

Easter 2024

Brand guide snapshot – Frontline use

Campaign dates

29 March (Good Friday) and 31 March 2024 (Easter Sunday) Campaign early to end March

Theme

Jesus offers us everlasting peace that we can experience even while experiencing troubles in this life.

Tagline

Easter 2024: A promise of peace

- After Jesus rose back to life, he said to his disciples, “Don’t be afraid ... Peace be with you,” and these words are still true for us today. This Easter, it is this peace of Jesus that The Salvation Army wishes to highlight and share with the community, many of whom are desperately craving peace in a world of uncertainty.
- In the midst of financial, emotional, personal and global turmoil, and all the rest of life’s storms, people are craving something positive they can hold on to – they are craving an atmosphere of peace.
- At the point of Jesus’ resurrection, the message from the angel and then from Jesus was, “Don’t be afraid” (Matthew 28:5-6, 10); John’s gospel put it this way: “Peace be with you!” (John 20:19).
- Before Jesus’ death, he left a gift of peace – John 14:27 – which referred to the gift of eternal life we receive because of his death and resurrection. This is a promise of peace, if we choose to accept it. Peace is not a feeling or a fleeting situation – it comes in the form of a person: Jesus.
- A promise of peace also can be applied to what The Salvation Army can give to individuals and families experiencing various kinds of hardship – we may not be able to take away every trouble, but through our actions, we can bring some peace into it.
- It is this promise of God’s peace that can encourage audiences to believe in good for themselves, or see how the good actions of the Salvos can share peace with others.

Fonts

Avenir Next LT Pro - Bold

Avenir Next LT Pro - Regular

Avenir Next LT Pro is provided as part of standard Microsoft system software. If your Salvation Army PC does not have it available please contact [Service Now](#).

Primary Colour Palette

TSA Navy

C100 M15 Y0 K80
RO G52 B80
Web #003450

TSA Red

C0 M93 Y79 K0
R239 G55 B62
Web #EF373E

Graphic Elements:

Please ensure that Easter Assets have these graphic elements present. Note: Graphics are white as they’re intended to be overlaid on images.

Click here for assets - [Corps](#)

Primary Graphics:



Secondary Graphics:



To support you with your Easter activities, access our Easter 2024 toolkit [here](#)