



Brand Kit & Sticker Pack

A joyful guide for sharing God's Word with children

FOR AGES 1-12

“Let the little children come to me.”

Matthew 19:14

Who we are

ADAM Ministries creates Bible storybooks, colouring books and teaching resources that help children and young people know God's Word and grow hungry for a close relationship with Him.



AGES 1–2

Bold, simple shapes and read-together moments.



AGES 2–5

Warm stories, clear pictures and first Bible truths.



AGES 6–9

Richer detail, reflection and confident reading.



AGES 10–12

Deeper study, stronger questions and real-life faith.

The original blueprint, restored.

Scripture first. Family-made.
Carefully created for every age.



The ADAM graphic mark

Use the supplied graphic mark exactly as it is. Keep its proportions, colours, crown, cross, golden thread and ministry ribbon intact.

CLEAR SPACE



Keep at least the height of the crown clear on every side.



Page cover



Book spine



Sticker

One mark. No added wordmark.

Do not type “ADAM” or “ADAM Ministries” underneath it. The ministry ribbon already belongs to the graphic mark.

Colours with a purpose

Our palette feels bright and child-friendly without losing trust. Use generous white or warm paper space so every colour has room to sing.



Spirit blue

#3575A9

Trust • truth



Sky blue

#67B5DE

Wonder • welcome



Sticker orange

#EE8838

Joy • energy



Meadow green

#65A556

Growth • life



Kingdom gold

#EDC349

Hope • light



Ministry teal

#469B8C

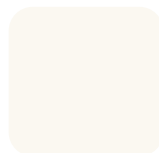
Calm • care



Scripture ink

#273442

Words • clarity



Warm paper

#FBF8F1

Space • warmth

How to use the mark

The mark should always feel cheerful, clear and cared for. These simple rules protect it everywhere—from a book cover to a child's sticker.

PLEASE DO

- Keep the original proportions
- Leave clear space around it
- Use the supplied colours
- Place it on a calm background
- Print it large enough to read

PLEASE NEVER

- Stretch, squash or rotate it
- Recolour individual letters
- Add a shadow or glow
- Put another ADAM word beneath it
- Place it over a busy face or picture



Always use the official file—not a screenshot or traced copy.

ADAM logo stickers

Print on full-sheet sticker paper at 100%. The soft grey line is your cutting guide; the official graphic mark inside it remains untouched.



Great for laptops • notebooks • folders • water bottles with waterproof sticker paper

Bible story sticker sheet

Cut around the dotted outlines. These playful shapes sit beside the official ADAM graphic mark without changing it.



GOD KEEPS HIS PROMISES



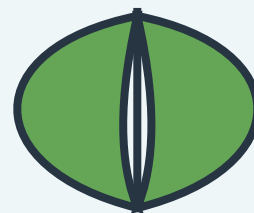
GOD'S WORD



JESUS LOVES ME



SHINE HIS LIGHT



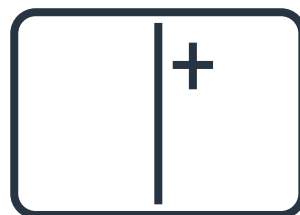
GROW IN FAITH

Colour-your-own faith stickers

Use crayons or pencils first, then cut around the dotted outside lines. Bold outlines make these friendly for younger hands.



PROMISE KEEPER



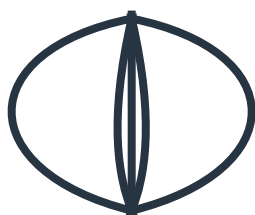
I LOVE GOD'S WORD



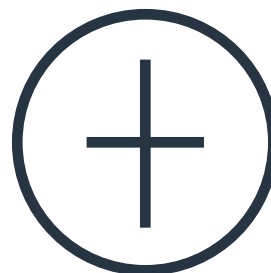
JESUS LOVES ME



SHINE HIS LIGHT



GROW IN FAITH



CHRIST AT THE CENTRE

Name badges & book labels

Use these for Sunday school, home learning, youth groups or the inside cover of a well-loved Bible storybook.



MY NAME IS

God knows me and calls me by name.



MY NAME IS

God knows me and calls me by name.



MY NAME IS

God knows me and calls me by name.



MY NAME IS

God knows me and calls me by name.



MY NAME IS

God knows me and calls me by name.



MY NAME IS

God knows me and calls me by name.

Tip: write names before cutting, or use a permanent marker after printing.

Print it beautifully

This edition is sized for A4. Keep scaling at 100% so the cut lines and mark sizes remain accurate.

1

Choose your paper

Plain paper for colouring. Full-sheet matte sticker paper for stickers. Waterproof vinyl for bottles or lunch boxes.

2

Set the printer

Choose A4, portrait, best quality and 100% or Actual Size. Turn off Fit to Page.

3

Colour first

For the black-outline page, colour before cutting. Let markers dry fully before lifting the sheet.

4

Cut safely

A grown-up should use scissors for small children. Cut just outside the soft dotted line.

5

Test the surface

Ask before sticking. Clean and dry laptops, folders and bottles first. Paper stickers are not waterproof.



Made to be shared with care

Free for ADAM Ministries family, classroom and church use.