



2022

Mother's Day

SADDLEBACK CHURCH





The *Fruits* of her *Labor*

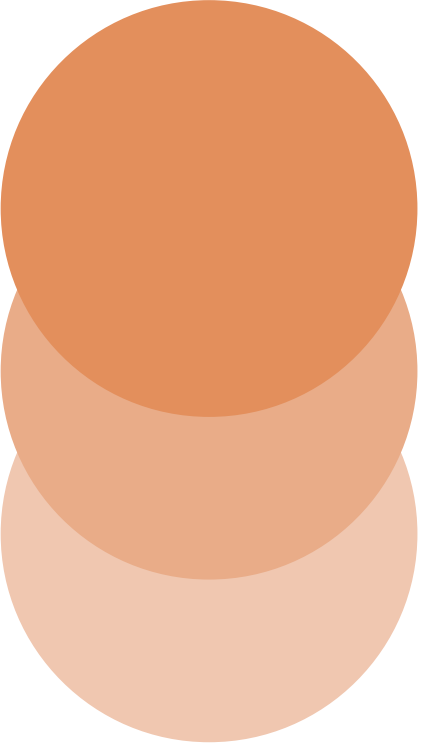
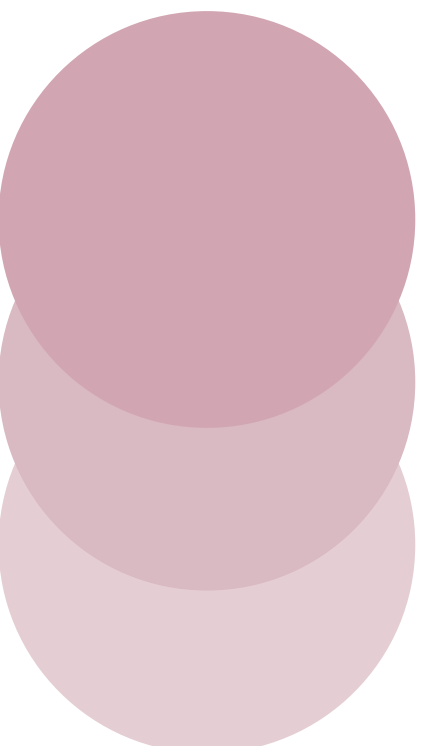
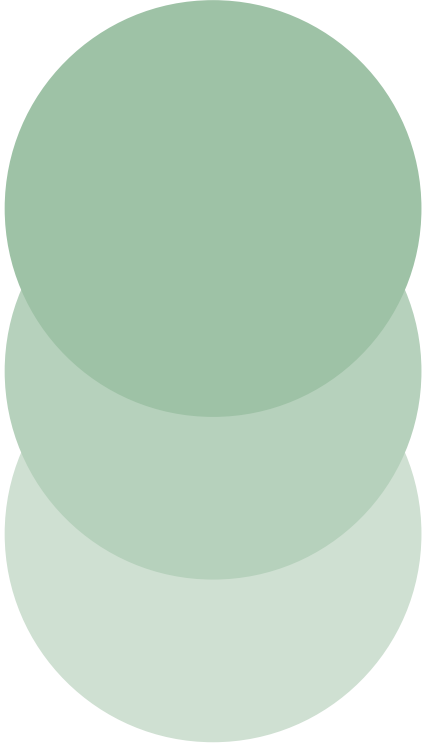
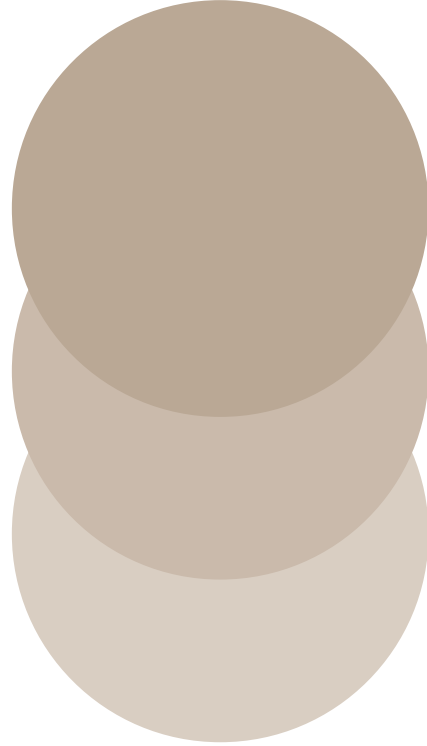

“But the fruit of the Spirit is love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, self-control.”
Galatians 5:22-23

A mother’s life is tied to many things – her family, her career, her faith. And as she holds up the weight of all these things in love, we see the fruit she bears. A mother never works or moves or dreams alone. Everything she does touches the lives of the people around her ... especially her children.

If you have a mother in your life, or a mother figure, you’ve been affected by her love, her kindness, her joy, her peace, and so much more.



COLORS

Digital ———	Peach #E38F5F	Berry #D1A6B2	Stem #9EC2A6	Root #BAA995	Pulp #F8EEE1
Print ———	CMYK 9 51 68 0	CMYK 17 37 18 0	CMYK 40 10 40 0	CMYK 20 25 35 10	CMYK 2 5 10 0
	Peach 75% #E8A880 CMYK 7 38 51 0	Berry 75% #DABAC3 CMYK 13 28 13 0	Stem 75% #B4D6BD CMYK 30 3 30 0	Root 75% #CCC0B1 CMYK 14 16 24 7	
	Peach 50% #EEC3A5 CMYK 5 25 34 0	Berry 50% #E4CFD4 CMYK 9 18 9 0	Stem 50% #CCDCCE CMYK 20 5 20 0	Root 50% #D7CCC1 CMYK 10 13 18 5	
					
Tint 75% ———					
Tint 50% ———					

DESIGNER TIP :

A tint is still a solid color and can be adjusted in the fill panel, an object's color changed with the opacity panel will be transparent. For appropriate color pairings see the social media inspiration on page 7.

TYPOGRAPHY

HEADER FONT

IvyPresto Display Light 150pt* —

Tangier Medium 200Pt* —

The
Fruit
She
Bears

BODY FONT

Love

Joy

Peace

Patience

Kindness

Goodness

Faithfulness

Gentleness

Self-Control

— Be Vietnam Pro Bold 25pt

DESIGNER TIP:

For Adobe CC users, IvyPresto Display Light and Tangier Medium can be activated at fonts.adobe.com. Be Vietnam Pro Bold can be downloaded for free here: fonts.google.com/specimen/Be+Vietnam+Pro. Lucidpress templates will be provided with static header phrases to choose from so you do not need to purchase the font. **pt (point size) is relative and given to show ratio of size between fonts.*

PHOTOGRAPHY – MOTHERS



DESIGNER TIP :

These stock photographs are from Unsplash (unsplash.com/license) and are specially curated for use in this brand. They can be downloaded at bit.ly/mothersday2022brandresources.

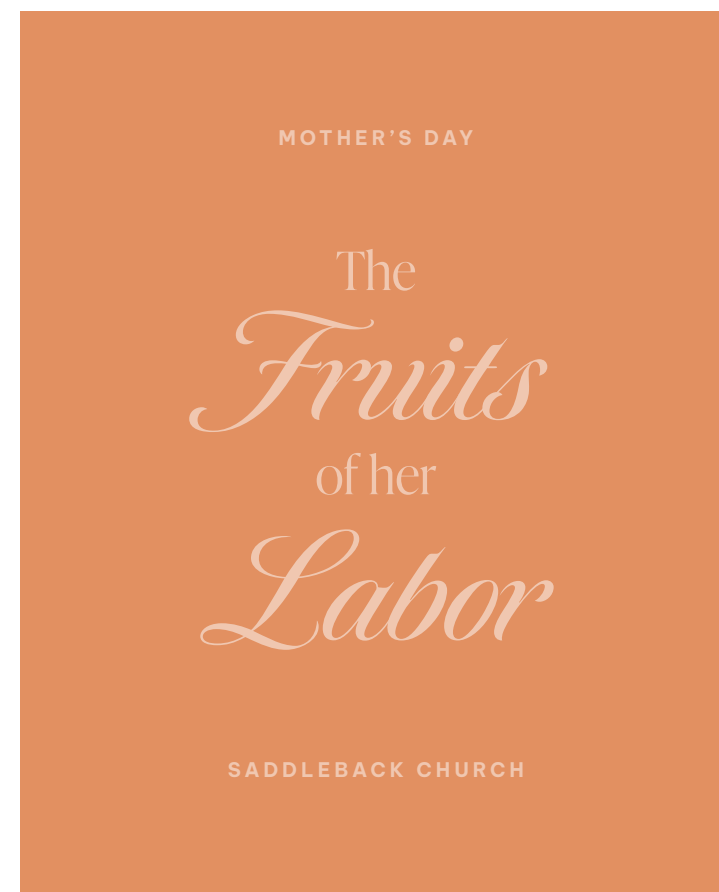
PHOTOGRAPHY – FRUIT



DESIGNER TIP :

Layer fruit photography with photographs of mothers as seen on pages 1, 2, and 7. The fruit photography was taken by Saddleback Church and can be used under CC0 (Creative Commons Zero; see CC0 license here: creativecommons.org/about/ccllicenses).

SOCIAL MEDIA INSPIRATION



DESIGNER TIP:

Combine IvyPresto and Tangier to create visually interesting typographic solutions. Avoid using full bleed photographs, instead try layering them in a collage-style. Lucidpress templates will be provided with static header phrases to choose from so you do not need to purchase the font.

Thank
You

If you have any questions please reach out.
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