



Adventist  
Volunteer  
Service®



New visual identity



ADVENTIST  
VOLUNTEER  
SERVICE





*“Love your neighbor  
as yourself”.*

Exodus 20:3–17

Being  
a volunteer

is also a  
unique  
privilege. 

Those who serve,  
**help transform  
the world.**

And are....

transformed  
in the process.

# CON- TEXT

ADVENTIST  
VOLUNTEER  
SERVICE



Our brand  
needed  
to convey  
that essence.

We interviewed  
volunteers and  
non-volunteers.

Besides doing  
benchmarking with  
other institutions/NGOs.



It was time to update,  
reposition and  
reimagine the brand.



Research

Adventist Volunteer Service

To identify  
and connect  
better with  
volunteers and  
the Church.



We seek an identity that demonstrates and reinforces availability, joy, and multiple paths.



Not only a new  
brand, but also a new  
inspiring concept.

Every one of us is born with a mission.

A divine motivation that is part of our essence.

It's a power that drives us, that inspires everyone around us, resounding in a powerful impact that extends beyond our vision.

Adventist Volunteer Service is the opportunity to change the reality of people around you, and, therefore, your own reality.

Talking about transformation, now the AVS has a new identity, and new colors, that establish with greatness the work of a people that was born to make a difference in the world. A new brand, joyful, that extends through different continents, making people smile, illuminating lives and, mainly, teaching the Word, even without saying a word, to those who need to feel, hear, and see the most.

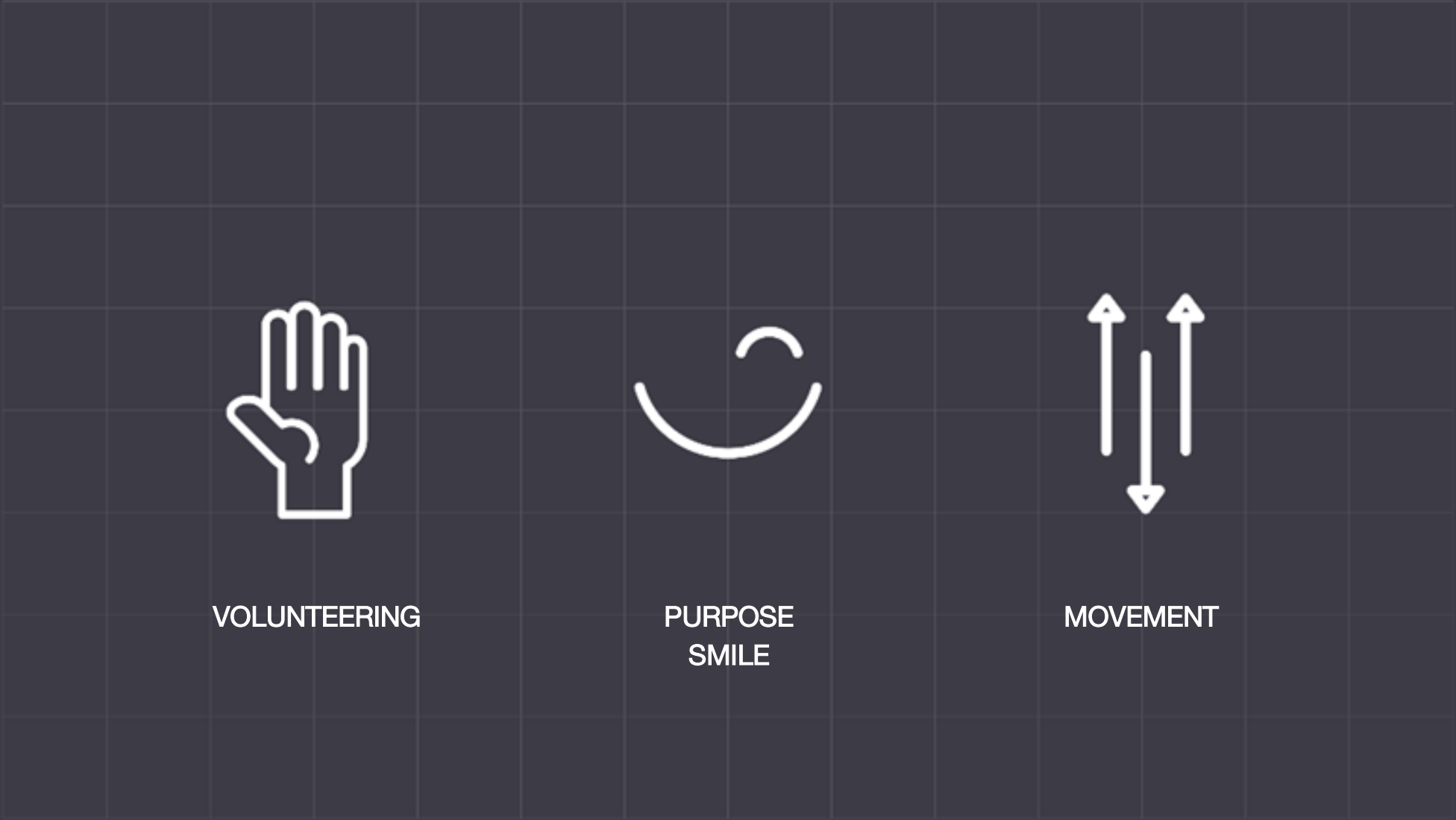
AVS is made for those who want to conquer their place in the planet, honoring He who put us in it.

# MANIFEST

**Adventist Volunteer Service.**

**Change the world. Change your world.**





Some insights used in the creative process for the new brand.



The lines give movement to the brand, symbolizing the paths.

The two parts of the circle form a smile.

The final composition forms a hand symbolizing volunteering. It's the definition of making oneself available.

# **Adventist Volunteer Service®**

**Adventist  
Volunteer  
Service®**





Adventist  
Volunteer  
Service®



Adventist  
Volunteer  
Service®













**New materials will  
be available on  
April 30, 2024.**

**Deadline for  
adjustments and  
adaptation to the  
new brand:**

**December  
2025**



A man and a woman, both wearing purple t-shirts, are smiling and working together in a garden. The man is in the foreground, leaning over a green plant, wearing a grey gardening glove on his right hand. The woman is partially visible on the left, also smiling. The background is filled with lush green foliage and a corrugated metal roof, suggesting an outdoor garden setting. The text "Change the world. Change your world." is overlaid in white, with an orange icon of a hand with three fingers pointing up and a curved line below it, positioned between the two lines of text.

Change the world.  
Change your world.



