

Brand Book

Ver. 1.0 (Sep. 2026). See latest at brand.awr.org



CONTENTS

4	LOGO BASICS
9	LOGO
12	STACKED LOGO
14	SMALL APPLICATION
16	COLOR LOGO USE
18	USAGE GUIDELINES
20	COLOR PALETTE
22	TYPOGRAPHY
23	PRIMARY TYPEFACE
24	SECONDARY TYPEFACE
25	TAGLINES AND SIGNATURES
26	SAMPLE TYPOGRAPHY STACK
27	IMAGERY

29	STRATEGY TAGLINES
32	SUB-BRANDS
34	THE VOICE OF HOPE
36	AWR CARES
38	GLOBAL BIBLE SCHOOL
40	AFFILIATE BRANDING
41	BRAND OPTIONS
45	BADGES



Lift up the trumpet





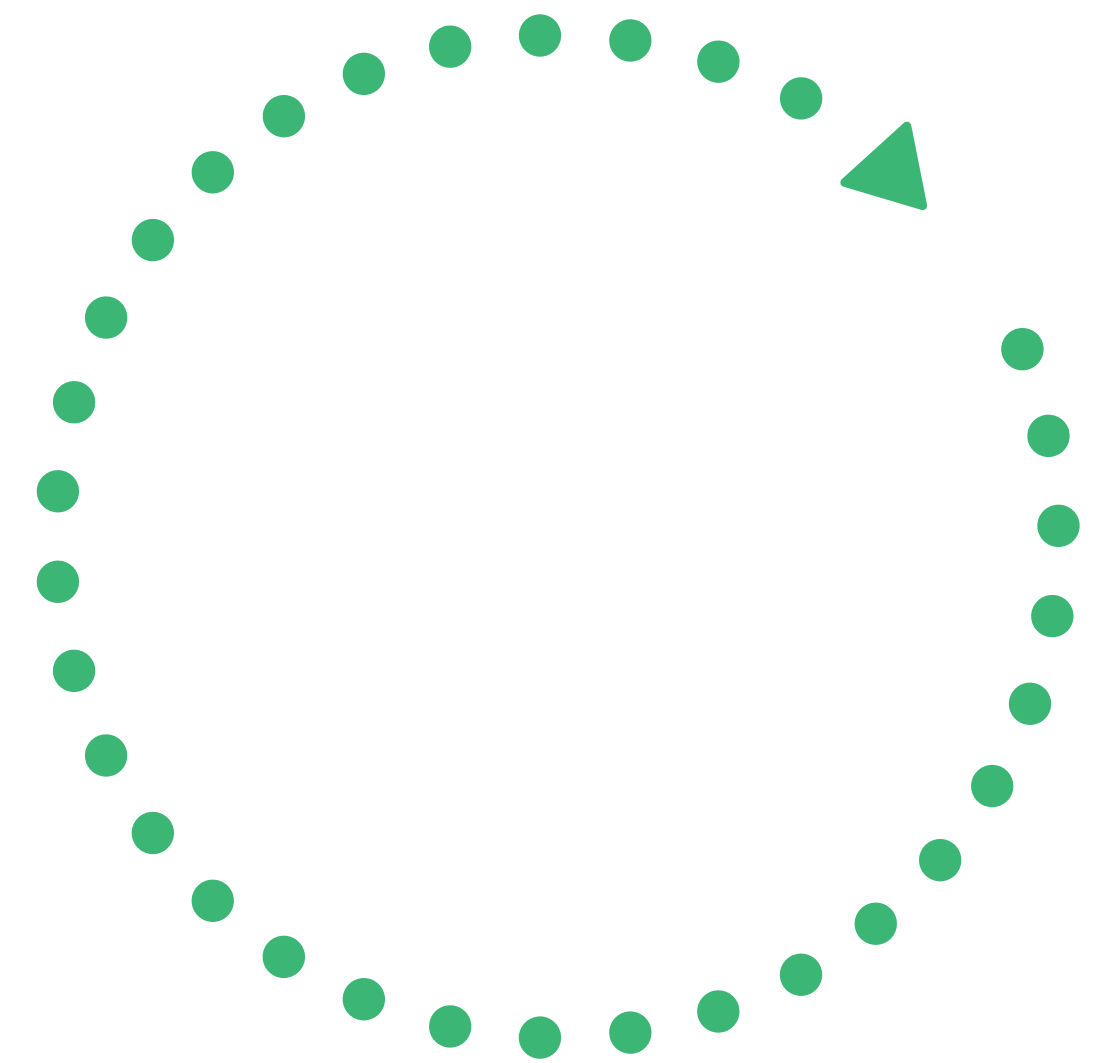
LogoBasics



the message



the field



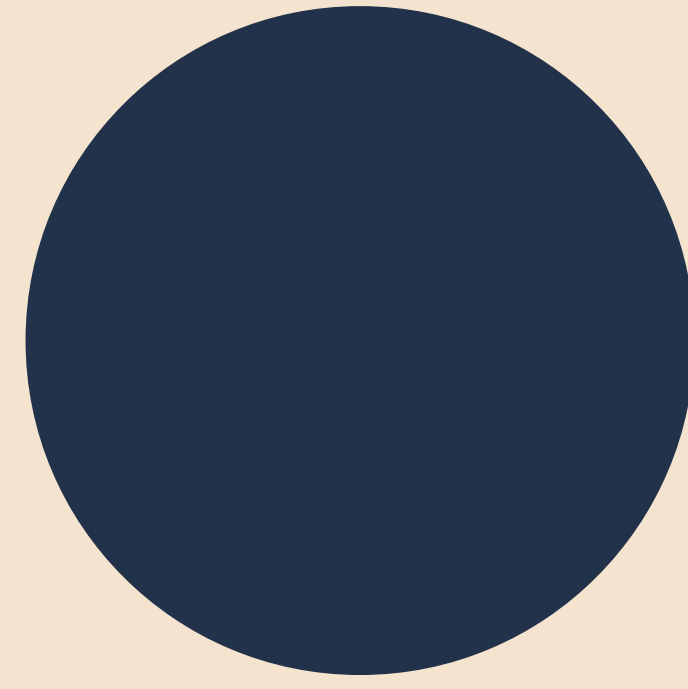
the mission



the message

The three trumpets in our logo are tilted up to reflect our commitment to urgently and boldly proclaim the Three Angels' Messages. The single green trumpet represents the third angel and the present importance of its message of mercy to the final generation.

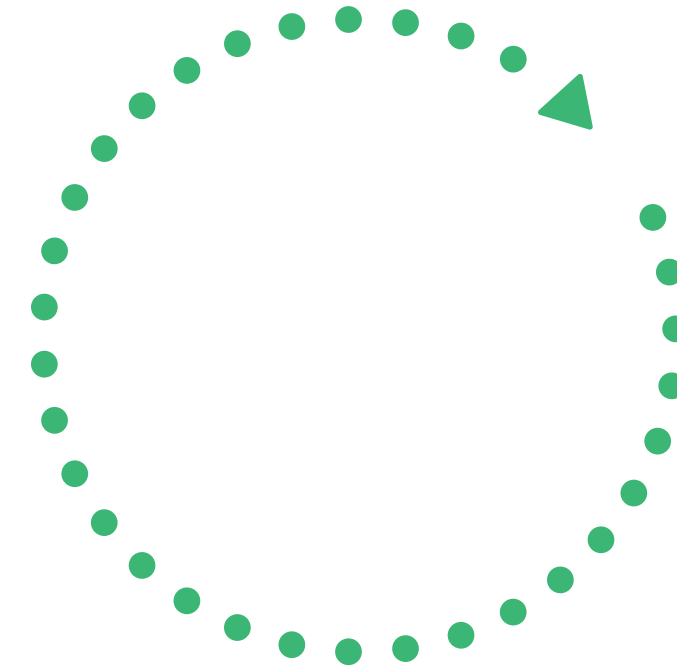
Lift up the trumpet! | Revelation 14:6-12



the field

We are Adventist “World” Radio, and our field is the whole world.
This part of our logo expresses our aim to reach everywhere, including the
hardest-to-reach territories and people groups, with the everlasting gospel.

No walls. No borders. No limits. | Mark 16:15



the mission

The dotted arrow encircling the globe represents our commitment to make disciples of all nations: meeting needs, planting seeds, and ensuring that Bible study, baptism, and ongoing discipleship are the end goal of our ministry.

From broadcast to baptism. | Matthew 28:18-20

ADVENTIST WORLD RADIO® LOGO

The Adventist World Radio logo is our primary lockup, and it represents the overall vision and strategy of AWR.

CLEAR SPACE¹



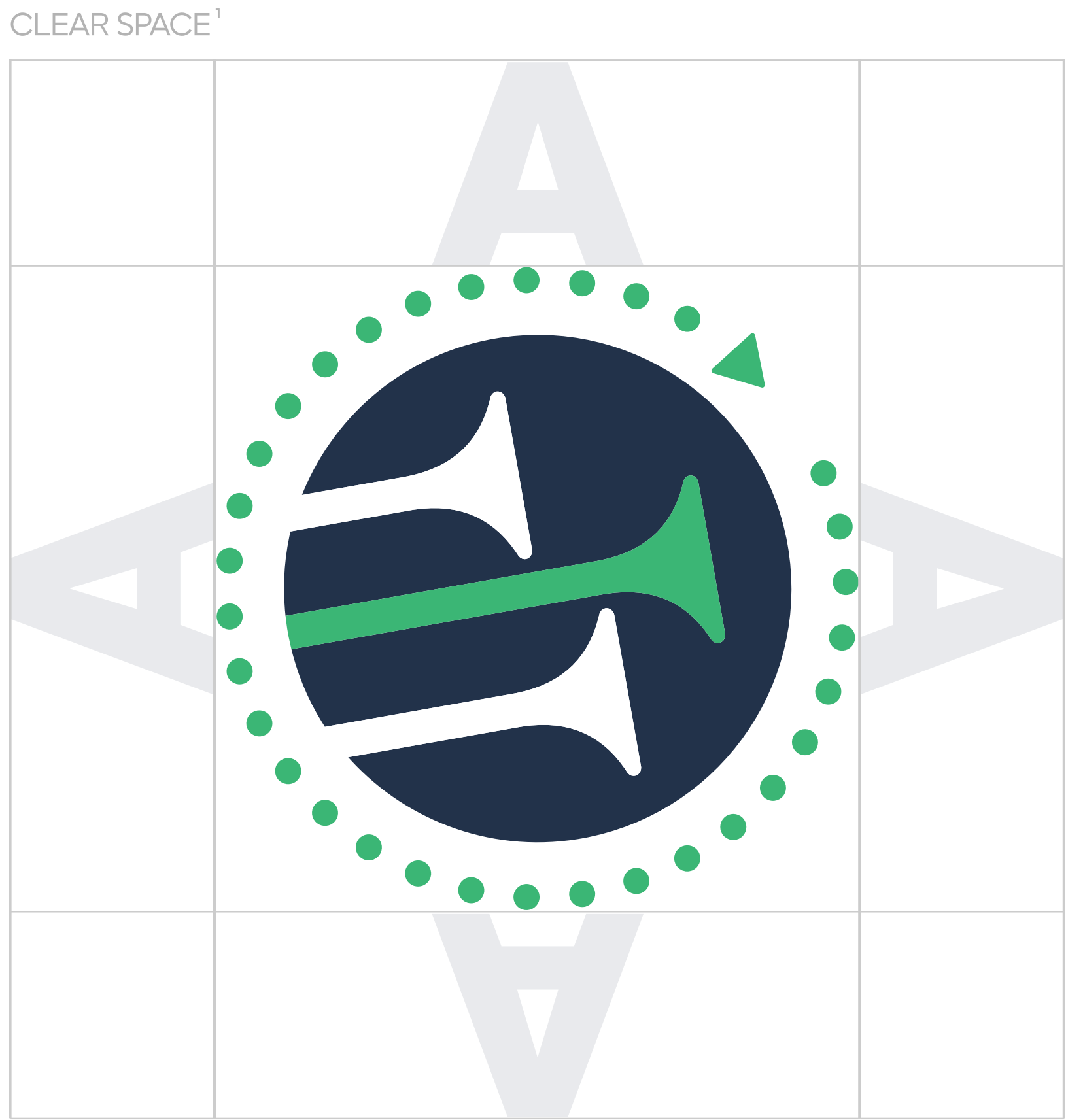
¹Clear space is measured at scale using the height of the letter "A" from "Adventist."

The AWR logo lockup is helpful in applications where the letters in the primary lockup would appear too small. It may also be used where the legal or cultural context favors being less obvious with an Adventist or Christian brand.



¹Clear space is measured at scale using the height of the letter "A" from the word "Adventist" in the Adventist World Radio® logo lockup (page 9).

The AWR trumpet icon is the common visual element in our logo lockups. In contexts familiar with AWR, it may be used by itself as a symbol of the AWR brand. It may also be used as part of an approved sub-brand of AWR or in an AWR affiliate logo lockup.



¹Clear space is measured at scale using the height of the letter “A” from the word “Adventist” in the Adventist World Radio® logo lockup (page 9).
The clear space scale around the trumpets here is the same as page 9 when scaled.

ADVENTIST WORLD RADIO® STACKED LOGO

This stacked version of the Adventist World Radio logo lockup may be used anywhere it is deemed more aesthetically pleasing for a particular context or application.



ADVENTIST WORLD RADIO®

AWR™ STACKED LOGO

This stacked version of the AWR logo lockup may be used anywhere it is deemed more aesthetically pleasing for a particular context or application.



SMALL APPLICATION ADVENTIST WORLD RADIO® LOGO

This logo is for use in cases where a clear representation is made difficult due to the small size of an application or other limitations. Its reduced detail—fewer, larger dots—helps preserve clarity in these cases.



SMALL APPLICATION AWR™ LOGO

This logo is for use in cases where a clear representation is made difficult due to the small size of an application or other limitations. Its reduced detail—fewer, larger dots—helps preserve clarity in these cases.



FULL-COLOR LOGO USE

Versions of the logo containing a full-color trumpet icon may be used only on the four background colors shown below. On any other background color, a single-color logo must be used.



ONE-COLOR LOGO USE

A single-color logo may be used in AWR Midnight Navy or white. A black single-color version is also acceptable when utilizing a white background.



LOGO MISUSE

Consistent use of the logo helps protect the integrity and recognition of the brand. Always use the approved logo files without altering their proportions, colors, orientation, typography, or arrangement. These examples demonstrate common misuses to avoid.

Do NOT distort the proportions of the logo	 The logo consists of a circular icon with two trumpets and the text "ADVENTIST WORLD RADIO" in a bold, sans-serif font.	Do NOT use drop shadows or any other effects	 The logo is shown with a grey drop shadow underneath it.
Do NOT change the colors of the trumpets	 The circular icon contains two trumpets, one red and one yellow, instead of the standard green and blue.	Do NOT recreate using any other typeface	 The logo is shown using the correct sans-serif typeface.
Do NOT use different colors	 The circular icon and the text "ADVENTIST WORLD RADIO" are both blue.	Do NOT outline logo type	 The text "ADVENTIST WORLD RADIO" is shown in an outlined font style.
Do NOT change the size or orientation of the trumpets and wordmark in relation to one another	 The logo is shown in its standard size and orientation.	Do NOT rotate the trumpet icon or any other part of the logo	 The circular icon contains two trumpets that have been rotated 90 degrees clockwise.

USAGE GUIDELINES

DO NOT:

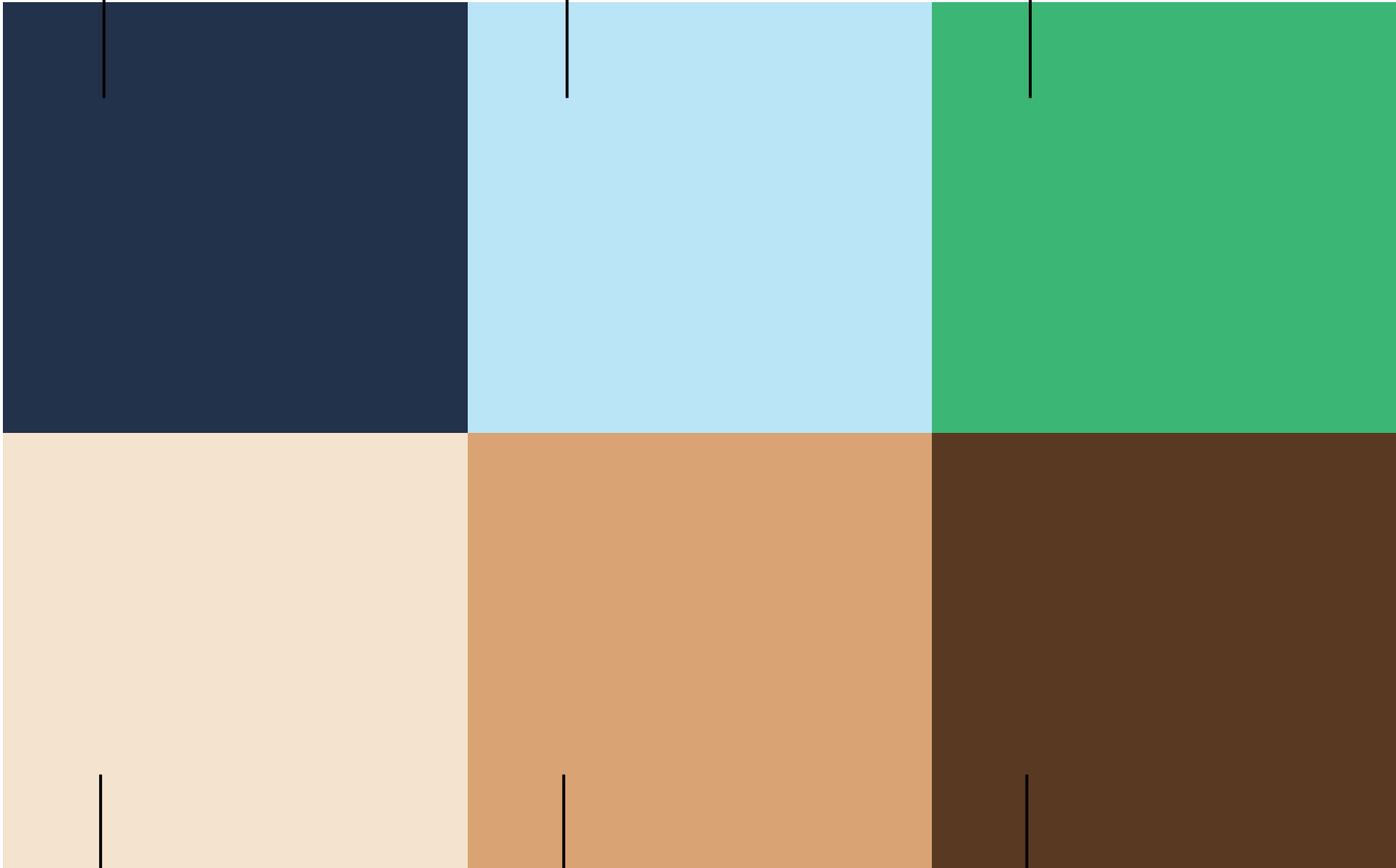
- Use any logos or similar imagery to represent Adventist World Radio other than the examples we have provided in the Adventist World Radio Brand Book.
- Use old versions or any other marks or logos not found in this Brand Book to represent our brand.
- Overprint or obstruct any part of the logo.
- Add special effects to the logo.
- Distribute or otherwise make available our brand assets without prior authorization.



ColorPalette

OUR PALETTE

The AWR color palette consists of natural colors of the earth and sky to reflect our mission of reaching all the countries and people groups of the world.

AWR MIDNIGHT NAVY C90 M76 Y46 K43 R34 G50 B74 HEX #22324A PANTONE 289 C	AWR SKY BLUE C24 M0 Y1 K0 R186 G229 B247 HEX #BAE5F7 PANTONE 290 C	AWR GRASS GREEN C73 M1 Y74 K0 R59 G182 B117 HEX #3BB675 PANTONE 2256 C
		
AWR WHITE SAND C4 M10 Y18 K0 R244 G227 B206 HEX #F4E3CE PANTONE 2309 C	AWR DESERT TAN C14 M38 Y60 K0 R218 G163 B115 HEX #DAA373 PANTONE 721 C	AWR BARK BROWN C44 M67 Y85 K51 R89 G57 B33 HEX #593921 PANTONE 161 C





Typography

PRIMARY TYPEFACE

Grift

Grift is AWR’s primary display typeface. As a rule, it should be used for headlines and titles. Where desired, it may also be used for body copy and longer passages.

Grift Extra Bold

[Link to Font](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789

Font Family

Thin	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Thin Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Extra Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Extra Light Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Light Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Medium Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Semibold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Semibold Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Bold Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Extra Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Extra Bold Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Black	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Black Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>

SECONDARY TYPEFACE

Google Sans

Google Sans may be used for body copy and longer passages. It provides excellent readability across both print and digital applications. It supports many languages, including non-Latin scripts, and may be used as the primary typeface if Grift does not support a particular language.

Google Sans Regular

Link to Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789

Font Family

Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Regular Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Medium Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Semibold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Semibold Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Bold Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>

TAGLINES AND SIGNATURES
Rathern and Turbinado

Rathern and Turbinado add a personal, expressive quality to taglines, signatures, and select accent text. They should be used sparingly and should not replace Grift or Google Sans in primary messaging.

Rathern Regular

[Link to Font](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Turbinado Light Pro

[Link to Font](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

SAMPLE TYPOGRAPHY STACK

The ideal typography stack combines Grift for strong headlines, Grift or Google Sans for supporting text, and Rathern or Turbinado for handwritten accents. Used together, these typefaces create communications that feel bold, approachable, and personal while maintaining a consistent AWR identity.

H3
Grift Extra Bold
Tracking: 25

A WORD FROM THE PRESIDENT

H1
Grift Black
Tracking: -10

THIS IS HIS WORK

H2
Grift Black
Tracking: -10

THE WORK WE DO EVERY DAY

P1
Google Sans Regular

When a listener in a restricted country quietly asks for Bible studies, a village gathers around one solar-powered Godpod, or thousands step into the water for baptism, we are reminded that **the gospel is still changing lives.**

P2
Grift Extra Bold

S
Turbinado Light Pro

Jim Howard

ATTRIBUTION
Grift Extra Bold
Tracking: -10

President – Adventist World Radio®



Imagery

BRAND IMAGERY

AWR photography should capture authentic people, places, and moments that reflect the global reach and transforming impact of our mission. Select high-resolution images with clear subjects, thoughtful composition, natural lighting, accurate exposure, sharp focus, and vibrant, true-to-life color. Favor candid, emotionally engaging scenes and moments.





Strategy Taglines

STRATEGIC PRIORITIES

The following four priorities represent AWR's Global Strategy:

- 1 Quality Content** — Develop and broadcast quality radio and media content that communicates a biblical and distinctively Adventist message to the public.
- 2 Reach Everywhere** — Expand the reach of AWR to every corner of the globe, including previously uncovered and hard-to-reach areas and people groups.
- 3 Make Disciples** — Generate interests and ensure follow-up leading to Bible studies, baptisms, and active disciples.
- 4 Build Support** — Inspire and instill confidence in a growing number of ministry partners and content consumers.

STRATEGY TAGLINES

Taglines can be used in AWR promotions to express elements of our strategy: (1) the urgency of sharing the distinct Adventist message, (2) reaching every corner of the world, and (3) fulfilling our disciple-making mission. Taglines should be displayed in an AWR-approved font found in this Brand Book.

These two taglines highlight our first strategic priority, **Quality Content**. They may be used in both church and public communications.

the voice of hope
lift up the trumpet

These two taglines highlight our second strategic priority, **Reach Everywhere**. They are intended for church audiences, not for the public.

reaching the hardest to reach
no walls. no borders. no limits.

This tagline highlights our third strategic priority, **Make Disciples**. It is intended for church audiences, not for the public.

broadcast to baptism



Sub-Brands

SUB-BRANDS

The Voice of Hope: Adventist World Radio is the voice of hope to a dying world. In addition to being a ministry and affiliate tagline, The Voice of Hope also functions as a standalone sub-brand for evangelistic outreach initiatives. A unique logo and stacked logo version of The Voice of Hope have been created for this purpose.

AWR Cares: Adventist World Radio provides practical help as we encounter needs among the people listening to our broadcasts or exposed to our ministries. We also often prepare the way for evangelistic efforts by caring for physical needs first. These needs-based efforts, such as vision and dental clinics, rehabilitation programs, and other acts of service, are expressed by the sub-brand AWR Cares.

Global Bible School: AWR operates the Global Bible School (GBS) as a digital platform to take spiritually interested people through automated Bible studies. Any church member or entity may point spiritually interested people to the GBS website or directly to an automated study series on a messenger platform such as WhatsApp. The system will also safely deliver contact information to local churches for follow-up.

THE VOICE OF HOPE™ LOGO

This version of The Voice of Hope logo functions as a standalone sub-brand for public-facing evangelistic and outreach initiatives.



THE VOICE OF HOPE™
STACKED LOGO

This stacked version of The Voice of Hope logo may be used anywhere it is deemed more aesthetically pleasing for a particular context or application.



AWR CARES™ LOGO

The AWR Cares wordmark is used to represent health and other practical, needs-based ministries of Adventist World Radio.



AWR CARES™ STACKED LOGO

This stacked version of the AWR Cares logo may be used anywhere it is deemed more aesthetically pleasing for a particular context or application.



GLOBAL BIBLE SCHOOL™ LOGO

The Global Bible School logo lockup is used to represent AWR’s digital Bible study platform, which can engage spiritually interested people in Bible study and connect them with local churches.



GLOBAL BIBLE SCHOOL™
STACKED LOGO

This stacked version of the Global Bible School logo may be used anywhere it is deemed more aesthetically pleasing for a particular context or application.





AffiliateBranding

AFFILIATE BRANDING

Adventist World Radio supports a network of affiliates around the world (the term “broadcast partner” may be used in place of “affiliate” if preferred for legal or other reasons). While their station names vary, their AWR affiliation should be acknowledged by utilizing key elements from the AWR visual identity. These include:

- 1 The trumpet icon** (see page 11)
- 2 The AWR-approved color palette** (see page 21)
- 3 The AWR-approved fonts** (see the section that starts on page 22)
- 4 The affiliate or broadcast partner tagline** (see pages 43–44)
- 5 The affiliate or broadcast partner badge** (see page 45)

AFFILIATE BRAND OPTION ONE

This affiliate brand option utilizes the AWR trumpet icon and AWR-approved colors and fonts. Because AWR is part of the station name, there is no need to include an AWR affiliate tagline.



AFFILIATE BRAND OPTION TWO

This affiliate brand option utilizes the AWR trumpet icon and AWR-approved colors and fonts. Because AWR is not part of the station name, it also utilizes the AWR affiliate or broadcast partner tagline.

**Affiliate or
Broadcast Partner**
tagline added to
station name.



MaranathaFM89.1

AN **AWR**TM AFFILIATE



MaranathaFM89.1

AN **AWR**TM BROADCAST PARTNER

AFFILIATE BRAND OPTION THREE

This affiliate brand option is for established stations that have not yet adopted the new AWR visual identity (the trumpet icon and AWR fonts and colors). These affiliates should include an AWR affiliate or broadcast partner tagline with a monochrome version of the trumpet icon.

**Affiliate or
Broadcast Partner**
tagline added to
station name.



Joy**FM**92.1

AN  **AWR**™ AFFILIATE



Joy**FM**92.1

AN  **AWR**™ BROADCAST PARTNER

AFFILIATE BADGES

Every AWR affiliate (or broadcast partner, if preferred) is encouraged to utilize one of these badges on signage, websites, and other communications to acknowledge its affiliation with Adventist World Radio.





**ADVENTIST
WORLD RADIO®**

awr.org

12501 Old Columbia Pike
Silver Spring, Maryland 20904