



2025 LENT MEDIA KIT

# branding guidelines












# 2025 LENT MEDIA KIT

**FONTS:** These are the main fonts but it is not necessary to have them to use this design. Just combine the elements of the kit with your fonts.

**SHEEPMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**PALETTE:** These are the colors used in the fonts and graphics.

						
RGB 96/57/19 CMYK 42/69/97/48	RGB 160/134/109 CMYK 36/44/58/7	RGB 234/204/176 CMYK 7/19/30/0	RGB 154/175/170 CMYK 42/22/31/0	RGB 144/184/205 CMYK 43/16/12/0	RGB 29/96/133 CMYK 91/59/29/9	RGB 0/104/56 CMYK 90/33/98/26



## 2025 LENT MEDIA KIT

**POSTCARD DESIGN IN BOTH TWO AND FOUR-UP:** These postcard designs can be personalized to your congregation by adding your information and greeting to the back.





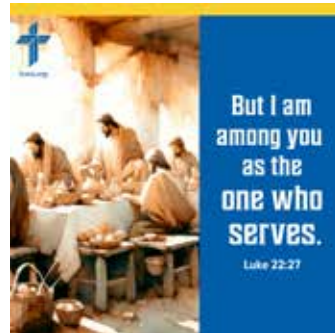
## 2025 LENT MEDIA KIT

### SOCIAL MEDIA SHARABLES:

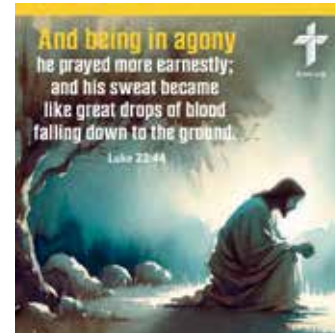
ASH WEDNESDAY  
MARCH 5



MARCH 12 WED OF LENT I



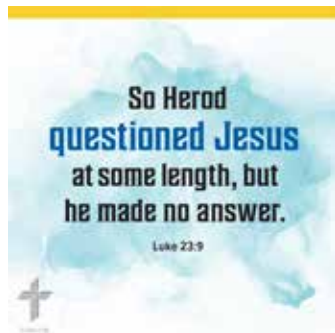
MARCH 19 WED OF LENT II



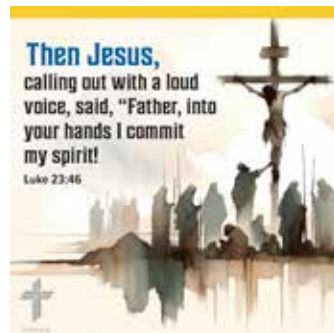
MARCH 26 WED OF LENT III



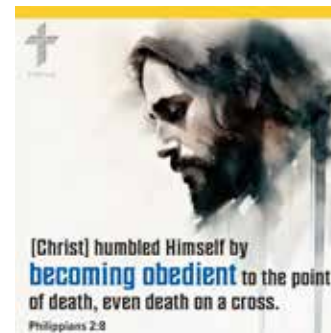
APRIL 2 WED OF LENT IV



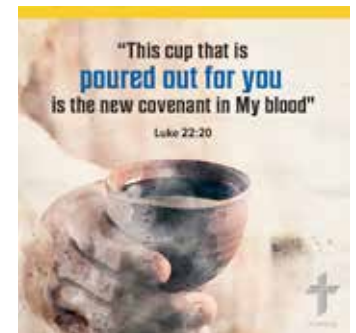
APRIL 9 WED OF LENT V



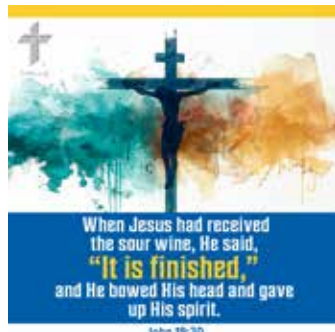
APRIL 13 PALM SUNDAY



APRIL 17 HOLY THURSDAY



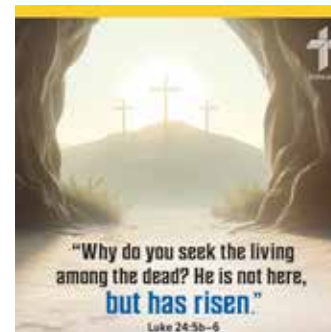
APRIL 18  
GOOD FRIDAY



APRIL 19  
EASTER VIGIL



APRIL 20  
EASTER

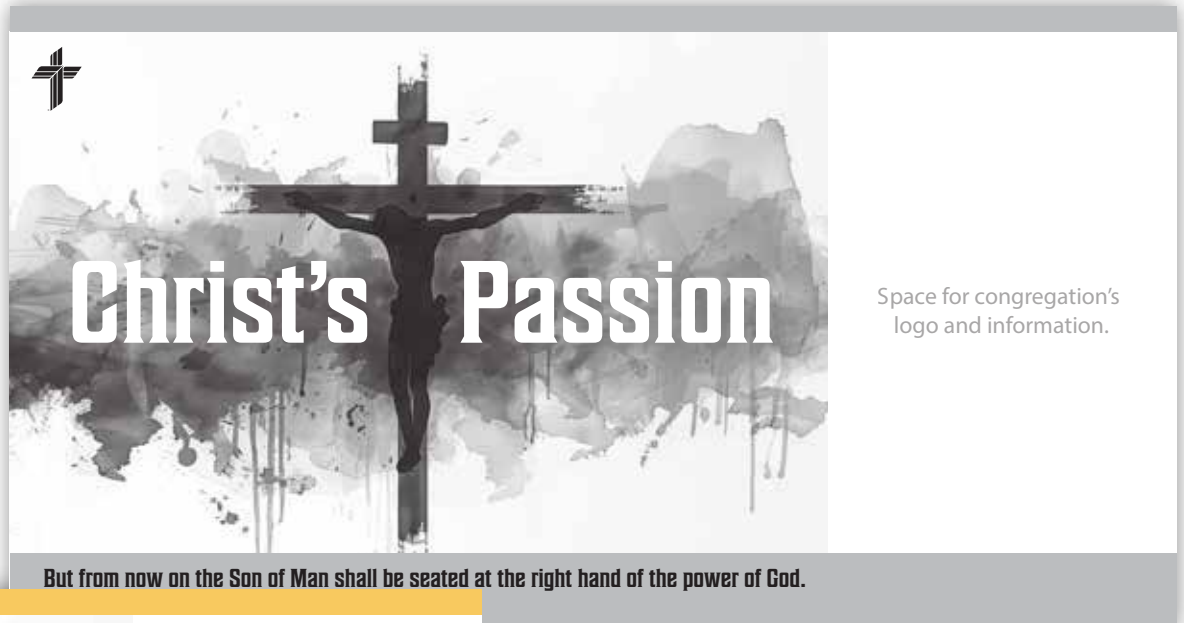




## 2025 LENT MEDIA KIT

### NEWSPAPER AD DESIGN IN COLOR

**AND BLACK AND WHITE:** Add your congregation's information to these ads.

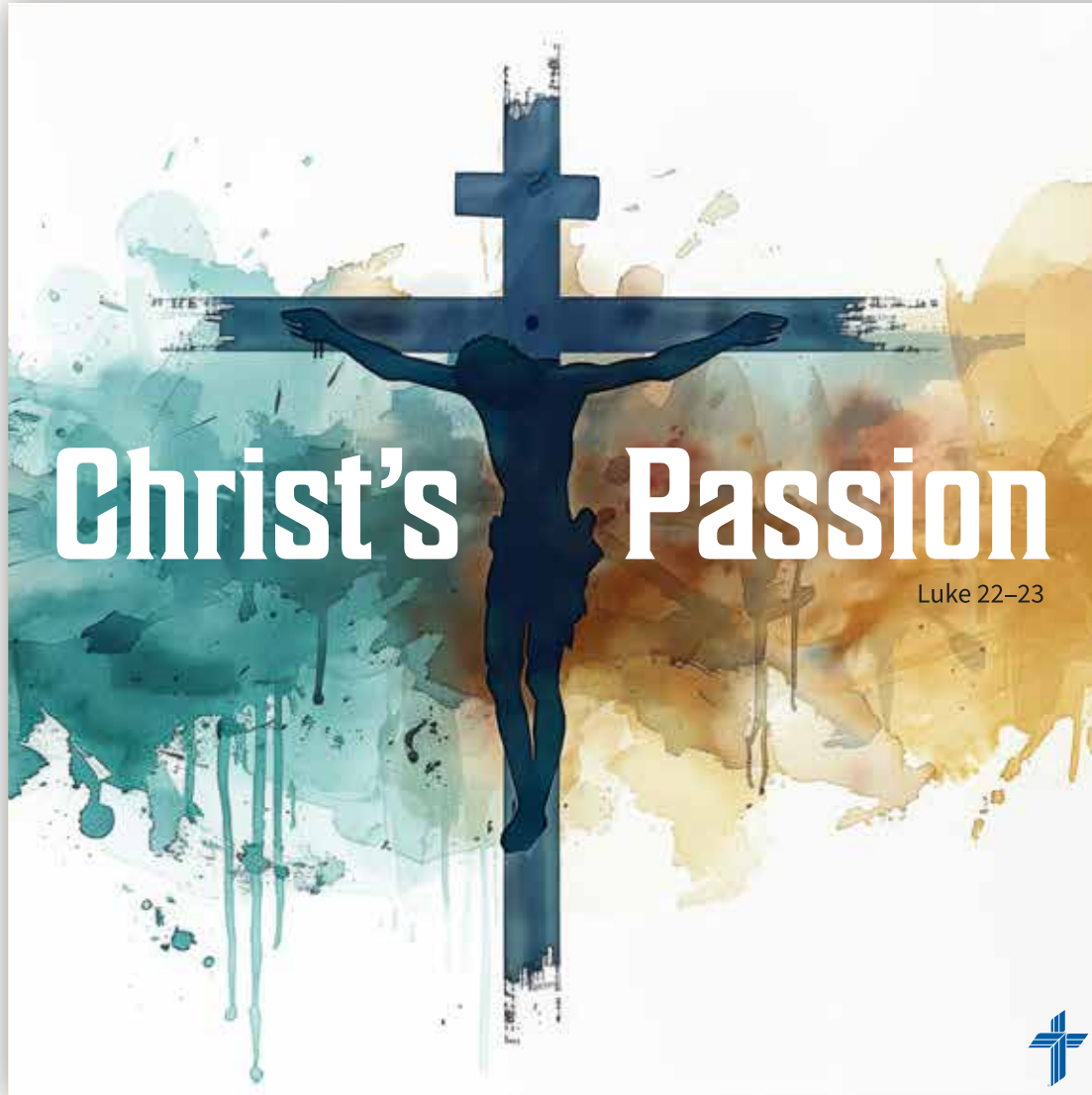






## 2025 LENT MEDIA KIT

SIGN



Space for congregation's  
logo and information.