

96-188

October 7, 1996, a.m.

GCC Annual Council

selected, preliminary work was done, and feedback was requested from a variety of groups, including division communication directors.

Rajmund Dabrowski and T Lynn Caldwell, of the General Conference Communication Department, presented the proposed logo to the 1996 Annual Council. The logo incorporates an open Bible, a flame (which represents the three angels and the Holy Spirit), a cross, an inference of the world, and the name "Seventh-day Adventist Church." A graphics standard manual is being prepared which will give instructions as to how the logo is to be used, including its placement, the inclusion of departmental logos, and the colors to be used. The international graphics standard will illustrate at least 12 different languages used in the script. The intention is that the logo will be used worldwide, without changes to the color or general design. This will ensure uniformity, regularity, and intentionality in the use of the logo. During the presentation of the logo to the 1996 Annual Council, a five-minute video was shown giving more information; and a kit, including an interim graphics standard manual, was distributed to the committee members and guests.

The process of registering the logo as a trademark in the United States has already begun. It may be necessary to register the logo in each country where it is used in order for it to be protected.

In November 1996, the General Conference Communication Department will send to each division, union, and publishing house a CD-ROM with information on the logo and its proper use. Specific instructions will be included on how to use the script when a language other than English is used. Samples for typography will be included on the CD-ROM so that printers can readily access the proper script types for their printing needs. There will also be at least three samples indicating how the logo can be used on different sizes of letterhead. It was

VOTED, 1. To adopt the proposed logo as the corporate logo for the worldwide Seventh-day Adventist Church.

2. To adopt the interim graphics standard manual.

96AC to JP

HOME STUDY INTERNATIONAL/GRIGGS UNIVERSITY -  
REPORT

Joseph Gurubatham, President of Home Study International/Griggs University, reported as follows: