

JULY 2025 ▪ VERSION 1

Adventist Community Services

Brand Guidelines



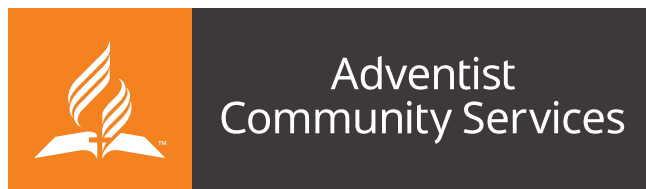
Adventist Community Services

Logo Formats

The primary ACS logo features the boxed layout. The wording must always be broken onto **two** lines. To maintain brand integrity, the logo must be used in its original form without any alterations or modifications.

This is preferred and primary lockup.

It should always be used unless format dictates otherwise.



! Limited use only.

This version should be used strictly when necessary, such as in signage or internal letterheads to indicate a specific location.



Kempsey

Adventist Community Services

Alternative Logo Formats

The ACS branding features a variety of alternative logos without the box that should only be used when the primary logo is unsuitable. The wording must always be broken onto two lines.



PRIMARY LOGO (NO BOX)



VERTICAL LOGO



TEXT ONLY LOGO



LOGO WITH LOCATION

Adventist Community Services

Logo Clear Space

Maintaining an appropriate amount of space around our logo ensures that it is clear and legible. Always follow this spacing requirement and keep other graphic elements and text out of this area.



Retain a minimum clear space of the "A" height around all sides of the logo.



Retain a minimum clear space of two-times the height of the lowercase "e" around all sides of the logo.

Adventist Community Services

Logo Colour Usage

Multiple versions of the logo have been created for different uses.

The preferred versions of the logo is using the primary colourway.
Do not re-colour logos.



PRIMARY COLOURWAY

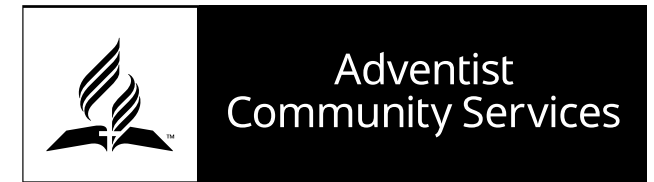
Use this version wherever possible to establish a strong visual identity.



REVERSED VERSION

⚠ **Limited use only.**

Use the reversed version on dark backgrounds where the primary version would not stand out.



SINGLE COLOUR

⚠ **Limited use only.**

Use this version for single colour printing. This is not the preferred version and should only be used in exceptional cases.

Adventist Community Services

Alternative Logos Colour Usage

The preferred version of the logo is using the Primary colourway.
Do not re-colour logos.



PRIMARY COLOURWAY

Use this version wherever possible to establish a strong visual identity.



SECONDARY COLOURWAY

Use this version as an alternate option for the primary colourway.



REVERSED VERSION

Use the reversed version on dark backgrounds where the primary and secondary versions would not stand out.

Adventist Community Services Brand Application

Buildings



OPSHOP SIGNAGE DARK OPTION



OPSHOP SIGNAGE LIGHT OPTION



SIGNAGE WITH LOCATION - ALTERNATIVE LOGO

❗ Only to be used when the primary logo is not suitable

Adventist Community Services Brand Application

Op Shop
Collateral



STAFF IDS



PRICE TAGS



OPSHOP DONATION BINS

Adventist Community Services Brand Application

Vehicles



VAN FRONT



VAN BACK



OPTIONAL LOCATION IDENTIFIER



EMERGENCY RESPONSE TRUCK



BRANDED RANGER



BRANDED RANGER - DARK VERSION



EXAMPLE OF HEALTH RELATED TRAILER



EXAMPLE OF GENERAL USE TRAILER

Adventist Community Services

Brand Application

Apparel

🔗 Available for purchase
from adventistmerch.com



VOLUNTER WORK POLO



FLURO VEST



HERO HOODIE



HERO TSHIRT



BUDGET / ONE COLOUR TSHIRT OPTIONS

Adventist Community Services Brand Application

Other Merch

🔗 Available for purchase
from adventistmerch.com

DISPOSABLE BAG



RESUABLE BAG



UMBRELLA





MARQUEE & FLAGS

Adventist Community Services Brand Application

Co-Branded Applications

Organisations that already have their own established branding that *cannot be changed* may be used in conjunction with the ACS brand.

However, the Adventist Community Services brand must always be featured with equal visual prominence.

This includes:

- ✓ Logo placement: ACS logo must appear on the same surface or panel as the local branding.
- ✓ Size & scale: ACS logo must be at least equal in size or visual weight to the local brand logo.
- ✓ Visual balance: Neither brand should dominate. Layout should maintain a sense of parity.



CO-BRANDED FOOD TRAILER EXAMPLE



ADVENTIST COMMUNITY SERVICES X STORM CO POLO

Adventist Community Services

Colour

To maintain a strong and recognisable visual identity, Adventist Fire, Charcoal, and white must be used consistently as primary colours across all external-facing designs.

Adventist Fire

#FF8220
CMYK: 0, 60, 100, 0
RGB: 255, 130, 0

Charcoal

#3D3935
CMYK: 16, 20, 20, 85
RGB: 61, 57, 53

White

#FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Adventist Community Services

Typography

To maintain a professional and cohesive look, adhere to the specified typography guidelines. Our primary typeface, Noto Sans, communicates clarity and legibility. Maintain consistent font sizes, weights, and spacing to ensure readability and brand consistency.

NOTO SANS REGULAR

Use for body copy and large sections of text.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

NOTO SANS BOLD

Use for headings and subheadings.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

NOTO SANS LIGHT

Use only for headings when text is large enough to be legible.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

EYE CATCHING SPD

Use only for location names

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890