New Apostolic Church
International



A new corporate design manual

Consistent, flexible, protective: this is how corporate design strengthens the identity of the New Apostolic Church around the world.

To protect the figurative mark of the Church emblem and the word mark of the New Apostolic Church, the New Apostolic Church International (NACI) has strengthened its trademark protection. In addition to these legal measures, the existing brand guideline has been revised.

An updated version of the manual has been made available to the Regional Churches worldwide in English, French, and German, with a Spanish version to follow shortly.

A distinctive and consistent corporate design strengthens the identity of the New Apostolic Church worldwide and is a key element for effective and credible communication. It also clearly defines the correct use of the logo in terms of colour, proportions, and permitted variations.

The Working Group Communication Europe has developed this new Corporate Design Manual to provide clear orientation and allow all to act with confidence, while taking into account the diversity of the cultural contexts in which the Church operates around the world.

The manual establishes design principles that strike a balance between global consistency with sufficient flexibility for local adaptation and creative implementation. Key design elements—such as the brand logo, colour palette, typography, and imagery—form the foundation for a consistent visual language.

The correct use of the logo is particularly important. It not only guarantees a strong consistent visual identity, but also provides the necessary legal certainty and safeguards the Church’s brand in the long term.

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