

Brand guide snapshot

Brand Mission Campaign Tagline

A Gift of Joy

Mission Resource Theme

Heaven meets Earth

Fonts

Avenir Next LT Pro - Bold

Avenir Next LT Pro - Regular

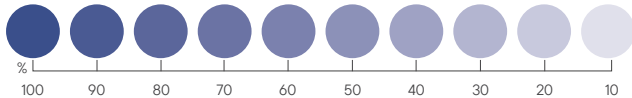
Tisa Offc Serif Pro

Avenir Next LT Pro & Tisa Offc Serif 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

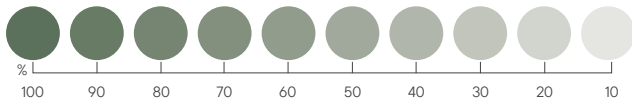
BiG Cobalt Tint

C-85 M-72 Y-9 K-14 | R-58 G-79 B-139 | Web #3a4f8b



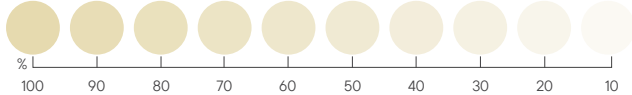
Eucalypt

C-65 M-40 Y-67 K-20 | R-91 G-113 B-90 | Web #5b715a



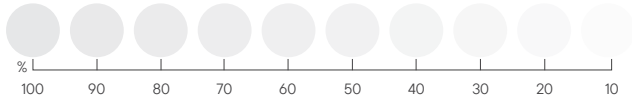
Paperbark

C-10 M-10 Y-35 K-0 | R-230 G-218 B-175 | Web #e6daaf



Snowgum

C-10 M-10 Y-35 K-0 | R-230 G-231 B-232 | Web #e6e7e8



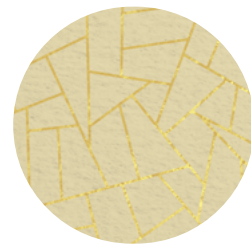
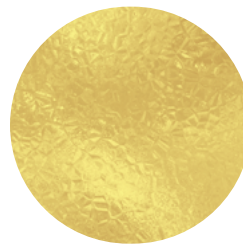
TSA Red

C-0 M-93 Y-79 K-0 | R-239 G-55 B-62 | Web #ef373e



Graphic Elements:

Please ensure that all Christmas Assets have these graphic elements present. To obtain assets [click here](#).



BELIEVE IN GOOD

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