

Make Room

Making room for Jesus by quieting the noise amidst the busyness of the Christmas season.



COLOR PALETTE



FONTS

Title

Bookman JF Pro Italic

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body

URW DIN Cond Bold

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Accent

Pirata One

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ELEMENTS



PHOTOGRAPHER GUIDE

Our purpose as photographers at New Life is to help tell God's story and the story of our church with our images so that so that others may see the goodness of God and take a next step towards Jesus.

STYLE

Bold

- From composition to editing, our images stand out as bold.

Vibrant

- Our images reflect our diverse community, they are vibrant with color and expression.

Personal

- We capture authentic moments and expressions.

SHOT LIST

- 01 Building, parking, outdoor signage
- 02 Guests Entering, Greeters
- 03 Indoor welcome are, people interacting
- 04 Doors to the sanctuary
- 05 People holding bible/phone/invites
- 06 Worship and tech team
- 07 Congregation in worship
- 08 Pastor preaching
- 09 People praying
- 10 Baptisms
- 11 Children's Ministry
- 12 Behind the scenes

SOCIAL MEDIA PLANNER

Create a Social Media Planner using a spreadsheet. Give access to anyone who will be posting on your social media account so they can create and plan ahead. Schedule what you can ahead of time, especially for the weekends!

Sunday | Stories

Live, behind the scenes, sermon quotes, worship songs Sunday recap
Capture all of your content for the week!

Monday | Instruct

Create a carousel post of the key points or scriptures from Sunday message

Tuesday | Inspire

Post a 60 second clip from the message or encouraging devotional

Wednesday | Interact

Ask a question, prayer, use a sticker poll or slider on stories

Thursday | Involve

Highlight next steps, baptism, life groups, serving opportunities, or events

Friday | Inform

Share something fun, seasonal, what's happening this Sunday

Saturday | Invite

Elegant, creative ways to invite people to church

