



# Easter 2026 Brand guide *snapshot*



## Key dates

Palm Sunday: 29 March  
Maundy Thursday: 2 April  
Good Friday: 3 April  
Easter Sunday: 5 April

## TSA brand expression:

Believe in good

## Fonts

TT Commons is used for almost all text components. Headings are set in TT Commons black with 85% leading with keywords in playfair display black italic. Body copy and call outs are set in TT Commons, and in sentence case. Any font set smaller than 14 pts must be either set in black, granite or rich granite.

## SINGLE-MINDED PROPOSITION

### Unshakeable Love

In the face of the uncertainty, division and isolation people are experiencing, the Gospel offers a message of unshakeable love and hope. Easter reminds us that through Jesus' death and resurrection, God's love is steadfast and unmovable — offering life, healing, salvation and peace even when everything else feels unstable.

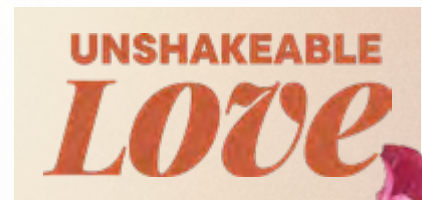
## Brand expression



**BELIEVE IN GOOD**



## Visual markers



## Colour palette and textures

