



A24 theme style guide

Version 1.1 – December 2023



INTRODUCTION

Each Arise conference carries a theme that is unique to that conference and the two years that follow, while being connected to the enduring story and purpose of Arise.

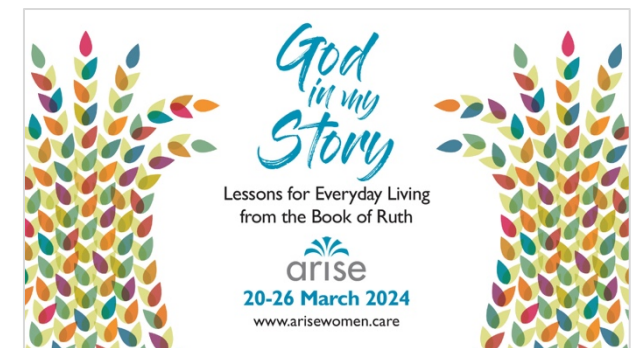
A24 THEME

The theme of the Arise 2024 (A24) conference is:
God in My Story: Lessons for Everyday Living from the Book of Ruth.

This ancient story has remarkable value for women today. Naomi is widowed, childless, grieving, forward-thinking, brave, wise, adaptable and depressed. Ruth is also widowed and childless for a season, attractive, faithful, teachable and hard-working. Two women of courage meet the unseen hand of God. At A24, we will explore their story, looking at their choices and further discovering what our lives can look like when we each have God in our story.

The visual theme for A24 builds on the A22 concept via colour and vibrancy, while creating a simpler and more flexible graphic for different sizes and contexts.

The concept was drawn from imagery in the book of Ruth including wheat, harvest, growth, nourishment, seasons, renewal and redemption. It complements the Arise logo with a curved, soft form, while being energetic in both colour and the sense of it being alive.





A24 THEME ELEMENTS

There are two key theme elements – the brush script for 'God in my story' and the wheat sheaf.



These can be used flexibly including with a 10% tint for the wheat sheaf.

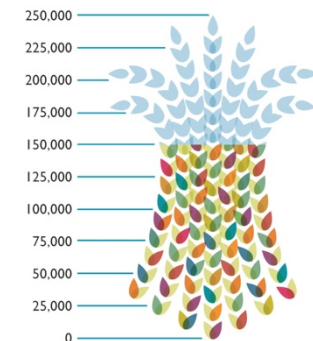


Elements are available as jpegs and the wheat sheaf is available as an eps file.

THEME FLEXIBILITY

We welcome ministry teams and others using the theme visual. There is notable flexibility while seeking to maintain a consistent A24 theme style. To balance rules with flexibility, the following is a guide:

- Theme title – when writing 'God in my story', only use the provided graphic
- Theme colours – follow the Arise brand style guide for Arise's colours – aiming to use the primary palette for new visuals and retaining the conference secondary palette for uses of the wheat sheaf
- Theme visual – use the wheat sheaf as provided, without changing its colours or form beyond crops and tints (both of which are encouraged – as shown in the samples below





A22 THEME

We are no longer using our A22 theme but have included it here for context.

