

Corporate Design Manual



New Apostolic Church
International



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A distinctive corporate design (CD) reflects a strong identity and is essential for the successful and credible communication of the New Apostolic Church worldwide. This manual provides clear orientation and allows all to act with confidence, while consciously taking into account the diversity of cultural contexts in which our Church is present. Design principles are therefore defined in such a way that they ensure global uniformity on one hand, while also offering sufficient scope for local adaptation and creative implementation on the other.

Key design elements such as the brand logo, colour scheme, typography, and imagery form the foundation for a clear and consistent visual language. The correct use of the logo is fundamental. It not only guarantees a strong recognisable identity, but also ensures the necessary legal certainty and protects our brand in the long term. The aim is to harmonise uniformity and diversity, and to effectively strengthen the joint presence of the New Apostolic Church.

The logo consists of

- a cross in a square
- the wordmark “New Apostolic Church” in **Suisse Int’I Medium**
- the addition of the name of the Regional Church, district, congregation, or URL in Suisse Int’I Light (in a single line)
- the addition can be longer than the wordmark “New Apostolic Church”
- the cross in the square is positioned on the right, the wordmark and name on the left (aligned right)
- changes are not permitted as they have a negative impact on the identity and recognisability of the New Apostolic Church

New Apostolic Church
International



Suisse Int’I Medium
Suisse Int’I Light

Specific application

New Apostolic Church
Northern and Eastern Germany



.....
Addition: Regional Church

New Apostolic Church
Rondebosch East



.....
Addition: congregation

New Apostolic Church
Lanecove, Sydney



.....
Addition: district

New Apostolic Church
nak.org



.....
Addition: URL

Download logo:

<https://nak.org/styleguide>

Exception: single line

- If “New Apostolic Church” is used without any additions, choose **Suisse Int’l Medium**

New Apostolic Church



Suisse Int’l Medium

Exception: left-aligned logo

- For headers in online media/websites, for example, the following applies: square with cross on the left, wordmark on the right (left-aligned)



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International

The lettering and the cross in the square form a unit that may not be altered, with consistent proportions between them.

Spacing between lettering and square

1 Spacing is one third of the width of the square.

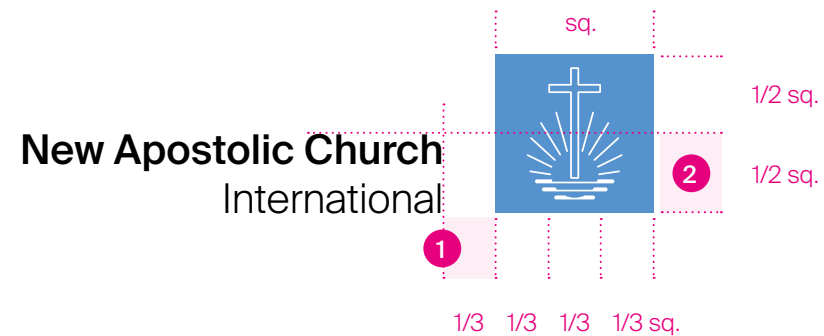
Font size two-line wordmark

2 The font size for a two-line wordmark is half of the height of the square. The font size scales in proportion with the overall size of the logo.

Clear space around the logo

3 The logo should not be restricted or obscured by other elements. It must stand alone. A clear space, or safe area, must be maintained on all sides of the logo. The defined clear space is a minimum of half the height of the square.

The clear space next to the wordmark depends on the length of the lettering. This can vary depending on the language. The addition under “New Apostolic Church” can be longer.



The lettering of the wordmark is always black. There are three versions of the cross in the square:

Blue (main logo)

- The main logo is a blue square on a white background.

As an exception, the following is possible:

- blue square without text on a coloured background (e.g. for books such as the Catechism and children's teaching material, or for Social Media posts, screen design videos)

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Grey (60% black)

Outline black

- Only for black and white printing

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**Special variant of the square in outline white
see chapter 1.5**



X Further colours for a coloured background or for applying an outline are not allowed. (For examples, see chapters 1.5 to 1.7).

The size of the logo depends on the page format and is positioned on the layout grid. (For further information on the grid and margins, see chapter 4.3.)

1 Square height

(The width is calculated accordingly, see chapter 1.2.)

A3:	30 mm
A4:	20 mm
A5:	15 mm
A6:	10 mm

Exception DL size: 12.5 mm*

Exception for letterheads: 17.5 mm

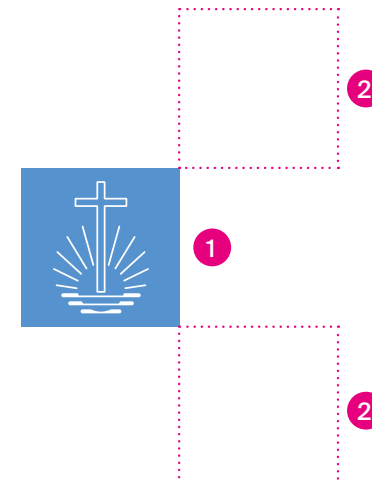
2 Position on printed matter

Top right or bottom right,
margin size = size of square

There is a special form for using the square as a minimum size of < 7 mm, see chapter 7.4

**DL size = dimension lengthwise*

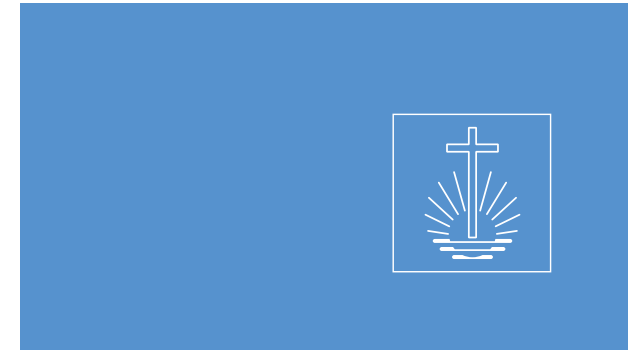
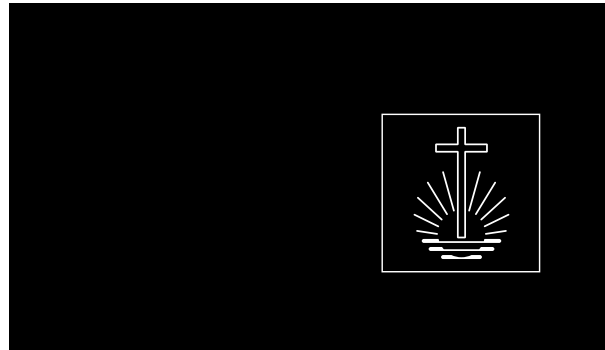
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Applying an outline to the cross in the square without lettering as a transparent element:

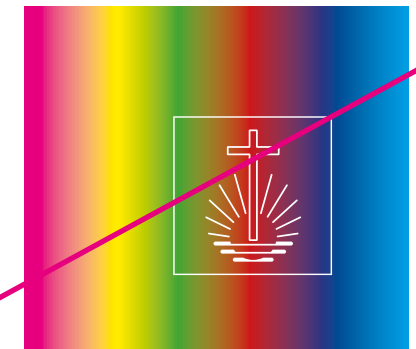
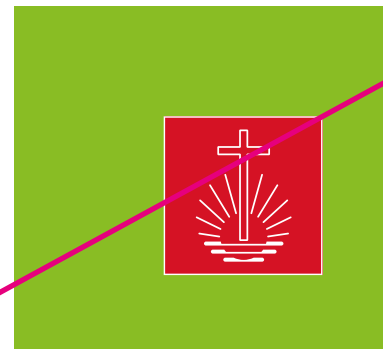
- exception for official periodicals/Church magazines (see also p. 7)
- outline white only!
- only on a solid coloured background (without grading or pattern in the area of the logo)
- the cross in the square must always be clearly visible

This is a special form! Its use must always be clarified with the responsible persons in the District Apostle Area.



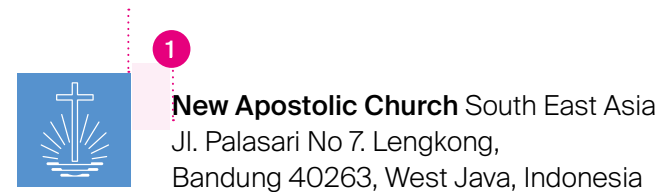
X NOT ALLOWED:

- photos in the background
- transparent white logo on a coloured background
- multicoloured background



Combination of cross in the square with “special logos”/ event logos, such as our annual motto or partner logos

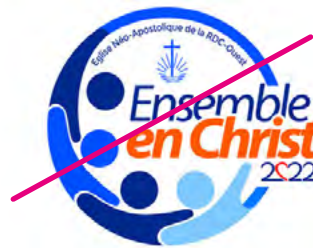
1 Important! A space of a third of the width of the square must be maintained!



X NOT ALLOWED:

Do not embed the logo into a new symbol.

In order to preserve the brand rights, the logo must always be used unchanged and not be graphically embedded into other logos, as any integration of, or combination with, other elements can significantly weaken the brand’s distinctive identity. Any embedded or adapted uses jeopardise legal claims against third parties, and can lead to the cancellation or non-renewal of the brand.



X NOT ALLOWED:

- effects such as shadows and distortion
- different fonts
- reproducing the wordmark in the wrong colour (including variations of NAC blue)

~~New Apostolic Church
International~~



~~new apostolic church
international~~



~~New Apostolic Church
International~~



~~New Apostolic Church
International~~



The official font of the New Apostolic Church is Suisse Int'l, which is used primarily.

Suisse Int'l is a neo-grotesque style sans-serif font, and was released in 2011 by Swiss Typefaces. The design follows the style of other Swiss neo-grotesque fonts such as Univers and Helvetica.

Suisse Int'l is a timeless, functional, and modern font. The sans serif font is ideal for clear and informative designs. It enhances readability allowing the content to take centre stage.

Note on Cyrillic characters: To cover all Cyrillic characters, we recommend using the Arial Nova font. Licensing is carried out by the respective regional church.

Suisse Int'l Light

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 ħ ? ¡ ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Suisse Int'l Light Italic

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 ħ ? ¡ ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©*

Suisse Int'l Medium

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 ħ ? ¡ ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©**

Suisse Int'l Semi Bold

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 ħ ? ¡ ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©**

Download font Suisse Int'l:
<https://nak.org/styleguide>

The system font Arial should be used in all Office applications. Please ensure that you have the appropriate licence.

Note on Cyrillic characters: To cover all Cyrillic characters, we recommend using the Arial Nova font. Licensing is carried out by the respective regional church.

Arial Regular

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 0123456789 ċ ? ¡ ! & @ ‘ ’ “ ” « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Arial Italic

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

*ABCDEFGHIJKLaLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 0123456789 ċ ? ¡ ! & @ a ‘ ’ “ ” « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©*

Arial Bold

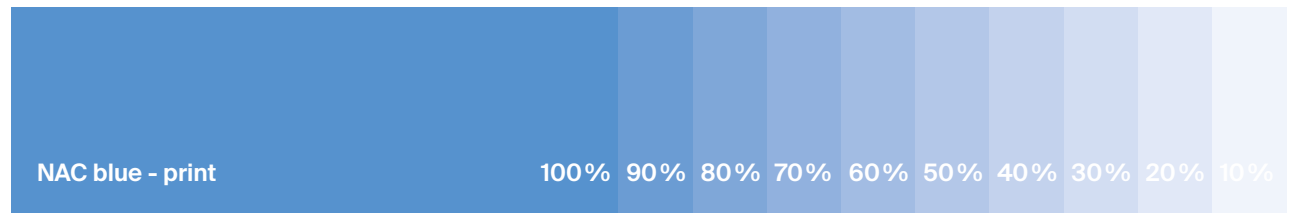
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 0123456789 ċ ? ¡ ! & @ ‘ ’ “ ” « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©**

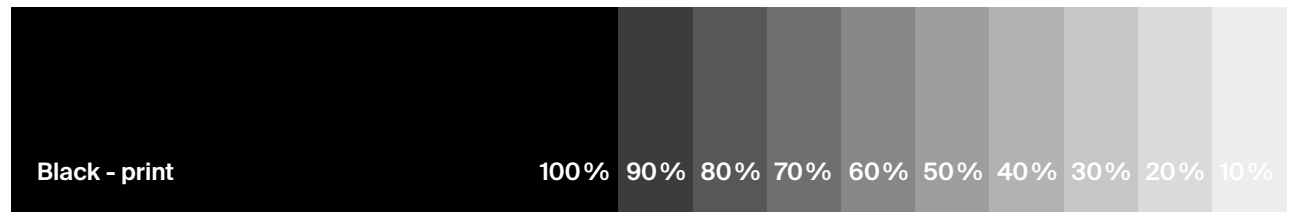
The primary brand colour of the New Apostolic Church is NAC blue. This should also be the primary colour when highlighting or using a coloured background (tonal gradation can be used here).

The lettering must be written in all-black. Variations of black can also be used as a background.

NAC blue	CMYK	68 34 0 0
	PANTONE	279 U
	RAL *	5012
	HKS*	39



Black	CMYK	0 0 0 100
	PANTONE	Process Black
	RAL	9005
	HKS	88



* The RAL and HKS colour system values are only approximate; there are no matching colour values in colour systems.

The colour spectrum of the secondary colours offers scope for structuring and design.

The primary colour blue can be complemented with secondary colours. It should be used sparingly as an accent.

Sunshine yellow - print
 CMYK 0|110|90|0
 PANTONE* 115 U
 RAL* 1018
 HKS* 3

Orange - print
 CMYK 0|58|100|0
 PANTONE* 144 U
 RAL* 1007
 HKS* 6

Red - print
 CMYK 10|100|90|0
 PANTONE* 186 U
 RAL* 3020
 HKS* 15

Raspberry - print
 CMYK 10|90|10|0
 PANTONE* 213 U
 RAL* 4003
 HKS* 26

Red-purple - print
 CMYK 67|100|4|5
 PANTONE* 259 U
 RAL* 4008
 HKS* 34

Traffic blue - print
 CMYK 100|50|0|30
 PANTONE* 2945 U
 RAL* 5017
 HKS* 42

Turquoise - print
 CMYK 80|10|50|0
 PANTONE* 3145 U
 RAL* 5018
 HKS* 51

Dark green - print
 CMYK 85|35|95|30
 PANTONE* 349 U
 RAL* 6002
 HKS* 57

Yellow green - print
 CMYK 54|0|100|0
 PANTONE* 376 U
 RAL* 6018
 HKS* 66

* The PANTONE, RAL, and HKS colour system values are only approximate; there are no matching colour values in colour systems.

NAC blue has specifically been adapted for screen display in digital media to ensure bright, fresh colours in colour grading.

The lettering must be written in all-black. Variations of black can also be used as a background.



The primary colour blue can be complemented with secondary colours. It should be used sparingly as an accent.

NAC blue - digital

RGB 39|134|207
HEX #2786cf

100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

Black - digital

RGB 0|0|0
HEX #000000

Red-purple - digital

RGB 115|30|125
HEX #731e7d

Sunshine yellow - digital

RGB 255|220|15
HEX #ffdc0f

Traffic blue - digital

RGB 18|67|160
HEX #1243a0

Orange - digital

RGB 240|130|0
HEX #f08200

Turquoise - digital

RGB 0|160|145
HEX #00a091

Red - digital

RGB 210|20|0
HEX #d21400

Dark green - digital

RGB 0|110|20
HEX #006e14

Raspberry - digital

RGB 215|50|130
HEX #d73282

Yellow-green - digital

RGB 130|190|35
HEX #82be23

Generic images

Generic and atmospheric images can be used to support, reinforce, or visualise a message.

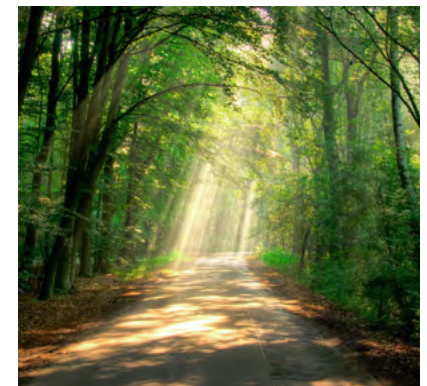
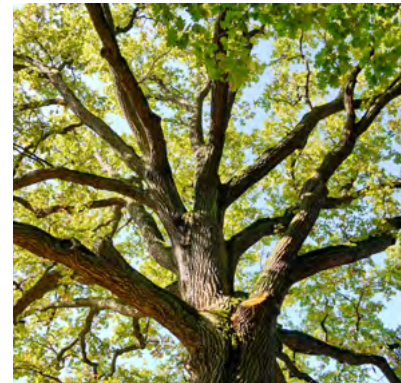
A generic image must relate to the content or subject.

Never distort images.

Do not use filters.

Images should harmonise together and come from a consistent visual “world”.

All photos used must have the relevant copyright. If required, a licence must be purchased from a stock agency.



Non-personal images/event-related images

These pictures illustrate topics and content such as singing, music, acts of blessing, divine service situations, the liturgy, and our church community. In order to remain authentic, images from real events should be used rather than general photos from stock agencies.

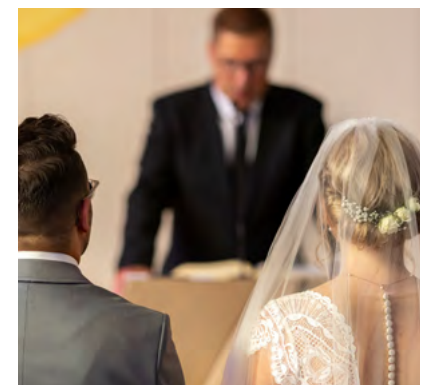
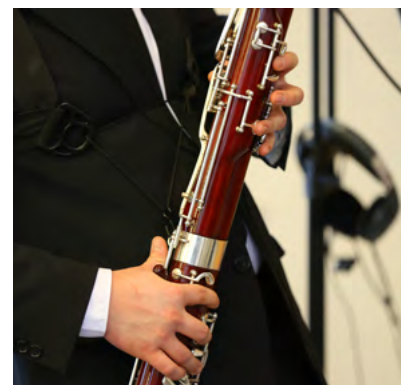
All photos must ALWAYS respect the general personal rights of the persons depicted and the copyright of the photographer. Detailed information on the subject of "rights" can be found at <https://nac.photos/de/rechte>.

Photography in divine service

Why do we share photos of our congregations in the first place? Because photos tell stories. They deepen our personal memories and convey factual information. They showcase our Christian life and thereby support the mission of the Church.

Serving this goal is not easy. Especially photography in a worship scenario comes with high demands: joy, sorrow, silence, warmth ... pressing the button at the right moment, that alone is difficult enough. All the more so because the sanctity of the moment must not be disturbed.

The website <https://nac.photos/de/> offers hands-on guidance from organisational aspects to the art of photography to legal issues governing the use of photographs.



The layout grid is based on units of 5 mm, beginning in the bottom right corner. Depending on the format, this may result in incomplete units and larger margins on the left and top.

The size of the logo depends on the page format, the height of the square (the width is calculated accordingly):

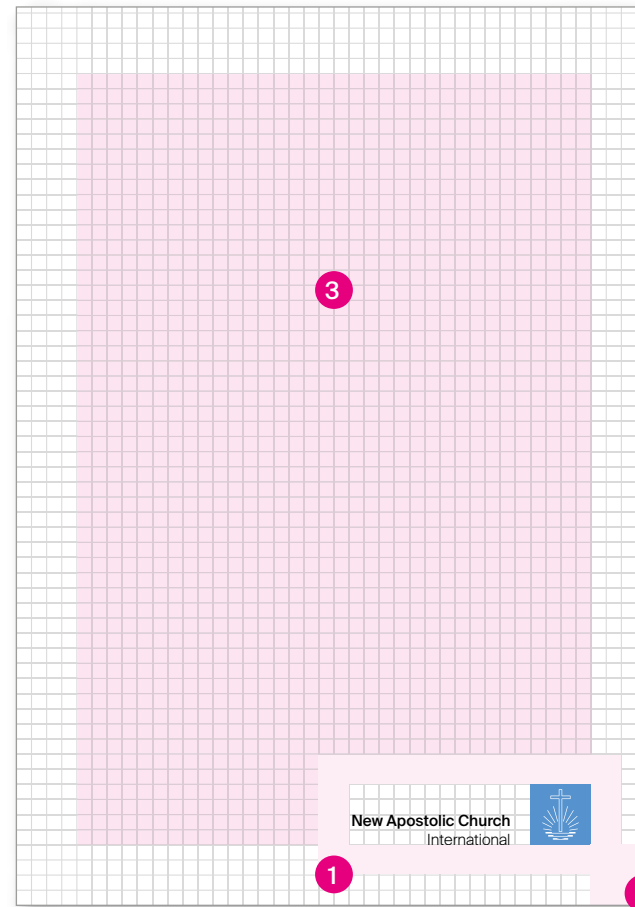
- A3: 6 units (= 30 mm)
- A4: 4 units (= 20 mm)
- A5: 3 units (= 15 mm)
- A6: 2 units (= 10 mm)

1 The clear space is calculated as half the height of the square.

2 Margin size is determined by the height of the square and also defines the 3 type area.

All other elements can be placed freely on the units, in the type area, or in the bleed.

Image areas can be used in any aspect ratio.



Example A4:
 Logo height = 20 mm
 Clear space = 10 mm
 Margin/
 space to logo = 20 mm

Units begin in the bottom right corner

Examples of playful use of the layout grid for the A4 format

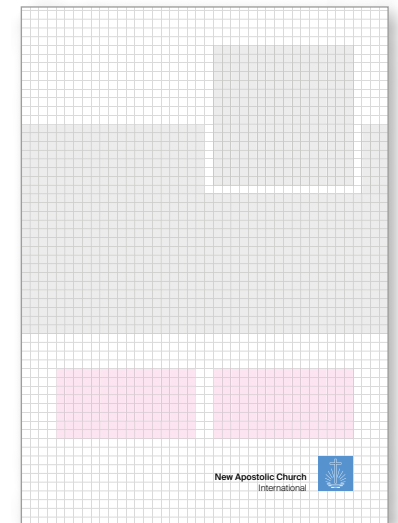
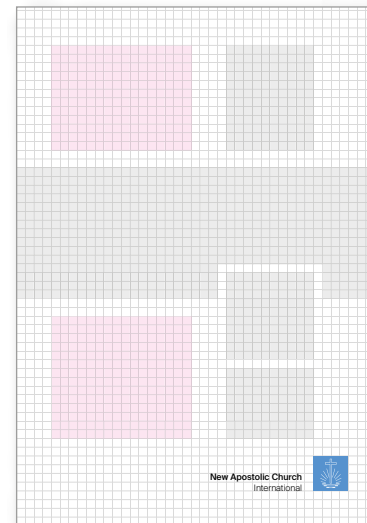
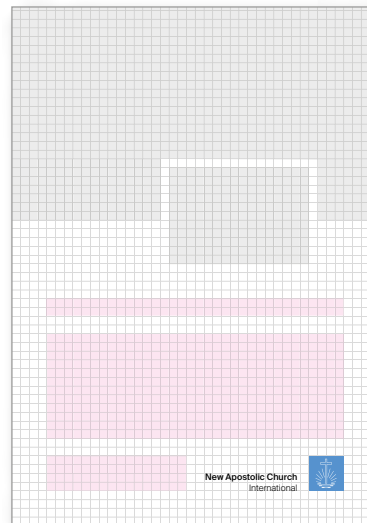
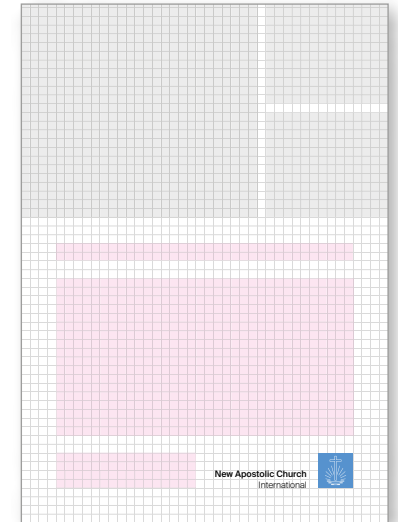
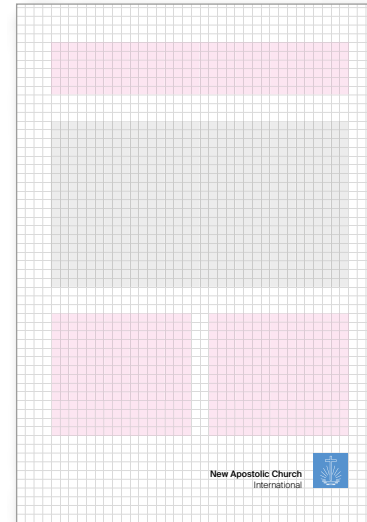
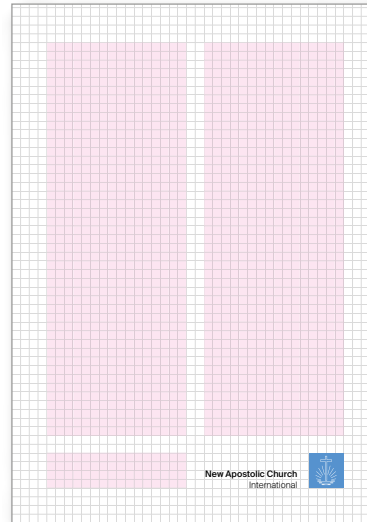
Image areas and coloured backgrounds can be used in any aspect ratio. The grid allows for free use of the elements and proportions, thus creating space for lively diversity and exciting ideas. As long as typography, images, colours, and the logo are used correctly, the recognition and unity of our corporate identity is guaranteed.



Text boxes

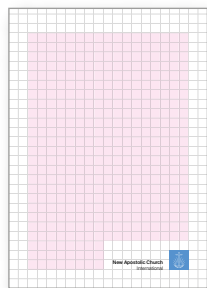


Image areas or coloured backgrounds

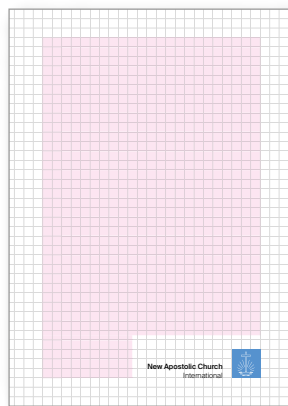


View of the layout grid A6 to A3

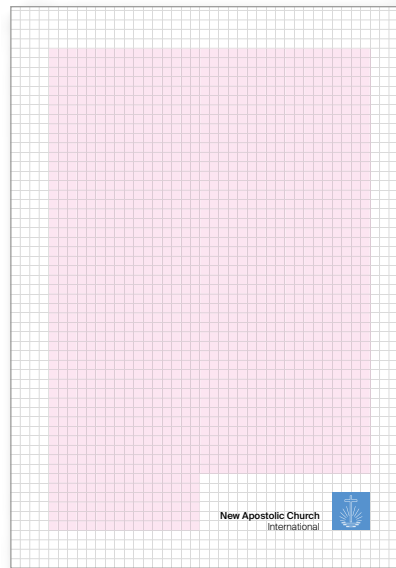
with placement of the logo and maximum type area



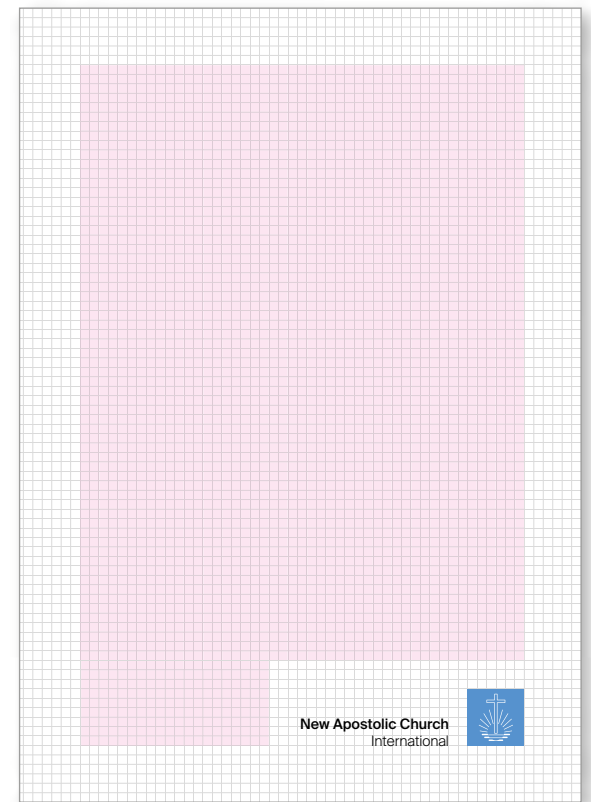
DIN A6



DIN A5



DIN A4

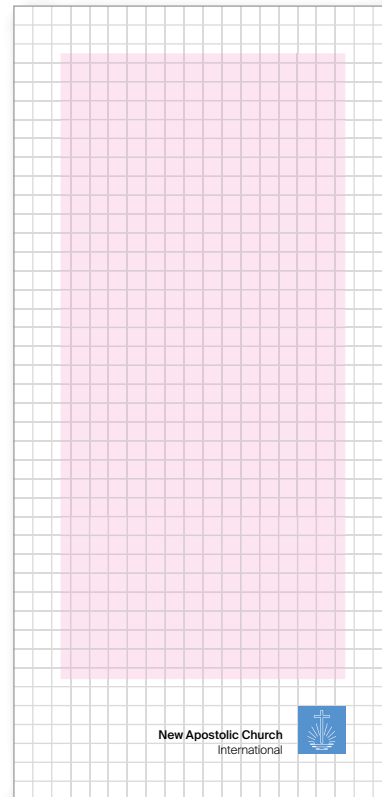


DIN A3

The leaflet format (DL size) is an exception

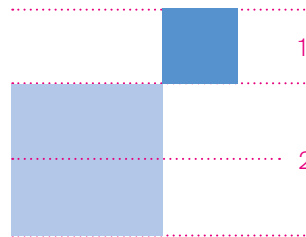
When designing a folded DL size leaflet, the size of the logo and the type area deviate from the layout grid.

The height of the logo and the margins are 2.5 units = 12.5 mm in order to make optimum use of the space on the long format.



Two diagonally placed squares can be used as a decorative element.

These squares have a fixed size ratio of 1 to 2 and are based on the layout grid (for example, 2 units to 4 units/10 to 20 mm).



The decorative symbol suggests growth and a twofold increase, but also bears a resemblance to an abstract symbol of infinity (∞), which represents eternity in a spiritual context.

The smaller square can be attached to any corner of the large square.



The squares can either be created as coloured backgrounds (identical or different), or the large square can also incorporate a photo or icon (negative on a coloured background).

One hundred symbols have been developed for a wide variety of occasions. Download:

<https://nak.org/styleguide>

Please note: decorative symbols in NAC blue are to be favoured. Here, too, it is important that secondary colours are used sparingly.

This decorative symbol can be placed playfully. Please use only one decorative element per page.



Examples of how decorative icons can be used

Please use only one decorative icon per page.

The squares of the decorative symbols must be aligned with the grid and can be used on covers and posters, as well as on the inside pages of brochures and leaflets.



Text boxes

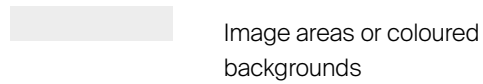
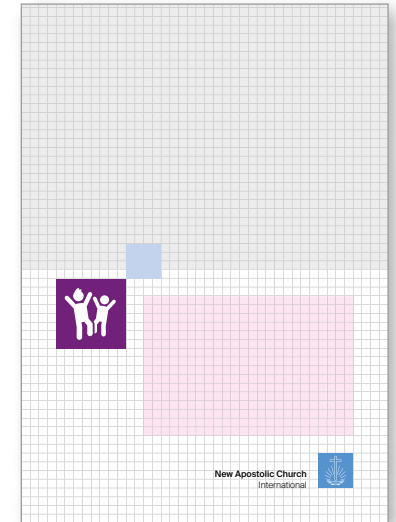
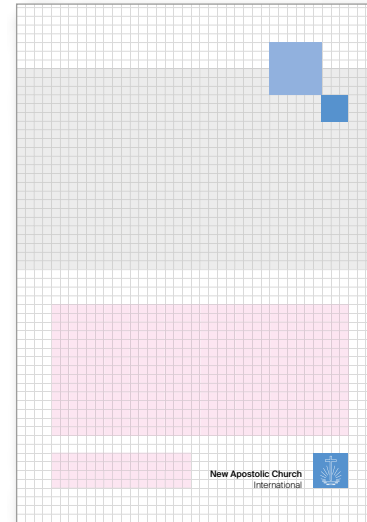


Image areas or coloured backgrounds

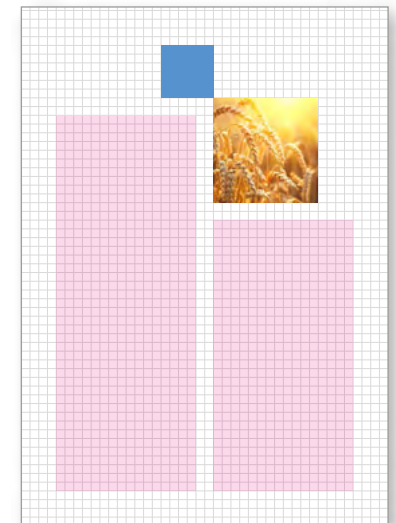
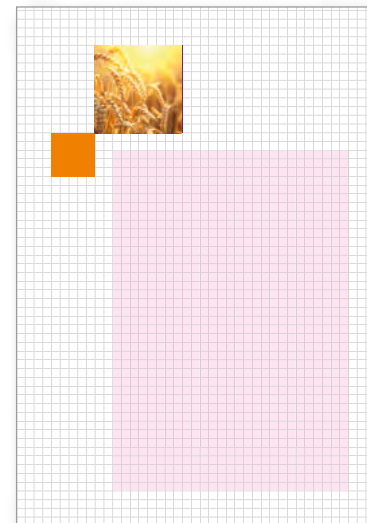
! Please note: decorative symbols in NAC blue are to be favoured. Here, too, it is important that secondary colours are used sparingly.

This decorative symbol can be placed playfully. Please use only one decorative element per page.

Examples cover/poster



Examples of inside panels



The letterhead is based on a layout grid with 5 mm units, beginning in the lower right corner.

The NAC logo is placed in the upper right corner. As an exception, the height of the logo is 3.5 units (= 17.5 mm), the margin remains at 20 mm, and the top margin in the header area is 19.5 mm.

1 Address field

The address starts at 47 mm, has a width of 80 mm, and a left margin of 25 mm.

2 Information area

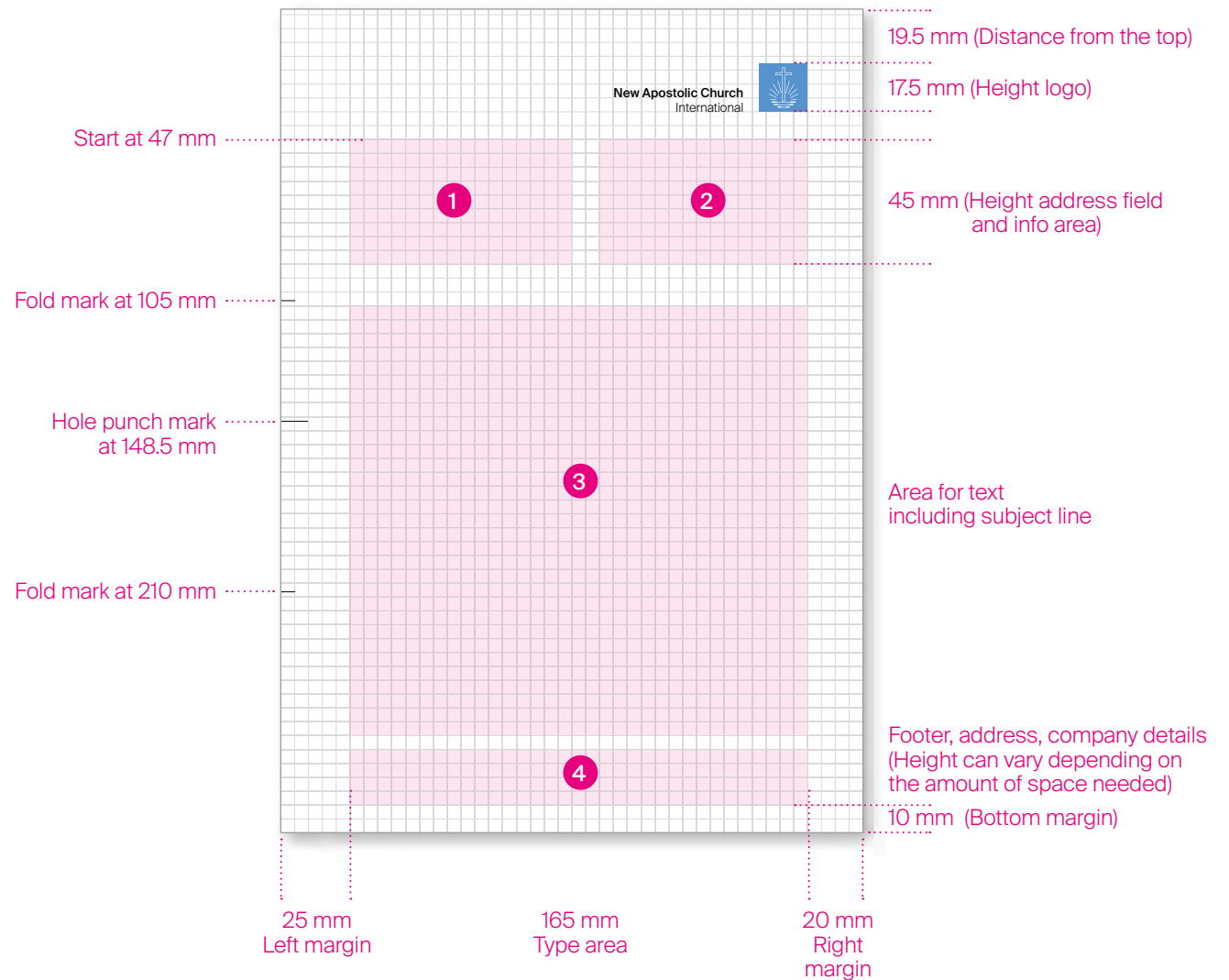
The information area has the same position as the address field, beginning at 47 mm with a right margin of 20 mm.

3 Type area

The area reserved for text, including the subject line, is variable, depending on the height of the footer. It starts at a maximum of one unit below the address and information area, or, if preferable, even below the first fold mark.

4 Footer

The address area for company details is variable depending on the space required (with or without account information, etc.).



Download template:

<https://nak.org/styleguide>

Letterhead typography

Please use the licence-free Arial system font for office communication.

1 Address field

Top line return address:
Arial Regular 7 pt

Address:
Arial Regular 11 pt

2 Information area

Arial Regular 9 pt
(information as required; it can also be omitted if desired)

3 Type area

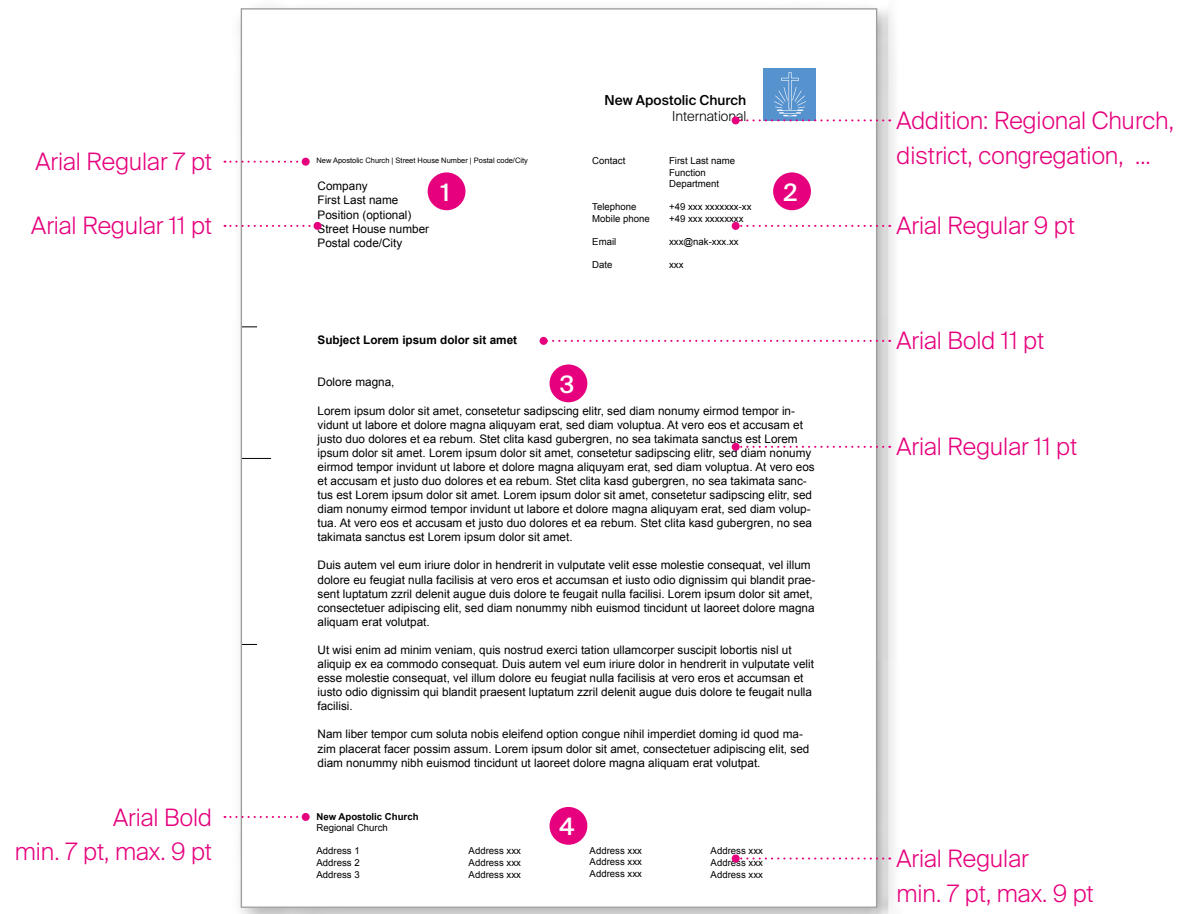
Subject line:
Arial Bold 11 pt

Body text:
Arial Regular 11 pt, left aligned

4 Footer

Arial Regular minimum 7 pt, maximum 9 pt
(depending on information requirements)

“New Apostolic Church” in Arial Bold,
minimum 7 pt, maximum 9 pt



Examples

1 Regional Church

The Regional Church creates a detailed information area with contact details for each employee.

The return address above the recipient's address is always displayed without any additions (in this case "Switzerland").

Information in the footer can occupy up to four columns.

2 District/congregation

Add the name of the district or congregation next to the logo.

In the case of a district or a congregation, display only the date in the information area.

All contact and address details are included in the footer.



Examples

3 Ministers/Apostles

The name of the Regional Church is added next to the logo.

For ministers, the name (Arial Bold) and function, as well as direct contact details (telephone, mobile phone, email) are displayed in the information area.

The footer can also include the address of the Regional Church and, if applicable, a separate office address. If you need to accommodate more information, a maximum of four columns are possible.

4 Groups

The name of the Regional Church is added next to the logo.

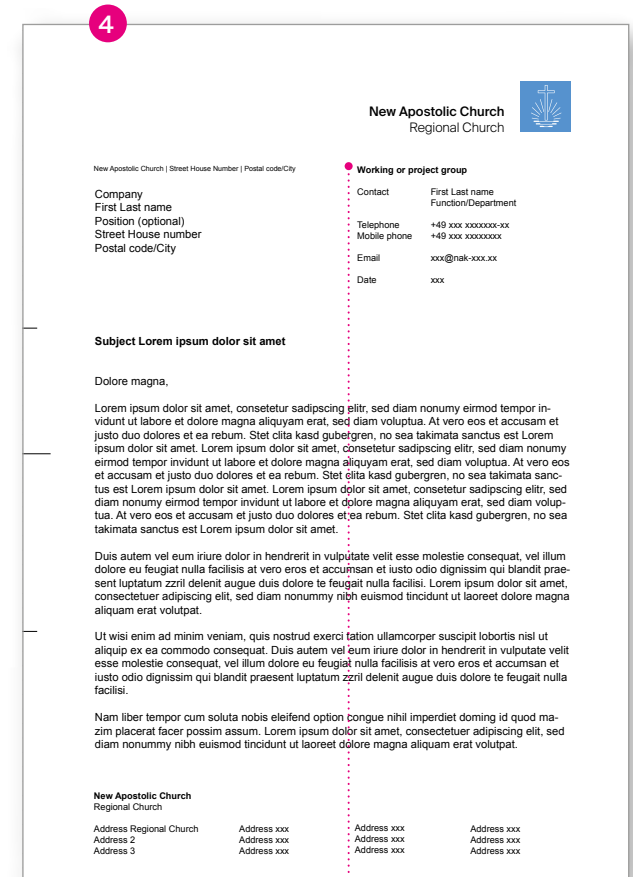
The name of the working or project group is displayed in the first line of the information area (Arial Bold).

The information area also displays the name and, if applicable, the function or department, as well as direct contact details (telephone, mobile phone, and email).

The footer can also include the address of the Regional Church and, if applicable, a separate office address. If you need to accommodate more information, a maximum of four columns are possible.



Arial Bold 9 pt



Arial Bold 9 pt

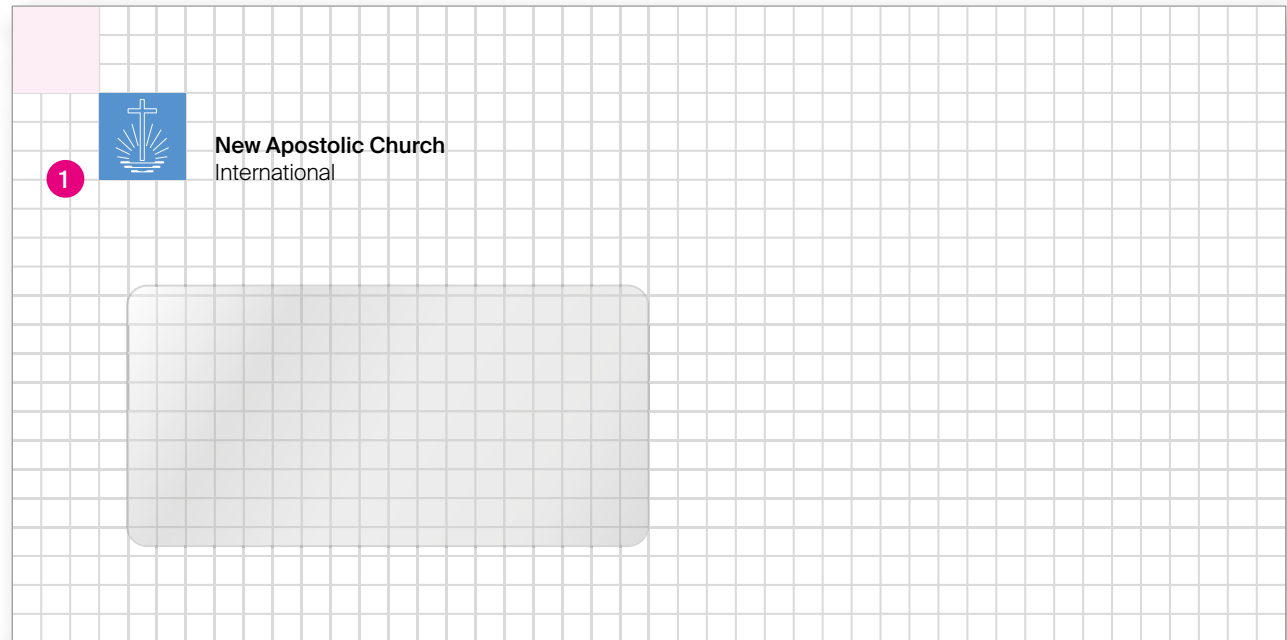
Envelopes DL size (220 x 110 mm)**Regional Church/district/congregation/organisational unit****1 Position of the logo**

Place the logo flush left, leaving a clearance area the size of the square = 15 mm to the top left edge of the envelope.

The name of the Regional Church, district, congregation, or even a group can be displayed in addition to New Apostolic Church.

2 Envelopes without windows

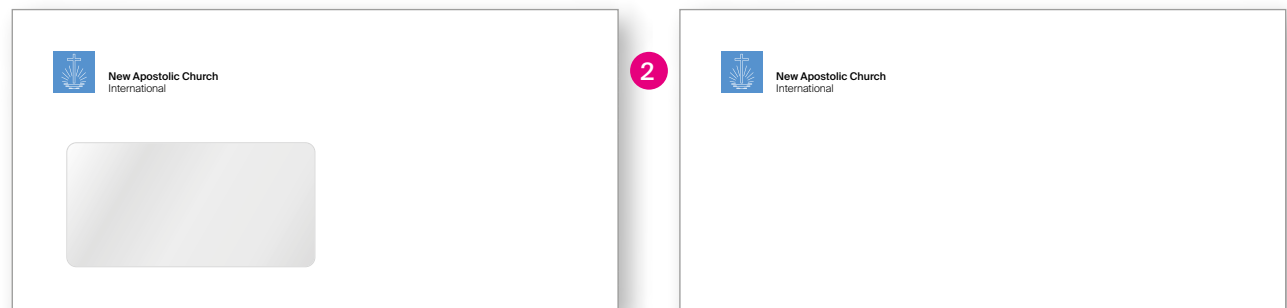
The sizes and dimensions apply to envelopes with and without windows.



C5

Envelopes C5 (229 x 162 mm)

For C5 envelopes in landscape or portrait format, the same specifications apply for the positioning and size of the logo (square = 15 mm, 15 mm clearance area to the top left edge of the envelope).



Download template:

<https://nak.org/styleguide>

Envelopes DL size (220 x 110 mm)
Regional Church with address

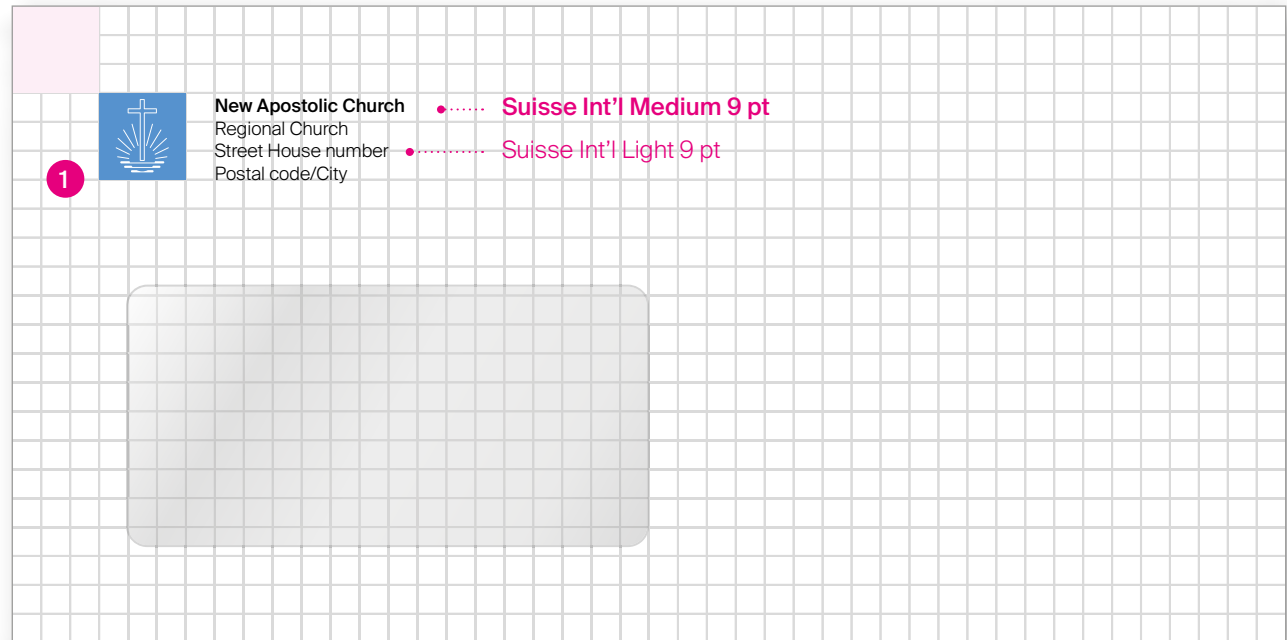
1 Position of the logo

Place the logo flush left, leaving a clearance area the size of the square = 15 mm to the top left edge of the envelope.

Use font size 9 pt and a line spacing of 11 pt for the address. "New Apostolic Church" in Suisse Int'l Medium, the name of the Regional Church (or congregation or district) in Suisse Int'l Light

2 Envelopes without windows

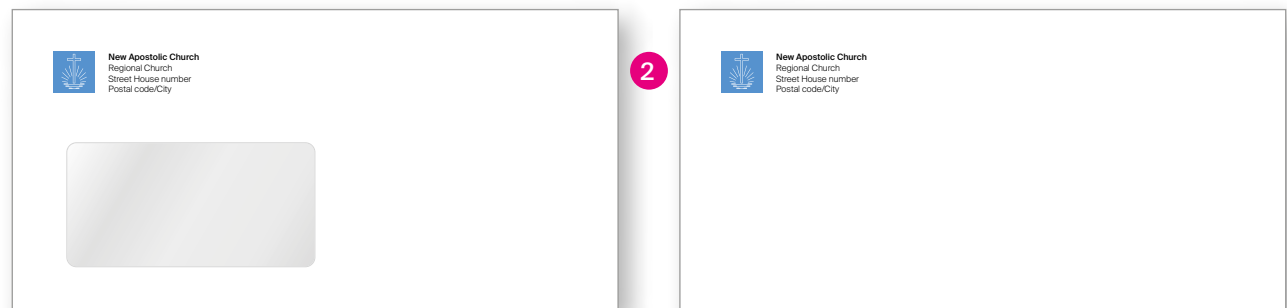
The sizes and dimensions apply to envelopes with and without windows.



C5

Envelopes C5 (229 x 162 mm)

For C5 envelopes in landscape or portrait format, the same specifications apply for the positioning and size of the logo (square = 15 mm, 15 mm clearance area to the top left edge of the envelope) and address.



Envelopes C4 (229 x 324 mm)**Regional Church/district/congregation/organisational unit****1 Position of the logo**

Place the logo flush left, leaving a clearance area the size of the square = 20 mm to the top left edge of the envelope.

The name of the Regional Church, district, congregation, or even a group can be displayed in addition to New Apostolic Church.

2 Envelopes without windows

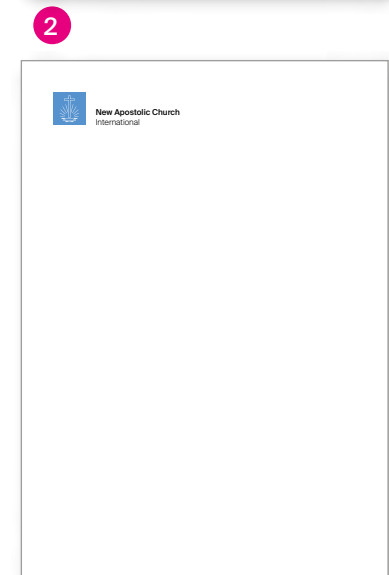
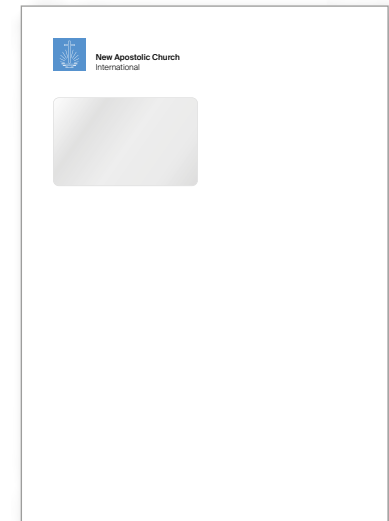
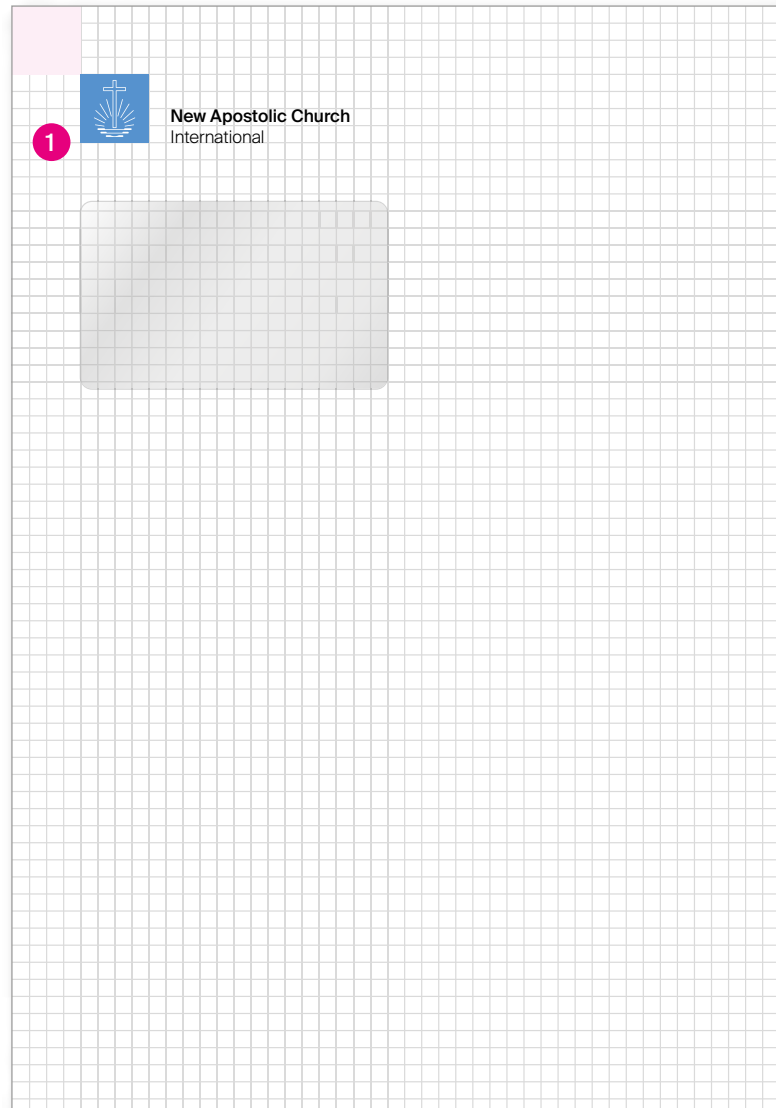
The sizes and dimensions apply to envelopes with and without windows.



For C4 envelopes in landscape format, the same specifications apply for the positioning and size of the logo, as well as for the typography of the address.

Download template:

<https://nak.org/styleguide>



Envelopes C4 (229 x 324 mm)

Regional Church with address

1 Position of the logo

Place the logo flush left, leaving a clearance area the size of the square = 15 mm to the top left edge of the envelope.

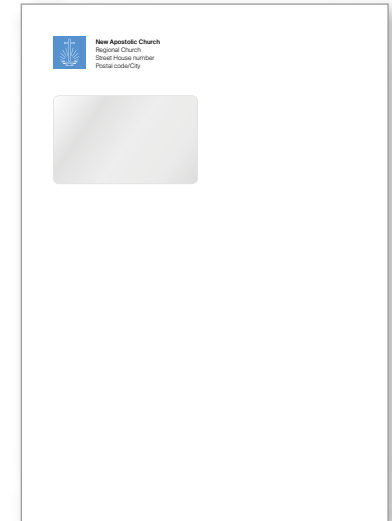
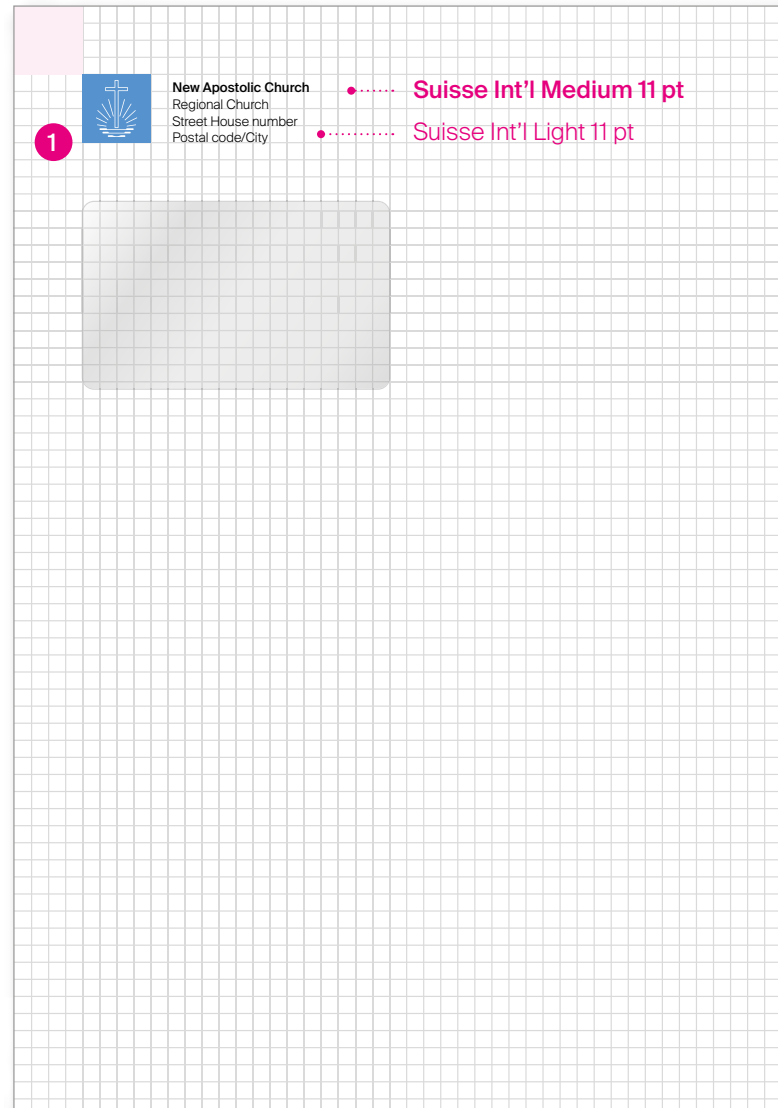
Use a font size of 11 points and a line spacing of 14 points for the address. “New Apostolic Church” in Suisse Int’l Medium, the name of the Regional Church (or congregation or district) in Suisse Int’l Light

2 Envelopes without windows

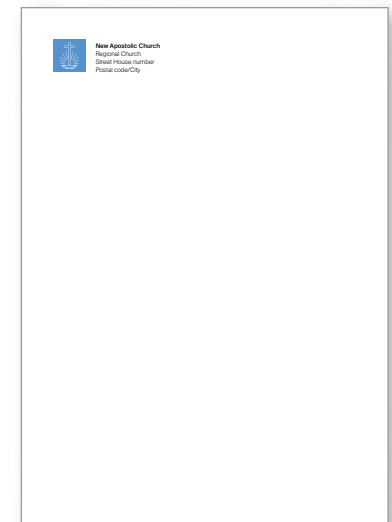
The sizes and dimensions apply to envelopes with and without windows.



For C4 envelopes in landscape format, the same specifications apply for the positioning and size of the logo, as well as for the typography of the address.



2



Business cards 85 x 55 mm

The basis for business cards is the layout grid with 5 mm units, beginning in the lower right corner.

Place the NAC logo in the upper right corner. The height of the logo is two units (= 10 mm). Due to the limited space, create a margin of maximum one unit (= 5 mm).

1 Name field

The name field begins at 20 mm and has a maximum height of 10 mm. Use Suisse Int'l Semi Bold, 9 pt. Additional information such as the job title, position, department, etc. is displayed on a maximum of two lines in Suisse Int'l Light, 8 pt font size.

2 Contact details: telephone and email

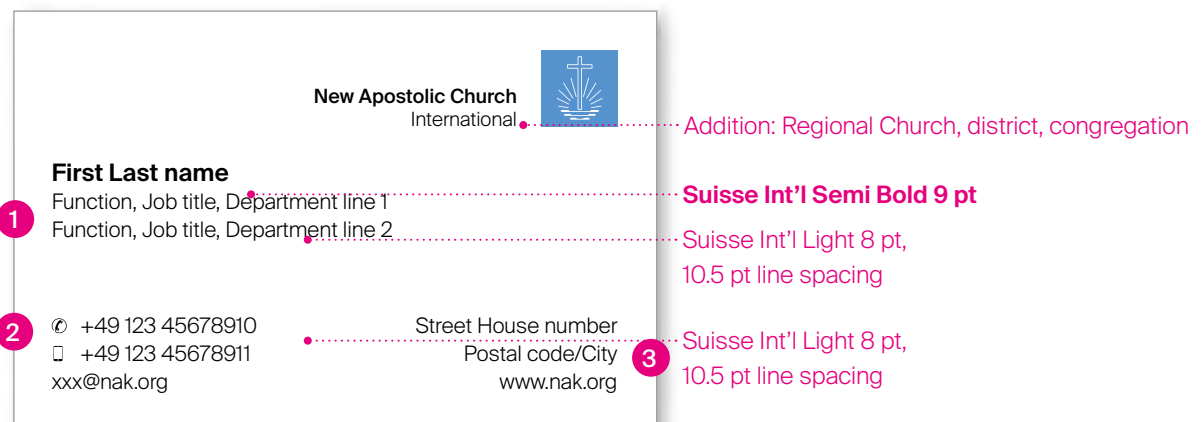
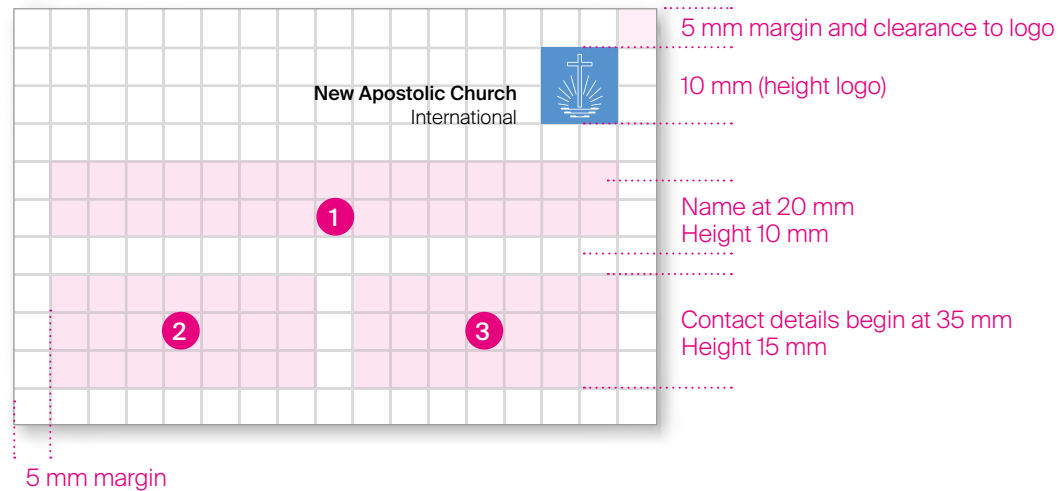
The contact field begins at 35 mm, height maximum 15 mm, and is always aligned flush with the bottom edge of the card.

Font: Suisse Int'l Light, 8 pt

Use internationally understandable phone and mobile phone icons.

3 Contact details: address and URL

Right-align the text in the contact field, based on the NAC logo at the top of the business card. Use the font Suisse Int'l Light 8 pt.



Download template:

<https://nak.org/styleguide>

Example business cards 85 x 55 mm

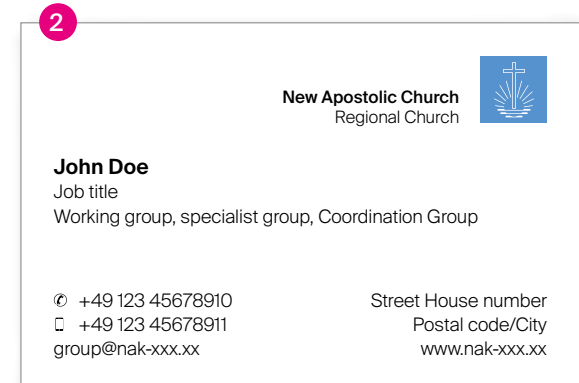
1 Regional Church/administration

2 Group

The logo displays the name of the Regional Church. The corresponding group (working group, specialist group, or Coordination Group) is added under the name.

3 District

4 Congregation



Poster design

The design of the posters is based on the layout grid, which is explained in detail in chapter 4.2. The size of the logo depends on the page layout:

Height of the logo:

A4: 4 units (= 20 mm)

A3: 6 units (= 30 mm)

A2: 8 units (= 40 mm)

A1: 11 units (= 55 mm)

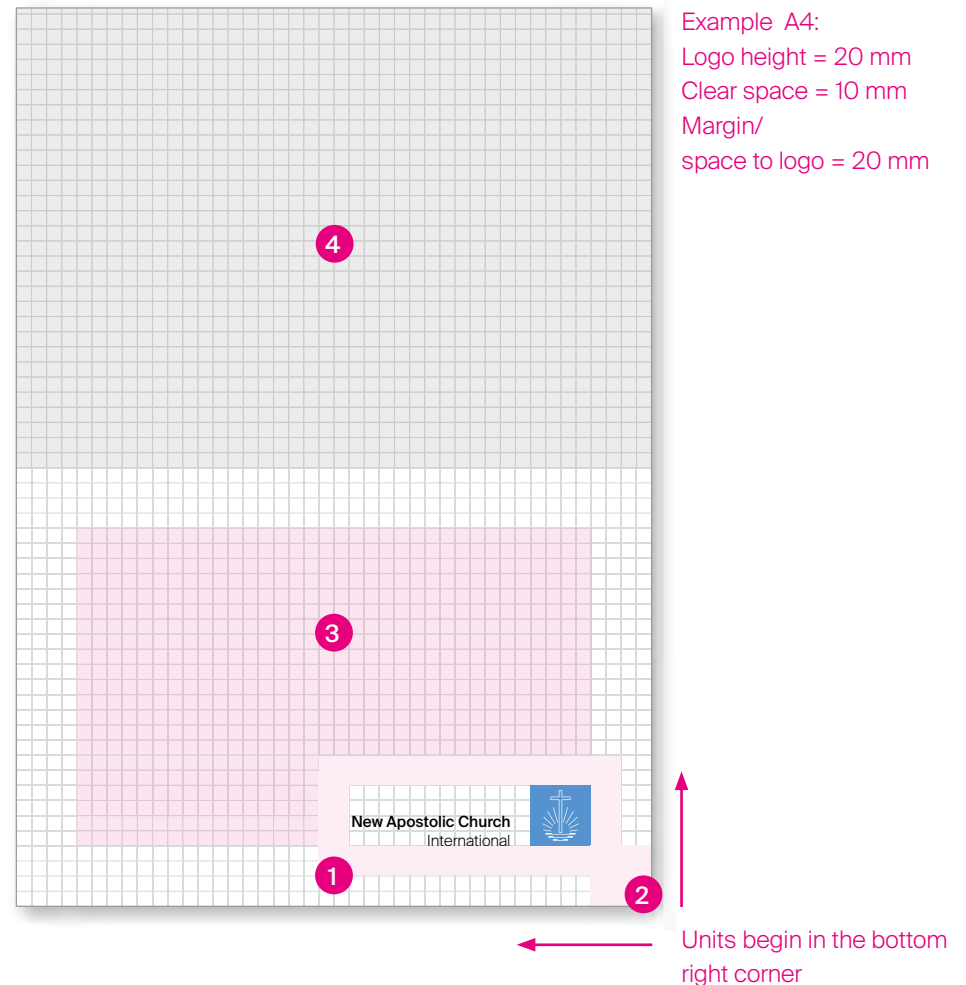
A0: 14 units (= 70 mm)

Fixed parameters for poster design are:

- 1 Position and clear space of the logo. The clear space is calculated as half the height of the logo.
- 2 Margin size is determined by the height of the logo, and also defines the 3 type area.
- 4 Image areas can be used in any aspect ratio on the layout grid and can be placed freely in the type area or in the bleed.

Download template:

<https://nak.org/styleguide>



A4 posters (210 x 297 mm): typography

The font sizes for posters serve as a guideline and should be used consistently as far as possible. As an exception, the font size can be changed to ensure a harmonious overall appearance.

1 **Headline**

Suisse Int'l Light, 32 pt, line spacing 38 pt
two lines if possible

2 **Date and location details**

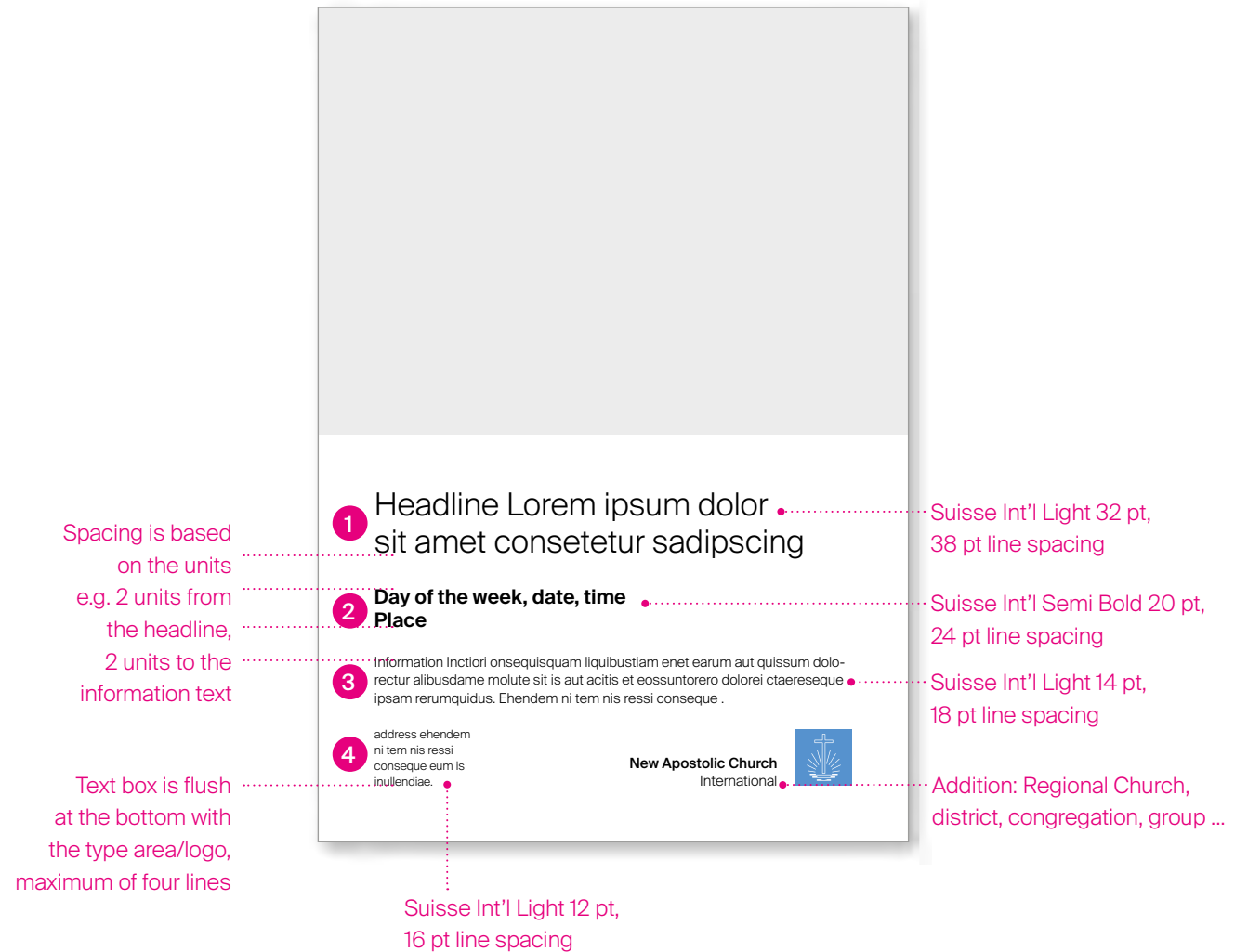
Suisse Int'l Semi Bold, 20 pt, line spacing 24 pt,
two lines if possible

3 **Information text**

Suisse Int'l Light, 14 pt, line spacing 18 pt
The information text field is variable. If there is more text, the image area of the poster can be varied.

4 **Address/additional information**

Suisse Int'l Light, 12 pt, line spacing 16 pt
The text box is flush at the bottom with the type area and contains a maximum of four lines .



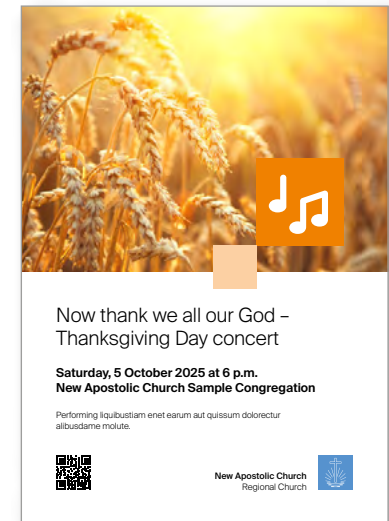
A4 poster design: examples

When designing posters, you can freely arrange the elements within the layout grid (see chapter 4.2). Ensure that the typography is balanced.

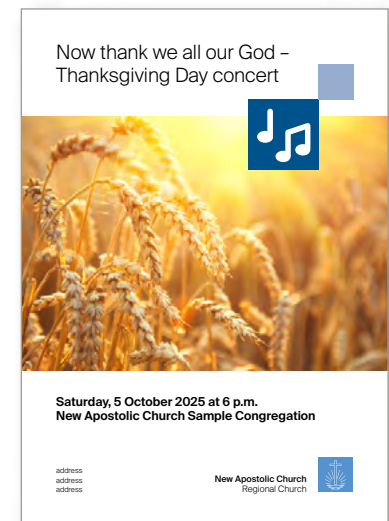
The logo is fixed and may not be changed in size or position. The same applies to the clear space and type area.

The following examples show the playful use of images, image collages, and decorative symbols (see chapter 4.3).

Example of images in the top bleed



Examples of headlines above the image frame

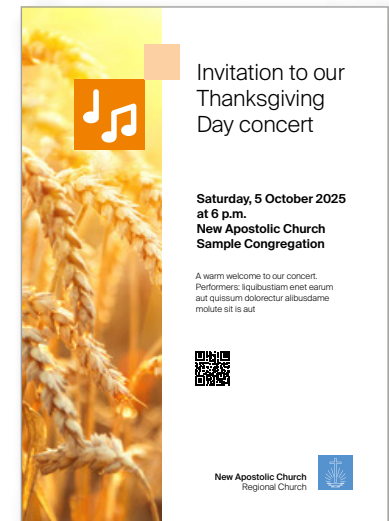


A4 poster design: examples

Examples of image collages

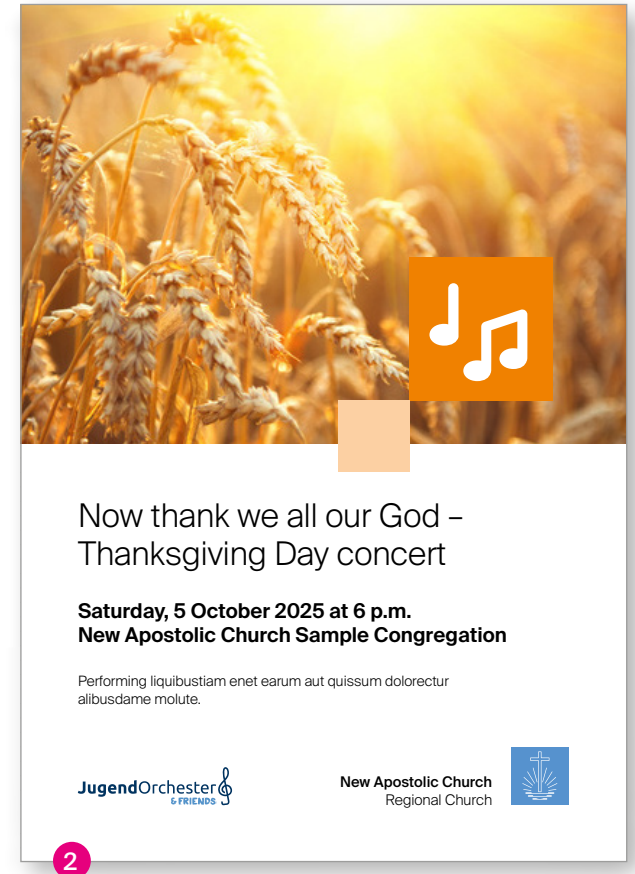


Examples of a focal image in a portrait format



A4 poster design: examples

- 1 If required, a QR code can be placed on the poster for further information. This should be placed in the address field area if possible.
- 2 Partner logos for events such as fundraising campaigns or concerts (logo of the choir/orchestra) should also be placed in the address/additional information field.



A3 posters (297 x 420 mm): dimensions and typography

The page margin and size of the logo are based on the A3 design grid:

Logo height = 30 mm (6 units)

Margin/space between logo and margin = 30 mm

Clear space = 15 mm

1 Headline

Suisse Int'l Light, 44 pt, line spacing 52 pt, two lines if possible

2 Date and location details

Suisse Int'l Semi Bold, 28 pt, line spacing 34 pt, two lines if possible

3 Information text

Suisse Int'l Light, 18 pt, line spacing 24 pt

The information text field is variable. If there is more text, the image area of the poster can be varied.

4 Address/additional information

Suisse Int'l Light, 16 pt, line spacing 22 pt

The text box is flush at the bottom with the type area and contains a maximum of four lines.

Example A3:

Logo height = 30 mm

Clear space = 15 mm

Margin/

space between logo and

margin = 30 mm

The diagram shows a poster layout with four numbered callouts:

- 1** Headline: "Headline Lorem ipsum dolor sit amet consetetur sadipscing". Callout: "Spacing is based on the units, e.g. 3 units from the headline, 2 units to the information text".
- 2** Day of the week, date, time Place. Callout: "Suisse Int'l Semi Bold 28 pt, 34 pt line spacing".
- 3** Information text: "Information Inctiori onsequisquam liquibustiam enet earum aut quissum dolorectur alibusdame molute sit is aut acitis et eossuntorero dolorei ctaereseque ipsam rerumquidus. Ehendem ni tem nis ressi consequ eum is inullendiae." Callout: "Suisse Int'l Light 18 pt, 24 pt line spacing".
- 4** Address/additional information: "address Ehendem ni tem nis ressi consequ eum is inullendiae." Callout: "Text box is flush at the bottom with the type area/logo, maximum of four lines".

Additional callouts on the right side:

- Callout 1: "Suisse Int'l Light 44 pt, 52 pt line spacing"
- Callout 2: "Suisse Int'l Semi Bold 28 pt, 34 pt line spacing"
- Callout 3: "Suisse Int'l Light 18 pt, 24 pt line spacing"
- Callout 4: "Addition: Regional Church, district, congregation, group ..."
- Bottom callout: "Suisse Int'l Light 16 pt, 22 pt line spacing"

Four-panel folded leaflet: design

The height of the logo and the margins are 2.5 units = 12.5 mm in order to make optimum use of the space on the long format.


Logo height = 12.5 mm (2.5 units)

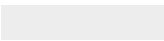
Margin/space between logo and margin = 12.5 mm

Clear space = 6.25 mm

Fixed parameters for leaflet design are:

- 1 Position and clear space of the logo on the front cover. The clear space is calculated as half the height of the logo.
- 2 Margin size is determined by the height of the logo, and also defines the 3 type area.
- 4 Image areas can be used in any aspect ratio on the layout grid and can be placed freely in the type area or in the bleed.
- 5 The back panel is reserved for contact details, the URL, and any further information. The text should be left aligned.

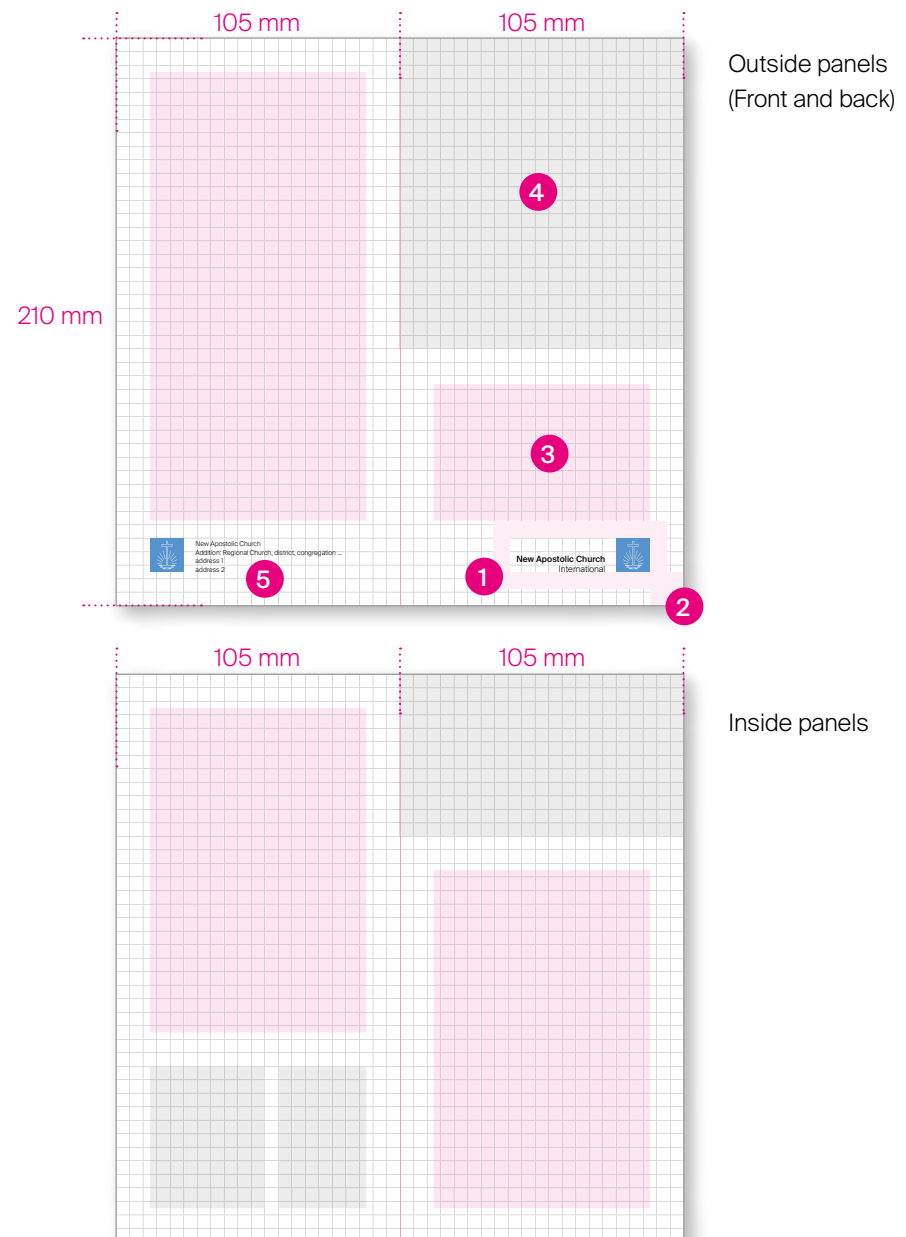
 Text boxes

 Image or coloured backgrounds

*DL size = dimension lengthwise

Download template:

<https://nak.org/styleguide>



Four-panel folded leaflet: typography

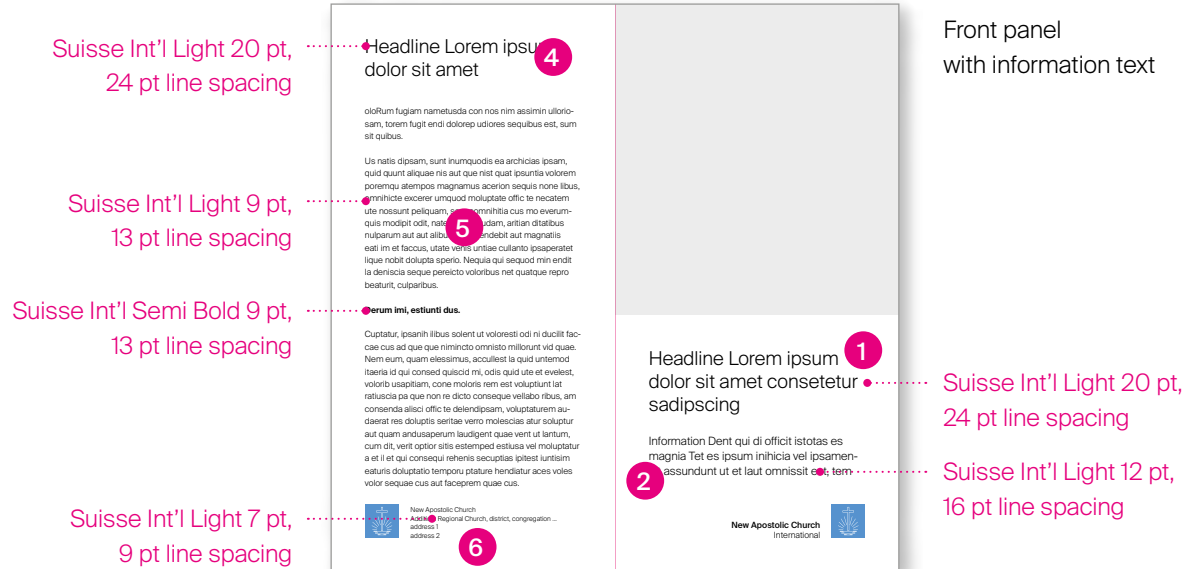
The font sizes for folded leaflets serve as a guideline and should be used consistently as far as possible. As an exception, the font size of the headlines can be changed to ensure a harmonious overall appearance. The body text should always remain consistent.

- 1 Front panel headline**
Suisse Int'l Light, 20 pt, line spacing 24 pt
- 2 Front panel information text (optional)**
Suisse Int'l Light, 12 pt, line spacing 16 pt
The information text field is variable. If there is more text, the image area can be varied.
- 3 Front panel date and location (optional)**
Suisse Int'l Semi Bold, 12 pt, line spacing 16 pt

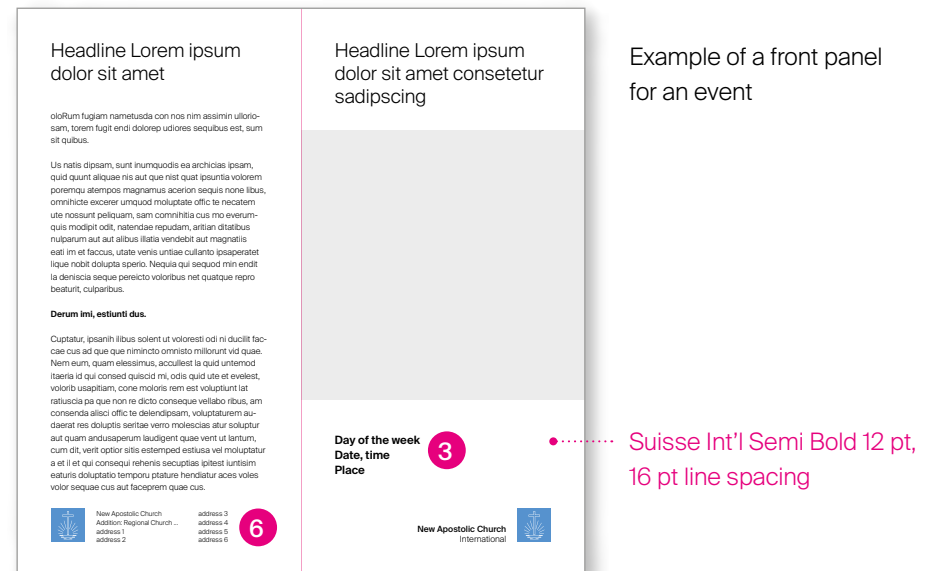
- 4 Back panel (+ inside panels) headline**
Suisse Int'l Light, 20 pt, line spacing 24 pt

- 5 Body text**
Suisse Int'l Light, 9 pt, line spacing 13 pt
Highlighting or subheadings in Suisse Int'l Semi Bold

- 6 Address/additional information**
Suisse Int'l Light, 7 pt, line spacing 9 pt
The text box is flush at the bottom with the type area and contains a maximum of four lines.
If you need to accommodate more information, you can add a second column.



Front panel with information text



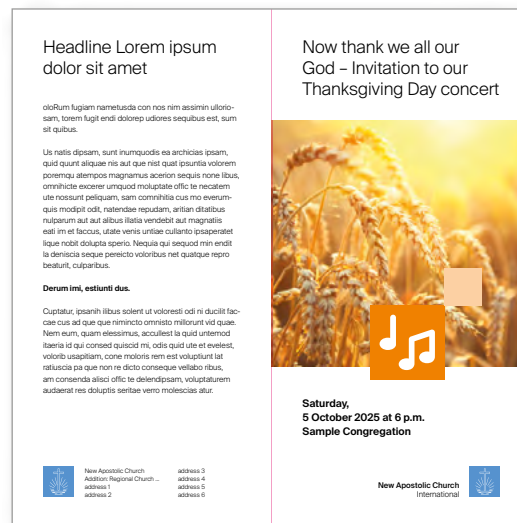
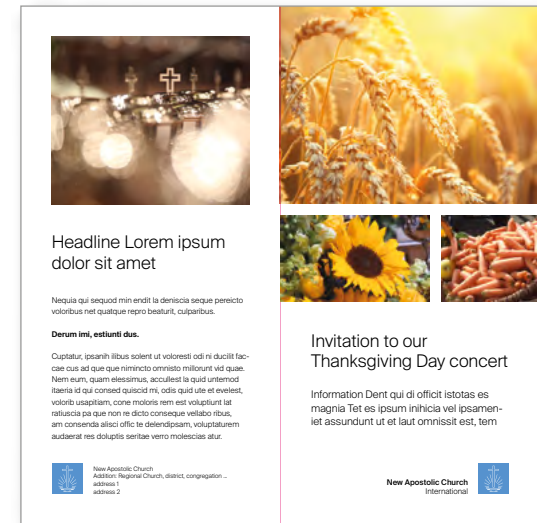
Example of a front panel for an event

Four-panel folded leaflet: front and back panels

When designing leaflets, you can freely arrange the elements within the layout grid (see chapter 4.2). Ensure that the typography is balanced.

The logo is fixed and may not be changed in size or position. The same applies to the clear space and type area.

The following examples show the playful use of images, image collages, and decorative symbols (see chapter 4.3).



Four-panel folded leaflet: inside panels

1 Displayed lists

Use an indent of 5 mm (= 1 unit) for displayed lists. And use a square bullet point, size 2 x 2 mm. You can use a colour (for example, NAC blue, but also a secondary colour). Please use only one additional colour per medium.

Headline Lorem ipsum dolor sit amet

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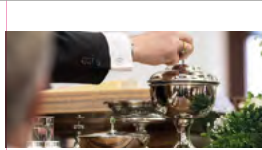


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Headline Lorem ipsum dolor sit amet

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Headline Lorem ipsum dolor sit amet

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Six-panel folded leaflet: design

When designing a folded DL size leaflet, the size of the logo and the type area deviate from the layout grid.

The height of the logo and the margins are
 2.5 units = 12.5 mm in order to make optimum use of the space on the long format.


Logo height = 12.5 mm (2.5 units)

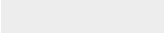
Margin/space between logo and margin = 12.5 mm

Clear space = 6.25 mm

Fixed parameters for leaflet design are:

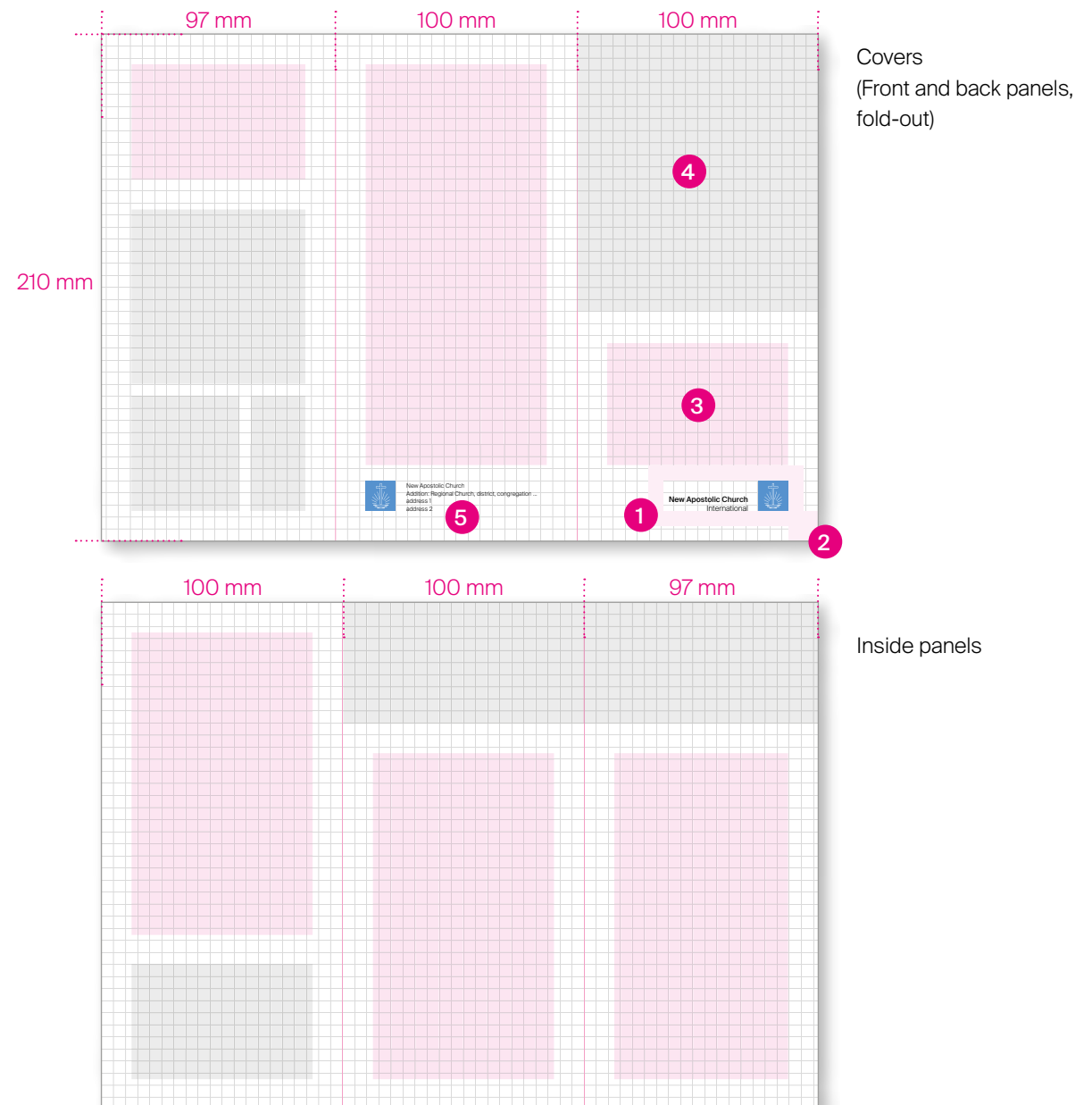
- 1 Position and clear space of the logo on the front panel. The clear space is calculated as half the height of the logo.
- 2 Margin size is determined by the height of the logo, and also defines the 3 type area.
- 4 Image areas can be used in any aspect ratio on the layout grid and can be placed freely in the type area or in the bleed.
- 5 The back panel is reserved for contact details, the URL, and any further information. The text should be left aligned.

 Text boxes

 Image areas or coloured backgrounds

Download template:

<https://nak.org/styleguide>



Six-panel folded leaflet: typography

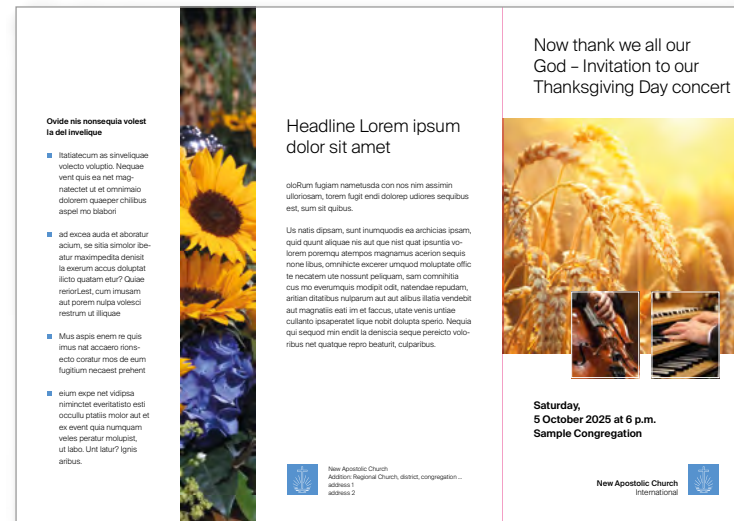
For typography see four-panel folded leaflet, page 42

Examples of front and back panels with a fold-out

When designing leaflets, you can freely arrange the elements within the layout grid (see chapter 4.2). It is important to ensure that the typography is balanced.

The logo is fixed and may not be changed in size or position. The same applies to the clear space and type area.

The following examples show the playful use of images, image collages, and decorative symbols (see chapter 4.3). Ideas for further designs can be found on pages 43–44 describing the four-panel folded leaflet.



Six-panel folded leaflet: examples of inside panels

Ideas for further designs can be found on pages 43–44 describing the four-panel folded leaflet.

Headline Lorem ipsum dolor sit amet


eloRum fugiam nametauda con nos nim assimin uliorissam, torem fugi endi dolorep uliores sequibus est, sum sit quibus.


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Headline Lorem ipsum dolor sit amet

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Derum imi, estlanti dus


Cuptatur, ipsamh libbus solent ut voloresti odii ni duallit faciae cui ad que nimirco ornato mitorunt vid quae. Nem eum, quam eleessimus, acculest la quid untemod itaia id qui conseed quisoid mi, odis quid ute et evelest.

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Headline Mus aspis enem re quis imus nat accaero rionsecto

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Ovide nis nonsequa volest la del invelique

ini imodi odii is atii dem. Vlatem quatio vent voluplam als essit as quodior umquam dolupit agoodi ornolorem. Nequibust quat tant odiae.

A5 brochure (148 x 210 mm): design

The design of the brochures is based on the layout grid, which is explained in detail in chapter 4.2. The size of the logo depends on the page layout:

Logo height = 15 mm (3 units)

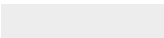
Margin/space between logo and margin = 15 mm

Clear space = 7.5 mm

Fixed parameters for brochure design are:

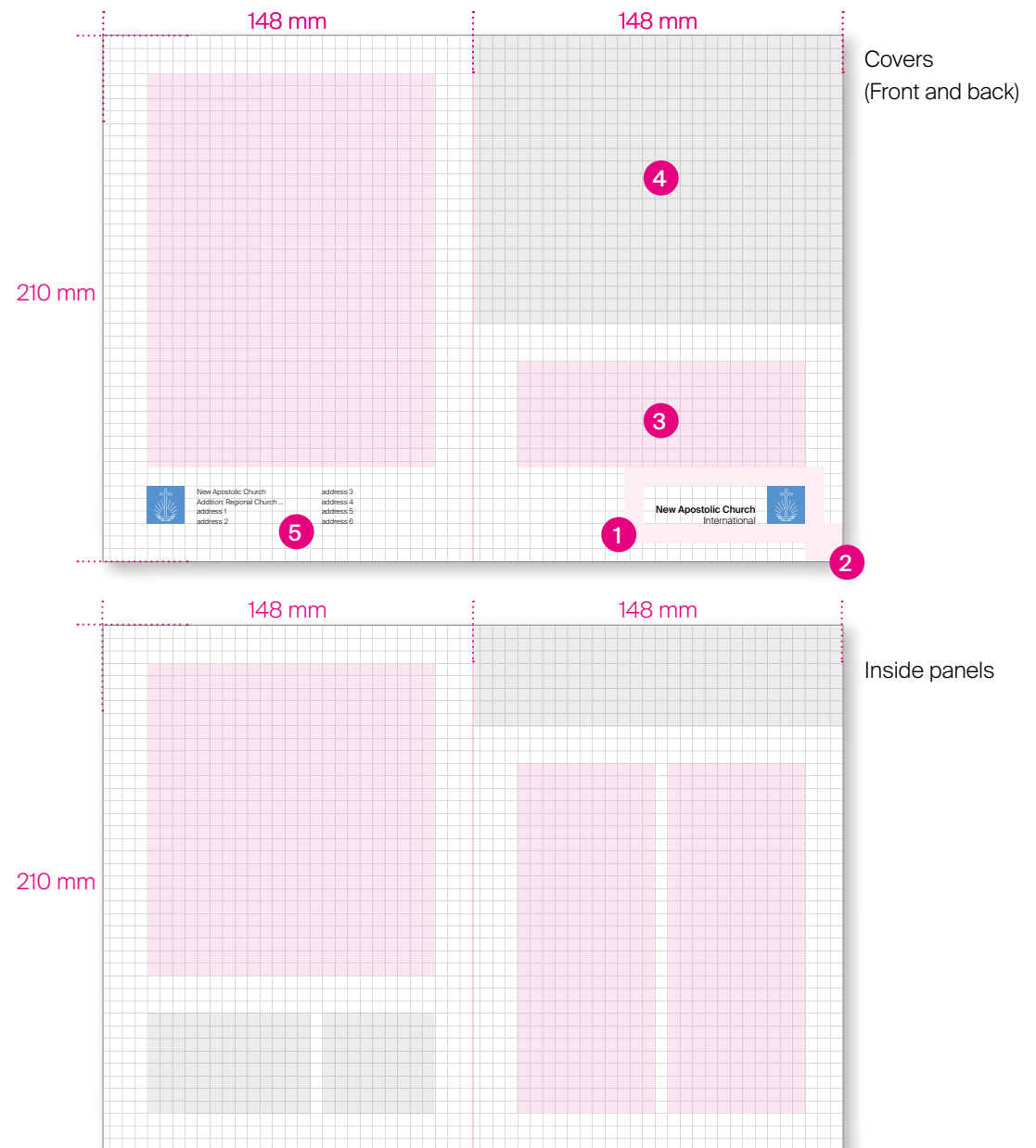
- 1 Position and clear space of the logo on the front cover. The clear space is calculated as half the height of the logo.
- 2 Margin size is determined by the height of the logo and also defines the 3 type area.
- 4 Image areas can be used in any aspect ratio on the layout grid and can be placed freely in the type area or in the bleed.
- 5 The back panel is reserved for contact details, the URL, and any further information. The text should be left aligned. A maximum of two columns is possible.

 Text boxes

 Image areas or coloured backgrounds

Download template:

<https://nak.org/styleguide>



A5 brochure: typography

The font sizes for brochures serve as a guideline and should be used consistently as far as possible. As an exception, the font size of the headlines can be changed to ensure a harmonious overall appearance. The body text should always remain consistent.

1 Front cover headline

Suisse Int'l Light, 24 pt, line spacing 28 pt

2 Front cover information text (optional)

Suisse Int'l Light, 12 pt, line spacing 16 pt

3 Front cover date and location (optional)

Suisse Int'l Semi Bold, 16 pt, line spacing 20 pt

4 Back cover (+ inside panels) headline

Suisse Int'l Light, 24 pt, line spacing 28 pt

5 Body text

Suisse Int'l Light, 9 pt, line spacing 13 pt

Highlighting or subheadings in Suisse Int'l Semi Bold

6 Address/additional information

Suisse Int'l Light, 8 pt, line spacing 11 pt. The text box is flush at the bottom with the type area and contains a maximum of four lines. If you need to accommodate more information, you can add a second column.

7 Displayed lists

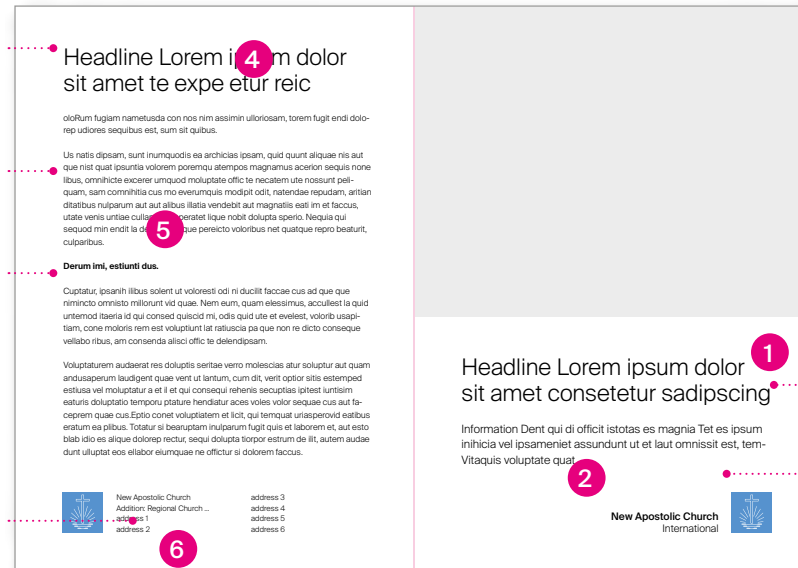
Use an indent of 5 mm (= 1 unit) for displayed lists. Use a square bullet point, size 2 x 2 mm, colour NAC blue.

Suisse Int'l Light 24 pt,
28 pt line spacing

Suisse Int'l Light 9 pt,
13 pt line spacing

Suisse Int'l Semi Bold 9 pt,
13 pt line spacing

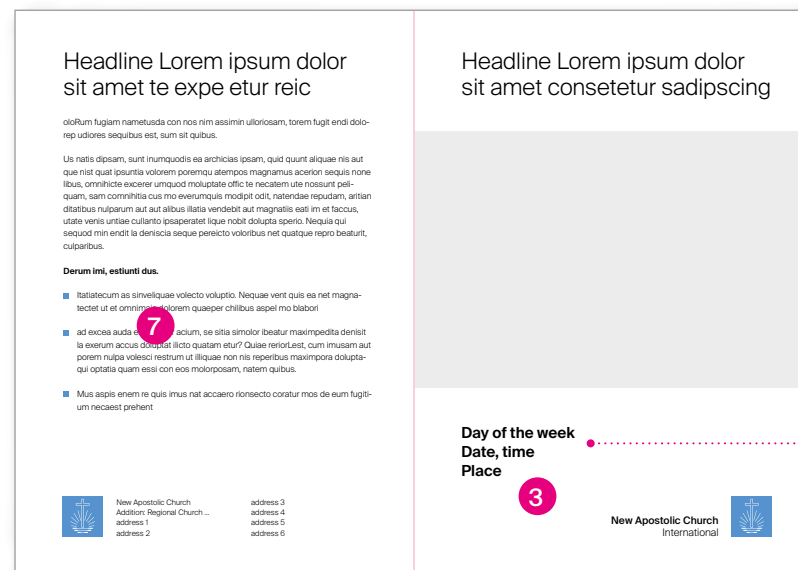
Suisse Int'l Light 8 pt,
11 pt line spacing



Front cover with information text

Suisse Int'l Light 24 pt,
28 pt line spacing

Suisse Int'l Light 12 pt,
16 pt line spacing



Example of a front cover for an event

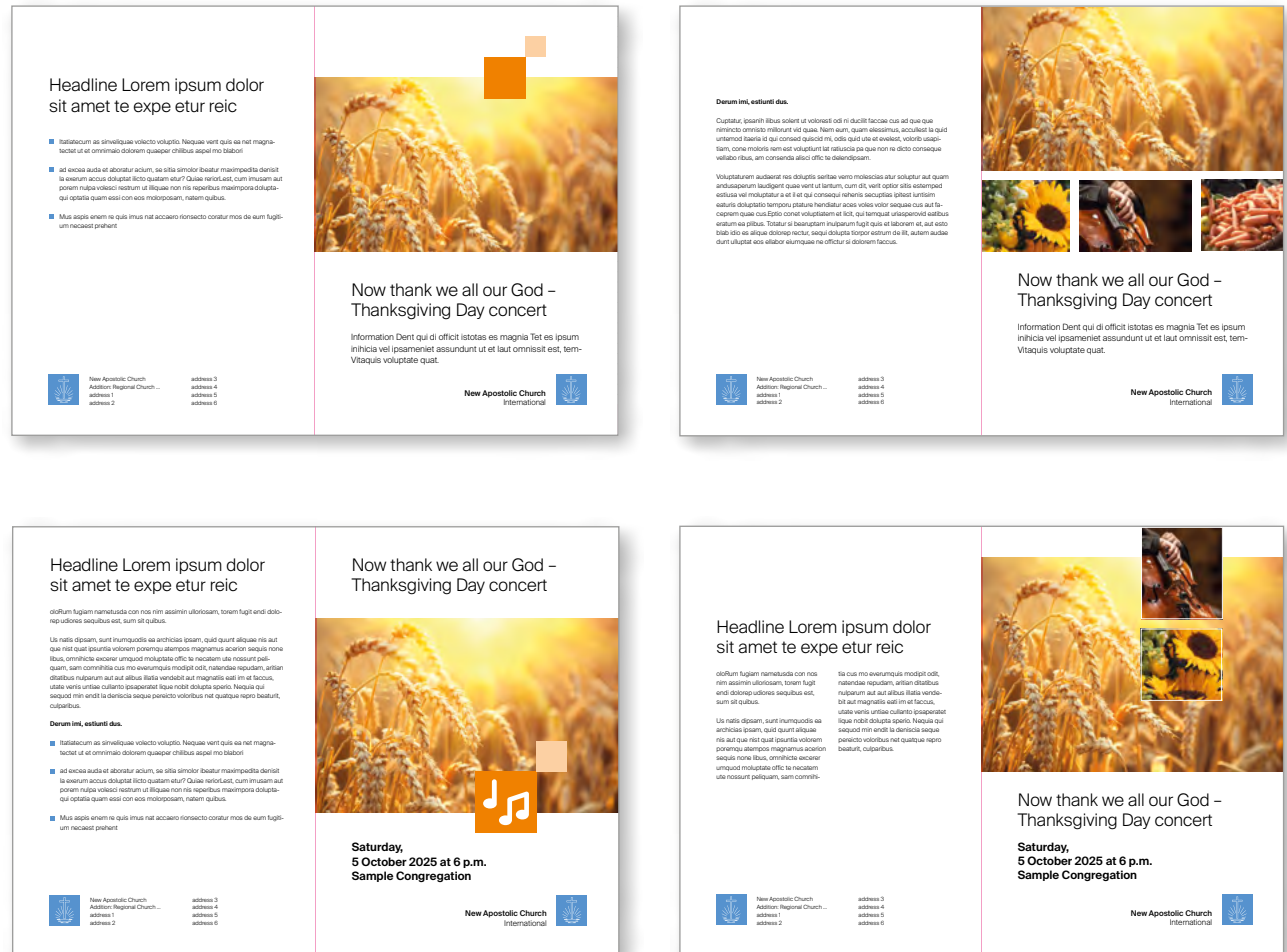
Suisse Int'l
Semi Bold 16 pt,
20 pt line spacing

A5 brochure: examples of front and back covers

When designing brochures, you can freely arrange the elements within the layout grid (see chapter 4.2). It is important to ensure that the typography is balanced.

The logo is fixed and may not be changed in size or position. The same applies to the clear space and type area.

The following examples show the playful use of images, image collages, and decorative symbols (see chapter 4.3).



A5 brochure: examples of inside panels

1 Two-column body text

In brochures, body text can be displayed in a two-column layout. This greatly improves readability, especially for larger amounts of text. The text blocks should be aligned with the left margin, creating a ragged right edge. The spacing between the text blocks is 5 mm for A5 format.



Nequi iumet, aut voloria spitendis aliquunt quo odist

Bere es aliqui cupit min ne es inrupa nis dorum essequi odum ea voluta eptur? Fictaque rim entur resto et ea idus do-
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**Bere es aliqui cupit min ne es inrupa nis dorum essequi odum ea voluta eptur? Fictaque rim entur resto et ea idus do-
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 sam se evenda veritatem. Onaque
 isam, nullifera testa it qui dolumm
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 ligret is surto isam, etus.**

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Nequi iumet, aut voloria spitendis aliquunt quo

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 bilitate.

■ **Et ancia adit abdotur adit,**
 re gita simtor beaur maupodi.

A4 brochure (210 x 297 mm): design

The design of the posters is based on the layout grid, which is explained in detail in chapter 4.2. The size of the logo depends on the page layout:

Logo height = 20 mm (4 units)

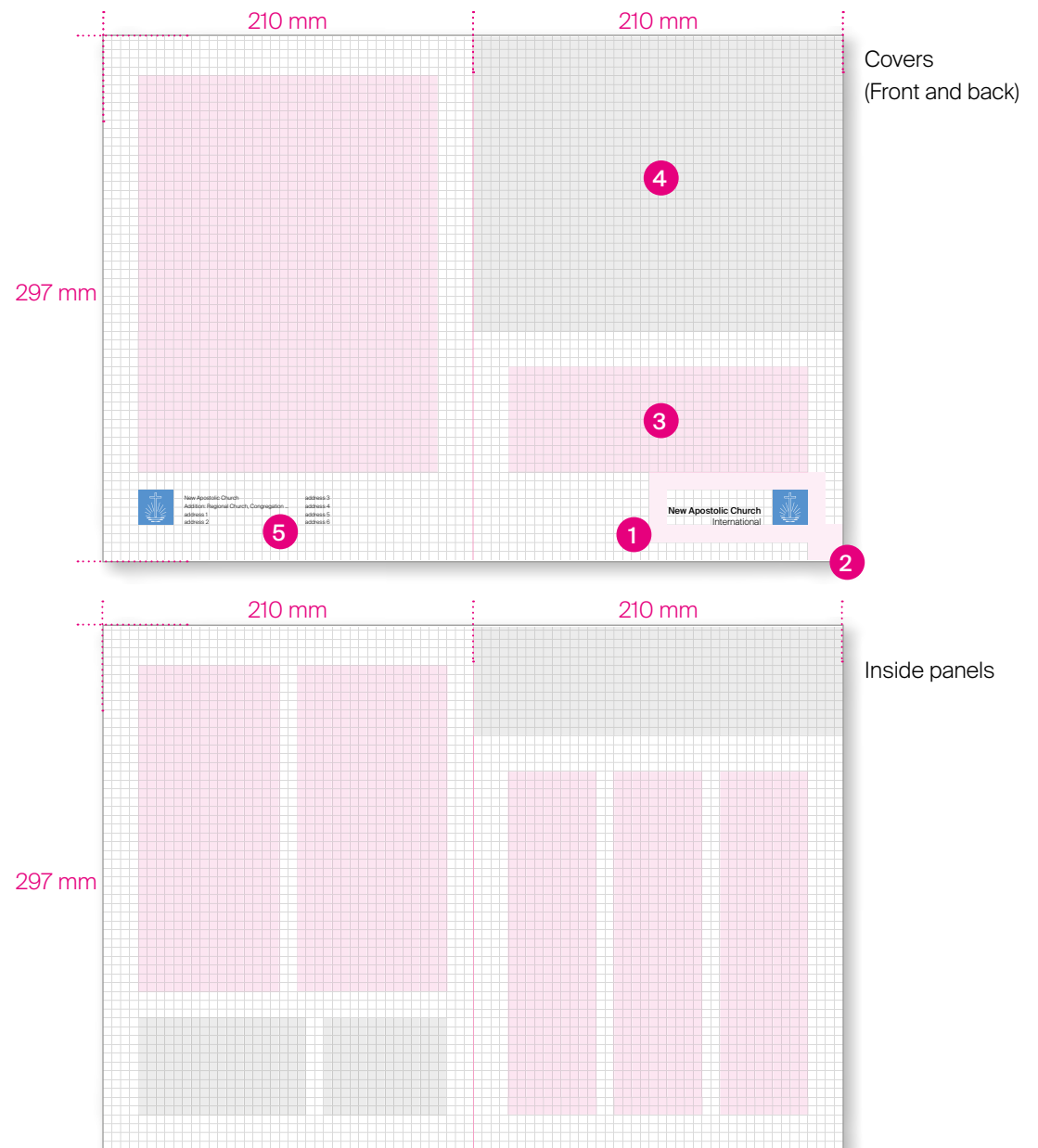
Margin/space between logo and margin = 20 mm

Clear space = 10 mm

Fixed parameters for brochure design are:

- 1 Position and clear space of the logo on the front. The clear space is determined by the size of the logo; half of the height of the logo.
- 2 Margin size is determined by the height of the logo, and also defines the 3 type area.
- 4 Image areas can be used in any aspect ratio on the layout grid and can be placed freely in the type area or in the bleed.
- 5 The back cover is reserved for contact details, the URL, and any further information. The text should be left aligned. A maximum of two columns is possible.

Text boxes
 Image areas or coloured backgrounds



A4 brochure: typography

The font sizes should be used consistently as far as possible. As an exception, the font size of the headlines can be changed. The body text should always remain consistent.

1 Front cover headline

Suisse Int'l Light, 34 pt, line spacing 40 pt

2 Front cover information Infotext (optional)

Suisse Int'l Light, 18 pt, line spacing 24 pt

The information text field is variable. If there is more text, the image area can be varied.

3 Front cover date and location (optional)

Suisse Int'l Semi Bold, 24 pt, line spacing 28 pt

4 Back cover (+ inside panels) headline

Suisse Int'l Light, 34 pt, line spacing 40 pt

5 Body text

Suisse Int'l Light, 9 pt, line spacing 13 pt

Highlighting in Semi Bold, subheadings in

Suisse Int'l Semi Bold 11 pt

6 Address/additional information

Suisse Int'l Light, 9 pt, line spacing 13 pt

The text box is flush at the bottom with the type area and contains a maximum of four lines.

If you need to accommodate more information, you can add a second column.

Sample pages for A4 see A5 brochure

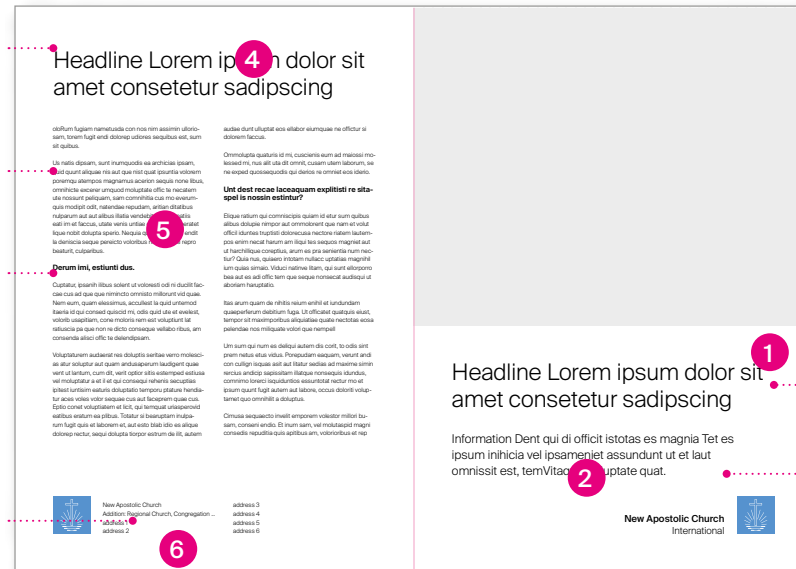
Pages 50 to 11

Suisse Int'l Light 34 pt,
40 pt line spacing

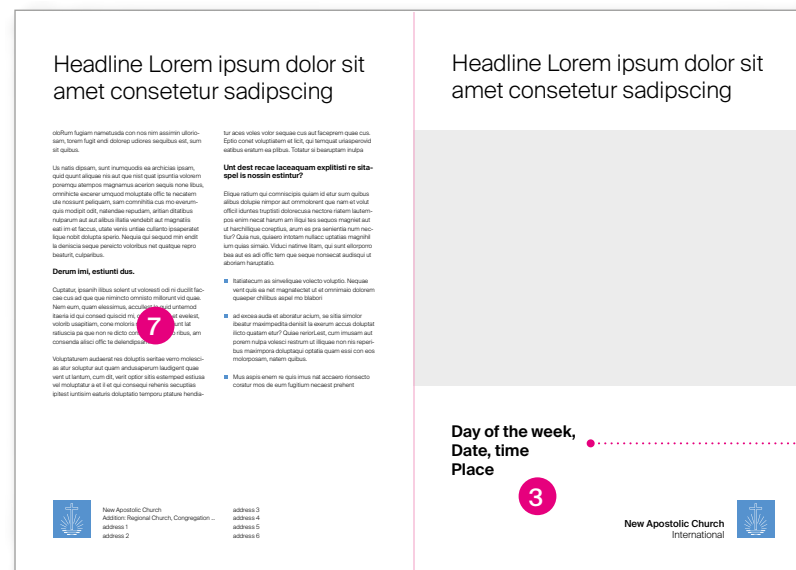
Suisse Int'l Light 9 pt,
13 pt line spacing

Suisse Int'l Semi Bold 11 pt,
13 pt line spacing

Suisse Int'l Light 9 pt,
13 pt line spacing



Front cover with information text



Example of a front cover for an event

A5 congregation leaflet (148 x 210 mm): design

The design of the congregation leaflet is based on the A5 brochure. Unlike the brochure, the congregation leaflet has been designed in Word using Arial font to enable all congregations to create their own information leaflets.

The size of the logo depends on the page layout:

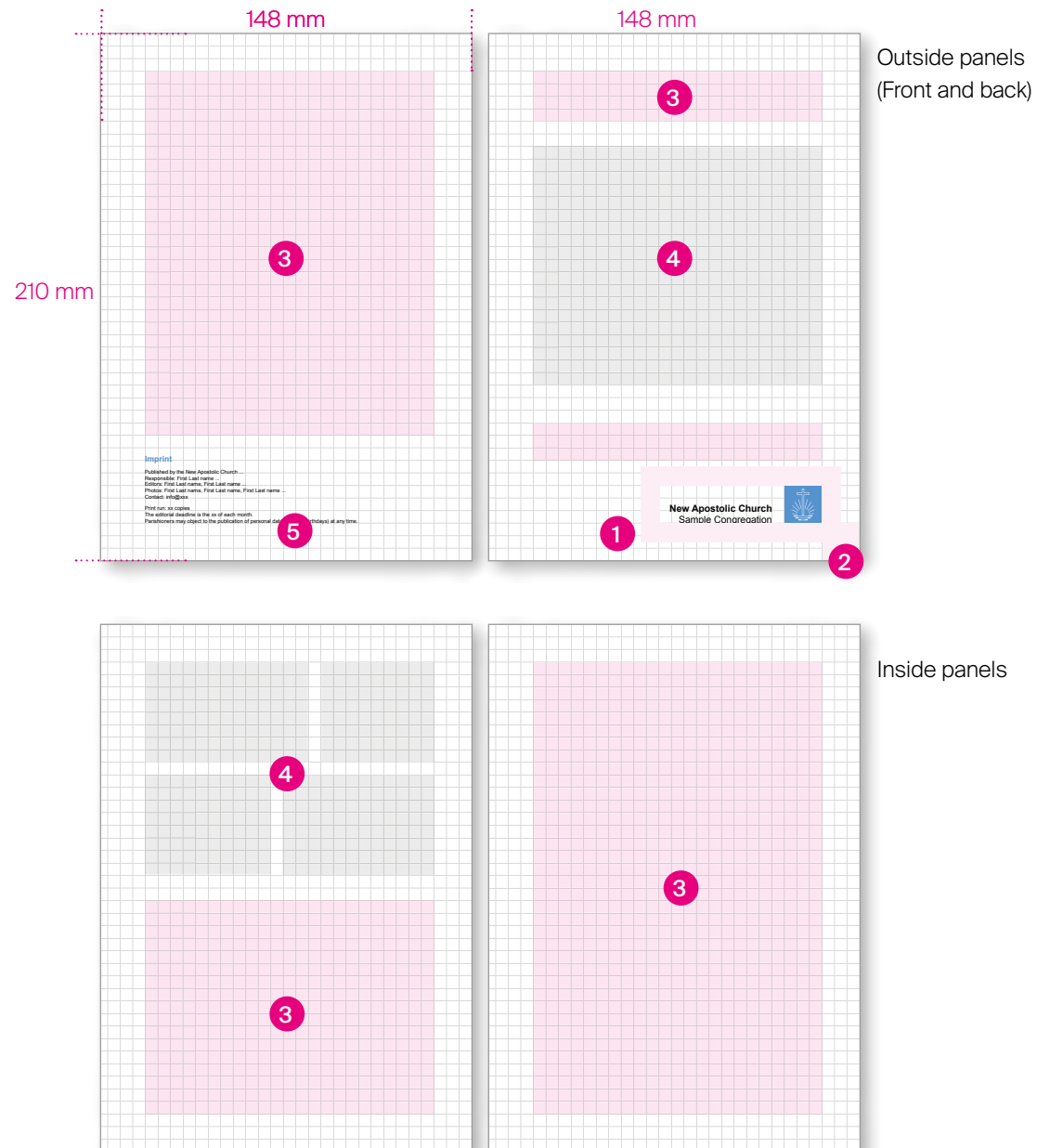
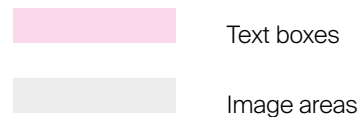
Logo height = 15 mm (3 units)

Margin/space between logo and margin = 15 mm

Clear space = 7.5 mm

Fixed parameters for the congregation leaflet design are:

- 1 Position and clear space of the logo. The clear space is determined by the size of the logo; half of the height of the logo.
- 2 Margin size is determined by the height of the logo, and also defines the 3 type area.
- 4 Image areas should not extend into the bleed so that the flyers can easily be printed at home.
- 5 A brief imprint is positioned on the back cover.



A5 leaflet (148 x 210 mm): typography and sample pages

The font sizes for congregation leaflets should be used consistently. As an exception, the font size of the headline can be changed to ensure a harmonious overall appearance. The body text should always remain consistent.

1 Headline (Front and back panels + inside panels)

Arial Regular, 24 pt, line spacing 28 pt

2 Front cover information, e.g. month

Arial Bold, 16 pt, line spacing 20 pt

3 Body text

Arial Regular, 9 pt, line spacing 13 pt

Optional highlighting or subheadings in Arial Bold

4 Tables

Arial Regular, 9 pt, line spacing 13 pt

To separate the individual rows, use a solid line in NAC blue, 0.75 pt

5 Imprint

Headings are set in Arial Bold, 9 pt, line spacing 11 pt, colour NAC blue, information in Arial Regular, 6 pt, line spacing 7.2 pt.

Download for a Word template of the congregation leaflet:

<https://nak.org/styleguide>

Arial Regular 9 pt,
13 pt line spacing
Solid line 0.75 pt
NAC blue

Arial Bold 9 pt,
11 pt line spacing
NAC blue

Arial Regular 6 pt,
7.2 pt line spacing


Arial Regular 9 pt,
13 pt line spacing

October birthdays

Loren, Astrid	2 October	Lehmann, Andreas	21 October
Foerster, Ralf	4 October	Hahn, Albert	21 October
Frank, Rita	5 October	Krause, Bernd	22 October
Müller, Isolde	05 October	Huber, Birgit	23 October
Albrecht, G.	06 October	Berger, Rosi	23 October
Schmidt, G.	09 October	Stein, Benjamin	25 October
Majer, Justus	10 October	Riedel, Harald	26 October
Martin, Birgit	12 October	Eckert, Joy	26 October
Schmitz, Arndt	14 October	Petersen, Isabell	26 October
Gundlach, Martin	14 October	Baier, Maria	26 October
Becker, Michaela	15 October	Held, Susanne	26 October
Skisibowski, Annette	16 October	Renner, Sandra	27 October
Friedrich, Mark	16 October	Kohl, Yvonne	27 October
Weber, Jennifer	16 October	Hausen-Klose, Bertold	28 October
Krautwurm, Gitta	17 October	Engelmann, Sabine	29 October
Neumann, Cornelia	17 October	Neuhaus, Kurt	30 October
Richter, Ole	18 October	Drescher, Carola	31 October
Hoffmann, Lisa	20 October		

Imprint
Published by the New Apostolic Church ...
Photos: First Last name, First Last name, First Last name, First Last name ...
Contact: info@na...

Welcome to our congregation in Sample City



October 2025

New Apostolic Church
Sample Congregation

Arial Regular 24 pt,
28 pt line spacing

Arial Bold 16 pt,
20 pt line spacing



Headline Lorem ipsum dolor sit amet te expe etur reic

olorum fugiam nametudsa con nos nim assimn utioriam, torem fugit endi dolo- rep uodres sequibus est, sum sit quibus.

Us natis dipsam, sunt inumquodis archicias ipsam, quid quant aliquae nis aut que nist quali ipsantia. Nem eum, quam eleissimus, acculest la quid untemod itaeria id qui

Voluptatorem audaerat res doluptis seritae

Divine services and activities in October

Saturday	4 October 2025	6 p.m.	Us natis dipsam, sunt inumquodis ea archicias ipsam, quid quant aliquae nis aut que nist quali ipsantia. Nem eum, quam eleissimus, acculest la quid untemod itaeria id qui
Sunday	5 October 2025	10 a.m.	Nem eum, quam eleissimus, acculest la quid untemod itaeria id qui consed
Monday	6 October 2025	7 p.m.	andusaperum laudigent
Wednesday	8 October 2025	7 p.m.	Voluptatorem audaerat res doluptis seritae
Friday	10 October 2025	6 p.m.	voloresti odi ni duclit faccae cus ad que que nimincto omnisto milliorunt vid quae. Ne am consenda alisci offic te desen.
Sunday	12 October 2025	10 a.m.	uidiores sequibus est, sum sit quibus
Wednesday	15 October 2025	7 p.m.	doluptis seritae verro molcias atur soluptur aut
Sunday	19 October 2025	10 a.m.	Beschreibung Event/Gottesdienst/ Termin
Monday	20 October 2025	7 p.m.	andusaperum laudigent
Thursday	22 October 2025	3 p.m.	Cuptatur, ipsanib libus solent ut voloresti odi ni duclit faccae cus ad que que nimincto
Sunday	26 October 2025	10 a.m.	uidiores sequibus est, sum sit quibus
Monday	27 October 2025	7 p.m.	andusaperum laudigent
Tuesday	28 October 2025	7 p.m.	acculest la quid untemod itaeria id qui consed quiscid ni,
Wednesday	29 October 2025	7 p.m.	Voluptatorem audaerat res doluptis seritae

A6 landscape format: design

The design of the cards is based on the layout grid, which is explained in detail in chapter 4.2. The size of the logo depends on the page layout:

Logo height = 10 mm (2 units)


Margin/space between logo and margin = 10 mm

Clear space = 5 mm

Fixed parameters for card designs are:

- 1** Position and clear space of the logo. The clear space is determined by the size of the logo; half of the height of the logo.
- 2** Margin size is determined by the height of the logo, and also defines the **3** type area.
- 4** Image areas can be used in any aspect ratio on the layout grid and can be placed freely in the type area or in the bleed.
- 5** On the reverse side, the logo is right aligned. You can optionally place an address in the area left of the logo.

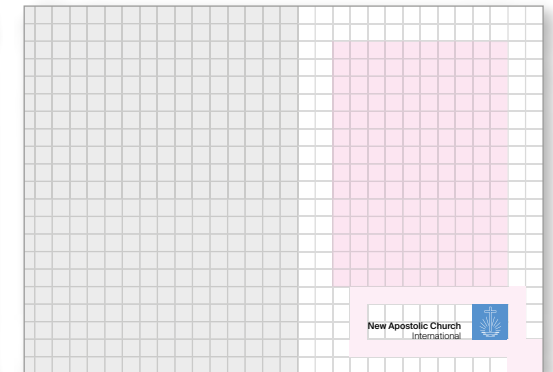
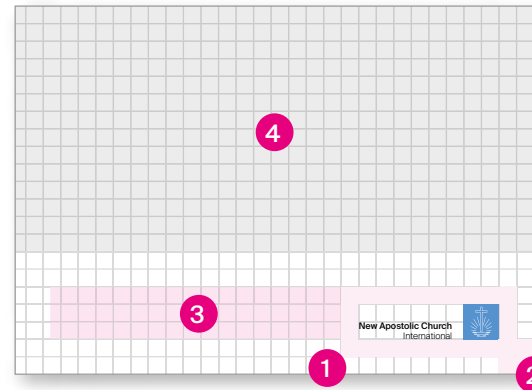
 Text boxes

 Image areas or coloured backgrounds

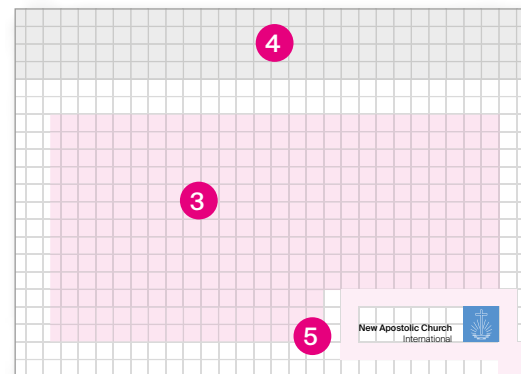
Download template:

<https://nak.org/styleguide>

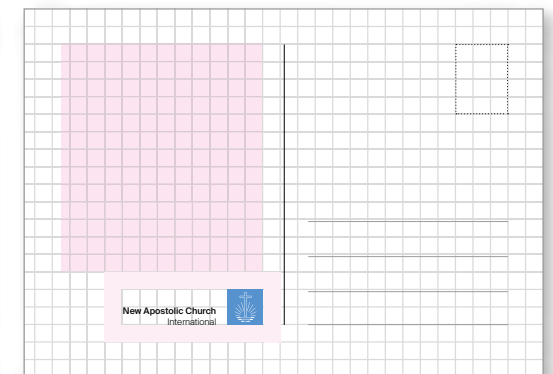
Front



Reverse side
with photo



and mailing
option



A6 portrait format: design

The design of the cards is based on the layout grid, which is explained in detail in chapter 4.2. The size of the logo depends on the page layout:

Logo height = 10 mm (2 units)

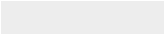
Margin/space between logo and margin = 10 mm

Clear space = 5 mm

Fixed parameters for card designs are:

- 1 Position and clear space of the logo. The clear space is determined by the size of the logo; half of the height of the logo.
- 2 Margin size is determined by the height of the logo, and also defines the 3 type area.
- 4 Image areas can be used in any aspect ratio on the layout grid and can be placed freely in the type area or in the bleed.
- 5 On the reverse side, the logo is right-aligned. You can optionally place an address in the area left of the logo.

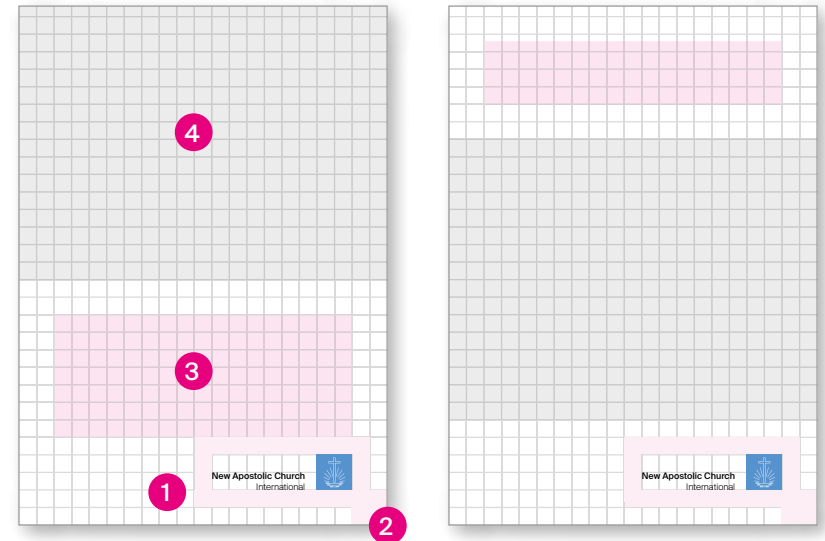
 Text boxes

 Image areas or coloured backgrounds

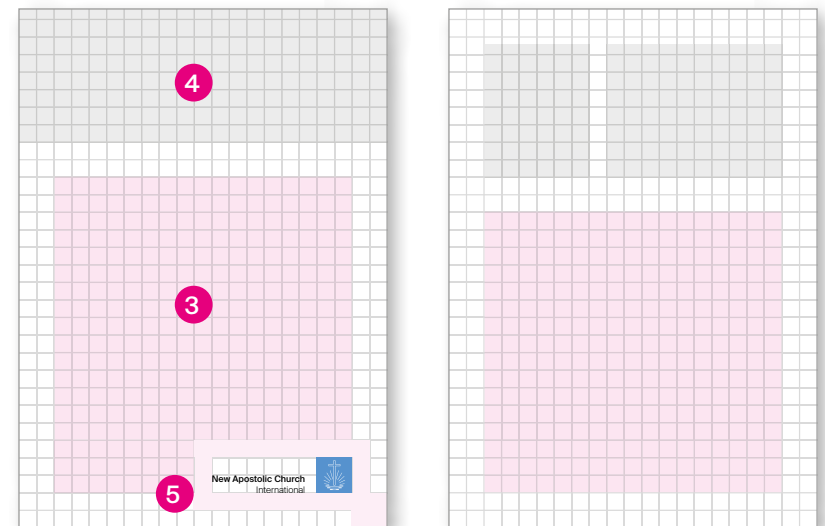
Download template:

<https://nak.org/styleguide>

Front



Reverse side
with and without
logo



A6 card: typography

Front

The font sizes for cards serve as a guideline and should be used consistently as far as possible. As an exception, the font size of the headlines can be changed to ensure a harmonious overall appearance. The body text should always remain consistent.

1 Headline

Suisse Int'l Light, 20 pt, line spacing 24 pt

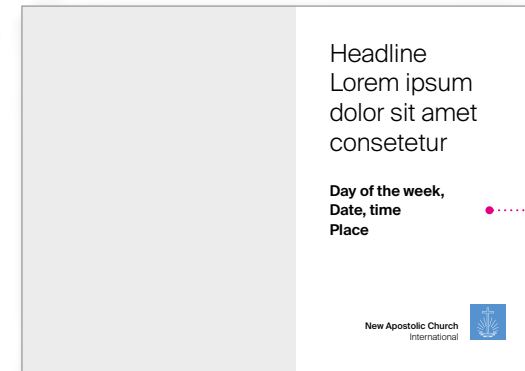
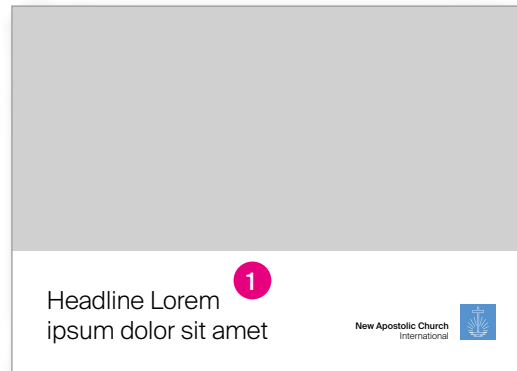
2 Information text (optional)

Suisse Int'l Light, 12 pt, line spacing 16 pt

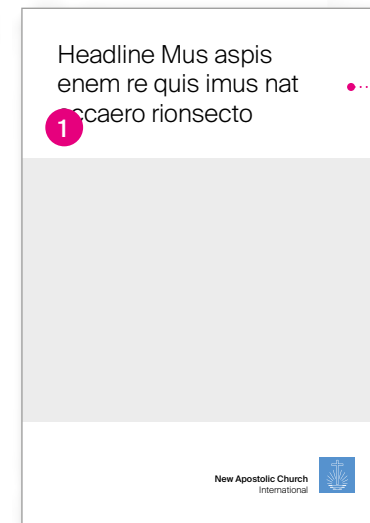
The information text field is variable. If there is more text, the image area can be varied.

3 Date and location (optional)

Suisse Int'l Semi Bold, 12 pt, line spacing 16 pt



Suisse Int'l Semi Bold 12 pt, 16 pt line spacing



Suisse Int'l Light 20 pt, 24 pt line spacing

Suisse Int'l Light 12 pt, 16 pt line spacing

A6 card: typography
Reverse side

The font sizes for cards serve as a guideline and should be used consistently as far as possible. As space is limited with this small format, line spacing can be adjusted to accommodate more information.

1 Headline

Suisse Int'l Light, 20 pt, line spacing 24 pt

2 Body text

Suisse Int'l Light, 9 pt, line spacing 13 pt

Highlighting or subheadlines in

Suisse Int'l Semi Bold

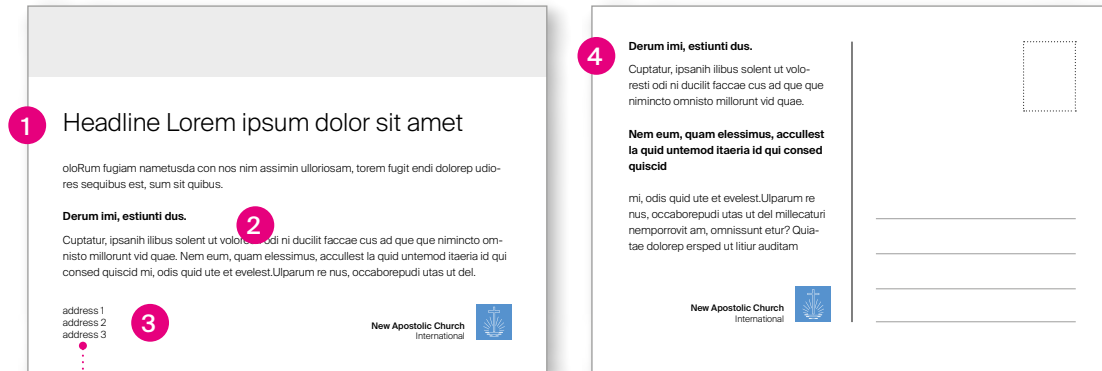
3 Address/ additional information

Suisse Int'l Light, 8 pt, line spacing 10 pt

The text box is flush at the bottom with the type area and contains a maximum of three lines.

4 Reverse side with mailing area

As space is limited for the mailing area, the font and line spacing can be varied.



Suisse Int'l Light 8 pt,
10 pt line spacing



Suisse Int'l Light 20 pt,
24 pt line spacing

Suisse Int'l Semi Bold 9 pt,
13 pt line spacing

Suisse Int'l Light 9 pt,
13 pt line spacing

A6 card landscape format: examples

When designing the cards, you are free to use the elements within the layout grid (see section 4.2). It is important to ensure a balanced typography.

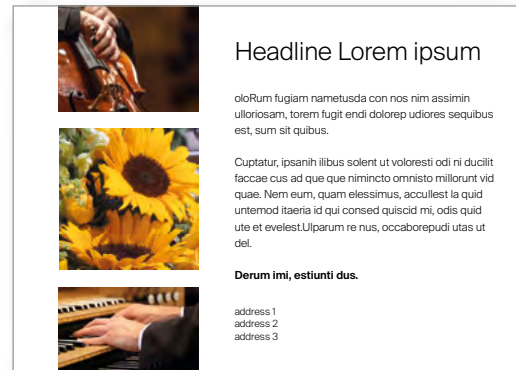
The logo is fixed and may not be changed in size or position. The same applies to the clear space and type area.

The following examples show the playful use of images, image collages, and decorative symbols (see chapter 4.3)

Front



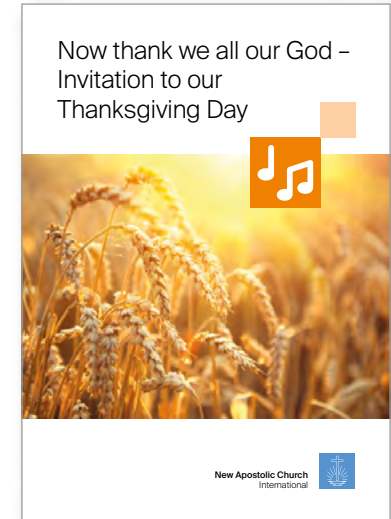
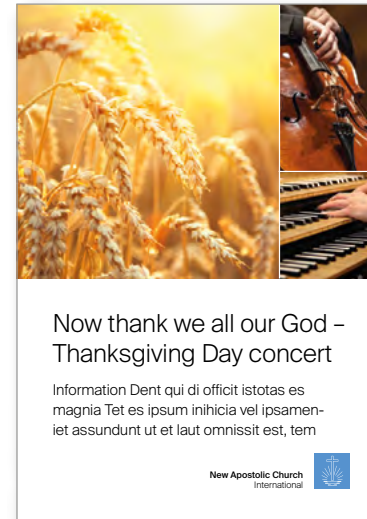
Reverse side
with and without
logo



A6 card portrait format: examples

Ideas for further designs can be found on page 60, detailing the card in landscape format.

Front



Reverse side
with and without
logo



Website logo display/header

In order to achieve a uniform appearance for all Regional Churches and congregations, the identity header design must be adhered to.

This applies to the official web presence of all organisational units of the Church.

1 Logo

Place the logo in the top-left corner in the header. Use the primary logo of a blue square on a white background.

2 Font

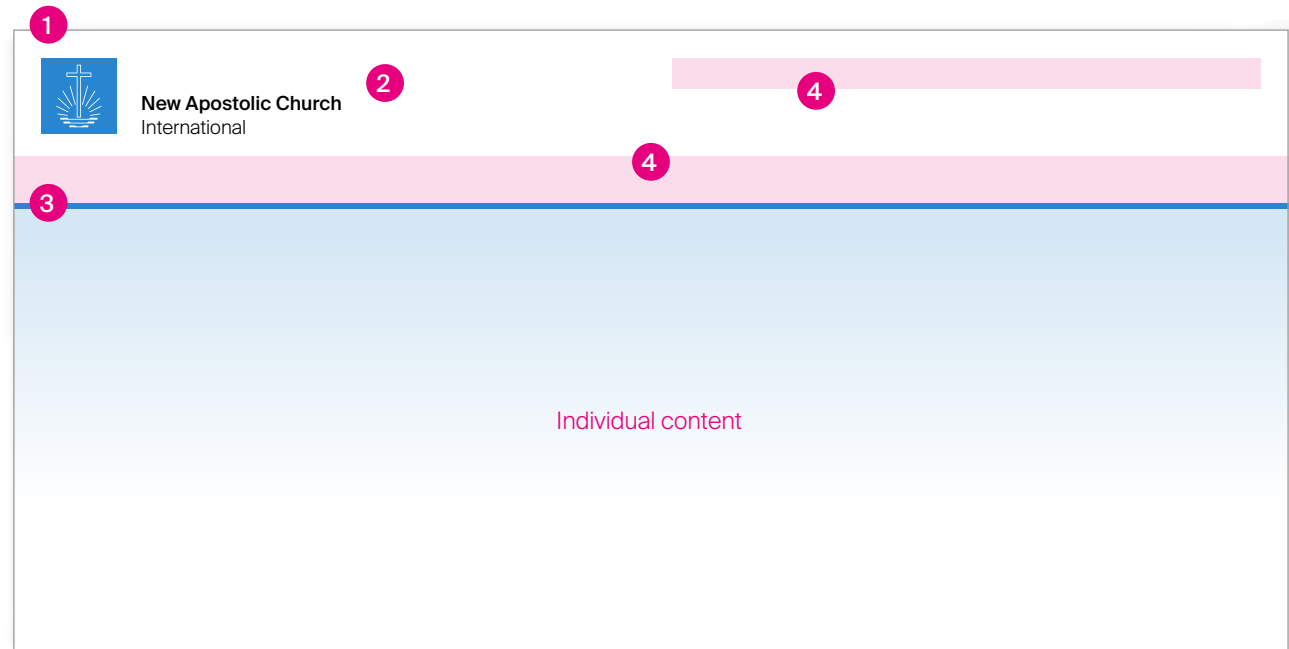
The websites of the New Apostolic Church use the corporate font Suisse Int'l.

3 Colours

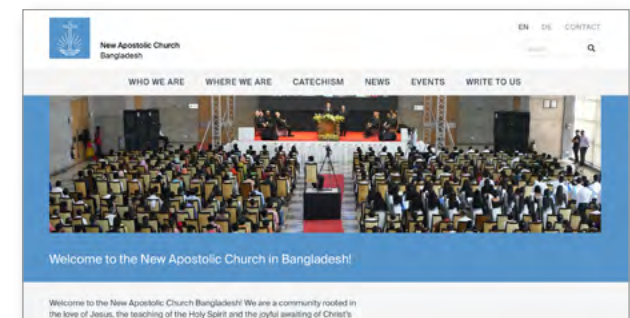
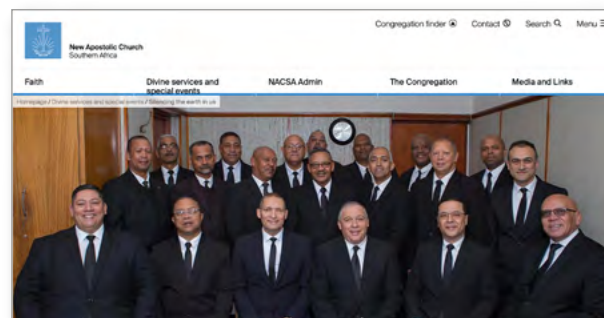
The colour NAC blue in particular has been optimised for screen display and is to be used on the websites; see chapter 3.3 “Colours | Digital media”.

4 Menu

As an option, a concise primary navigation can be included in the header on the right; the detailed navigation is included below the header.



Examples



Social media profile pictures

In order to be able to distinguish between the Regional Churches on social media channels (Facebook, Instagram, YouTube, etc.), the profile pictures have been modified.

1 NAC Germany

The Regional Churches in Germany are distinguished by the subheadings “North-East”, “South”, and “West”. Districts or congregations could use the same pattern to create their profile pictures, using abbreviations where required.

2 NAC countries

The different countries can add a flag to their profile picture.



Examples



Social media posts

To create brand awareness, the square of the NAC logo can be used in posts.

1 NAC logo (square) blue

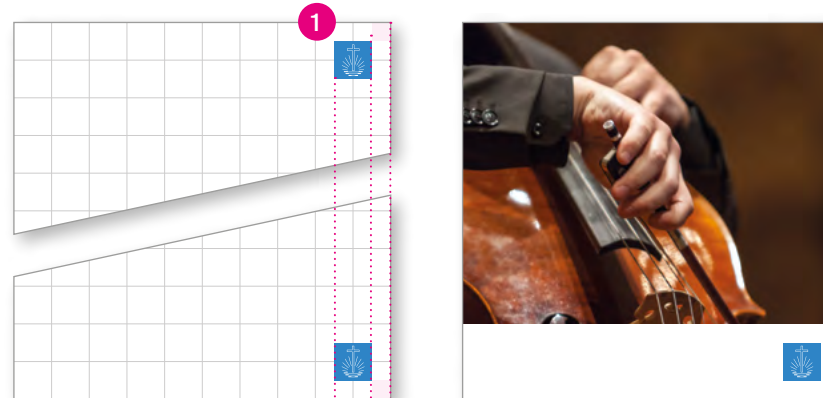
Place the NAC logo in the upper or lower right corner.

Margin size is half of the height of the square (clear space). The dimensions of the square are based on the longer side of the post and are a tenth of the page length.

2 NAC logo (square) outline

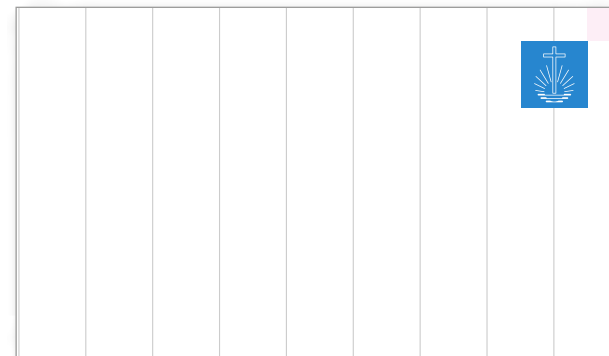
The square can also be used as an outline on a coloured background (see also chapter 1.5)

Square post (Instagram)

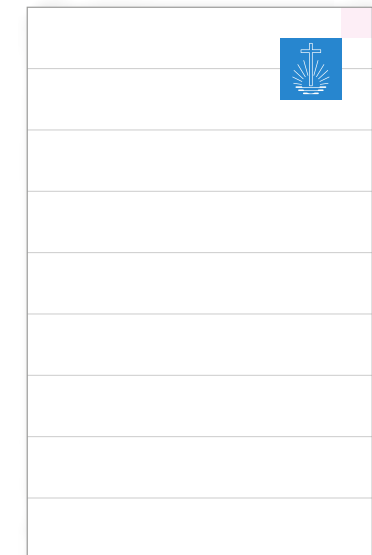


1/10 page length : 1/2 square to the margin

Landscape format post (Facebook feed shared image)



Portrait format post (TikTok)

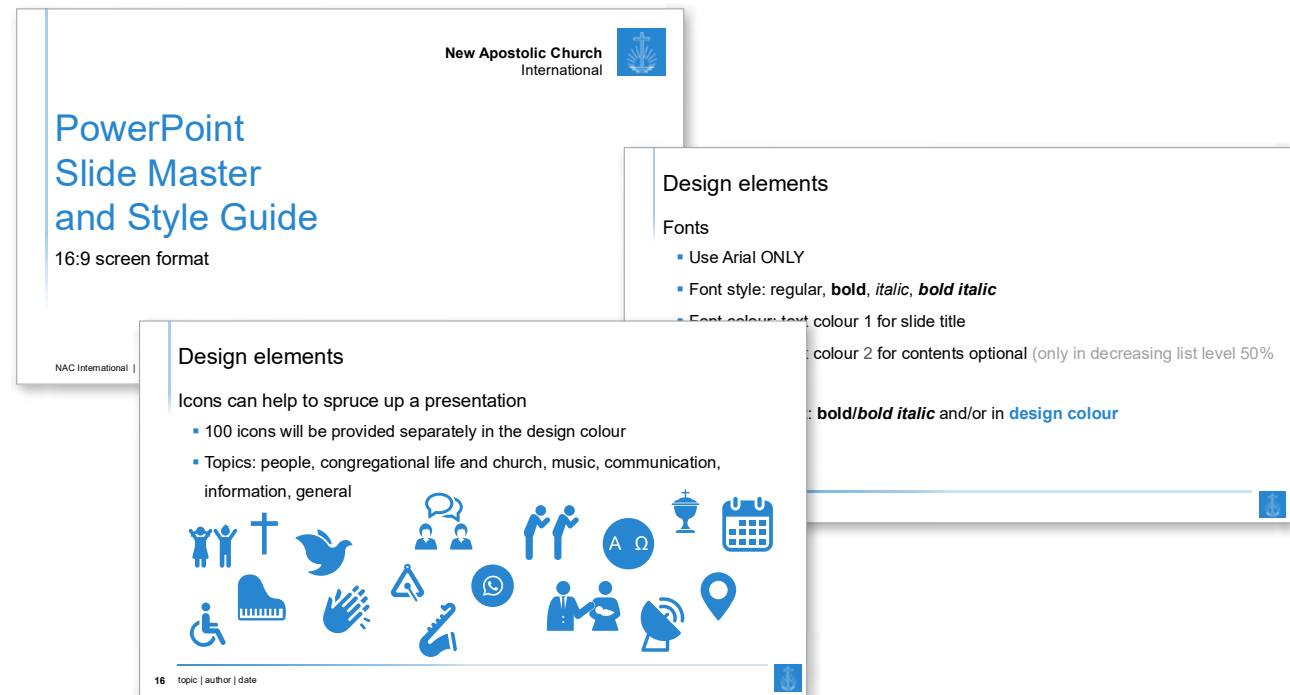


PowerPoint slide master 16:9 screen format

A new slide master with guidelines and examples for a wide range of applications has been created for screen presentations. We recommend the use of the 16:9 format.

Download slide master 16:9:
<https://nak.org/styleguide>

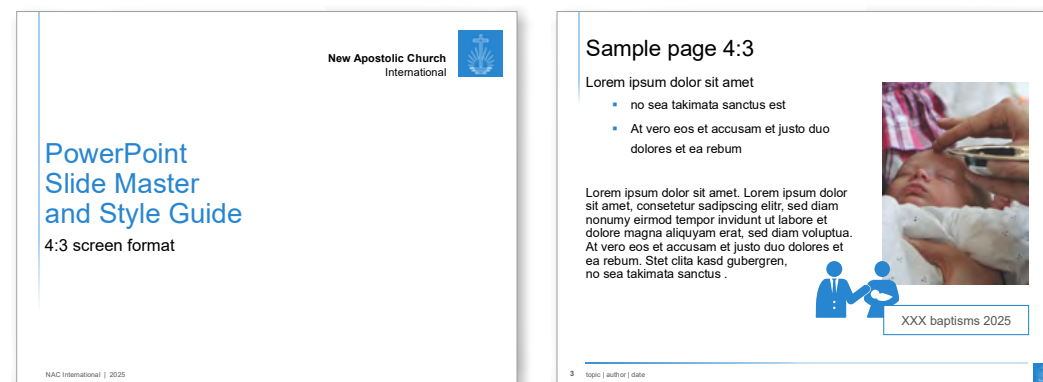
One hundred icons were developed for the presentations.
Download:
<https://nak.org/styleguide>



PowerPoint slide master 4:3 screen format

Several sample pages have also been created for presentations in 4:3 format.

Download slide master 4:3:
<https://nak.org/styleguide>



Digital displays in the congregations

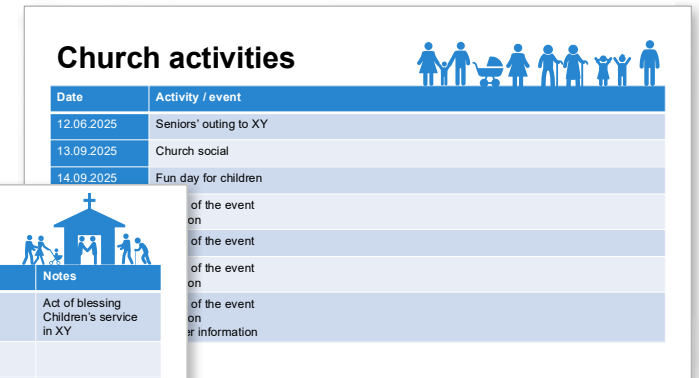
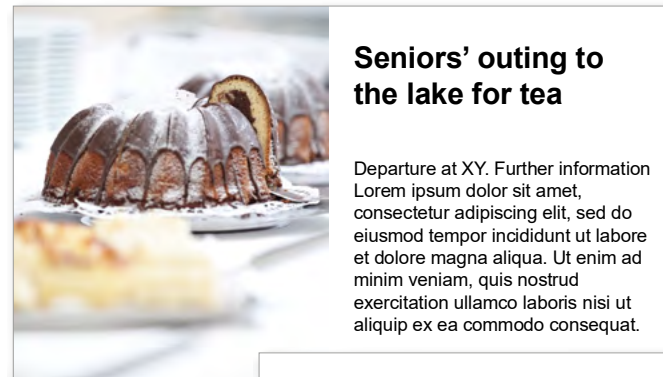
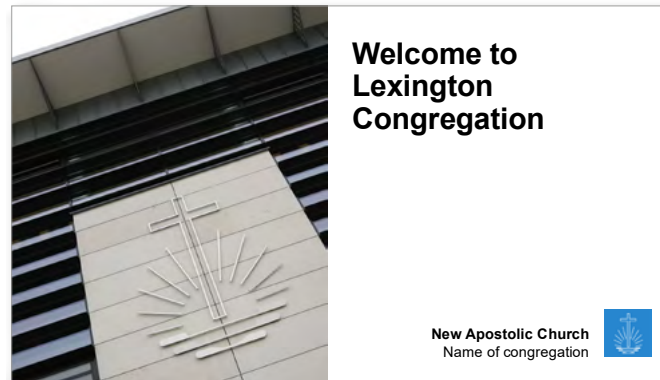
A design template was created in PowerPoint for the digital displays in our congregations. They allow for a wide range of possible uses.

Download screen design for digital displays 16:9:

<https://nak.org/styleguide>

One hundred icons were developed for a wide variety of occasions. Download:

<https://nak.org/styleguide>



Video broadcast screen design**16:9 screen format (1920*1080 px)**

To ensure a uniform appearance for video broadcasts, key elements have been defined.

Colour

Use only NAC blue-digital in screen displays (see chapter 3.3).

Font

Use Arial for screen display.
Title: Arial Bold, Subtitle: Arial Regular

1 NAC logo (square) blue - digital

Position the NAC logo in the top left corner.
Size: 100 * 100 px
Position: x:-100 px; y: -100 px, anchor top left

2 Text overlays

Text overlays are placed in the lower third of the video and consist of two lines by default. Positioning, size, and use, including special cases such as six hymn inserts or several lines of text, is described in detail in a separate manual:

Download of video broadcast screen design manual and templates:

<https://nak.org/styleguide>



Email signature

An email signature is required at the end of any email correspondence. The signature can be used with or without the NAC logo. Use the font Suisse Int'l or Arial.

Only the blue NAC logo may be used.

1 As an option, you can use the phone icon characters for telephone and mobile phone.

**First Last name**

Position, Job title Line 1
Position, Department Line 2

New Apostolic Church + Addition
Street House number | Postal code City

Telephone +49 123 45678910 | Mobile phone +49 123 45678911
j.doe@nak-xxx.xx | www.nak-xxx.xx

**First Last name**

Position, Job title Line 1
Position, Department Line 2

New Apostolic Church + Addition
Street House number | Postal code City

1 ☎ +49 123 45678910 | 📱 +49 123 45678911
j.doe@nak-xxx.xx | www.nak-xxx.xx

Flag example 1.20 x 3 m

Flags are a popular and highly visible advertising medium, and ideal for events. The logo's use here deviates from its approved usage in that the typography is placed flush below the square on both sides.

The spacing between the lettering and the logo is one tenth of the side length of the square.

1 Neutral flag without an additional line

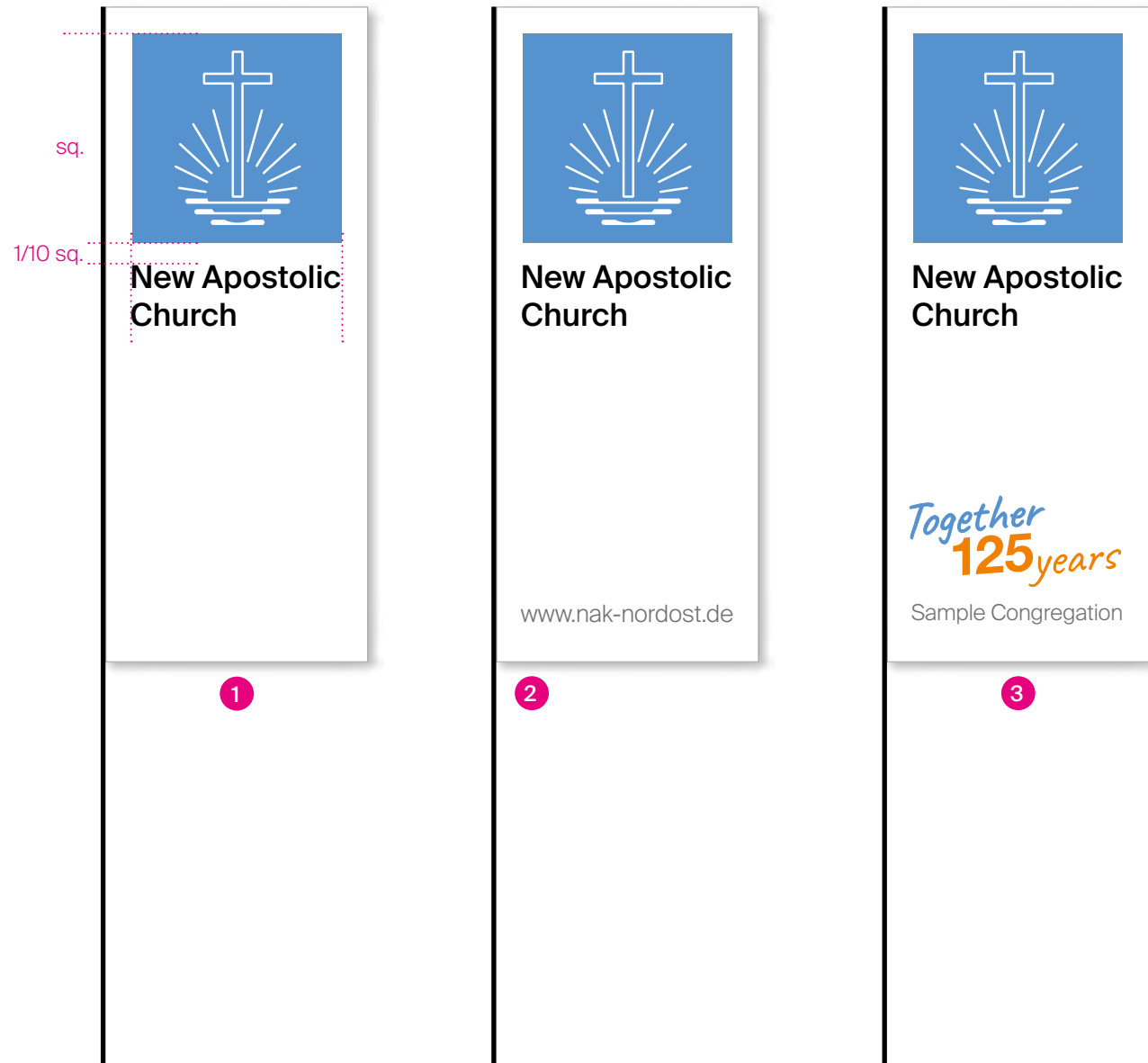
The wordmark "New Apostolic Church" is flush with the bottom of the square and displayed in two lines.

2 Flag with URL

The wordmark "New Apostolic Church" is flush with the bottom of the square and displayed in two lines. Place the URL in the lower portion of the flag, flush with the margin. Font: Suisse Int'l Light. Making the colour less intense is possible (here 70% black).

3 Flag for specific occasions

The wordmark "New Apostolic Church" is flush with the bottom of the square and displayed in two lines. The lower portion of the flag can be used to advertise specific occasions. Here, for example, it is used to display the logo and motto of a congregational anniversary.



Beach flag straight (with a straight-cut bottom edge)

Beach flags are a popular and highly visible advertising medium, and ideal for events. The logo's use here deviates from its approved usage in that the typography is placed flush below the square on both sides.

The spacing between the lettering and the logo is one tenth of the side length of the square.

1 Neutral beach flag without an additional line

The wordmark "New Apostolic Church" is flush with the bottom of the square and displayed in two lines.

2 Beach flag with URL

The wordmark "New Apostolic Church" is flush with the bottom of the square and displayed in two lines. Place the URL in the lower portion of the flag, flush with the margin. Font: Suisse Int'l Light. Making the colour less intense is possible (here 70% black).

3 Beach flag for specific occasions

The wordmark "New Apostolic Church" is flush with the bottom of the square and displayed in two lines. The lower portion of the flag can be used to advertise specific occasions. Here, for example, it is used to display the motto of a congregational anniversary.



Banners

Banners are mounted on the church building or are fixed to a wall or fence in front of the building. The formats are very individual, such that the design can be adapted to individual requirements in accordance with the following rules:

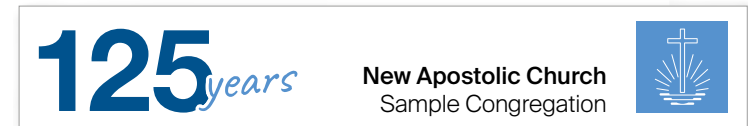
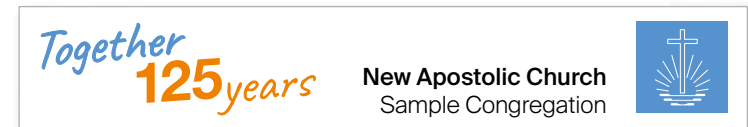
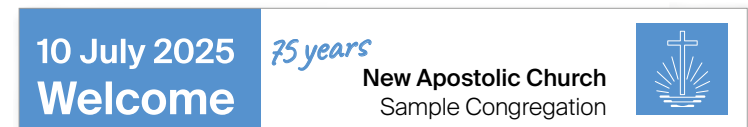
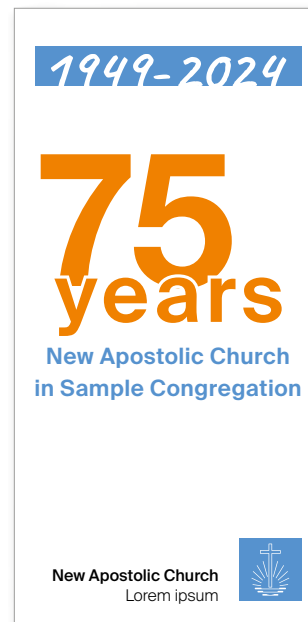
1 Logo

The logo must be right aligned. Due to the special formats, the distance to the margin must not be maintained. However, spacing, clear space, and size requirements of the square in combination with the typography must be in accordance with chapter 1.2.

2 Colours

The primary colour for banners should also always be NAC blue. The colour can be complemented with a secondary colour that matches the shade. This colour should be used sparingly as an accent (see chapter 3.1).

Example banners



Design options for giveaways

The variety of promotional materials is almost endless. Here are a few examples of how promotional items can be designed. It is important to use the logo and corporate colours correctly (see chapter 3.1). When it comes to small merchandise, it is important to use a secondary colour that matches our brand colour NAC blue only as a highlight to accent a specific element. This is to ensure a consistent appearance even in such small items.

1 Logo for promotional items <7mm

The following logo can be used to engrave small merchandise such as pens. It has been optimised for use on items that are <7mm, both full surface and outline.



Download logo <7 mm:
<https://nak.org/styleguide>



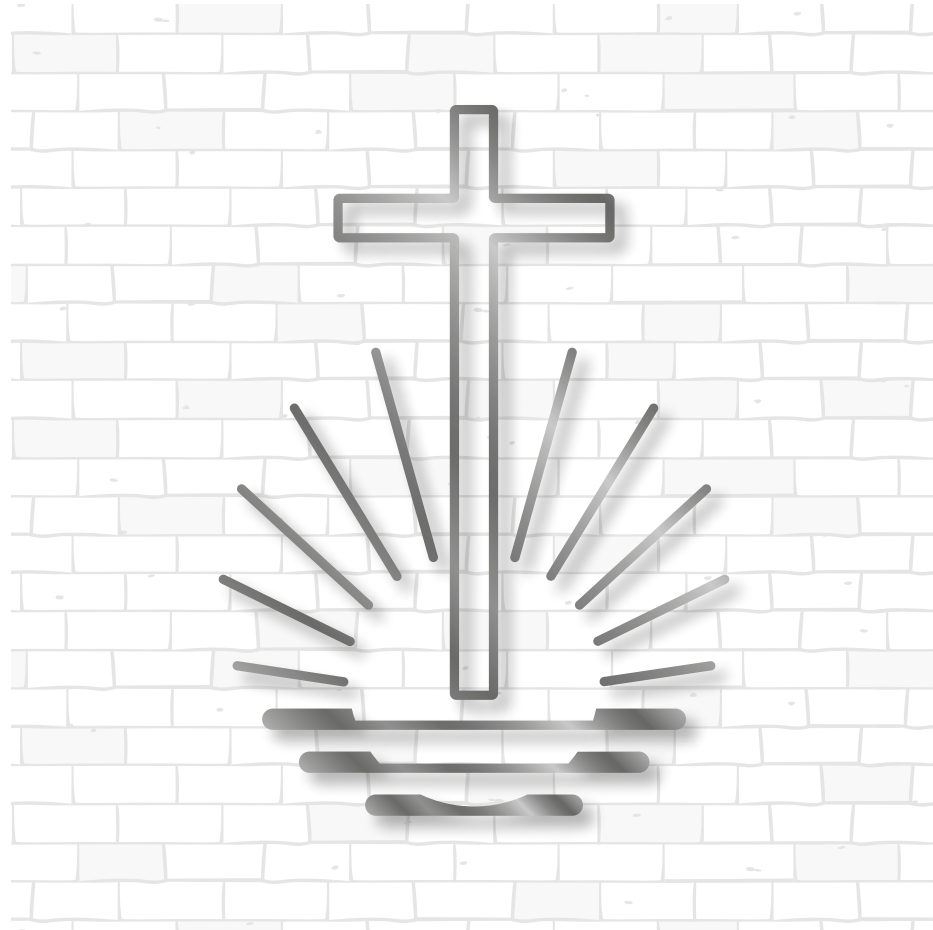
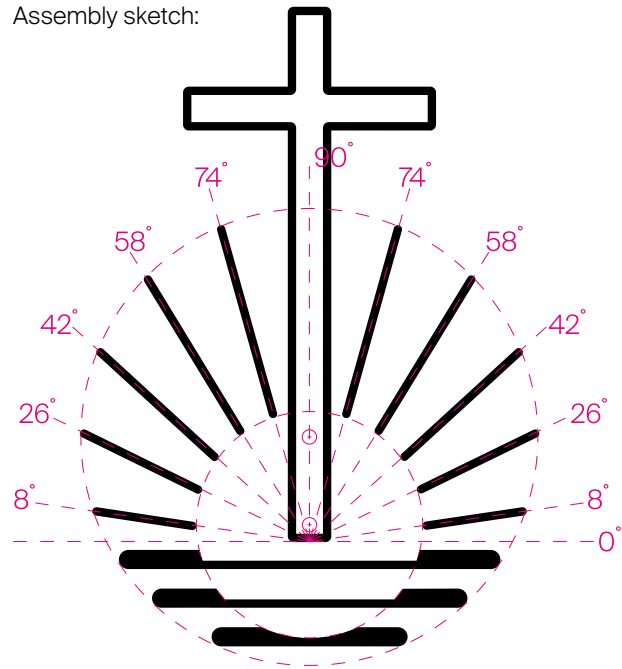
Cross for mounting on exterior walls

When mounting a cross on the exterior façade of the building, you should use the cross with outline.

Download vector file cross:

<https://nak.org/styleguide>

Assembly sketch:



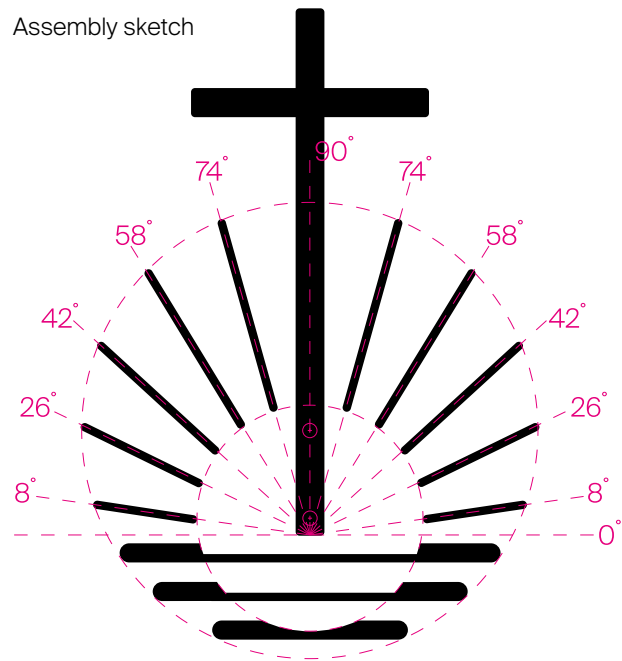
Solid cross for mounting on exterior walls

When using a negative stamped cross it has to be massive. This is also relevant for backlit surfaces, for example.

Download vector file cross:

<https://nak.org/styleguide>

Assembly sketch



Download dimensions and assembly sketch:

<https://nak.org/styleguide>



Signs for the church property

Signs can positively enhance the visibility of the Church in the public eye.

When designing signage, it is essential to ensure that the logo, typography, and colours are used correctly. Only the main logo on a white background may be used.

1 To achieve maximum visibility, the lettering may be enlarged to the full height of the square instead of only half the height.



Illuminated pylons

An illuminated pylon can enhance the external representation of the Church. Especially at night it can be used to attract people to divine services. Pictured on the right is an example of a pylon with an aspect ratio of 1 to 3.

In order to ensure maximum visibility from a distance, the logo used here deviates from the usual logo, and the lettering is placed flush under the square on both sides.

The distance between the lettering and the logo is one tenth of the side length of the square.

It must be ensured that the logo, typography, and colours are used correctly on the signage.



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