

ADRA's
GRAPHIC
STANDARDS
MANUAL



ADRA'S IDENTITY

ADRA established a graphic standard to ensure a cohesive look of the ADRA brand around the world. Some attributes and characteristics that describe ADRA's essence are: strong, rugged, global, compassionate, Christian, hopeful, practical, personal, serious, and businesslike. Keep these characteristics in mind when designing ADRA materials.

OVERALL LOOK

Materials created for ADRA will use clean, classic design elements that will include: heavy use of white space, a limited font palette of classic fonts, and minimally retouched photography. Each piece will include a focus photo or other visual element, plus a hand-done texture whenever possible to denote the hands-on nature of ADRA's work. ADRA's materials will be developed in a carefully considered color palette, and materials that are commercially printed will be printed on uncoated or coated papers with a matte finish.

FONTS

Our design motif will include an initial cap to help focus the reader's eye whenever possible.

The fonts used on ADRA materials are:

- ▶ A Garamond Pro (but not condensed)
- ▶ Eurostile
- ▶ Roadkill, as an accent face only
- ▶ European Pi 3, for bullets

PAPER

Either coated or uncoated papers may be used for print projects. If a coated paper is used, choose one with a matte finish. There will not be a paper palette developed because paper availability is regional, and we cannot expect that even one or two particular papers would be available globally. Choose papers that are economical, but still provide good print performance. As a reference for printers so they can help you select papers that are as close to the standard used at headquarters, here are the papers we have selected for some standard print jobs.

Business Cards

Fox River Starwhite High Tech, 80# cover

Letterhead

Fox River Starwhite, 24# writing

Newsletters

Matrix, 80# text

COLOR PALETTE

The color palette is composed of four hues, with variations in each hue group:

Pantone Matching System

Neutral:

Black, White, Pantone Black 7

Greens:

Pantone 7475 (ADRA teal)

Pantone 576 (light green)

Pantone 385 (dark green)

Reds:

Pantone 1807 (red)

Pantone 188 (dark red)

Pantone 4625 (brown)

Yellows:

Pantone 7503 (tan)

Pantone 1245 (gold)

Pantone 152 (orange)

Blues:

Pantone 5405 (blue)

Pantone 5255 (purple blue)

Hexadecimal Equivalents for Web Use

Pantone Black 7U = #6d6966

Pantone 7475U (ADRA teal) = #6d9093

Pantone 576U (light green) = #708e57

Pantone 385U (dark green) = #7c7a4b

Pantone 1807U (red) = #aa585f

Pantone 188U (dark red) = #8a5359

Pantone 4625U (brown) = #775948

Pantone 7503U (tan) = #9f9377

Pantone 1245U (gold) = #be9045

Pantone 152U (orange) = #e2783e

Pantone 5405U (blue) = #586979

Pantone 5255U (purple blue) = #5b536a

RGB Colors

Pantone Black 7U: R-109, G-105, B-102

Pantone 7475U (ADRA teal): R-109, G-144, B-147

Pantone 576U (light green): R-112, G-142, B-87

Pantone 385U (dark green): R-124, G-122, B-75

Pantone 1807U (red): R-170, G-88, B-95

Pantone 188U (dark red): R-138, G-83, B-89

Pantone 4625U (brown): R-119, G-89, B-72

Pantone 7503U (tan): R-159, G-147, B-119

Pantone 1245U (gold): R-190, G-144, B-69

Pantone 152U (orange): R-226, G-120, B-62

Pantone 5405U (blue): R-88, G-105, B-121

Pantone 5255U (purple blue): R-91, G-83, B-106

PHOTOGRAPHY

Whenever possible, photography will be used in a large, expansive way. (Think National Geographic.) Photos will be retouched to enhance their natural elements (levels, color correction, etc.), and any textures and artistic filters will be used with a light touch and extreme discretion.

As often as possible, photography will be accompanied by a caption.

For tips on improving your photography skills, see the section on Photography in the Policy and Operations Manual.

TEXTURE AND ILLUSTRATION

Like photography, illustrations and background textures should be carefully chosen to reflect a professional, high-quality look. Background textures and visual elements that add to the handcrafted concept, and illustrations that illuminate an idea, are highly encouraged. Clip art that appears to be cartoonish or of low quality is highly discouraged. It is better not to use an illustration or texture at all if it is of low quality.

SAMPLE LETTERHEAD A4



ADRA
ADVENTIST DEVELOPMENT
AND RELIEF AGENCY
COUNTRY NAME

STREET ADDRESS
CITY, STATE, PROVINCE, COUNTRY
+00.000.000.0000
WWW.ADRA.ORG

SAMPLE ENVELOPE A4



ADRA
ADVENTIST DEVELOPMENT
AND RELIEF AGENCY
INTERNATIONAL

12501 OLD COLUMBIA PIKE
SILVER SPRING, MD 20904, USA
WWW.ADRA.ORG

SAMPLE ENVELOPE C5



ADRA

ADVENTIST DEVELOPMENT
AND RELIEF AGENCY
COUNTRY NAME

STREET ADDRESS
CITY, STATE, PROVINCE, COUNTRY
WWW.ADRA.ORG

SAMPLE ENVELOPE C4



ADVENTIST DEVELOPMENT
AND RELIEF AGENCY
COUNTRY NAME

STREET ADDRESS
CITY, STATE, PROVINCE, COUNTRY
www.adra.org

SAMPLE BUSINESS CARD



ADRA
ADVENTIST DEVELOPMENT
AND RELIEF AGENCY
COUNTRY NAME

FIRST AND LAST NAME

Title

DEPARTMENT IF NEEDED

STREET ADDRESS

CITY, STATE, PROVINCE, COUNTRY

WWW.ADRA.ORG

TEL 000.000.0000 | FAX 000.000.0000

CELL 000.000.0000 | SKYPE

XXXX.XXXXX@ADRA.ORG

SAMPLE MAILING LABEL

 ADRA ADVENTIST DEVELOPMENT AND RELIEF AGENCY COUNTRY NAME	STREET ADDRESS CITY, STATE, PROVINCE, COUNTRY WWW.ADRA.ORG
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THE LOGO

ADRA is an internationally recognized acronym for the Adventist Development and Relief Agency. The acronym is universal and constitutes the only officially recognized identity of the Adventist Development and Relief Agency. In languages other than English, the name “Adventist Development and Relief Agency” may be translated, but the acronym should never be changed. The acronym must always appear in capital letters and should always be used in close association with the name “Adventist Development and Relief Agency” in whatever translation is relevant. There are no other names or acronyms recognized as correctly representing the global entity known as the Adventist Development and Relief Agency.

The ADRA icon consists of the symbol and acronym, and can appear in the configurations shown on the next pages. When the name is translated, the signature must maintain its structure, meaning that the name should be in the same location and in the same proportion relative to the icon as illustrated below. The name must also be set in the proper typeface.



THE ICON

The icon can appear with just the acronym or with the addition of the country name as shown below. There are vertical and horizontal configurations for the icon. The icon may appear in the color options shown below.

HORIZONTAL CONFIGURATIONS OF THE ADRA ICON



Horizontal, cmyk (cyan, magenta, yellow, black), without country name



Horizontal, cmyk (cyan, magenta, yellow, black), with country name



Horizontal, black, without country name



Horizontal, black, with country name



Horizontal, white, without country name



Horizontal, white, with country name

VERTICAL CONFIGURATIONS OF THE ADRA ICON



Vertical, cmyk (cyan, magenta, yellow, black), without country name



Vertical, cmyk (cyan, magenta, yellow, black), with country name



Vertical, black, without country name



Vertical, black, with country name



Vertical, white, without country name



Vertical, white, with country name

HORIZONTAL CONFIGURATIONS OF THE ADRA LOGO



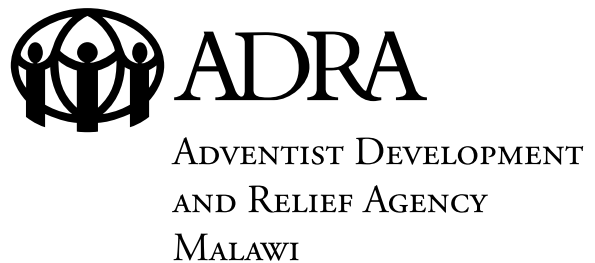
Horizontal, cmyk (cyan, magenta, yellow, black),
without country name
2-line horizontal logo



Horizontal, cmyk (cyan, magenta, yellow, black),
with country name
3-line horizontal logo



Horizontal, black, without country name
2-line horizontal logo



Horizontal, black, with country name
3-line horizontal logo



Horizontal, white, without country name
2-line horizontal logo



Horizontal, white, with country name
3-line horizontal logo

HORIZONTAL CONFIGURATIONS OF THE ADRA LOGO, CONT.



Horizontal, cmyk (cyan, magenta, yellow, black), with country name
1-line horizontal logo



Horizontal, black, with country name
1-line horizontal logo



Horizontal, white, with country name
1-line horizontal logo

VERTICAL CONFIGURATIONS OF THE ADRA LOGO



ADVENTIST DEVELOPMENT
AND RELIEF AGENCY

Vertical, cmyk (cyan, magenta, yellow, black),
without country name
2-line vertical logo



ADVENTIST DEVELOPMENT
AND RELIEF AGENCY
MALAWI

Vertical, cmyk (cyan, magenta, yellow, black),
with country name
3-line vertical logo



ADVENTIST DEVELOPMENT
AND RELIEF AGENCY

Vertical, black, without country name
2-line vertical logo



ADVENTIST DEVELOPMENT
AND RELIEF AGENCY
MALAWI

Vertical, black, with country name
3-line vertical logo



ADVENTIST DEVELOPMENT
AND RELIEF AGENCY

Vertical, white, without country name
2-line vertical logo



ADVENTIST DEVELOPMENT
AND RELIEF AGENCY
MALAWI

Vertical, white, with country name
3-line vertical logo