

Season
of
Advent



BIG CASLON MED

JOSEFIN SANS REGULAR

Use PT Serif Regular for body copy. *Use italics for emphasis instead of bold.* Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer elementum est ligula, a ultrices est porta nec. Mauris eget nisi maximus, posuere nisi vitae, tristique purus. Donec blandit quam ut ultricies dapibus.

COLORS



TEXTURES



FONTS

Together, Big Caslon, Josefin Sans, and PT Serif provide an elegant, modern feel that create a visual hierarchy useful for organizing titles and body copy clearly.

COLORS

The colors are traditional Christmas colors that see more infrequent use in modern-day holiday imagery. They are darkened and blended to convey elegance and modernity.

TEXTURES

The textures come from linen cloth and felt paper, providing a classic, refined, and elegant feel while adding depth.

TYPE OF IMAGERY

Natural photography featuring wintery images made up of mostly cool colors (blue, indigo, violet, green—but mainly blue). Warm colors can be present in parts of the photos but never make up the majority of a design’s imagery. When the required imagery falls outside of these guidelines, a blue tint can be added, or the photo can be used on the opposite side of the piece.



APPLICATION OF IMAGERY



WITH CAPTION



WITHOUT CAPTION



DESIGN ELEMENTS



OUR VISION
To make and deploy, mature and equipped followers of Christ for the sake of family, community and global transformation.

OUR MOTTO
To attempt something so great for God that it is doomed to failure, unless He be in it.

OUR CHURCH RELATIONSHIPS
Perimeter Church Plants (www.perimeter.org/churchplants)
UNITE! Churches (uniteus.org)
Presbyterian Church in America (pcanet.org)

Perimeter CHURCH

For a full list of times and venues, visit: www.perimeter.org
9500 Medlock Bridge Rd. • Johns Creek, GA 30097 • 678.405.200
For prayer: www.perimeter.org/prayerwall

Season of Advent

**CHRISTMAS
AT PERIMETER**

Bulletin Shell

Season of Advent

**YOU'RE
INVITED**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer elementum est ligula, a ultrices est porta nec. Mauris eget nisi maximus, posuere nisi vitae, tristique purus. Donec blandit quam ut ultricies dapibus. Nam nunc leo, mollis at sapien vitae, efficitur tempor ligula. Vivamus cursus bibendum euismod.

Invitations



FRAME VARIATIONS

SCROLL = ADVENT



The corners suggest the shape of a scroll unraveling, alluding to the old world Christian symbol that represents the coming of the Prince of Peace. This scroll border will be used on all of the main *Season of Advent* artwork that is not focused on a specific word (Hope, Peace, Love, Joy), and it will be paired with blue.

Welcome



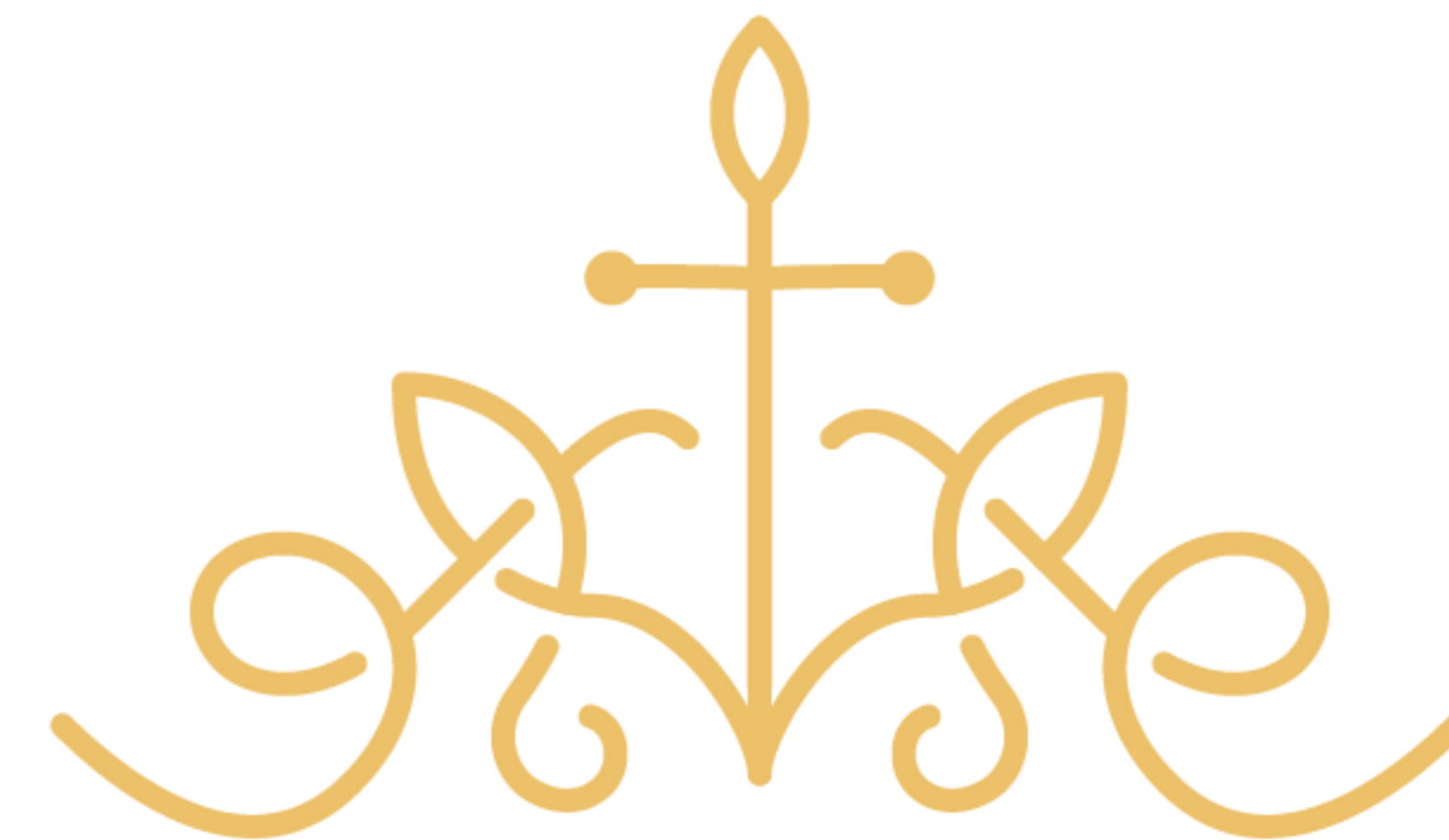
Merry
Christmas

Christmas
at
Perimeter



FRAME VARIATIONS

ANCHOR = HOPE



The corners suggest the shape of an anchor, alluding to the old world Christian symbol that represents hope. This anchor border will be used on all of the artwork that is focused on Hope, and it will be paired with green.

Hope





FRAME VARIATIONS

DOVE = PEACE



The corners suggest the shape of a dove, alluding to the old world Christian symbol that represents peace. This dove border will be used on all of the artwork that is focused on Peace, and it will be paired with purple.

Peace





FRAME VARIATIONS

HEART = LOVE



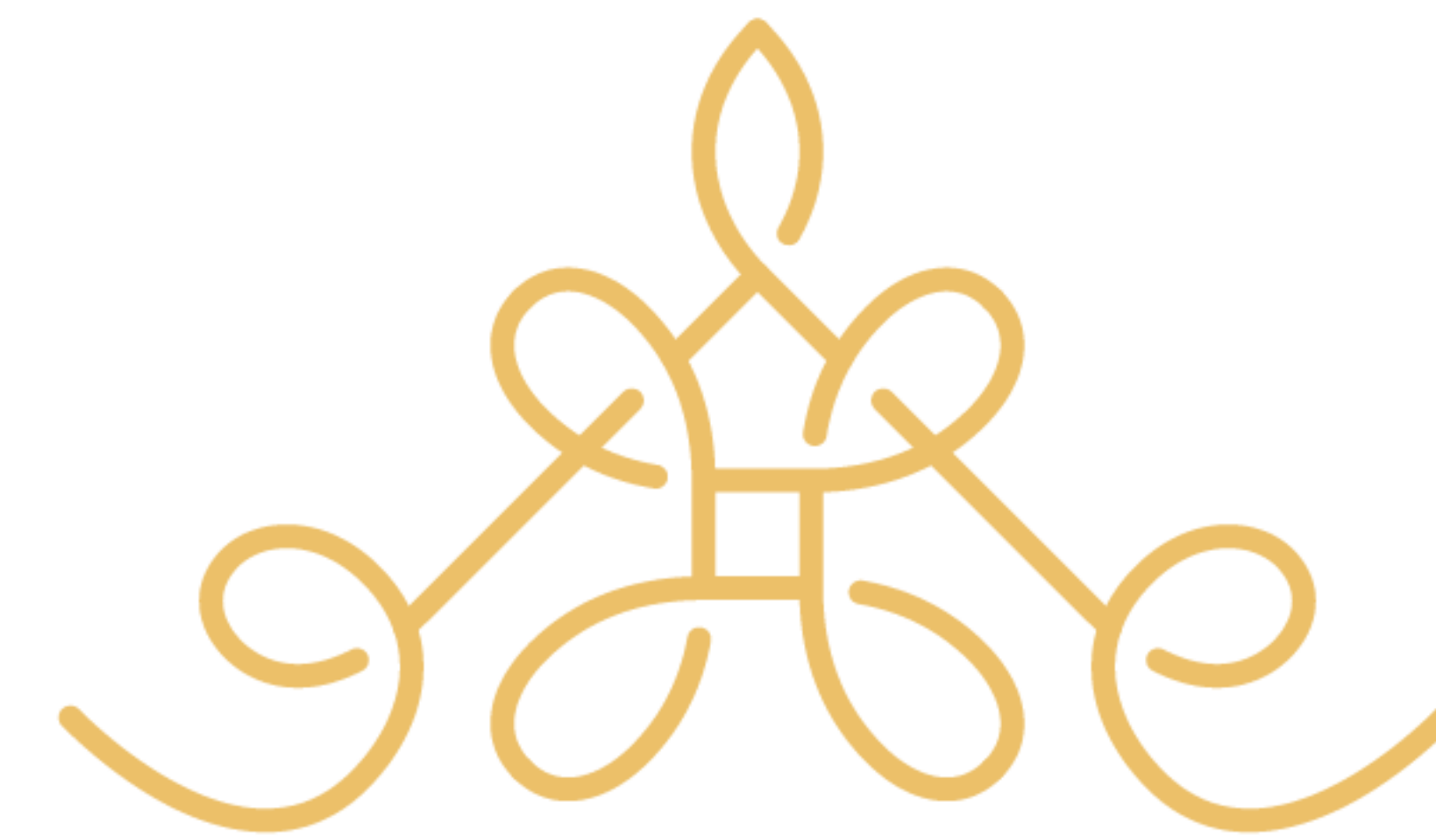
The corners suggest the shape of a heart, alluding to the timeless symbol that represents love. This heart border will be used on all of the artwork that is focused on Love, and it will be paired with burgundy.





FRAME VARIATIONS

—◆—
SYMBOL = JOY



The corners include the old world symbol that represents joy, while also suggesting the shape of a candle and a flame for advent. This symbolic border will be used on all of the artwork that is focused on Joy , and it will be paired with Red.

Joy

