

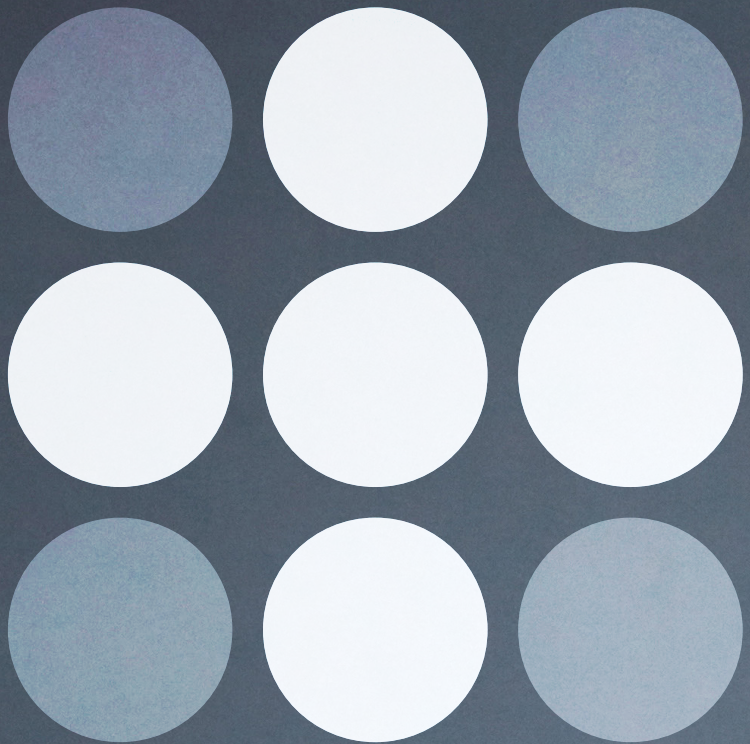


Quality - Vision - Transparency

Brand Guidelines

sunplusadventist.org





SunPlus

CONTENTS

- Logo
- Colors
- Typography
- Imagery
- Icons
- Templates
- Circles



These guidelines cover the foundations of our brand.

Everything here – logos, colors, typography, icons, imagery and more – works together to create a consistent look, tone and attitude. So it's clear who we are and what we do. And people recognise us at first glance.

Access the new Brand page & asset bank:

sunplusadventist.org/brand

Any questions or concerns contact the Brand team on:

branding@sunplus.adventist.org

Our Brand History

The year was 2003 and the General Conference was searching for a name for its accounting software. Over fifty names were considered before a committee action was taken to “approve the choice of SunPlus as the product name.” A few weeks later SunPlus had its own logo and identity kit.

Much has happened since 2003. Today SunPlus represents more than just a product name. SunPlus is an integral ministry of the Adventist Church, helping treasury personnel carry out their important responsibilities in support of the church’s mission.



Our Logo

The logo and style communicate our standing as a professional organization, setting the bar high for the services and tools that we offer. The 3x3 grid helps convey one of the key aspects of our software, multidimensional accounting. The “plus” pattern helps reinforce that much of what we do relates to the additional things beyond SunSystems software. Clearly defined sub brands are represented by reconfiguring the circles in the “plus” pattern.

The “plus” pattern also captures an essential part of SunPlus which is the SunPlus family. We are a network of thousands of people, always working together and helping each other using our God-given talents, skills, and experience. We all have different roles but we are aligned in mission, demonstrate a beautiful picture of service.



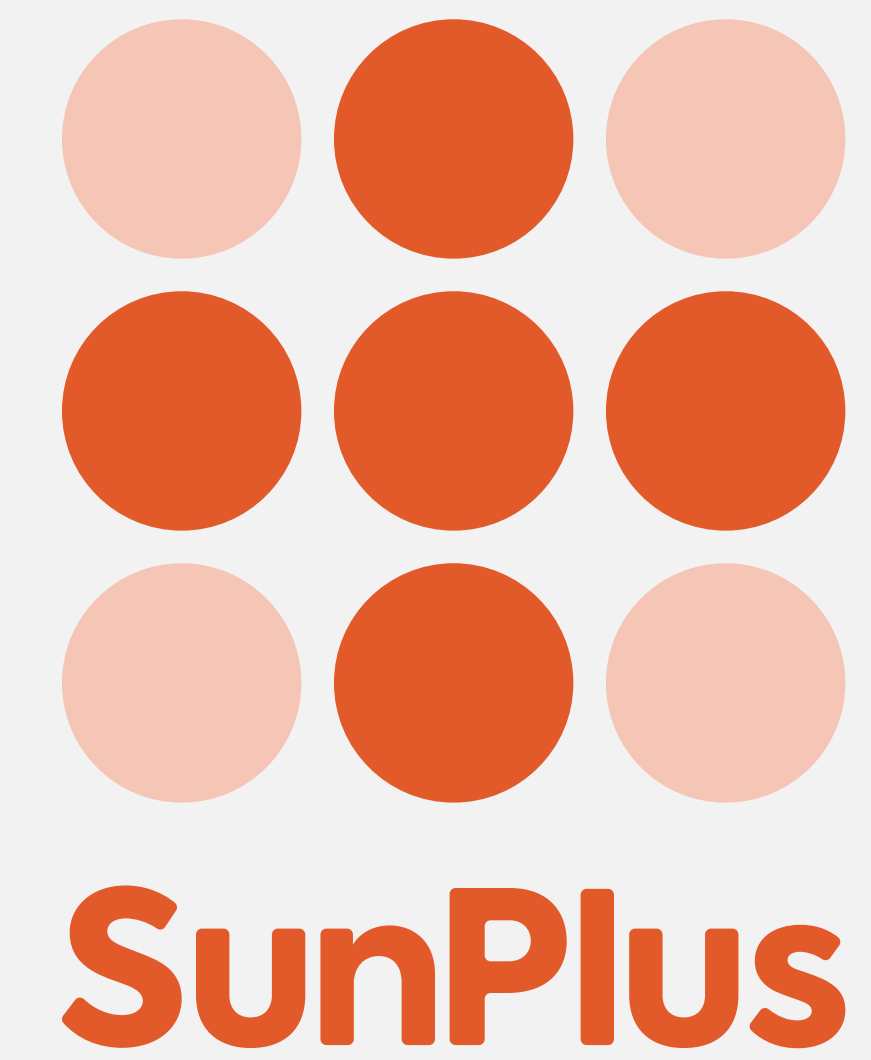
Our Logo

This is our core logo. Wherever possible it should be used in color, in landscape orientation...



Our Logo

For more confined spaces, we also have a stacked version of the logo, to be applied at the users discretion...



Our Logo

A minimum area of surrounding space is required across all communications. The exclusion zone must be relative to the size of the logo, with the space being 50% the width of the logomark.



Our Logo

There may be occasions where the SunPlus logo is used alongside other logos in a co-branded manner.

In this case, the safe zone around the logo is increased. This is to ensure that we do not risk it appearing like the two logos are one.

Additionally, the SunPlus logo can only be used alongside 1 other logo.



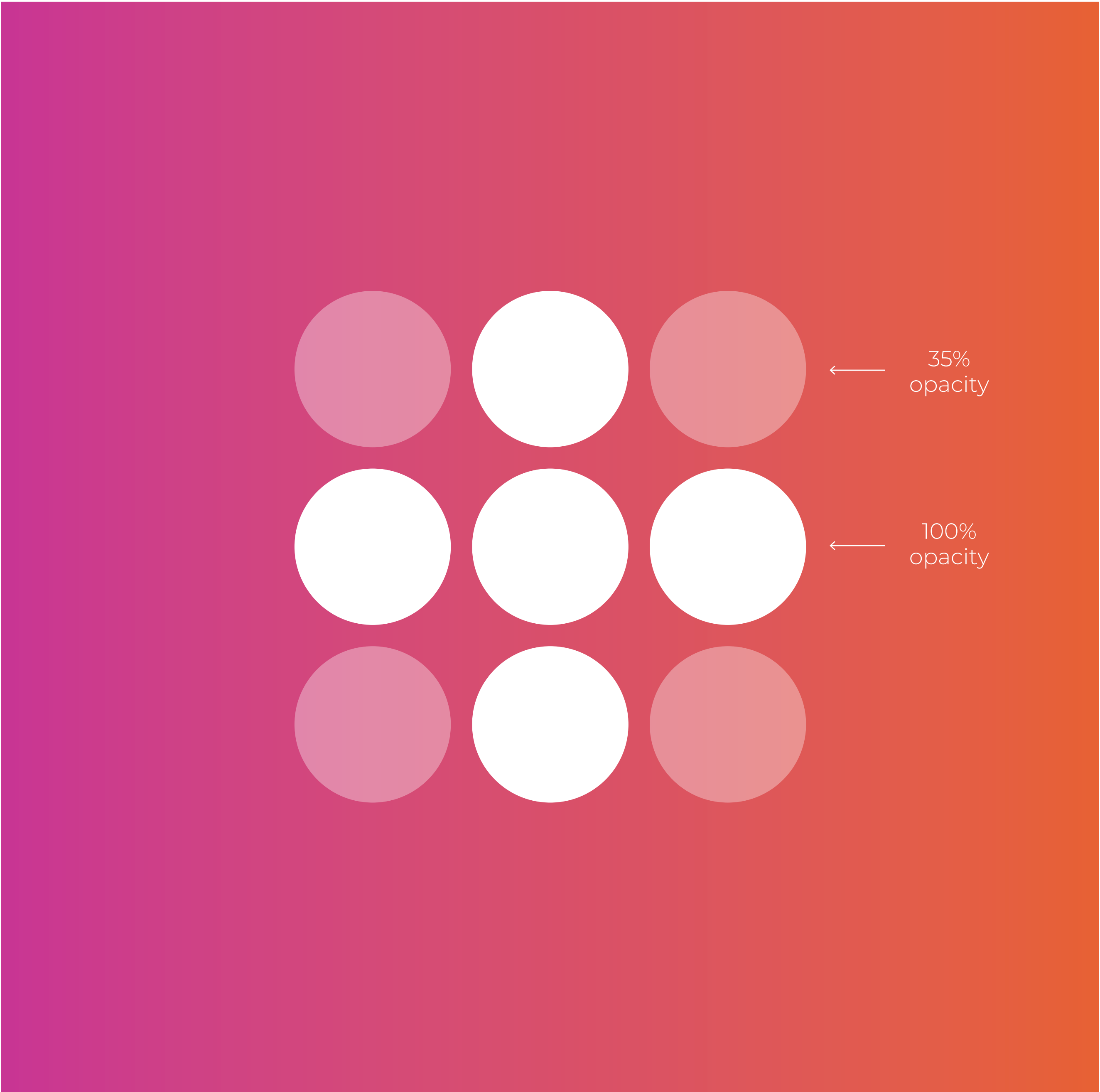
Our Logo

If the logo requires application to a colored or image-based background, the white version of the logo can be used.



Our Logo

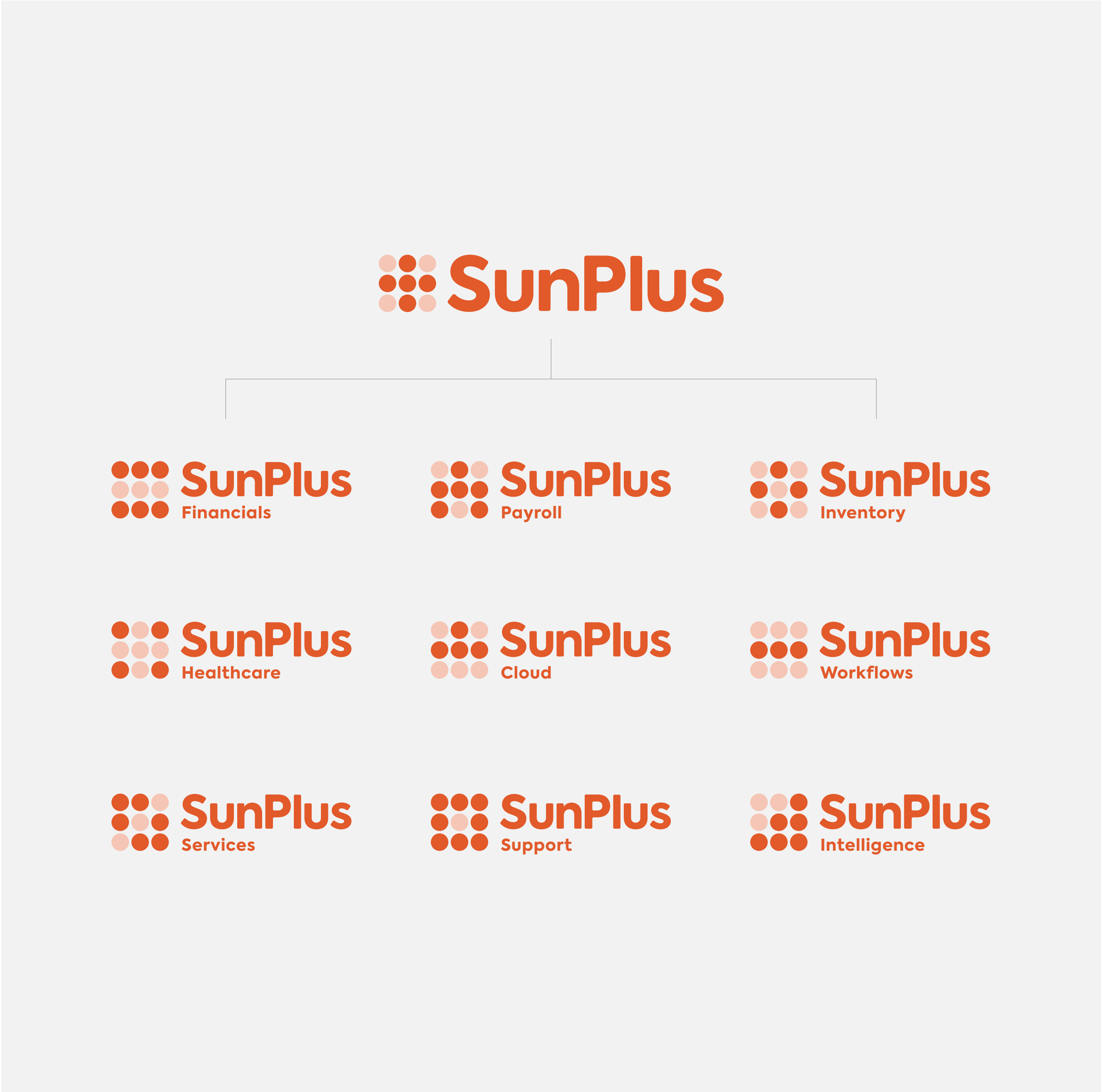
The SunPlus logo mark is made up of 9 circles. The center horizontal and vertical lines are filled with a solid color to reference the plus (+) in the rand name, with the four corner circles being filled 35% of the featured color.



Our Logo

SunPlus has a number of sub brands, these are differentiated by the arrangement of the 9 circles within the SunPlus logo mark.

With regards to co-branding - the SunPlus sub brands must not be used in conjunction with the main SunPlus brand as it would be redundant.



Our Logo

A few do's and don'ts.

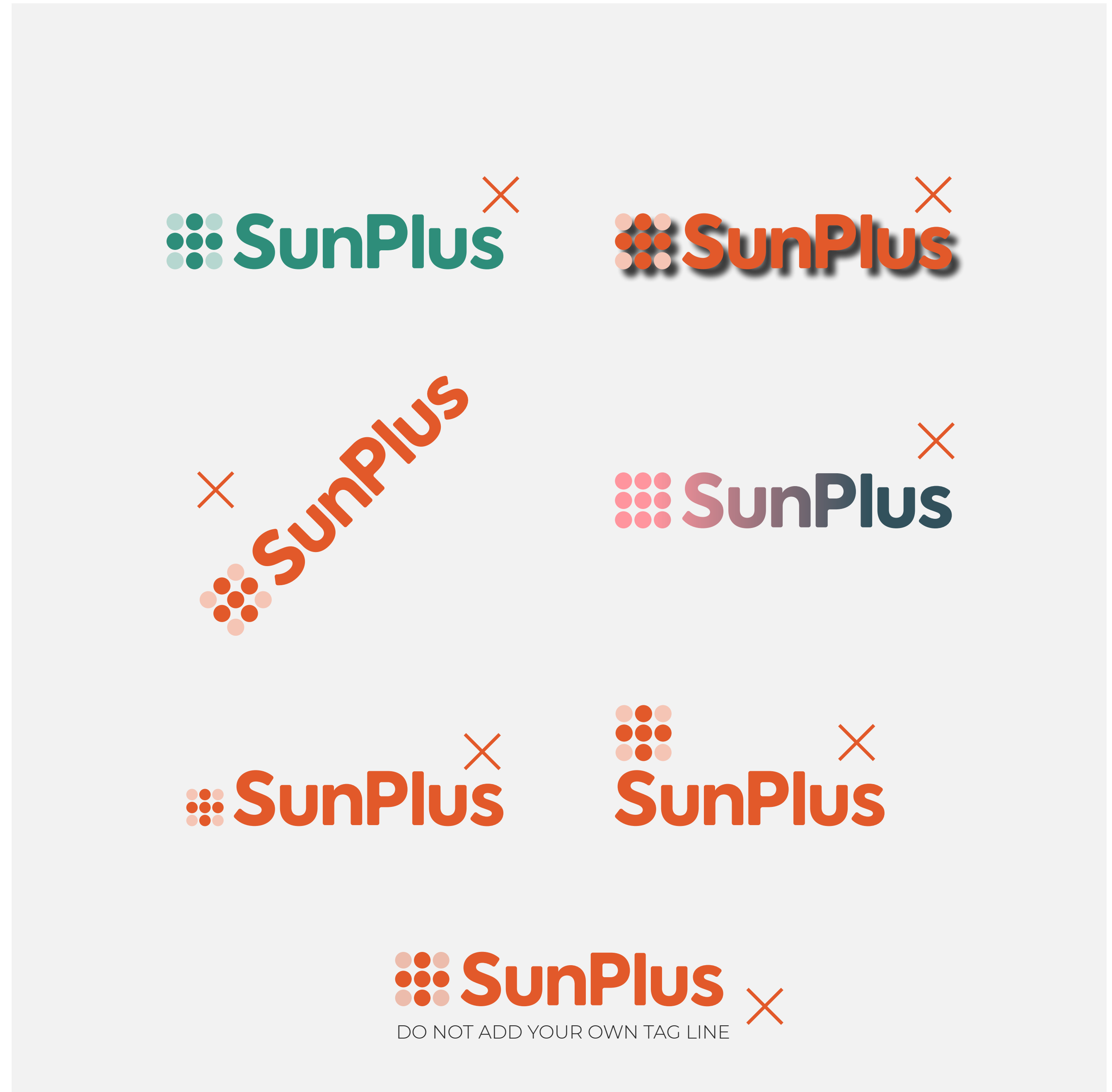
Our logo should not be used in a color outside of our brand palette.

The composition and orientation of the logo should remain intact and on a horizontal axis.

Elements of the logo should not be scaled or distorted in any way.

Avoid using any effects, such as drop shadows or gradients.

Do not attempt to create your own variation of the logo, including adding a tag line to it.

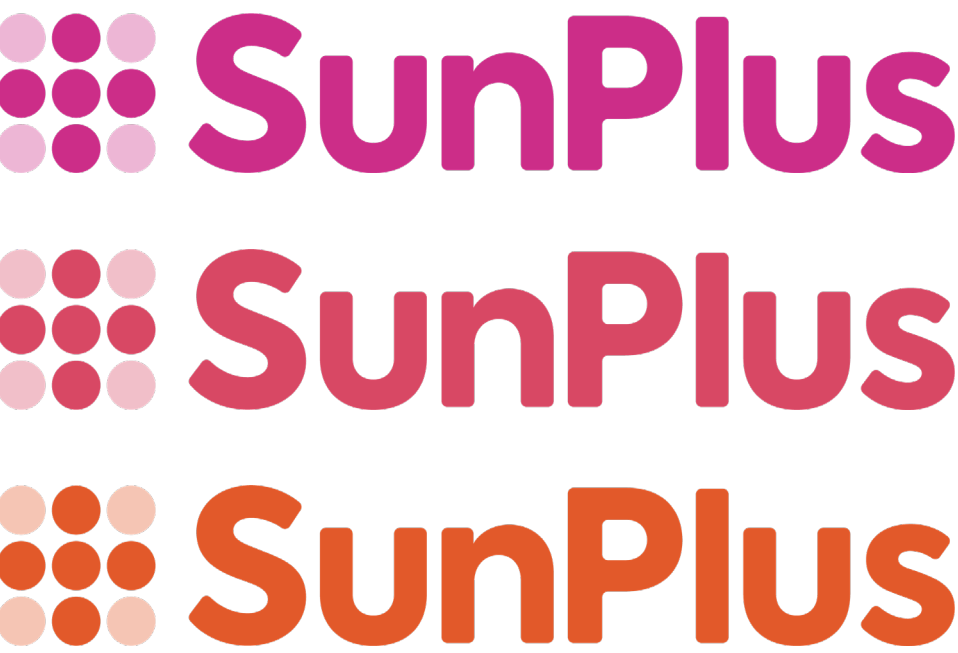


Color palette

When using the SunPlus color palette, please ensure you are only ever using 1 primary color, and the neutral colors. You may use the gradient alongside these.

For example, if you choose the orange logo, ensure your headings are orange (i.e. do not mix orange logo with pink headings).

The SunPlus logo can be used in these three colors only:



Typography

The SunPlus typeface is Montserrat and is used in a variety of weights.

The typeface can be downloaded [here](#) for free.

Please note, you must install this font BEFORE using the standard templates to avoid font substitution.

Bold is used for all headings

Medium is used for sub-headings

Regular can be used for level 3 headings

Light is used for main body text

Montserrat Bold

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijkl
mnopqrstu
vwxyz
0123456789

Montserrat Regular

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijkl
mnopqrstu
vwxyz
0123456789

Montserrat Medium

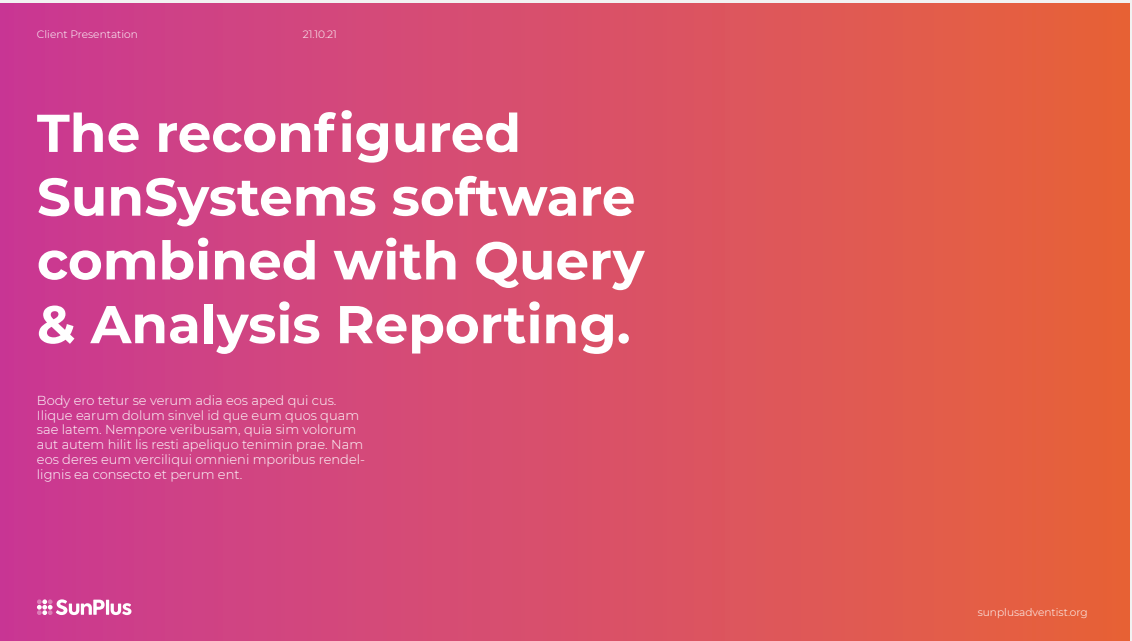
ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijkl
mnopqrstu
vwxyz
0123456789

Montserrat Light

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijkl
mnopqrstu
vwxyz
0123456789

Typography

A selection of example applications.



Imagery

SunPlus is all about people. While what we do may be technical, it is the people who make it happen. As such, our imagery showcases happy, helpful people from a range of backgrounds.

SunPlus has set up an asset bank containing many images for your use. Please use these first, and if you can't find what you are looking for, contact us and we can advise next steps in selecting new images.



Imagery treatment

Imagery can be treated in different ways.

A few examples are shown here. There are variations of these styles already embedded into the PowerPoint template, and there are cropped images of people in the Brand Assets folder for use.



Icons

A selection of icons is available for use in your reports or presentations.

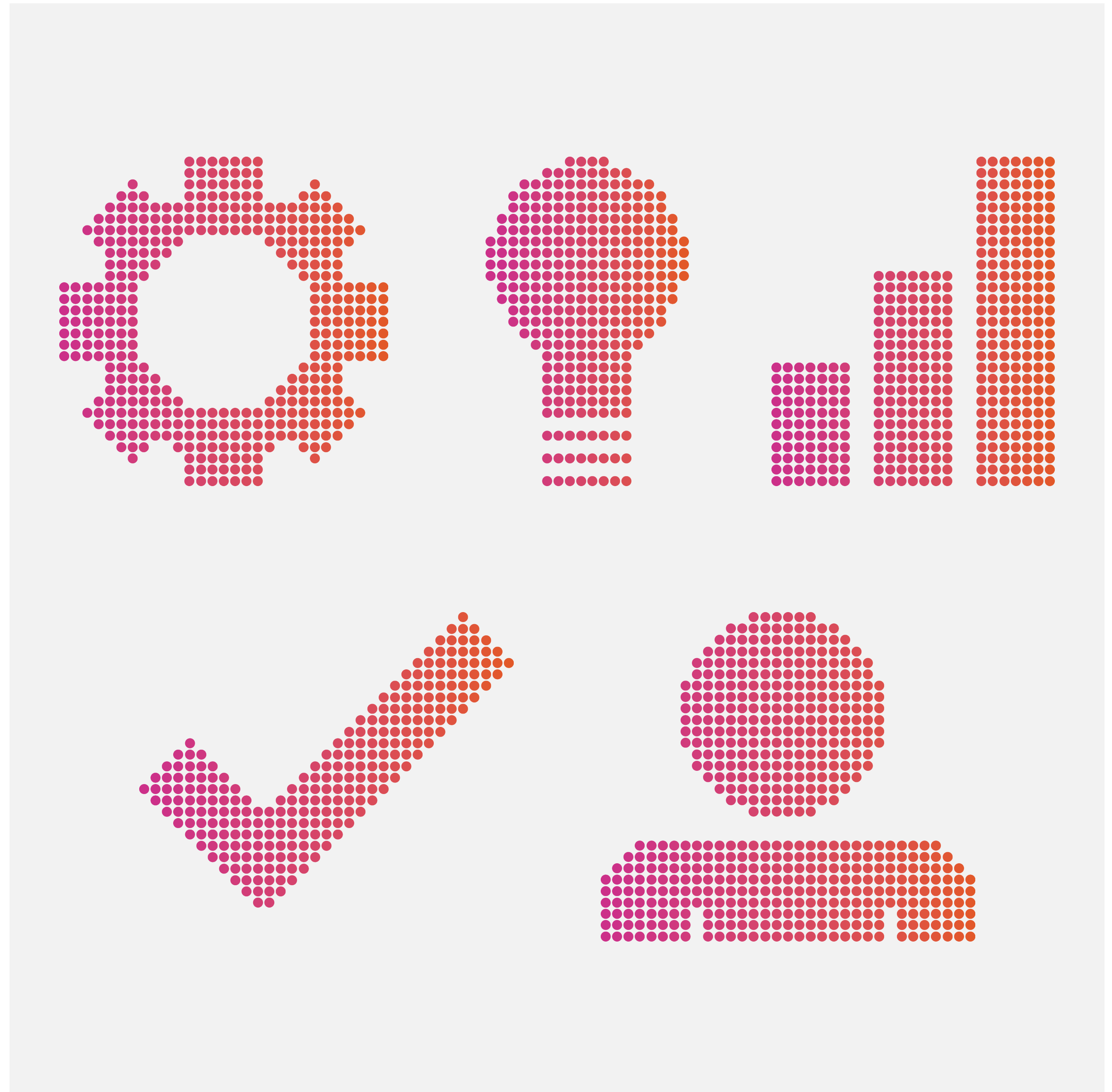
The PowerPoint template already incorporates these into slides. These should be used to help amplify the look and feel of a page, but do not necessarily need to exactly match the content.

Do not:

Stretch or skew

Use multiple icons on the same slide

Overlap icons with other images or text

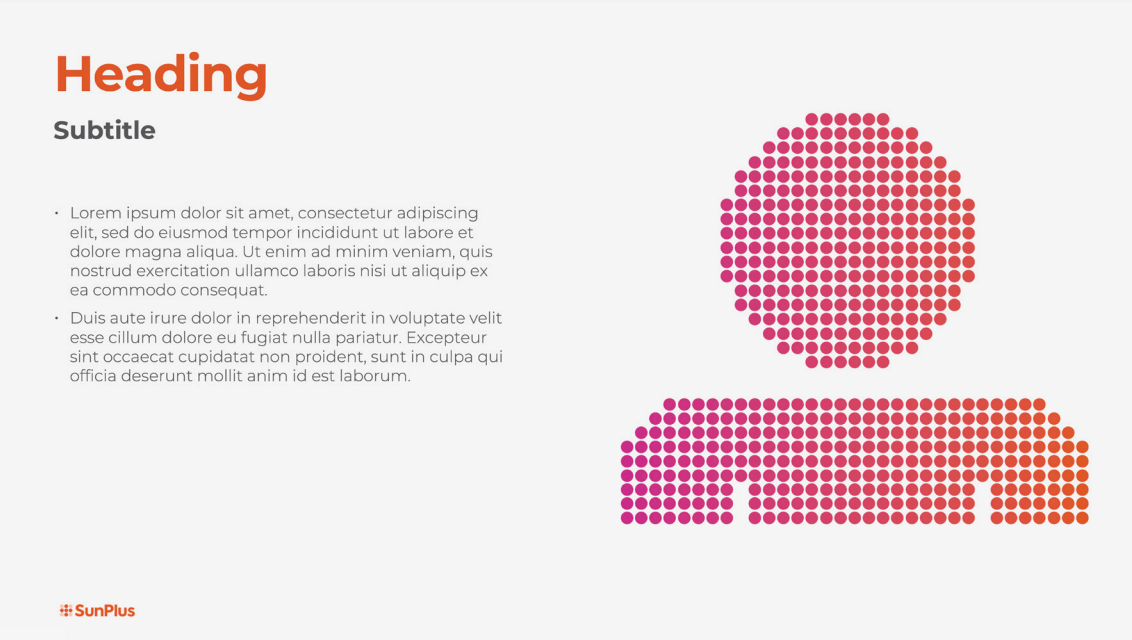
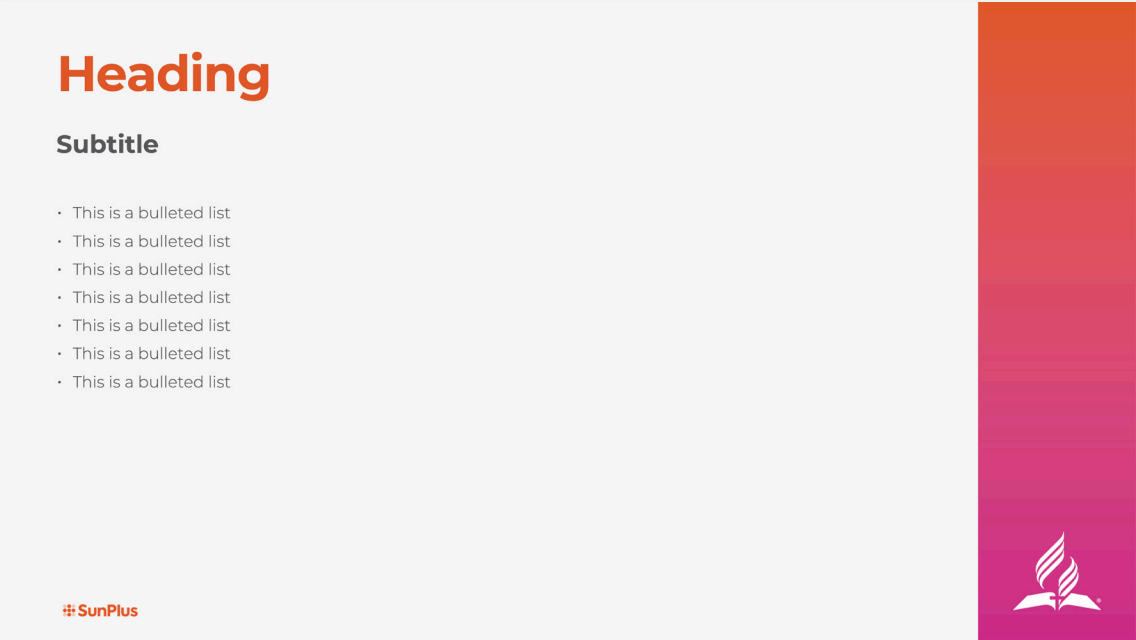


PowerPoint templates

PowerPoint templates have been created for your ease of use. These contain a range of Master Slides with different layout options. These can be selected by clicking ‘new slide’.

You will notice there are some slides which incorporate the 7th column and Adventist logo.

SunPlus is an integral ministry of the Adventist Church, and as a support function we focus internally. Our primary audience already knows our connection to the church. Therefore, in our working environment these SunPlus Brand Guidelines take precedence over the Adventist Identity Guidelines. While in specific circumstances it may be appropriate to coordinate the Adventist symbol or Creation Grid elements with SunPlus branding, please carefully consider the audience. As a general rule, resist the urge to add other branding elements to our specialized SunPlus branding. Less is more.

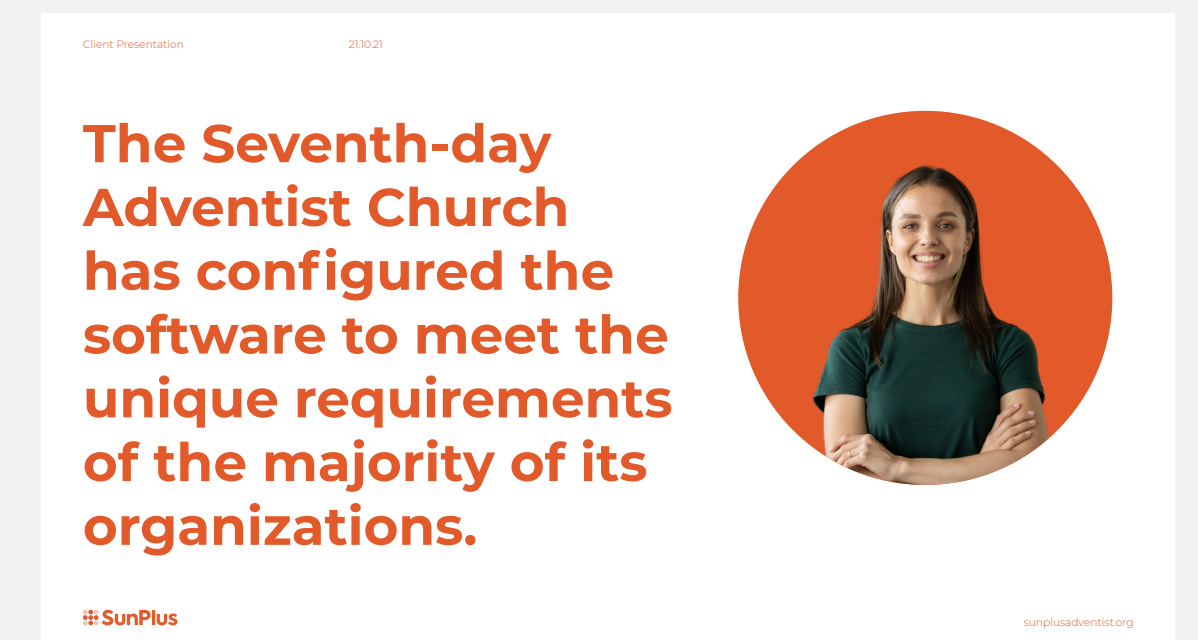
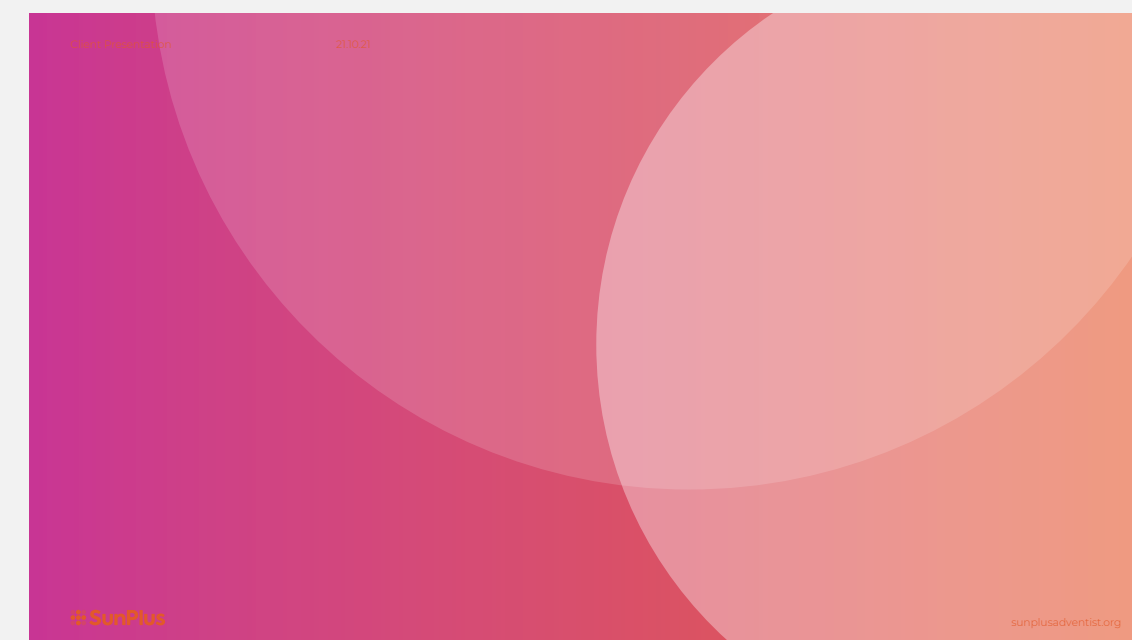


General use of circles

Circles play a big part in our identity. They reference the brand logo mark and can be used in a number of ways, such as housing imagery and information, and can be used to overlap or overlay imagery.

The shapes can be free in terms of placement and should always be perfect circles.

You may choose to use circles on their own, or utilise them as containers for images or key words to help enhance your presentation.





Access the new Brand page & asset bank:

sunplusadventist.org/brand

Any questions or concerns contact the Brand team on:

branding@sunplus.adventist.org