



Planned Giving & Trust Services

Brand Style Guide

Brand Style Guide

Version 1.0 August 7, 2019

Introduction

Planned Giving & Trust Services assists people in conveying their Christian values through planned gifts. Our goal is to connect the donor's passion with the mission of the Seventh-day Adventist Church so their gift will advance God's work.

The following pages describe the distinctive elements that incorporate *Planned Giving & Trust Services*, and detail how to present its visual brand most effectively.

Name & symbol

The name has been designed to work harmoniously with the Seventh-day Adventist symbol in every language where *Planned Giving & Trust Services* has presence.



Planned Giving & Trust Services



Balance of name & symbol

There are three possible combinations for using the symbol with the brand name.

Each has been carefully laid out to create a harmonious balance to the symbol.

The first gives less prominence to the words **Trust Services**, as this is a focus that is not so prominent in many regions. This is the preferred configuration.

The second gives equal prominence to each focus.

The third applies when it is relevant to only list one focus.



Clearspace

When laying out the brand name and/or the symbol in a design, take care to leave enough space around each. The following examples show the minimum clearspace each should have around it.



Typography

To maintain consistency with the Adventist brand, *Planned Giving & Trust Services* uses Advent Sans as its primary logo typeface, and when necessary – for certain language combinations – it uses Google’s Noto Sans.

Advent Sans Planned Giving Davidosidad плануемая Tervszerű

Noto Sans 계획 기부 დაგეგმილი 計画贈与

Versatility for a global brand

The following examples showcase how this logo adapts well for its respective territories around the world. For those writing systems where the Advent Sans typeface doesn't have the necessary characters, Google Noto Sans has been used.

Note: In order to communicate the name of the brand most efficiently across languages, the connector & (*and*) has been removed between *Planned Giving and Trust Services* for all languages other than English.



Planned Giving
& Trust Services



планируемые дарения
служба доверия



плановані дарування
служба довіри



плануемая дарэння
служба даверу



donățiile planificate
serviciu de încredere



დაგეგმილი შემოწირულობები
ნდობის სამსახური



planlaşdırılan bağışlar
hədiyyə xidməti



rejalashtirilgan ehsonlar
sovg'a xizmatiasa



계획 기부
신탁



计划捐赠
信托服务



計劃捐贈
信託服務



計画贈与
信託業務



Төлөвлөсөн өргөл
Гэрээслэлийн үйлчлэл



Skelim gut tenten na ofa bilong yu
Lukautim gut ol samting bilong yu



Davidosidad planificada
Fidecomisaria



Davidosidad planificada
Servicios de confianza



Planificación de la Dadivosidad
Servicios Fiduciarios



Planification des Dons
Services Fiduciaires



Systematisches Geben
Trust Services



Offrandes planifiées
Fonds de placement



Geplande giften
Trust services



Testamentos
Herencias



Oferta Sistemática
Serviços Fiduciários



Donazione programmata
Trust Services



Plánovaná finanční podpora
Svěrenské fondy



Plánovaná finančná podpora
Zverenské fondy



Dăruire Planificată
Departamentul Fondurilor Fiduciare



Tervszerű adakozás
Hagyatéki szolgálat



Планирани дарения
Доверително управление



Planirani dareniya
Doveritelno upravlenie



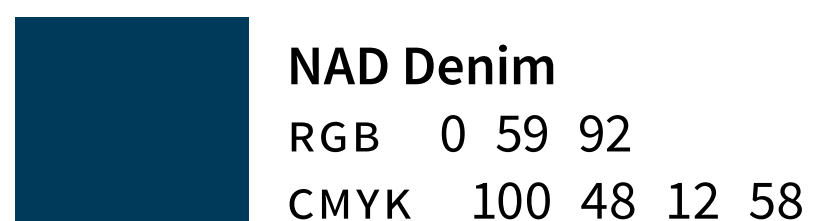
Vorsorge & Treuhanddienste

Colors

In harmony with the Adventist branding system, the *Planned Giving & Trust Services* logo is free of required colors, leaving it up to the Divisions to determine the colors best suited for the brand in its regions.

For use in the North American Division, the color is NAD Denim.

To aid in color selection for other territories, please refer to the *PGTS Color Guide annex*, where useful multicultural associations have been provided for a special selection from the color palettes suggested by the Adventist brand guidelines.



Correct Logo Usage

Use the basic logo with the designated color, or its white version if on a colored background.



Planned Giving
& Trust Services



Planned Giving
& Trust Services



Incorrect Logo Usage

Do not alter the font of the logo



Do not change the scale of the elements in the logo.



Do not distort proportions.



Incorrect Logo Usage

Do not rotate



Do not use drop-shadows



Do not outline



Incorrect Logo Usage

Do not alter letter spacing



Do not use a gradient



Do not use any off-brand colors



Incorrect Logo Usage

Don't place on backgrounds that make the logo hard to read:



Brand applications

The following pages include some examples of how the brand may be applied.

On left: Basic stationery





Event ID Badges

Embroidered applications



Magazine ad insert

“
A Bequest
to further good work.

An easy gift to make

“To steward, manage and secure support for our church's mission through Planned Giving.”

Planned Giving & Trust Services
willplan.org

The advertisement features a man and a woman sitting in a field, looking at a book. The man is holding a red gift box with a white floral pattern. The background is a soft-focus landscape with trees and a sunset.

Brochure

“
The choices you make in life reflect your deepest values.

“To steward, manage and secure support for our church's mission through Planned Giving.”

Everyone leaves a legacy

www.willplan.org
Sundays: 10:00 AM - 11:00 AM
PLANNED GIVING TRUST SERVICES
Planned Giving & Trust Services

The brochure is a three-dimensional fold-out. It features a family of four sitting in a field, a woman and a man looking at a document, and a pair of hands holding a green gift box. The background is a soft-focus landscape with trees and a sunset.