



2024 ADVENT MEDIA KIT OPTION A

branding guidelines





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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.

AURORA AGED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

SOUTH ROUTE SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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



RGB 73/58/54
CMYK 57/64/65/52



RGB 183/142/103
CMYK 27/43/64/4



RGB 231/216/188
CMYK 9/12/27/0



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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.





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SOCIAL MEDIA SHARABLES:

Dec 1: Advent 1



Dec 8: Advent 2



Dec 15: Advent 3



Dec 22: Advent 4



Dec 24: Christmas Eve



Dec 25: Christmas Day



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**NEWSPAPER AD DESIGN IN COLOR
AND BLACK AND WHITE:** Add your congregation's
information to these ads.



