



SDA YOUTH  
MINISTRIES

The **Brand Book**

**MAIN LOGO**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**

**HORIZONTAL LOGO**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**

## **WHITE LOGO**

Orange, black and blue backgrounds





**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**

## **BLACK LOGO**

White and light backgrounds only



**SDA YOUTH  
MINISTRIES**





**SDA YOUTH  
MINISTRIES**

## **GREY LOGO**

Black and white backgrounds



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**

**ONE-COLOR LOGO**  
White background



**SDA YOUTH  
MINISTRIES**





**SDA YOUTH  
MINISTRIES**

# THE BADGE LOGO



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**

# THE **6** MINISTRIES



Adventurers

Pathfinders

Master Guides

High School Youth

Middle School Youth

Summer Camp





**SDA YOUTH  
MINISTRIES**

Middle School Youth





Middle School Youth



Middle School Youth

Please keep in mind, that the name of the ministry:

- a) shouldn't be **bigger** than the logo.
- b) shouldn't be so **close** to the logo.

# GUIDELINES

# TYPEFACE

We suggest the **Antenna Extra Condensed** typeface.

Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ExtraLight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**Black**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Aa Bb Cc  
Aa Bb Cc  
Aa Bb Cc  
Aa Bb Cc

# COLOR PALETTE



C: 0 M: 60 Y:100 K: 0

RGB: #F48120



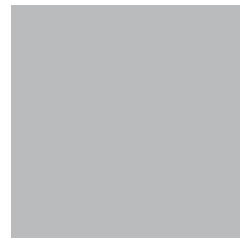
C: 95 M: 80 Y:50 K: 40

RGB: #193148



C: 70 M: 65 Y:65 K: 70

RGB: #201F1E



C: 20 M: 15 Y:15 K: 10

RGB: #B8B9BB



# EXAMPLES



# Master Guides





The logo consists of a stylized 'A' shape formed by two black lines, with an orange 'Z' shape nested inside it.

# SDA YOUTH MINISTRIES

High School Youth





Adventurers



**SDA YOUTH  
MINISTRIES**





**AZ** SDA YOUTH  
MINISTRIES







Adventurers





Adventurers



SDA YOUTH  
MINISTRIES



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**





**SDA YOUTH  
MINISTRIES**







# Master Guides





High School Youth





**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**





SDA YOUTH  
MINISTRIES



**SDA YOUTH  
MINISTRIES**



**SDA YOUTH  
MINISTRIES**

# POSTERS



A person wearing a white t-shirt and blue jeans is riding a skateboard on a paved surface. The person's shadow is cast on the ground to the right.

  
we're still.  
**moving**  
THE CONFERENCE

november 14-17, 2014  
**Insurrection Church**  
Phoenix, Arizona

[www.azsdayouth.com](http://www.azsdayouth.com)

A person wearing a light blue shirt and brown pants is riding a bicycle on a paved surface. The person's shadow is cast on the ground to the right.

  
SDA YOUTH  
MINISTRIES

we're still.  
**moving**  
THE CONFERENCE

november 14-17, 2014  
**Insurrection Church**  
Phoenix, Arizona

[www.azsdayouth.com](http://www.azsdayouth.com)





A young woman with long, straight black hair and light-colored eyes is holding a poster. She is wearing a pink top and grey pants. The poster is for the AZ SDA Youth Ministries conference.

**AZ**  
SDA YOUTH  
MINISTRIES

we're still  
**moving**  
THE CONFERENCE

november 14-17, 2014  
**Insurrection Church**  
Phoenix, Arizona

[www.azsdayouth.com](http://www.azsdayouth.com)



A desert landscape with a large rock formation in the foreground and another in the distance under a blue sky with white clouds. A white hexagonal logo with the AZ SDA Youth Ministries branding is overlaid on the center.

**AZ**  
SDA YOUTH  
MINISTRIES

**FLYERS**

november 14-17, 2014

**Insurrection Church**

Phoenix, Arizona

[www.azsdayouth.com](http://www.azsdayouth.com)



# REFRESH.



# NOVEMBER

november 14-17, 2014  
**Insurrection Church** Phoenix, Arizona  
[www.azsdayouth.com](http://www.azsdayouth.com)



# MEETING.

november 14-17, 2014 @ **Insurrection Church** Phoenix, Arizona [www.azsdayouth.com](http://www.azsdayouth.com)



come  
as you are







# AUTHENTIC

november 14-17, 2014 @ **Insurrection Church** Phoenix, Arizona [www.azsdayouth.com](http://www.azsdayouth.com)



[www.azsdayouth.com](http://www.azsdayouth.com)

**GO FOR IT.**





# STEPS.

november 14-17, 2014 @ **Insurrection Church** Phoenix, Arizona [www.azsdayouth.com](http://www.azsdayouth.com)

# **BUSINESS CARDS**



**Manny Cruz**

**DIRECTOR**

[mannycruz@azconference.org](mailto:mannycruz@azconference.org)

(410) 300-0898

**VARIOUS**



FUTURE  
IS **NOW**







# MOVING

november 14-17, 2014  
Insurrection Church Phoenix, Arizona  
[www.azsdayouth.com](http://www.azsdayouth.com)

LABOR  
NEW YORK

POST  
NEW YORK



SDA YOUTH  
MINISTRIES

CEREAL

*in pursuit of food and travel. VOL. 3*







Cartagena de Indias, October 31, 2013

Sr.  
PABLO PEREZ  
Web Master  
City

Lorem ipsum dolor sit amet,  
Consetetur



*Johana Smith*  
JOHANA SMITH  
Manager

ing elit, sed diam nonumy eirmod tempor invidunt ut labore et  
am erat, sed diam voluptua. At vero eos et accusam et justo duo  
Stet clita kasd gubergren, ipsum dolor sit amet. Lorem ipsum  
tur sadipscing elit, sed diam voluptua, no sea takimata sanctus  
ma aliquyam erat, sed diam voluptua, sed diam nonumy eirmod  
it amet, consetetur sadipscing elit, sed diam voluptua.  
re et dolore magna aliquyam erat, sed diam voluptua.  
d tempor invidunt ut labore et dolore magna aliquyam erat,  
to eos et accusam et justo duo dolores et ea rebum. Stet clita  
ximata sanctus est sed diam nonumy eirmod tempor invidunt  
na aliquyam erat, sed diam voluptua.  
et ea rebum. Stet clita kasd gubergren, no  
sit amet. eirmod tempor invidunt ut  
n voluptua.



ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae  
in eu, laculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo  
ndimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor  
or mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vi-  
mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque  
ada orci vitae nulla accumsan porta a id massa.

is magna sit amet fringilla. Maecenas consequat magna eget  
rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc  
tricies in mi. Cras mattis varius eros, vel fringilla nisi sus-  
cipitis nulla at porttitor. Mauris a justo et tellus inter-  
na euismod commodo aliquet a quam. Pellen-  
us, consequat et diam. Nullam erat sem, rhon-  
cus ornare faucibus. Fusce aliquet fau-  
cibus, sem arcu adipiscing lacus, ac  
risus consectetur a cumsum quis  
na a metus ornare faucibus.  
nt gravida, sem arcu adipli-  
m sed risus consectetur





**SDA YOUTH  
MINISTRIES**



# MEETING!

november 14-17, 2014 @ Insurrection Church Phoenix, Arizona [www.azsdayouth.com](http://www.azsdayouth.com)







Phoenix, Arizona [www.azsdayouth.com](http://www.azsdayouth.com)

[www.azsdayouth.com](http://www.azsdayouth.com)



# FOR







SDA YOUTH  
MINISTRIES

**¡THANK YOU!**

[www.nett.mx](http://www.nett.mx)