability
- authenticity
- stewardship
- straightforwardness
- clarity
- civility

We exhibit

- gratitude
- honesty
- courage
- humility

We value:

- integrity
- openness
- respect
- love
- kindness

WRITING

Tips for Writing Engaging Content

It's easy to write in a rote and formulaic way that has little chance of engaging an audience. Think carefully before you write, first putting yourself in the place of an intended reader. What might this person care about or need to know? Why should they be interested in what you're writing? What is at stake? The visual aspects of storytelling are also important. Are there images you could add that would bring your story to life? What about paying careful attention to paragraphing and line breaks—how your work appears on the page can either invite a reader or push them away. A few more tips:

- Tell a story; don't preach a sermon or deliver a report.
- Find the human interest. Nobody cares very much about buildings.
- Use short quotes from those you are writing about so your audience can hear their voices.
- Use active, concrete language—nouns and verbs.
- Vary your sentence length and structure.
- Ask questions as you write—your interest in your topic will come through.

- Consider the views of those who might see your topic differently.
- Acknowledge complexity—it's interesting.
- Be authentic. Cultivate a writing voice that is uniquely yours.
- Be unpredictable. Take that baptism story in a direction no one would have anticipated.
- Come up with engaging titles. Subtitles are good too.
- Show don't tell—use details and vivid description to make your point.
- Remember our four storytelling “buckets”—Roots, Culture, Reputation, Promise

A top-down view of a desk with various items: a laptop with a visible keyboard (keys like 'caps lock', 'A', 'S', 'Z', 'X', 'C', 'V', 'B', 'N', 'ctrl', 'shift-Q') and a trackpad; a pair of glasses; a spiral-bound notebook; a pen; and some colorful sticky notes. The entire image is overlaid with a semi-transparent orange filter.

Resources

Resources such as logos, fonts, images, color swatches, and the most current version of this document are available for download at www.adventistfaith.com/brand-resources.