

Brand Snapshot

Key Campaign Creative (and Christmas Day theme)



'The Light has Come' invites you to step into the wonder of Christmas and discover the hope God promised long ago. Jesus, the Light of the World, has come!

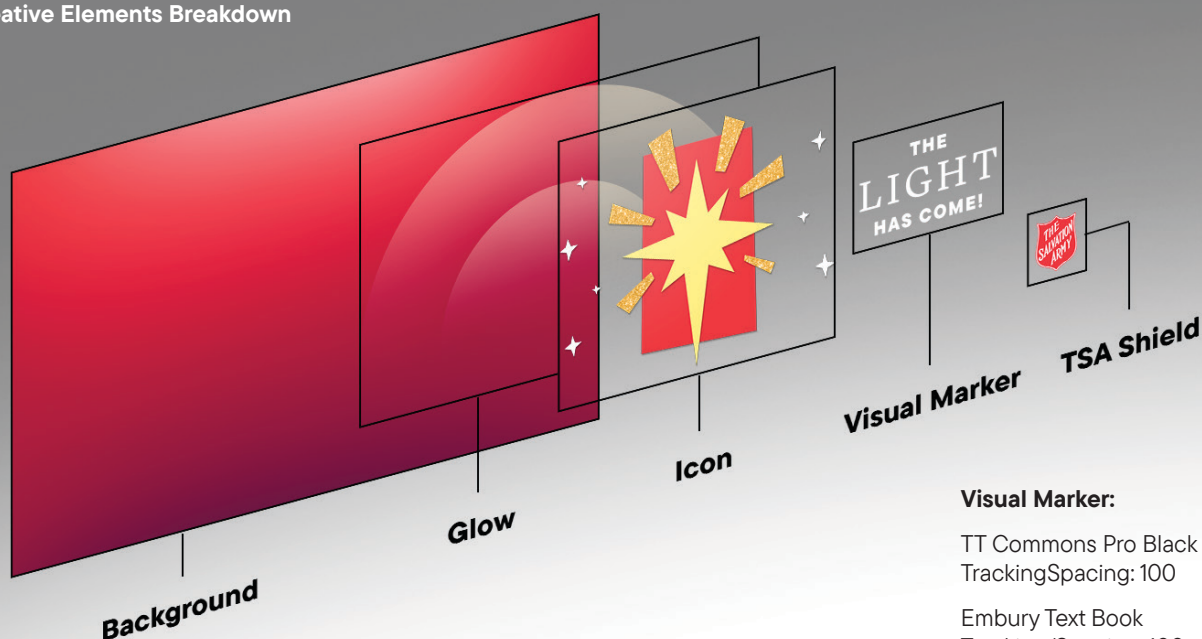
Across the series, we will explore five themes:

Promised Light
Saving Light
The Light has Come

Boundless Light
Shining Light

[Download design elements](#)

Creative Elements Breakdown



Visual Marker:

TT Commons Pro Black
Tracking/Spacing: 100

Embury Text Book
Tracking/Spacing: 100

Colour Palette

TSA Red

R239 G55 B62
HEX #ef373e
C0 M93 Y79 K0

Berry

R158 G0 B57
HEX #9e0039
C0 M100 Y50 K40

White

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

Wattle 50% tint

R255 G238 B128
HEX #ffee80
C0 M0 Y50 K0

Gold glitter OR Sandstone 75% tint

C1 M29 Y78 K0
R251 G188 B83
HEX #fbbc53

Black

C0 M0 Y0 K100
R0 G0 B0
HEX #000000

Typography

Heading

SUBHEADING

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.

Embury Text
Medium
Tracking: 0

TT Commons Pro
Black
Tracking: 100

TT Commons Pro
Regular
Tracking: 0

Alternatives

Embury Text > Tisa Offc Serif Pro
TT Commons Pro > Avenir Next LT Pro

Example Creative



Advent Theming

Week 1



Marine
R31 G89 B169
HEX #1f59a9
C93 M72 Y0 K0

Week 2



Teal
R0 G124 B136
HEX #007b88
C100 M0 Y30 K35

Week 3



Blackberry 90% tint
R124 G64 B129
HEX #7c4081
C60 M88 Y18 K3

Week 4



Sprout
R0 G165 B83
HEX #00a553
C80 M0 Y90 K8

Note: Week 5 / Christmas Day uses the key campaign creative featured on page 1

Graphic Elements

