



ADVENTURER CLUB

BRAND BOOK

Place these words on your hearts. Get them deep inside you. Tie them on your hands and foreheads as a reminder. Teach them to your children. Talk about them wherever you are, sitting at home or walking in the street; talk about them from the time you get up in the morning until you fall into bed at night. Inscribe them on the doorposts and gates of your cities so that you'll live a long time, and your children with you, on the soil that God promised to give your ancestors for as long as there is a sky over the Earth.

Deuteronomy 11:19-21 MSG

Too much importance cannot be placed on the early training of children. The lessons that the child learns during the first seven years of life have more to do with forming his character than all that it learns in future years.

From babyhood the character of the child is to be molded and fashioned in accordance with the divine plan. Virtues are to be instilled into his opening mind.

The parents' work must begin with the child in its infancy, that it may receive the right impress of character ere the world shall place its stamp on mind and heart.

Child Guidance, p 193
Ellen G. White



THIS IS A GUIDE TO THE BASIC
ELEMENTS THAT MAKE UP OUR
NEW LOGOTYPE.

CONTENTS

LOGO IDENTITY _____	04
Symbolism	
LOGOTYPE _____	06
Logo Variations	
Global Logotype	
COLOR PALETTE _____	08
TYPOGRAPHY _____	10
LOGO USAGE _____	11

LOGO IDENTITY

The Adventurer Ministry has been created to assist parents in their important responsibilities as a child's primary teachers and evangelizers. The program aims to strengthen the parent/child relationship and to further the child's development in spiritual, physical, mental, and social areas. Through the Adventurer Ministry, the church, home, and school can work together with the parent to develop a mature, happy child.



Symbol: Family
The Adventurer Ministry is designed to
STRENGTHEN THE FAMILY

A journey where parents and children
actively follow Jesus together



Symbol: Cross
In the Adventurer Ministry
JESUS IS THE CENTER

The cross at the center means that **Jesus**
should be the core of the Adventurer's life



Symbol: Nature
The Adventurer Ministry recognizes God
THROUGH HIS CREATION

Parents and children **engage with nature** to
learn more about Jesus



Ministry Name

Nature

Jesus Christ

Family

Distinctive Emblem Shape

LOGO TYPE

Say *hello* to everyone
in the family.

The Adventurer Club logo exists in both a full-color and one color version. While the full color option is the preferred logo, use of either the full-color or one color versions should be determined according to their suitability for the layout.

The use of just one section of the logotype is not permitted.

There is one full-color option of our logo. There are also options available for single color reproduction on color and black/white backgrounds.



Full Color



Grayscale



One Tint / Black



One Tint / Negative



One Tint



Outline / Black



Outline / Negative



Outline / Color

**GLOBAL
LOGOTYPE**

*We are part of
a global family*

Worldwide club: This version
should be used by leaders and/or
to represent the Adventurer Club
as a global institution.



**Adventurer Club World Logo
Full Color**



**Adventurer Club World Logo
One Color**

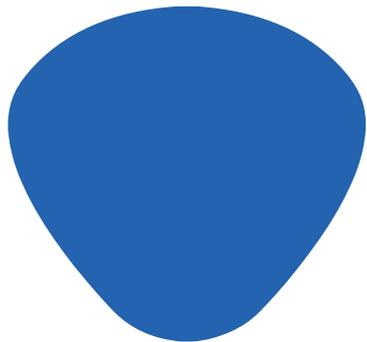
COLOR PALETTE

Our colors represent our mission.

We're bold, bright, and confident.

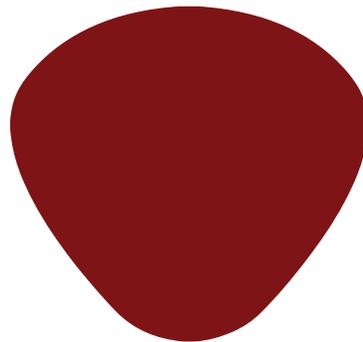
Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

PRIMARY BASE COLORS



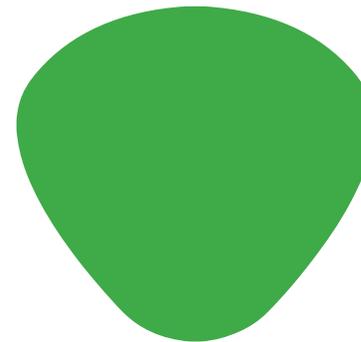
C: 90% M: 64% Y: 0% K: 0%
R: 32 G: 98 B: 175
#2062AF

Blue represents Heaven. Blue is the color of the sky and a reminder of the heavenly realm.



C: 29% M: 100% Y: 100% K: 38%
R: 128 G: 0 B: 0
#800000

Scarlet in the Bible represents blood and redemption. The life of man is in the blood (Leviticus 17:11) and Christ's blood atonement is necessary for the redemption of man.



C: 75% M: 6% Y: 100% K: 0%
R: 64 G: 141 B: 53
#40AB35

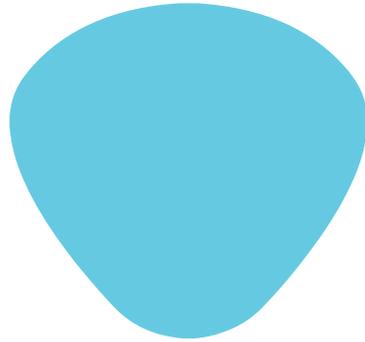
Green represents growing and blooming where one is planted. It is representative of a Christian life that produces good fruit and finds rest in Christ.



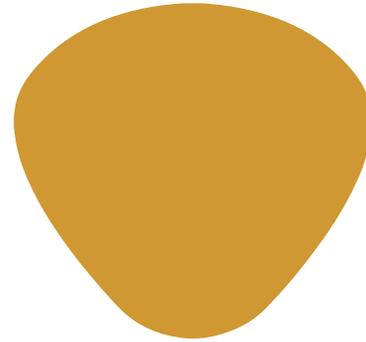
C: 0% M: 0% Y: 0% K: 0%
R: 255 G: 255 B: 255
#FFFFFF

White represents righteousness because of its purity of color and light. It points to the Righteous One and the righteousness He imputes to all who come to Him in faith.

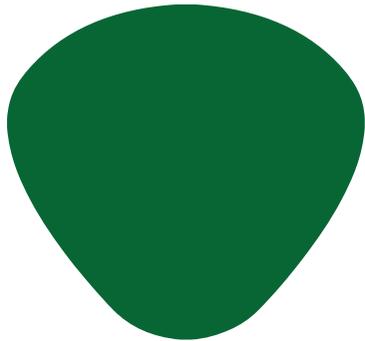
COMPLEMENTARY COLORS



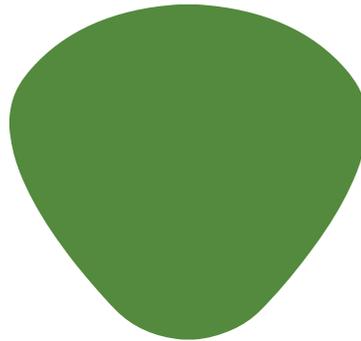
C: 54% M: 0% Y: 10% K: 0%
R: 3 G: 238 B: 272
#03EEFC



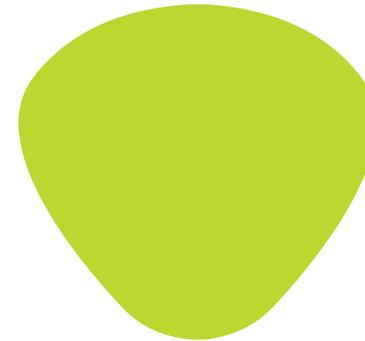
C: 18% M: 41% Y: 94% K: 1%
R: 209 G: 152 B: 53
#BFDE00



C: 90% M: 34% Y: 100% K: 27%
R: 6 G: 103 B: 48
#066730



C: 71% M: 25% Y: 100% K: 9%
R: 84 G: 138 B: 53
#548A35



C: 30% M: 0% Y: 100% K: 0%
R: 191 G: 222 B: 0
#BFDE00

TYP GRAPHY

Typography is the backbone of design;
getting it right is paramount.

The Adventurer Club official logo typeface is Arial Bold. This font family comes in a range of weights to suit a multitude of purposes. It was optimized for print and has excellent legibility characteristics in its letterforms.

PRIMARY FONT FAMILY: ARIAL BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!£\$&@*) 0123456789



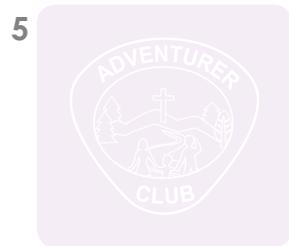
We want to look good all the time,
so take time to consider how to apply our logo.



EXCLUSION ZONE,
a little space to protect the logotype.

The minimum exclusion zone margin for the logo is based on the dimensions of the Cross. With all versions of the logo, white space with respect to the length of the Cross must be maintained on all sides. When a color is used behind the logo, it must extend to a minimum of the same dimensions as one Cross on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element may encroach on this space.



We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

03 Not right

Do not rotate the logo.

04 Colour clash

Do not place the logo on non-complimentary colors.

05 Not good

Do not use the negative logo on backgrounds that are too light or cluttered.

06 No thanks

Do not embellish the logo with effects such as feathering, embossing, etc.



General Conference of Seventh-day Adventists
Youth Ministries Department

gcyouthministries.org