

*Christmas*

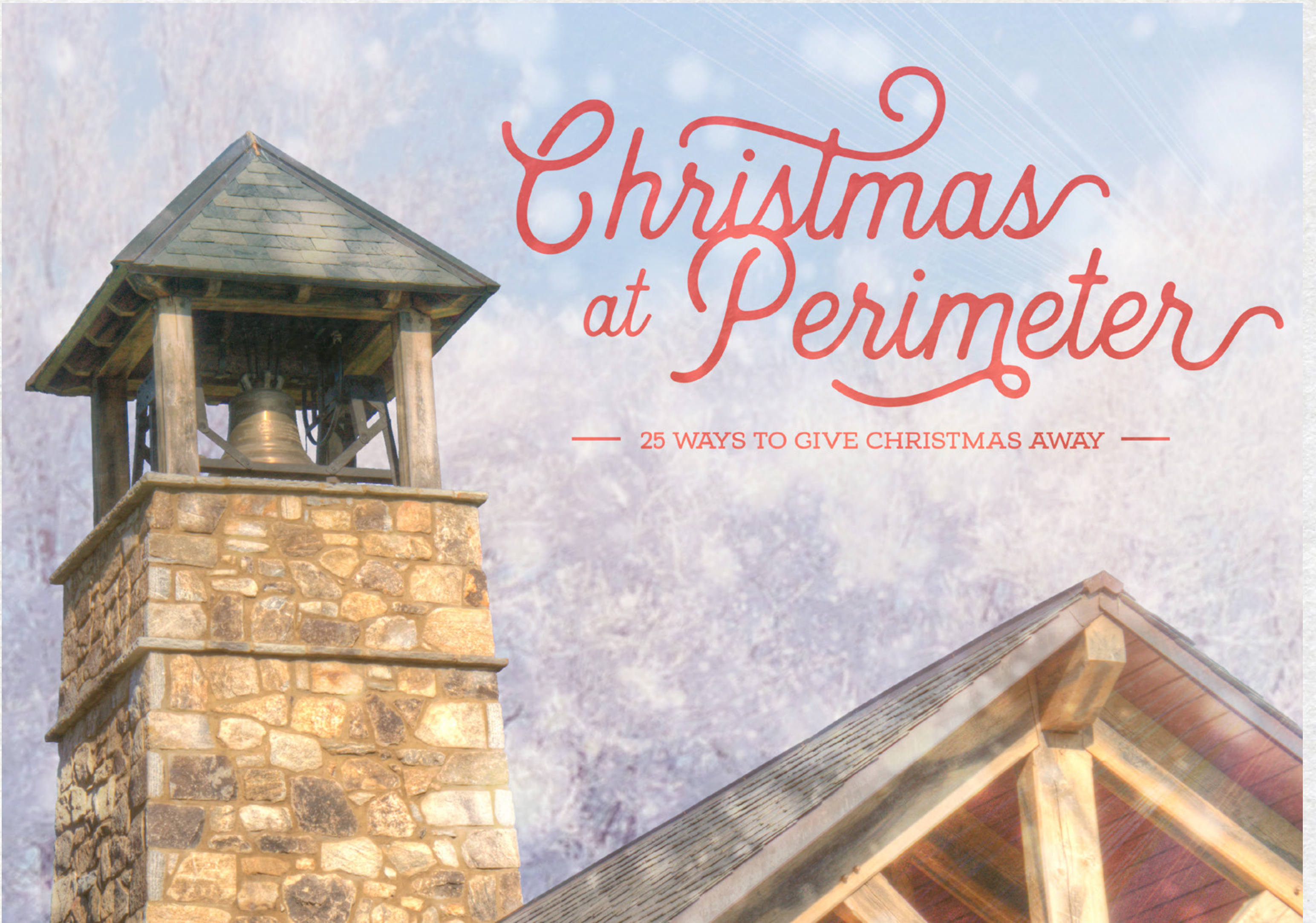
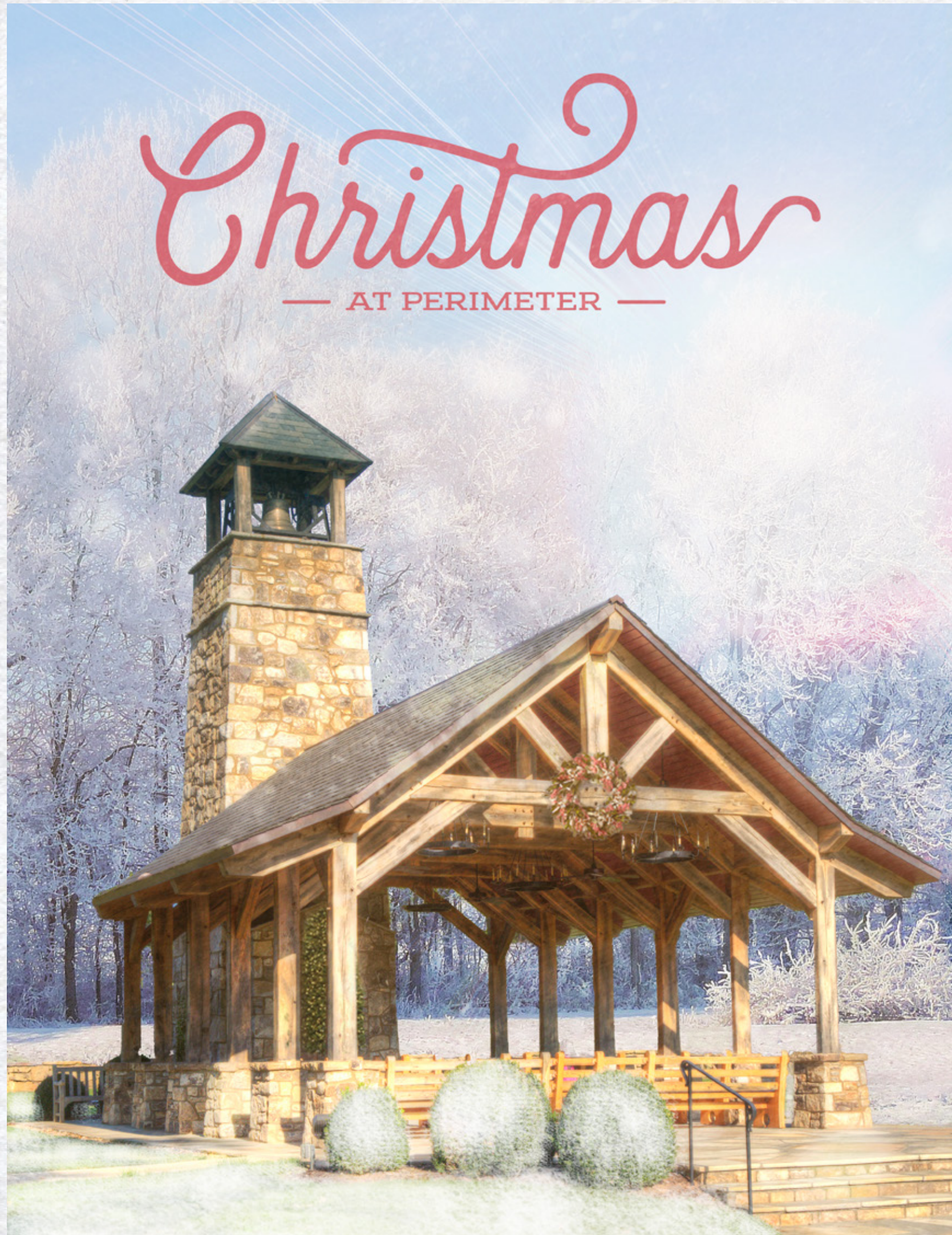
— AT PERIMETER —

25 WAYS TO GIVE CHRISTMAS AWAY

# Christmas

— AT PERIMETER —





Christmas 2017 at Perimeter will feature the Founder's Chapel in a classic winter setting that aims to capture the "Home for Christmas" feel. To achieve this, we will feature familiar elements of a traditional Christmas (colors, decor, textures, and patterns) and apply them to the outdoor Founder's Chapel area. Additionally, elements such as wreaths, trees, with stars, and intentional wording will anchor the look to be Christ centered and honoring. This style will allow for compelling set, print, lighting, and screen design throughout the 2017 Christmas season.

# Christmas

— AT PERIMETER —

For unto us a Child is born, Unto us a Son is given; And the government will be upon His shoulder. And His name will be called Wonderful, Counselor, Mighty God, Everlasting Father, Prince of Peace. Of the increase of His government and peace There will be no end, Upon the throne of David and over His kingdom, To order it and establish it with judgment and justice From that time forward, even forever. The zeal of the Lord of hosts will perform this.

25 WAYS TO GIVE CHRISTMAS AWAY

# Christmas

— AT PERIMETER —

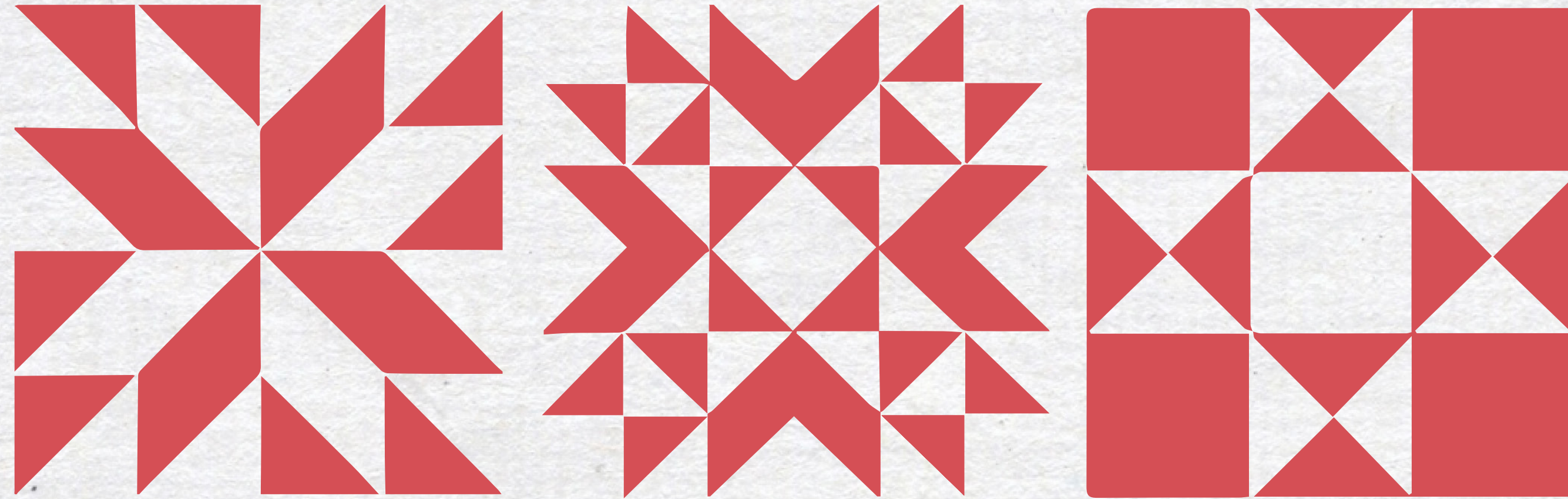
How beautiful upon the mountains are the feet of him who brings glad tidings, announcing peace, bearing good news, announcing salvation, and saying to Zion, "Your God is King!" Hark! Your sentinels raise a cry, together they shout for joy, for they see directly, before their eyes, the LORD restoring Zion. Break out together in song, O ruins of Jerusalem! For the LORD comforts his people, he redeems Jerusalem. The LORD has bared his holy arm in the sight of all the nations; all the ends of the earth will behold the salvation of our God.

25 WAYS TO GIVE CHRISTMAS AWAY



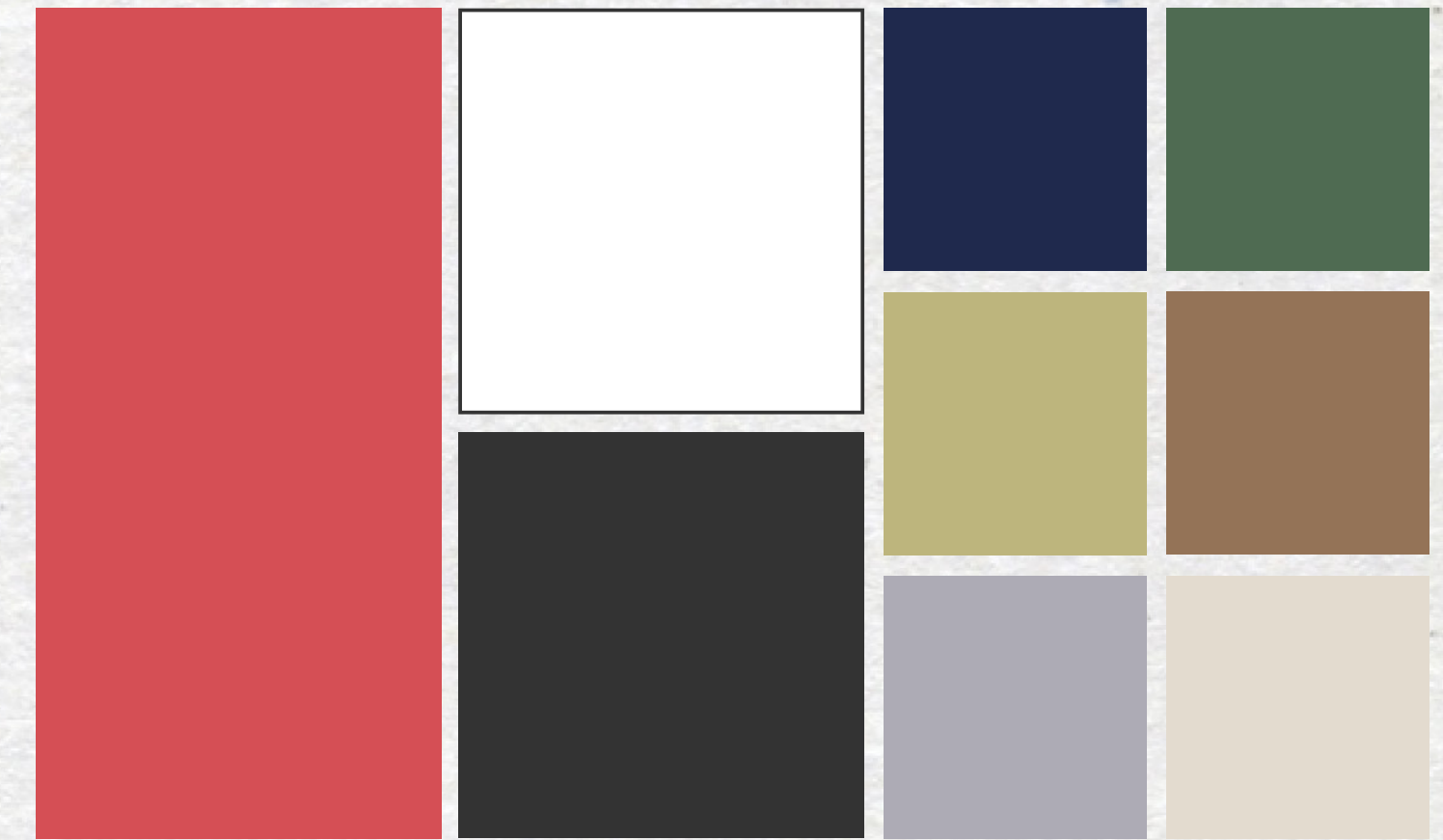
# PATTERNS

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# COLORS

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# FONTS

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*Heritage*

ADORN

AVENIR

*AaBbCc123*

AaBbCc123

AaBbCc123

## Patterns

The selected patterns come from common barn quilt patterns. Barn quilt patterns offer a distinct and vintage appearance. These will provide excellent backgrounds for print and digital pieces as well as for unique giveaways or promotional items.

## Colors

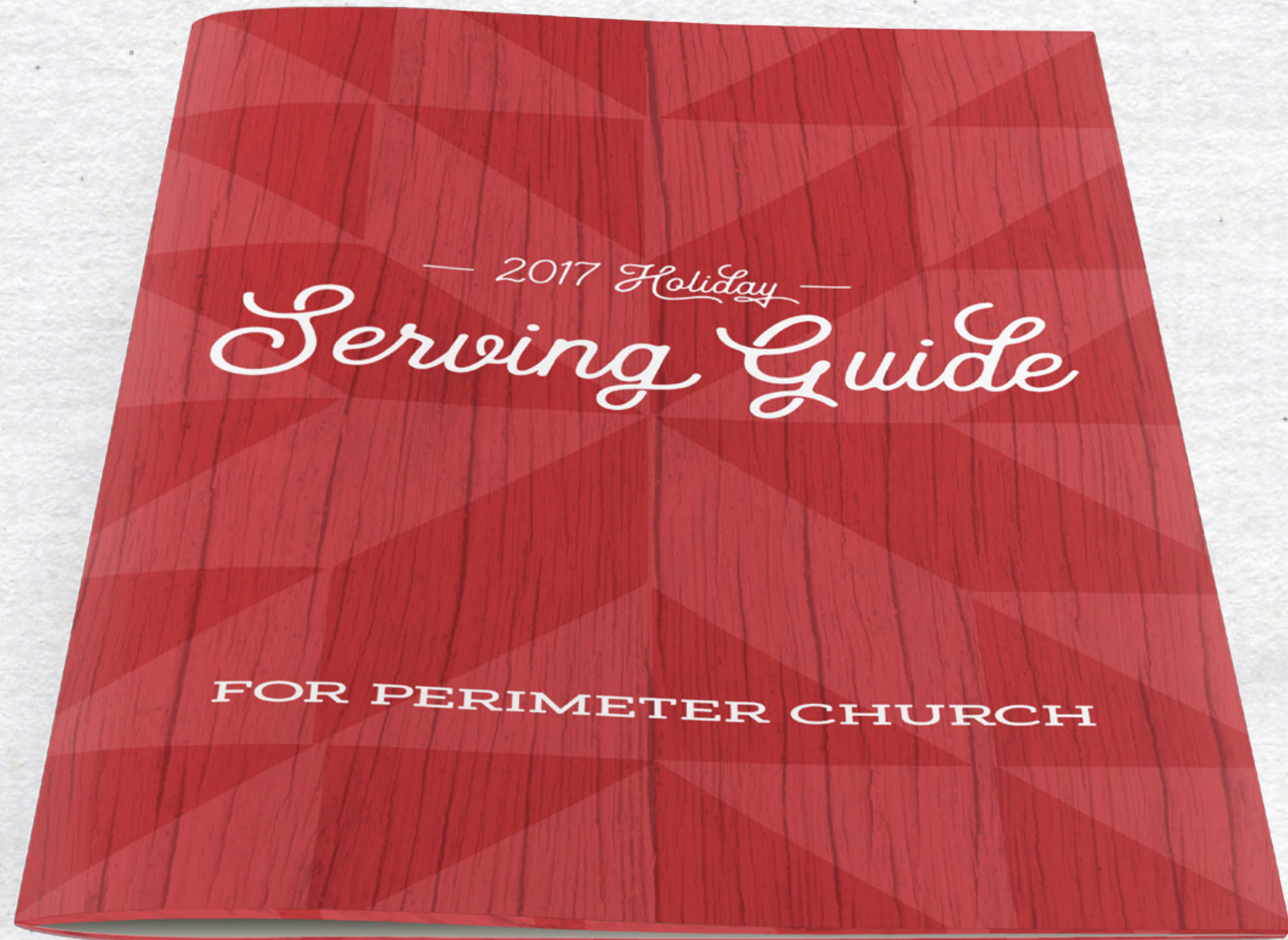
The selected colors come from a traditional Christmas palette. They are slightly faded to provide a warm and organic feel.

## Fonts

Together, Heritage, Adorn, and Avenir provide a warm and inviting feel that will offer a wide range in titles and text copy throughout the campaign.









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