

The New Seventh-day Adventist Logo

The General Conference of Seventh-day Adventists has recently released a new logo, signature, and corporate image for its world-wide Church. Members and non-members of the Church, who have seen it, express specific interest in the new visual representation and have been asking for explanation of meaning to the various symbols incorporated in the logo. This is a good sign of the positive attention-drawing quality that it has, and some credit must go to Bryan Gray, the logo designer.

The purpose of the Seventh-day Adventist Church logo is to provide a signature that will be easily identifiable and quickly become familiar to anyone who comes in contact with the various entities of the Church. Great care must be taken to ensure that the design, colour, typeface (typography), and configurations (layout) be used in a consistent, uniform manner.

THE OPEN BIBLE--The Bible forms the base of the design and represents the Biblical foundation of the beliefs of the Adventist Church. It is portrayed in a fully opened position suggesting a full acceptance of God's Word.

THE FLAME and THE SPHERE--This shape is formed by three lines encircling an implied sphere. The lines represent the three angels of Revelation 14 circling the

globe and the commission to the Church 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 centre of the design to emphasize Christ's sacrifice which is the central theme of the Church's (our) faith. (It is also significant that the Bible--representing the law, and the flame--representing the Spirit, come together at the cross).

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

The symbol is the most easily recognizable part of the signature that, with consistent use, will soon become synonymous with the name Seventh-day Adventist. As a whole, it is designed to reflect the spirit and energy of our dynamic and growing Church. However, the individual elements that are

the basis of the design were carefully selected to represent the beliefs and the mission of the Church.☞

(Church leaders and individuals should not make use of the logo without first getting advice and instructions from the local Mission communication director, who is equipped with the necessary guidelines on this matter).

A new way to say "Adventist" in any language



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