

BRAND GUIDE SNAPSHOT

Brand Mission Campaign Tagline

THE HOPE OF CHRISTMAS

The hope of Christmas draws directly from the heart of the Christian message – the birth of Jesus, God’s gift to the world. This hope is more than sentiment; it brings real comfort in hardship, strength through community, renewed purpose through faith and generosity in giving and receiving.

Reflecting the heart of the brand expression, Believe in good, the hope of Christmas reminds us that goodness, joy, peace and generosity are offered to everyone.

As the Apostle Paul writes: “May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit” (Romans 15:13, NIV).

This verse is especially powerful during seasons like Christmas, when joy and peace may feel distant to those who are struggling. It reminds us that real hope doesn’t come from circumstances, but from God’s character, presence and promises.

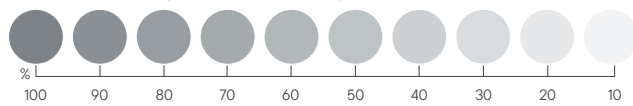
Mission Resource sermon themes

The theme for this year’s Advent and Christmas sermon series is ‘The Hope of Christmas: No ordinary child’. The five-part series will explore how hope broke into the world in the form of a tiny baby who is unlike any other.

Primary Colour Palette

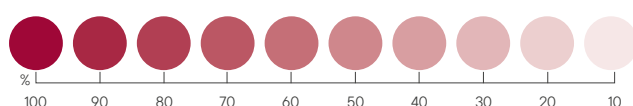
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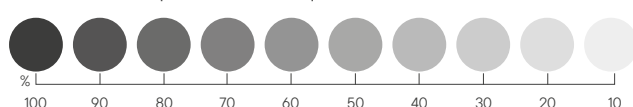
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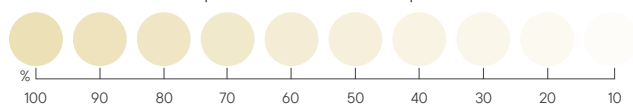
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Paperbark

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Microsoft Teams Fonts

Avenir Next LT Pro - Bold (all caps)

Avenir Next LT Pro - Regular

Tisa Offc Serif Pro

Designer fonts

TT Commons Pro Condensed - Extra Bold (all caps)

TT Commons Pro - Regular

Embury Text - Light Italic

Graphic Elements:

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



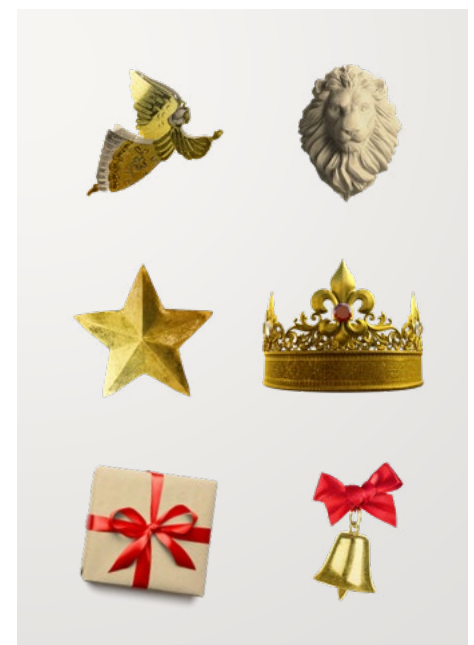
Textures:



Logo:



Hero images for No ordinary child :



To support you with your Christmas activities, access our Christmas 2025 toolkit [here](#).