

color palette



anything but ordinary greens



holy violets



passion reds



new life grays

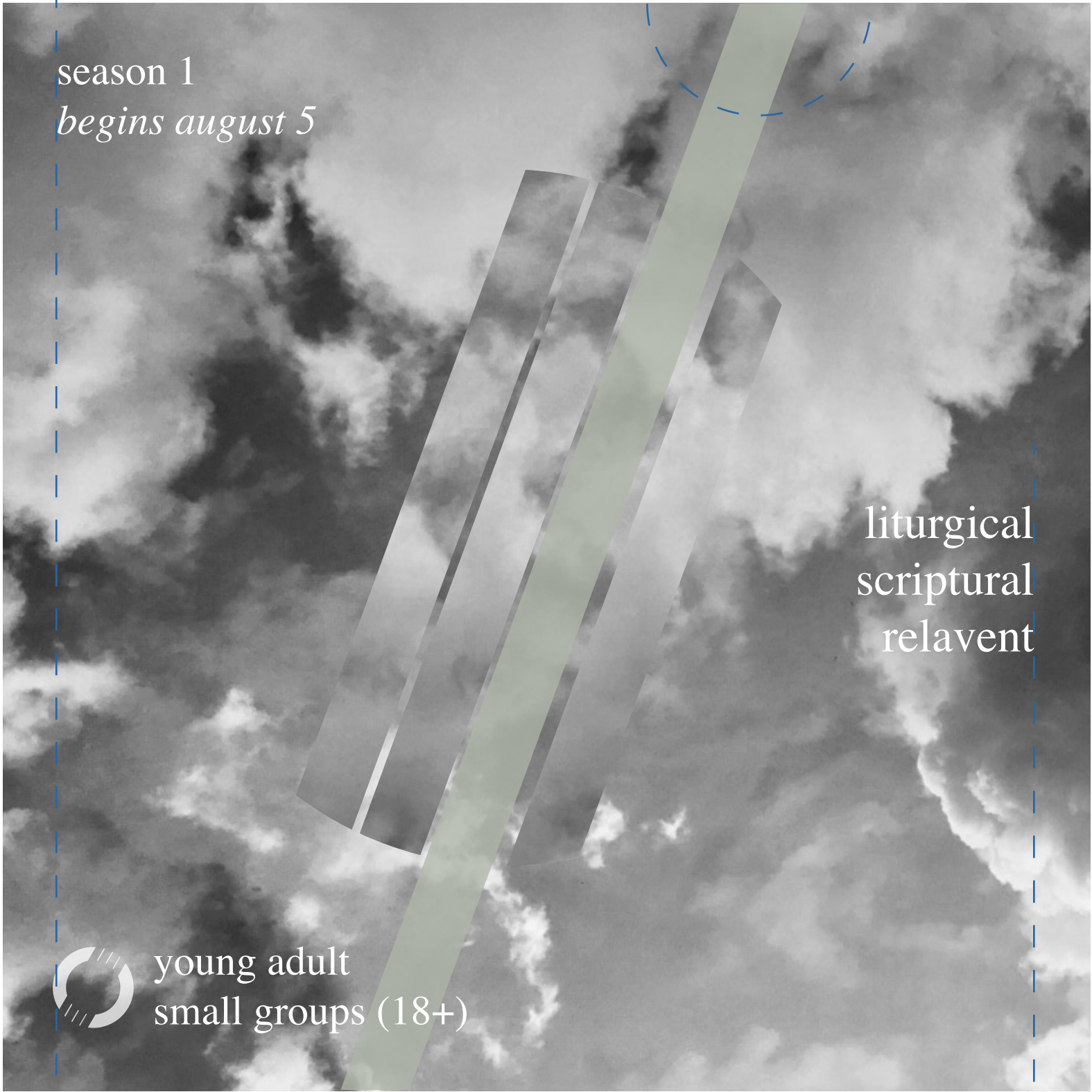
art specs

- align left
- top: tier 1 critical information
(title/topic, date, time)
- stripe color highlights
liturgical season/theme

graphic specs
1000px x 1000px

margin specs
50px left, right,
50px top, bottom

any photography
should be natural,
black and white



- bottom: tier 2 lockup
- supplementary messaging
align right

font/type specs

since these templates will be shared with a broad range of ministries, template fonts are standard on both PC and MAC operating systems and commonly used creative software (ie: Powerpoint, Illustrator). this guide is made specifically with this template in mind.

left side

38pt Times Regular
38pt Times Italic

right side

48pt Times Regular

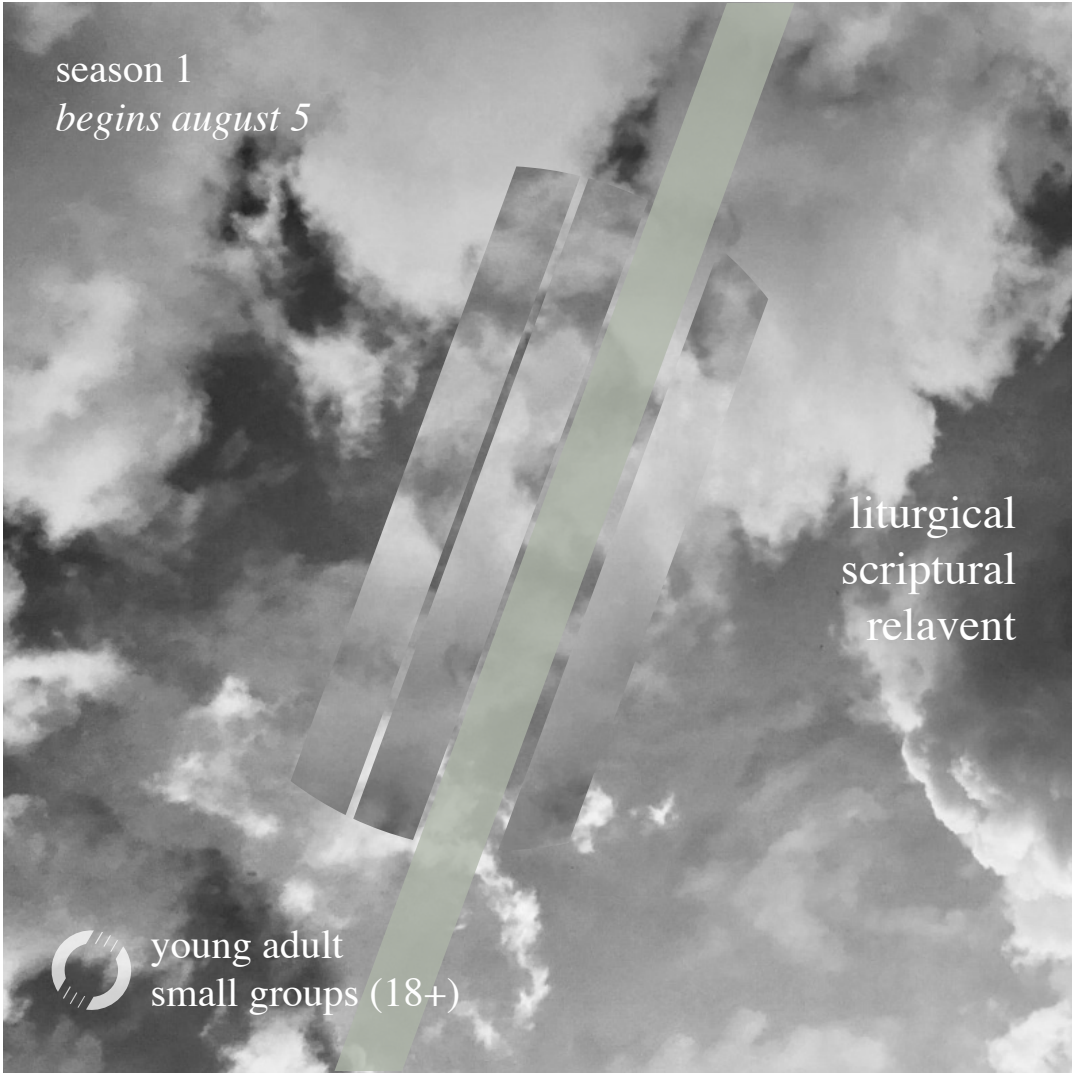
use all lowercase letters/no capitals
use same color for all fonts (preferably pure white #FFFFFF)

clear, direct tier 1 messaging

- sparingly use italic; only use to highlight action (ie: begins, starts, sign up now, join today, see you saturday, etc.)*
- use a max of 2 lines of text*
- do not extend text beyond far left side of colored stripe*

clear, direct tier 2 logo

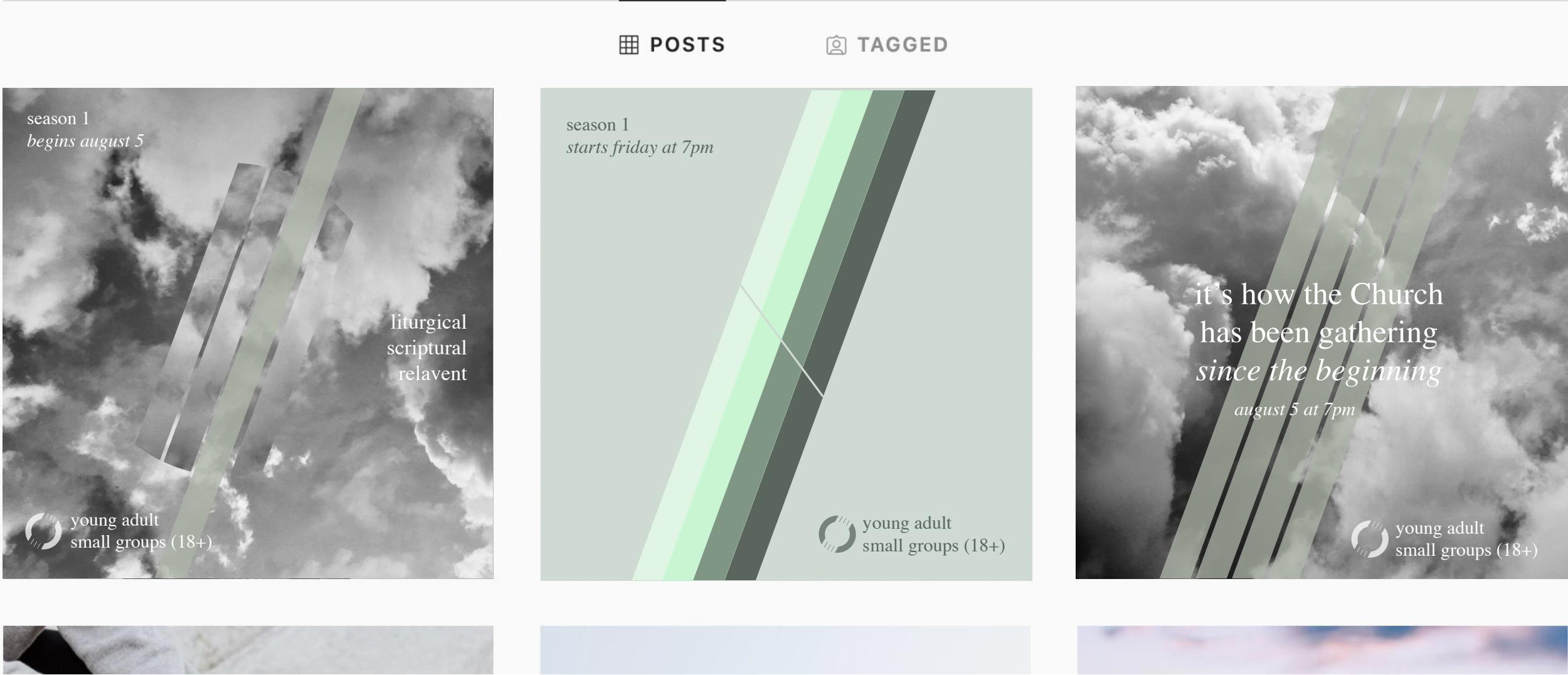
- use a max of 2 lines of text*
- maintain minimum of 50px distance on all sides*



minimal, impactful callout for supplementary messaging.

- use a max of 2 words per line*
- use a max of 5 lines of text*
- maintain minimum of 50px distance on all sides*

instagram grid example & how to save files



save files from powerpoint for social media

- 1) file
- 2) export
- 3) file format (jpg or png)
- 4) export

save files from illustrator for social media

- 1) file
- 2) export > export for screens
- 3) select artboard(s)
- 4) export artboard