PROMPTED ATS | NCSA

ADVENTIST TECHNOLOGY SUMMIT · 2026

PROMPTED

to Communicate

Adventist Communication Quick Start Guide

Clear communication is ministry.

A practical first edition for everyone who creates, checks, approves or shares church communication: bulletins, posters, slides, websites, social content, video and WhatsApp messages.

"Write the vision and make it plain."

HABAKKUK 2:2

CREATED BY

NORTHERN CONFERENCE COMMUNICATIONS DEPARTMENT

Northern Conference of Seventh-day Adventists®

A message from the director

Communication is ministry because every message shapes what people understand and whether they know how to take the next step.

Welcome to Prompted.

This guide is designed for the person who may be serving alone, with limited time, a phone and a willing spirit. It brings the church's official identity principles together with practical routines you can use immediately.

It will not answer every possible question, but it will help you pause, check and create with greater confidence. Use it during the summit. Write in it. Take it back to your church. Share the CLEAR check with everyone who creates, checks or publishes content. Then choose one improvement your church can sustain over the next 30 days.

Our aim is communication that is recognisably Adventist, accurate, accessible, responsible and useful in service of the gospel.



Reece Anderson
Communication and Digitization Director
Northern Conference of Seventh-day Adventists

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Official identity guidance: adventist.design · Local review: Northern Conference Communications Department

How to use this guide

Use it in sixty seconds before publication, or one page at a time when a decision needs more care.

Who it is for

Church secretaries, bulletin teams, pastors, communication leaders, designers, photographers, videographers, social-media volunteers and anyone who presses Publish, Send or Print.

The CLEAR check

C	**CLEAR** Is the purpose obvious to the intended audience?
L	**LOGO AND LAYOUT** Is the official symbol used correctly and the layout easy to scan?
E	**ENTITY NAME** Is the church or organisation named clearly and consistently?
A	**ACCURATE ACCESSIBLE APPROVED** Are the facts, links, spelling, captions, contrast and approval all checked?
R	**RIGHTS AND RESPECT** May we use every word, image and sound—and have we protected dignity and privacy?

This guide supports current official identity guidance, conference approvals, safeguarding requirements, copyright law and local policy. When unsure, pause and ask the Communications Department.

Name us clearly

Our name carries belief and meaning. Clarity helps people recognise that local Adventist churches belong to one worldwide family.

USE	AVOID
Filadelfia Seventh-day Adventist Church	Filadelfia SDA Church
Filadelfia Adventist Church	Filadelfia S.D.A. Church
Northern Conference of Seventh-day Adventists	Unexplained initials for a public audience
Seventh-day Adventist	Seventh Day Adventist

A simple naming rhythm

1. **First mention** Use the full recognised name where space allows, especially for people outside the church.
2. **Later mentions** Use the authorised short form “Adventist Church” when repetition would become heavy.
3. **Internal shorthand** Use conference or ministry initials only when the audience already understands them.

Official guidance: “Adventist Church” is the authorised short form. “SDA” is limited to academic or legal contexts. Existing legacy materials can transition as new items are created.

Build the identifier correctly

The entity identifier is the church symbol and an approved name treatment, not a new custom logo.

A reading aligned example



Prepared with the official church symbol and Advent Sans. The Northern Conference identity lead should approve the final master artwork and legal mark before release.



Set it with care

- Prefer the left-aligned—or reading-aligned—version. Centred identifiers are acceptable when the layout supports them.
- Keep clear space around the identifier: the guidance recommends twice the height of the lowercase letters.
- Keep secondary identifier type between 50% and 75% of the primary text's x-height.
- Use the correct approved ® or ™ artwork for the local trademark status.

Protect the church symbol

Consistency lets one familiar mark carry meaning across languages, cultures and generations.



DO	DO NOT
Use official downloaded artwork	Redraw or trace the symbol
Keep it in one solid colour	Colour separate parts differently
Scale it proportionally	Stretch, squeeze, rotate or skew it
Give it clear space and contrast	Place it over a busy or low-contrast area
Let it stand alone when appropriate	Fuse it into a ministry or event logo
Use an approved lockup	Crop, decorate, outline or add effects

The official explanation connects the open Bible, cross, flame, three angels' message and hope of Christ's return. If artwork looks wrong, replace it with an official download rather than rebuilding it from memory.

Use the Creation Grid

Seven columns turn a theological conviction into a flexible visual system: all time moves toward a beautiful end.



The operating rule

Use the first six columns for words, photographs, illustrations, patterns, logos and information. Set the seventh—the Sabbath column—apart through contrast.

IN THE FIRST SIX	IN THE SEVENTH
Text and information	A full-background image or texture
Photography and illustration	A bold colour, gradient or white space
Event and ministry marks	The Adventist symbol, if a mark is needed
Calls to action and contact details	No text or other identifying mark

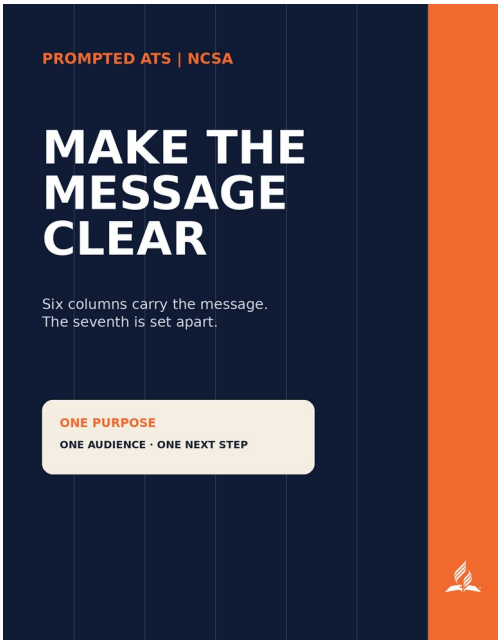
Build it in four moves

Divide the width into seven equal columns. Reserve one complete column. Design the communication in the other six. Then test whether the seventh still feels visibly distinct.

The grid is a principle, not a trap. Official guidance allows it to be omitted when it does not make sense for the format or when the symbol is intended to stand alone.

See the grid in practice

A strong application keeps the message inside the first six columns and lets the Sabbath column remain visibly distinct.



Read the design from left to right

- The message, explanation and next step remain inside columns one to six.
- The seventh column uses a contrasting orange field from edge to edge.
- Only the official church symbol appears there as a non-background element.
- The seven-column structure guides the design without making every column visible in the final artwork.

Workshop connection: Habakkuk 2:2 · Write the vision and make it plain.

Make type do the work

Good typography turns correct information into information people can actually use.

Identity type

Use Advent Sans when creating new entity identifiers, unless an approved pre-existing wordmark applies. Use the official font files and templates. Advent Sans is based on Noto Sans and is published under the SIL Open Font License.

Supporting type

Secondary typefaces may be used for titles, paragraphs and descriptions. They are not replacements for Advent Sans in an entity identifier beside the church symbol.

MAKE IT READABLE	AVOID
One strong heading, then clear levels	Every line competing at the same size
One or two supporting type families	A different font for each idea
Sentence case for long copy	LONG PARAGRAPHS IN ALL CAPITALS
Left-align paragraphs	Centred blocks of detailed information
Test print and phone size	Assuming it is readable because it fits

Prompted working minimums

For printed bulletins, begin around 10.5 pt for body copy. For projected slides, begin around 28 pt. These are working starting points—not guarantees—so test with the oldest eyes, smallest screens and longest viewing distance in the intended setting.

Use colour with purpose

Colour should create recognition and contrast without pretending that one palette is universal.

SID’s current colour palette

The Southern Africa–Indian Ocean Division (SID) currently uses Denim and Campfire. Use these values for SID identity applications. The global system allows divisions to develop regional palettes.

Denim
HEX #2F557F
RGB 47, 85, 127
CMYK 100, 25, 0, 50
PANTONE 302

Campfire
HEX #E36520
RGB 227, 101, 32
CMYK 0, 59, 100, 5
PANTONE 1595

PROMPTED’s navy, orange and cream remain the event palette. They are distinct from SID’s current Denim and Campfire colours.

Four contrast checks

- Keep the church symbol in one solid colour. Over a coloured Sabbath column, white is the recommended treatment.
- Never rely on colour alone to communicate status, urgency or meaning; add words or a clear symbol.
- Avoid placing important text over a busy photograph. Use a calm area or a solid field.
- Check the final file on a phone, projector and ordinary printer. Good contrast must survive the real channel.

Write for action

A church announcement succeeds when the right person knows what matters and what to do next.

The four-line content order

1. **Promise** Why should this matter to the reader? State the benefit or invitation first.
2. **Essentials** Give the what, date, time, place and intended audience in plain language.
3. **Action** Use one clear verb: attend, register, contact, pray, give, volunteer or share.
4. **Contact** Provide one current response method and make sure someone is responsible for it.

Before and after

BEFORE	AFTER
All members are hereby notified that the weekly prayer meeting will take place as usual.	Join us for prayer on Wednesday at 18:00 in the main hall. Bring a Bible.
For more information, contact the relevant department.	Questions? Contact the church office through the number printed on this bulletin.

Bulletin discipline

- Lead with what changed or what requires action.
- Use full dates when a notice may be forwarded or read later.
- Remove repeated greetings, explanations and contact routes.
- Read it aloud once; unclear sentences reveal themselves quickly.

Create media with care

The phone in your hand is enough to begin. Stewardship means improving the signal and protecting the person.

Phone first

- Clean the lens; face the light; hold the phone steady; move closer for better sound.
- Record five quiet seconds before and after the action so an editor has room to work.
- Capture one wide view, one medium view and several close details.
- Choose portrait or landscape for the main destination before recording.

Rights and respect

PUBLISH WHEN	PAUSE WHEN
The church owns or has licensed the material	The image, music or text source is uncertain
Consent is clear and recorded where required	A child or vulnerable person may be identifiable
The story preserves context and dignity	The post reveals private prayer or pastoral details
Captions, transcript or alt text are provided	The audience cannot hear, see or interpret it accessibly

Follow safeguarding requirements, privacy rules, licences and local law. This guide is not legal advice. When risk or consent is uncertain, do not publish until the responsible leader has checked.

Move from views to visits

Digital ministry is not a race for attention. It is a clear path from discovery to a safe human welcome.

1	**BE FOUND**	Accurate name, times, location and contact
2	**INVITE**	One relevant story and one clear next step
3	**RESPOND**	A warm reply from a named church channel
4	**ASK**	Permission before a call, group add or follow-up
5	**WELCOME**	A real person and an appropriate local next step

Give each channel one main job

Website and Google	The accurate public source of truth
Social platforms	Discovery, testimony and invitation
WhatsApp	Permission-based response and follow-up
NCSA Events App	Event programme and resource access

Useful WhatsApp welcome: “Thank you for contacting Filadelfia Adventist Church. A member of our welcome team will respond. How may we help?” Ask permission before adding anyone to a group.

Use AI without losing trust

AI can multiply the work of a small team. It cannot carry spiritual, factual or pastoral responsibility.

One message seven pieces

BULLETIN	WHATSAPP	CAPTION	STORY
VIDEO SCRIPT	WEB NOTICE	FOLLOW UP	

Begin with one verified source: a sermon summary, announcement, testimony or event brief. Adapt it into seven channel-specific pieces, but keep the same facts, purpose and invitation.

The responsible workflow

1	**SOURCE** Collect verified facts, names, dates, quotations and permission.
2	**PROMPT** Tell the tool to use only the supplied information and name the intended audience.
3	**VERIFY** Check every claim, Bible reference, link, date, name and translation.
4	**VOICE** Rewrite until it sounds human, local and pastorally appropriate.
5	**APPROVE** A responsible person owns the final decision and publication.

Never upload or delegate

Do not place confidential pastoral information, prayer requests, member lists, children's data, financial details or unapproved photographs into a public AI service. Never let a tool invent testimony, quotation, doctrine or fact.

Build a small strong system

The goal is clear responsibility, shared continuity and a rhythm the church can sustain.

Four functions

OWNER	Holds ministry purpose and final accountability
MAKER	Writes, designs, records or edits
CHECKER	Verifies facts, identity, access and safeguarding
RESPONDER	Monitors replies and connects people to the right ministry

In a very small church one person may carry two functions, but a second authorised person should still check sensitive or important communication.

One repeatable flow

REQUEST → VERIFY → CREATE → CHECK → PUBLISH → RESPOND → ARCHIVE

Protect continuity

- Use church-owned accounts and role-based access rather than a volunteer's personal login.
- Enable multi-factor authentication and keep recovery details current.
- Ensure at least two authorised leaders can recover each ministry account.
- Remove access promptly when a role changes and review access regularly.
- Store source files in a shared, ordered location with clear names and dates.

Rescue a crowded design

When a poster, bulletin page or slide is not working, repair the decision order before adding decoration.

The ten minute rescue

1	**Circle the one action** What should the viewer do after seeing this?
2	**Keep the essentials** Retain only what supports that action.
3	**Fix the name** Use the full name or authorised “Adventist Church” short form.
4	**Repair the identity** Replace altered art; use the approved identifier and grid.
5	**Build hierarchy** One headline, one support line, one facts group and one action.
6	**Test the channel** Check it at phone size, print size or viewing distance.

Remove these first

- Several competing logos, repeated headings and decorative slogans
- Three or more type families, tiny details and long centred paragraphs
- Unexplained abbreviations, uncertain dates and duplicate contact methods
- Untested QR codes, low contrast and details embedded only inside an image

The three-second test: after a brief glance, can a person say what this is, who it is for and what to do next? If not, simplify again.

My church thirty day communication plan

Choose improvements your church can sustain. Your peer circle tests the plan; you remain responsible for your own church's next steps.

Our communication reality

☐ SOLO OR STARTER	☐ BUILDING	☐ STRUCTURED

One strength and one struggle

STRENGTH _____

STRUGGLE _____

Three moves for the next thirty days

MOVE	OWNER	BY WHEN	PROOF IT IS DONE
1			
2			
3			

The first move I will make

_____

_____

At 16:25, submit one sentence for the One Next Step commitment wall. Keep this page as your church's working copy.

Final check and sources

Save this page beside the computer, printer or phone used to publish church communication.

Before you publish

☐ Purpose and audience are clear	☐ One next action leads
☐ Name and entity identifier are correct	☐ Official symbol is unchanged and legible
☐ Creation Grid is applied appropriately	☐ Dates, names, links and contacts are verified
☐ Phone, print or projection view has been tested	☐ Images, music and text may be used
☐ Consent, dignity and privacy are protected	☐ A responsible person has approved the final version

Stop and escalate

Pause for safeguarding or privacy risk, unclear consent or copyright, crisis or media enquiries, legal uncertainty, a proposed custom logo, or any policy question the team cannot answer.

Official identity sources

Identity Guideline System https://www.adventist.design/

FAQ and authorised short form https://www.adventist.design/faq/

Creation Grid https://www.adventist.design/global-elements/the-creation-grid/

Church symbol https://www.adventist.design/global-elements/the-church-symbol/

Advent Sans https://www.adventist.design/global-elements/advent-sans/

Entity identifiers https://www.adventist.design/using-the-system/entity-identifiers/

Colour https://www.adventist.design/global-elements/color/

Created by the Northern Conference Communications Department. Global identity principles should be retained; local applications and templates should be confirmed by the conference's designated identity lead before final release.

Communicate Create Lead Serve

Take one clear next step, then build a rhythm your church can sustain.

“Whatever you do, do it all for the glory of God.”

1 CORINTHIANS 10:31

COMMUNICATE	CREATE	LEAD	SERVE

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