

# HOLLY WEEK





## HOLY WEEK STYLE GUIDE

# HOLY WEEK

The Holy Week graphic is a summary of the journey from Palm to Easter Sunday. Both the background and frame colors transition from Aster Purple and Palm Honey, the first colors on Palm Sunday, to Sunflower Gold and Easter Teal, the final colors on Easter. The design elements are borrowed from each of the days of the week. The Holy Week text color is Resurrection White, hinting at the climax and real destination of the week: Easter Sunday.

### PRIMARY COLORS



**Aster Purple**  
#6A1979



**Peony Pink**  
#F0276E



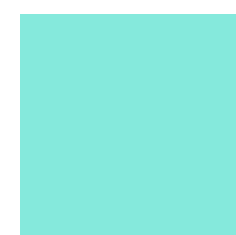
**Sunflower Gold**  
#FBBC13



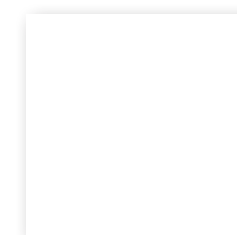
### SECONDARY COLORS



**Palm Honey**  
#FABB5A



**Easter Teal**  
#84E9DC



**Resurrection White**  
#FFFFFF



### DESIGN ELEMENTS





# ATTEN NEW BOLD

ATTEN NEW MEDIUM (TRACKING 0.175 EM)

## ***Alverata Bold Italic***

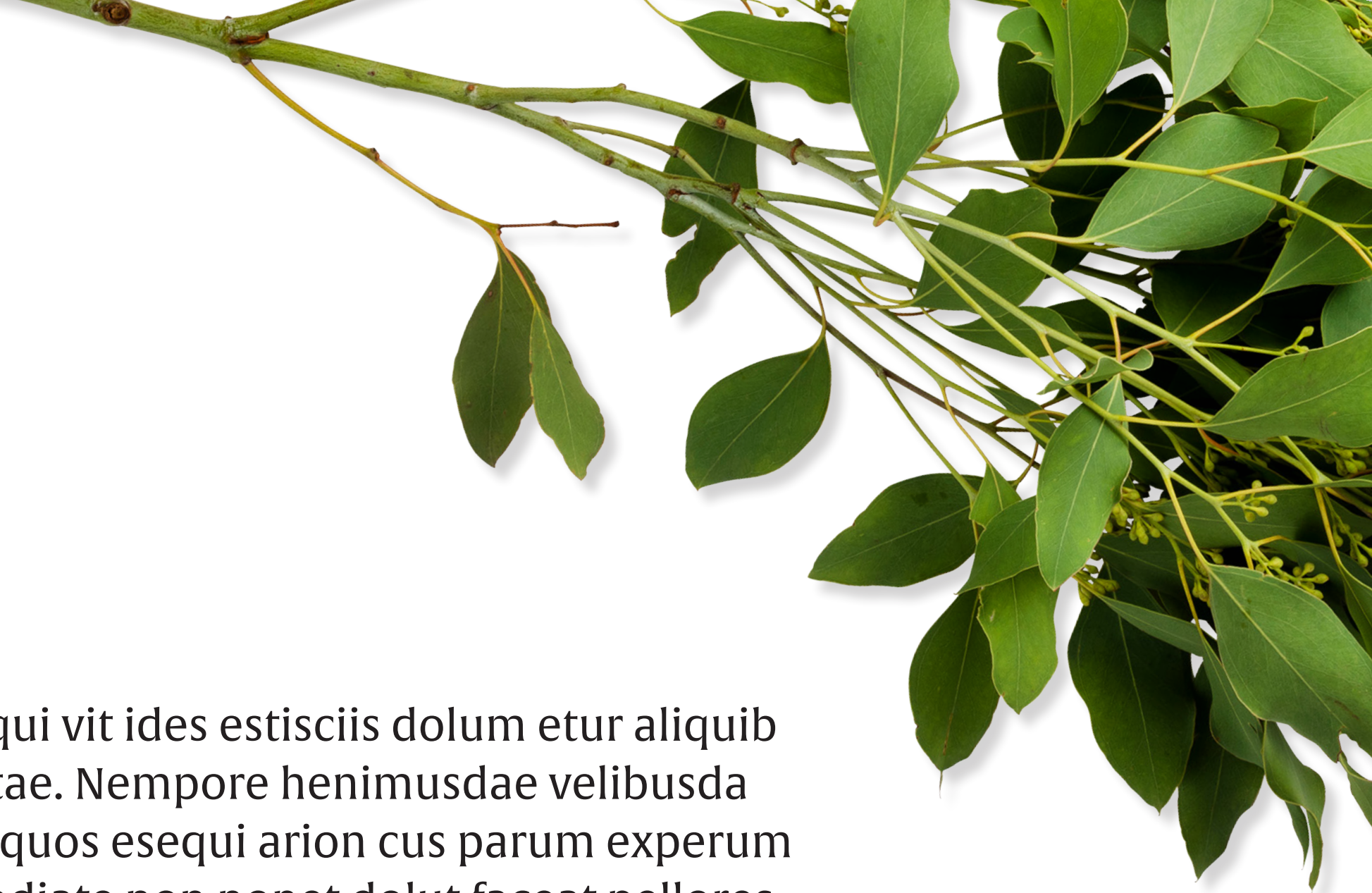
Alverata Regular for body copy. Alverata Light, **Semibold**, **Bold**, and their *Italic* equivalents may also be used for organizing information when necessary. Use generous line spacing, and when laying out a page with more than 3 sentences of body copy, make generous use of white space to allow the content to breathe.

All fonts are available in Adobe Fonts (formerly TypeKit).

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# DESIGN RATIONALE

## PLANTLIFE AND THE HEARTBEAT OF JESUS



### ***Our Challenges***

When people walk into Perimeter on Easter, we want them to quickly feel a sense of joy, celebration, and life. At the same time, we want them to perceive a deeper message about the heartbeat of Jesus. And beyond that, we want a design that says *Easter* even to the unchurched. We want something that can tell the story of Holy Week (life to death and death to life) and feel modern at the same time.

The best design direction lives where all these goals overlap.

### ***Our Temptation***

When designing for *The Heartbeat of Jesus*, it's tempting to go heavy with heart imagery: EKG monitors, heart shapes, medical renderings, arteries, and so on. The difficulty with this direction is that both sides of the spectrum (simple Valentine-esque hearts or detailed medical hearts) instantly call to mind experiences that we don't really want to associate with Holy Week, and none of these elements properly capture the wealth of emotions that come with a theme like *The Heartbeat of Jesus*.

### ***Our Solution***

Plantlife lets us into a world that avoids the dangers of heart imagery without ignoring what Perimeter wants Holy Week to achieve.

Joy, celebration, life—and the opposite emotions on Good Friday—are already linked to plantlife in our everyday lives. Bouquets fill commencements and funerals alike. We use flowers to show compassion and to serve others (two heartbeats of Christ are *compassion* and *service*).

Plus, instead of redundantly visualizing exactly what's being said, plants thoughtfully complement the *emotion* of the message. A flatline doesn't show sacrifice quite like a withering flower does. A bright red heart doesn't capture the explosion of life that a bouquet of flowers does. Plantlife captures the emotion in Jesus' heart powerfully and effectively.

Even more than that, this concept tells the story of Holy Week, recognizes the unchurched, and modernizes a traditional take on Easter.

We believe this plantlife direction is an effective and faithful design that accomplishes all of Perimeter's goals for Holy Week.



# PALM SUNDAY





## HOLY WEEK STYLE GUIDE

# PALM SUNDAY

Palm Sunday introduces Holy Week with bright colors and healthy green life (especially that of palm fronds). The secondary colors come from a sky just before sunset, alluding to the atmosphere on Palm Sunday just days before Jesus is betrayed. Design elements are majority green with a touch of color.

### PRIMARY COLORS



***Aster Purple***  
#6A1979



***Peony Pink***  
#F0276E



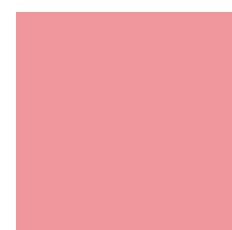
***Leafy Green***  
#346900



### SECONDARY COLORS



***Palm Honey***  
#FABB5A



***Maundy Rose***  
#EE989B



***Sunday Cream***  
#F8F3AA



### DESIGN ELEMENTS





MAUNDY  
THURSDAY





## HOLY WEEK STYLE GUIDE

# MAUNDY THURSDAY

Maundy Thursday turns a little darker as Holy Week moves towards Good Friday. Darker and warmer colors point to the evening of Jesus' supper with his disciples in the upper room. Culinary elements—herbs, spices, berries—reference this same meal, along with tanned ribbon which suggests the fabrics of ancient robes, tablecloths, and washcloths.

### PRIMARY COLORS



**Peony Pink**  
#F0276E



**Rose Orange**  
#F27D00



**Sunflower Gold**  
#FBBC13



### SECONDARY COLORS



**Maundy Rose**  
#EE989B



**Withered Brown**  
#614B1F



**Thursday Beige**  
#F2DDB9



### DESIGN ELEMENTS





# GOOD FRIDAY





## HOLY WEEK STYLE GUIDE

# GOOD FRIDAY

Good Friday is the darkest point in all of Holy Week. The background, text, and element colors are all darker on Good Friday than on any other day this week. Design elements are majority withering, darkened, or entirely dead. In the corner of the graphic is a slight hint of white, suggesting that Good Friday is not the true end of the Holy Week narrative.

### PRIMARY COLORS



### SECONDARY COLORS



### DESIGN ELEMENTS





# EASTER SUNDAY





## HOLY WEEK STYLE GUIDE

# EASTER SUNDAY

Easter Sunday is the visual opposite of Good Friday. In the place of withering plants are blooming flowers; instead of darkness, Easter has a bright background. A variety of petals and colors help illustrate an “explosion” of flowers, conveying a similar “explosion” of joy, celebration, and life.

### PRIMARY COLORS



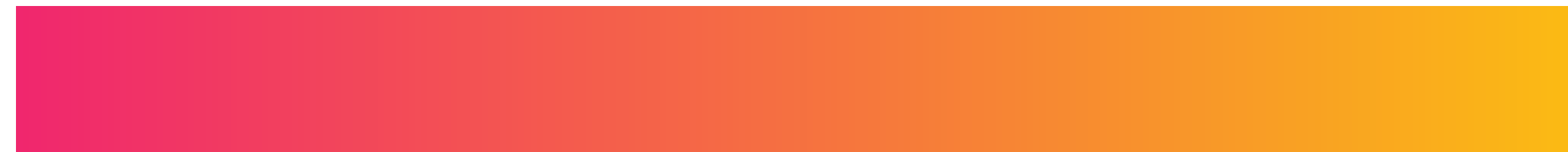
**Peony Pink**  
#F0276E



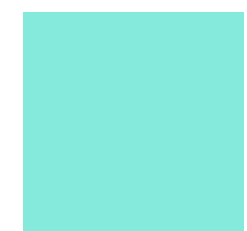
**Rose Orange**  
#F27D00



**Sunflower Gold**  
#FBBC13



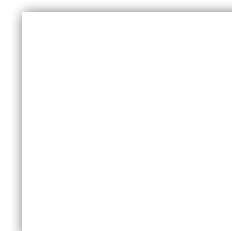
### SECONDARY COLORS



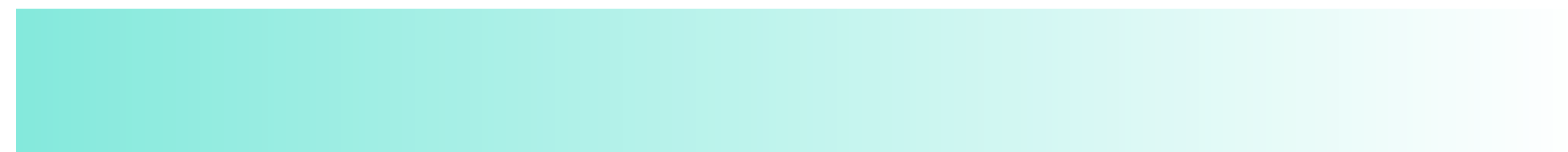
**Easter Teal**  
#84E9DC



**Rising Blue**  
#CAF0FD



**Resurrection White**  
#FFFFFF



### DESIGN ELEMENTS

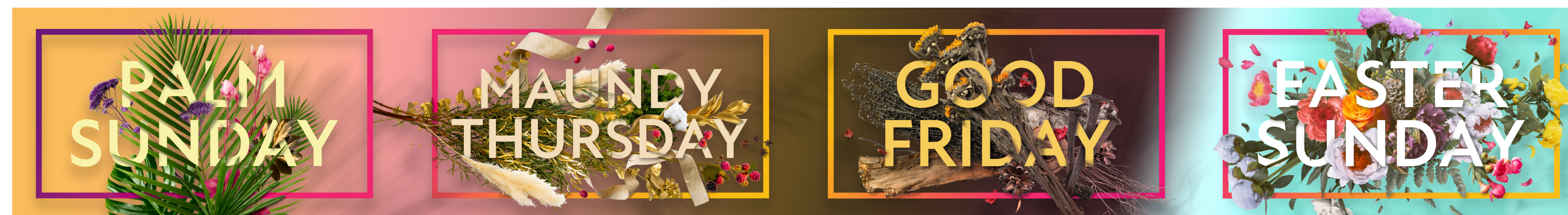
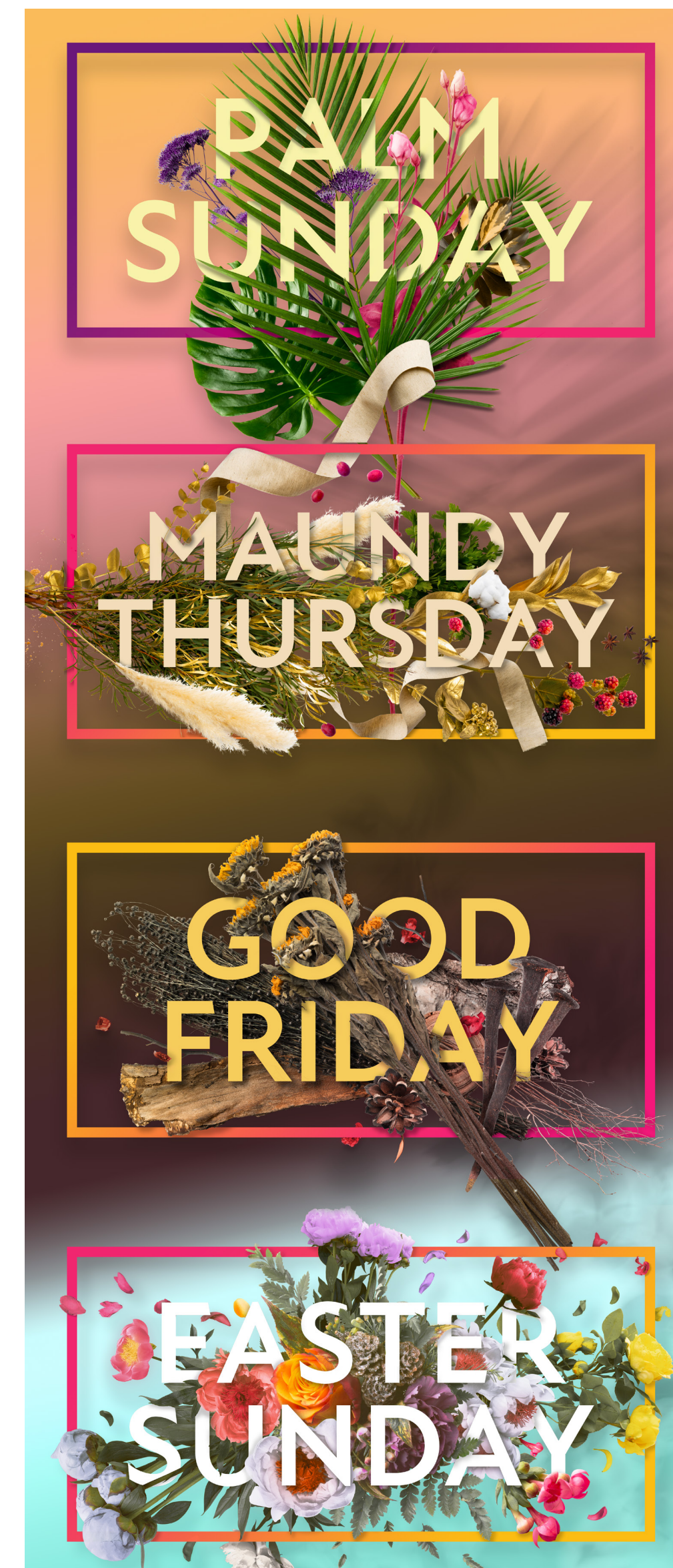




# WEEK AT A GLANCE

Every day in Holy Week is designed to flow seamlessly from one day to the next. The background colors transition smoothly from Sunday to Sunday, as do the colors of the rectangular frames. Elements (especially shadows) from one day may overlap with those of another day, adding a sense of depth and cohesion to the overall design.

Each of the graphics on this page (horizontal and vertical) can be cropped to focus on any individual day, and doing so will create the day-specific graphics shown on previous pages.





## DESIGN ELEMENTS

# DROPCAPS

When introducing large bodies of text, use dropcaps for the first letter of a major section. Below are a few sample dropcaps in no particular order. Some are more fitting for certain days in Holy Week than others. Dropcaps are custom made for each piece.

