



Ivy Tech 2021 Banner Contest

First Baptist Church Columbus

Specifications:

- CMYK
- File type: .ai or pdf
- Must Include: “God With Us”
 - Possible tagline: “Hope in waiting”

Dates

- Nov. 8: Submissions due
- Nov. 9: FBC Church Council votes
- Nov. 10: Winner announced, prize awarded
- Nov. 28: Advent begins (printed banner needed by this date)

Suggested Colors (Hex):

- Royal Blue: #4169E1
- Pure White: #FFFFFF
- Rose: #F1A3AD
- Purple: #662389
- Brand Green: #59784D

Contact:

- Reilly Jones, FBC Community Ministry Leader
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Statement of Liturgical Intent:

At First Baptist Church Columbus, we celebrate a season called Advent during which we prepare for both the birth and second coming of Jesus Christ. Literally meaning “arrival,” Advent lasts four weeks and is accompanied by the lighting of candles on each of the four Sundays leading up to Christmas. These candles form what’s known as the advent wreath.

Traditionally, the advent wreath is a symbol for waiting as it helps worshipers prepare for Christmas through the themes of faith, hope, joy, and peace. These themes are all drawn from the Old Testament Prophets who foretold the birth of Jesus Christ. So for us today, who read from both the Old Testament and the New Testament, we celebrate Advent as the occasion for both remembering Jesus’ birth and awaiting his second coming.



Normally purple and pink, the candles we are going to light this year will be blue and pink as an image of expectant joy rather than somber hope. This change in tone is intended to complement the entire theme of our Advent series: “God with Us,” which is one of the names given to Jesus in the Old Testament (“Emmanuel” - Isaiah 7:14).

A newer color to the Advent palette, blue traditionally symbolizes the purity and innocence of Mary, the mother of Jesus, who gave birth to him while still being a virgin. It is intended to lead us to sing with her “The Song of Mary” as it’s recorded in Luke 2:46-55, a song of faith, hope, joy, and peace.

The pink candle on the other hand is the traditional color to be lit on the third Sunday of Advent, and it represents joy. When used against the traditional purple candles, the lighter hue signifies the impending birth of the “Light of the World”. We are opting to still use pink this year so that we can acknowledge what might be a bittersweet season for those who remember fondly loved ones with whom they used to celebrate.

Finally, the story comes to its climax on Christmas Eve when we finally light the fifth and final candle which is white to symbolize royalty and purity. This is the Christ candle. The Light of the World has entered into the darkness, and the darkness will not overcome it. God is with us.

To gather as a community of faith around these images, colors, themes, and stories is an important way for us to grow closer together as we remember all that Christ has done for us. We do this visually by looking upon the images of our faith as we sing, read, pray, and hear about them once again. Therefore, a banner designed by these principles is one method of embracing this kind of visual faith which forms us around the story of Jesus as we go out to live our lives in remembrance of him.

For further reading regarding Advent, including its history and symbols, see the following articles:

[“The Color Blue in Advent” \(UMC Discipleship\)](#)

[“Advent Wreath & Candles: Understanding the Meaning, History & Tradition” \(Crosswalk.com\)](#)



First Baptist Church Columbus 2021 Banner Contest Details

42" x 66" dimensions
Include "God With Us"

Brand Fonts (not required
to be used):
Open Sans
Open Sans Extra Bold
Lemon Tuesday

Primary Colors:
Royal Blue: #4169E1
Pure White: #FFFFFF

Secondary/ Optional Colors:
Rose: #F1A3AD
Purple: #662389
Brand Green: #59784D

