



Easter 2025

# Brand guide snapshot

## Key dates

Good Friday: Friday 18 April 2025

Easter Sunday: Sunday 20 April 2025

## Single-minded proposition

In the face of life's challenges and uncertainties, the Gospel offers a message of hope and transformation. The good news of Easter is that through Jesus Christ's death and resurrection, even in the darkest times, we can experience life, healing, salvation and lasting peace.

## TSA brand expression:

Believe in good

## Fonts

TT Commons is used for almost all text components. Headings are set in TT Commons Extra Bold with 85% leading. Body copy and call outs are set in TT Commons medium, and in sentence case.

Embury Text Medium is used to highlight key words in headings and set in lowercase with -50 tracking.

## Primary campaign tagline:

*The good news of Easter*

Good News inspires us to 'Believe in good': The resurrection of Jesus — the heart of the Easter message; the 'good news' of Easter — proclaims the ultimate triumph of good over evil, life over death, and hope over despair. This invites us not only to hear the good news but encourages us to actively believe in the good it promises. 1 Corinthians 15:57 (NIV): "But thanks be to God! He gives us the victory through our Lord Jesus Christ."

## Secondary faith communities tagline:

'Come and see' will shape the sermons and resources provided to corps for Lent, Good Friday and Easter Sunday — first encouraging participants to meditate on the humiliation, injustice and pain experienced by Jesus as an expression of his great love for us, and then, to encounter the risen and triumphant Saviour on Easter Sunday.



## Visual markers

THE  
good  
NEWS OF EASTER

Come  
AND See



Crown to be used in the background of heavy content

## Colour palette and textures

Believe in good Cobalt  
C100 M92 Y11 K17  
R34 G50 B121  
Web #223279

Teal  
C100 M0 Y30 K35  
R0 G124 B136  
WEB #007B88

Paperbark  
C10 M10 Y35 K0  
R230 G218 B175  
Web #E6DAAF



[Link to mySalvos Easter 2025 toolkit](#)