



## USE OF THE CHURCH NAME

The name *Seventh-day Adventist* represents the Seventh-day Adventist Church, its institutions and organizations, its local churches and its members. The name and the logo are trademarked and registered identities.

As with all proper names, there are appropriate and inappropriate ways to spell, pronounce, abbreviate and otherwise use this name.

**Spelling:** *Seventh-day Adventist*, including the hyphen and a lower-case “d” for “day”.

**Pronunciation:** Seventh-day Ad’-ven-tist with the accent on the first syllable.

**Abbreviation:** *Adventist*. In communication about the church, the preferred abbreviation of the name is that of “Adventist.”

### **Related Documents:**

[Use of the Church logo](#)

[Guidelines for Church Web Sites](#)

[Trademark Guidelines](#)

SOURCE: General Conference of Seventh-day Adventists

[www.adventist.org](http://www.adventist.org)

Prepared for use at Communication Convention, South Caribbean Conference  
March 21, 2010