

# Planned Giving & Trust Services

Color Guide Annex

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Version 1.0 August 7, 2019

# Introduction

This work has the purpose of identifying and describing a selection of colors from the palettes of the Global Adventist Identity Branding System and the North American Division's. This curation contains a sampling of those tones best thought to represent the Planned Giving & Trust Services brand, either in its logo or as secondary elements to help bring dynamism to its various applications. While many other colors outside of those selected or outside of these palettes may be perfectly adequate for using with the brand, it is the hope that the descriptions and definitions contained here forth will provide a good foundation for the colors you may need to use, or when exploring beyond these palettes.

### North American Division Color Palette



### Adventist Living Pattern System Bright & Muted Colors



### NAD Denim

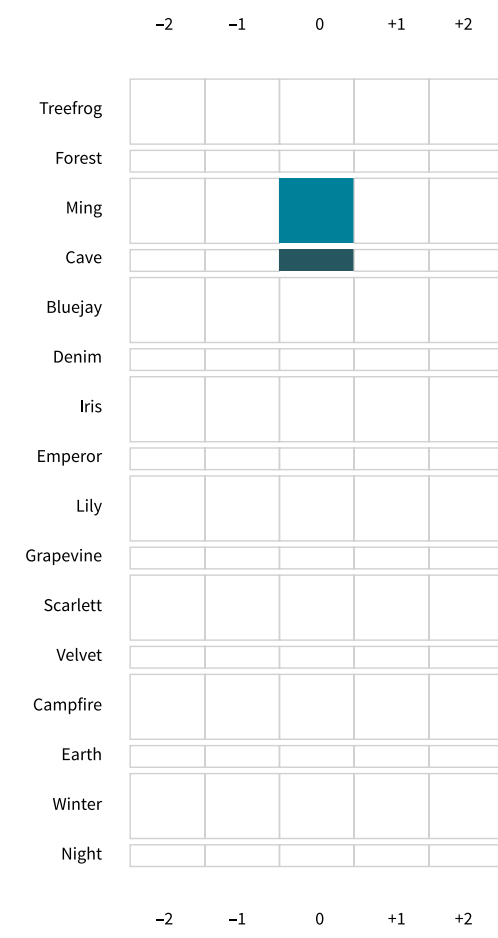
RGB 0 59 92  
CMYK 100 48 12 58

### Cave

RGB 37 87 96  
CMYK 89 22 34 65

### Ming

RGB 0 127 152  
CMYK 96 9 32 29



# Blue

NAD Denim is the official color for representing the Planned Giving brand. The other blue tones Cave and Ming form part of the suggested colors for alternate uses.

The color blue conveys and inspires trustworthiness. For this reason, it is the business world's favorite color. It is linked with elegance, harmony, balance, wisdom and peace. It denotes tranquility, authority and loyalty.

As far as colors go, blue is considered one of the safest choices in the world, as it has many positive associations.

In North America and Europe, blue represents trustworthiness, security and authority. It is considered a calming and peaceful color. For many countries in the Middle East, blue represents security, protection, and it is a symbol of heaven.

### Iris -2

RGB 55 3 76  
CMYK 28 96 0 70

### Lily -2

RGB 78 5 63  
CMYK 0 94 19 69

### Velvet

RGB 120 40 50  
CMYK 20 97 40 58

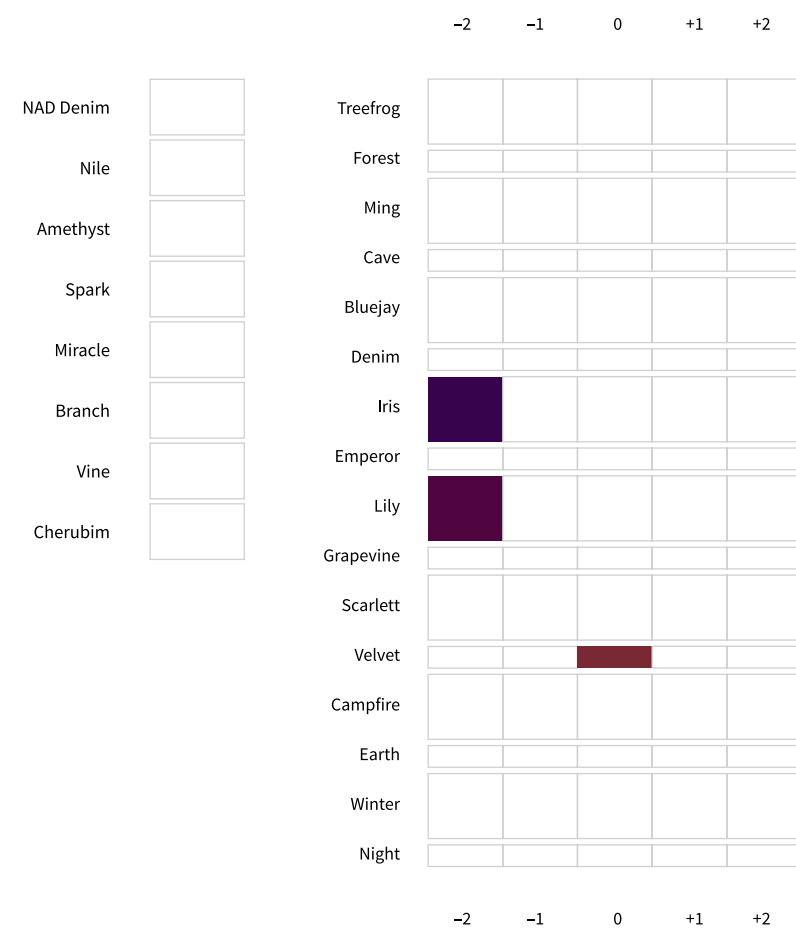


# Purple

In the family of purple tones, Iris (-2), Lily (-2), and Velvet are also part of the suggested alternate colors for the Planned Giving brand.

The color purple is related to imagination, creativity, and spirituality. It is also linked to wisdom and compassion. It conveys approachability, gentleness, and a human touch towards others.

In many Eastern and Western cultures, this color is associated with wealth, power, and exclusivity.



### Scarlett

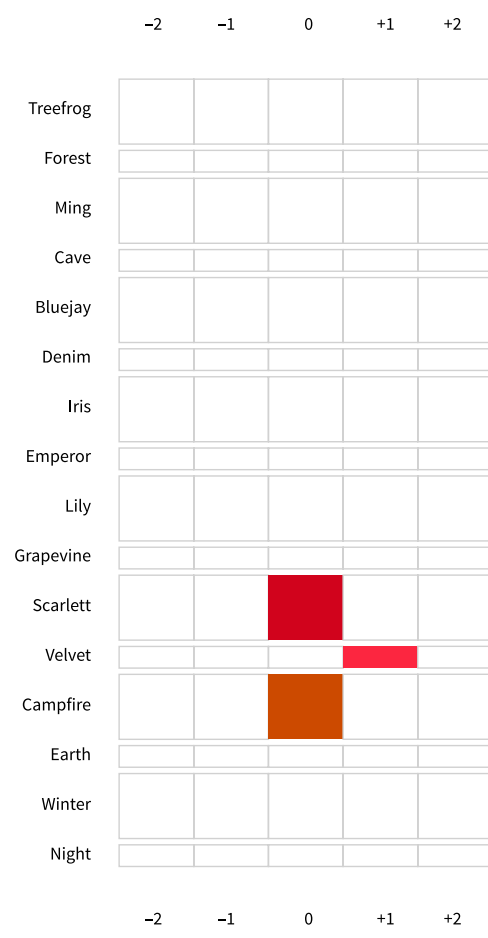
RGB 208 2 27  
CMYK 0 100 72 0

### Campfire

RGB 201 73 2  
CMYK 0 71 100 3

### Velvet +1

RGB 253 38 65  
CMYK 0 85 74 1



# Red

The suggested tones in this range are Scarlett, Campfire and Velvet (+1). Following are some attributes associated with these colors and their variants:

**Red:** In Indian culture it has various meanings. Amongst them is fire, wealth, power, and beauty. In Chinese culture, red represents celebration, prosperity, happiness and a long life.

**Orange:** Transmits joy and warmth. It is associated with enthusiasm, freedom, excitement and youth. It is full of energy and is the main stimulant for creativity and a natural drive for creating new things.

In many Western cultures, this color is considered fun and cutting edge. It also represents autumn, harvest, the heat. In the Netherlands, for example, it is the national color, and it represents the Royal Family. In Japanese and Chinese cultures, orange represents courage, happiness, love and good health. In Indian culture, it represents fire. In Eastern cultures, it symbolizes love, happiness, humility, and good health.

### Treefrog -1

RGB 53 87 36  
CMYK 39 0 59 66

### Treefrog

RGB 43 133 0  
CMYK 78 0 100 2



# Green

Conveys harmony, security and balance. It is associated with health, money and nature. It also symbolizes life and good health. It is used to project stability and tranquility.

In western cultures, green represents the Spring. In Ireland green is the national color, and it is associated with good luck. Most Eastern and Asian cultures associate this color with new beginnings, health and prosperity.

