

CHURCH BRAND GUIDE PRESENTS

CHURCH BRANDING CHECKLIST

THE ULTIMATE GUIDE TO HELP
YOU RE-BRAND YOUR CHURCH

CHURCHBRANDGUIDE.COM



CHURCH BRANDING

CHECKLIST

If you have been thinking about creating a new brand for your church then this resource will be your guide to help you get it right.

	Branding	02
	Audience	03
	Strategy	04
	Logo	05
	Website	06
	Signs	07
	Authenticity	08
	Guide	09

How To Brand Your Church

Branding is the perception people have of your church. It's what they say about you. The question is, are they saying the right thing about your church?

Years ago, I was on staff at a large church in communications doing everything from graphic design, website, photography, and video. Most of the time I felt like I was spinning my wheels because I did not know if I was actually making an impact. I needed a proven playbook.

Now as an agency owner, I build brands for churches and I am passionate about helping church's understand how to leverage powerful branding to reach their city with the Gospel.



Good branding transforms a church from being the best-kept secret in town to becoming a pillar in the community. People will say, "we have been looking for you all our lives!"

Do people stop to give your church a shot? The problem most churches have is they are invisible in their city.

Good brands present themselves as a solution to a problem in people's lives.

There are 4 steps your church must take to establish a great brand that reaches people.

- 01 Get Clear about who you are and who you are reaching.**
- 02 Create the right experience to reach your audience.**
- 03 Build a culture that attracts new guests to be part of it.**
- 04 Have a clear call-to-action so people can buy in to the vision.**

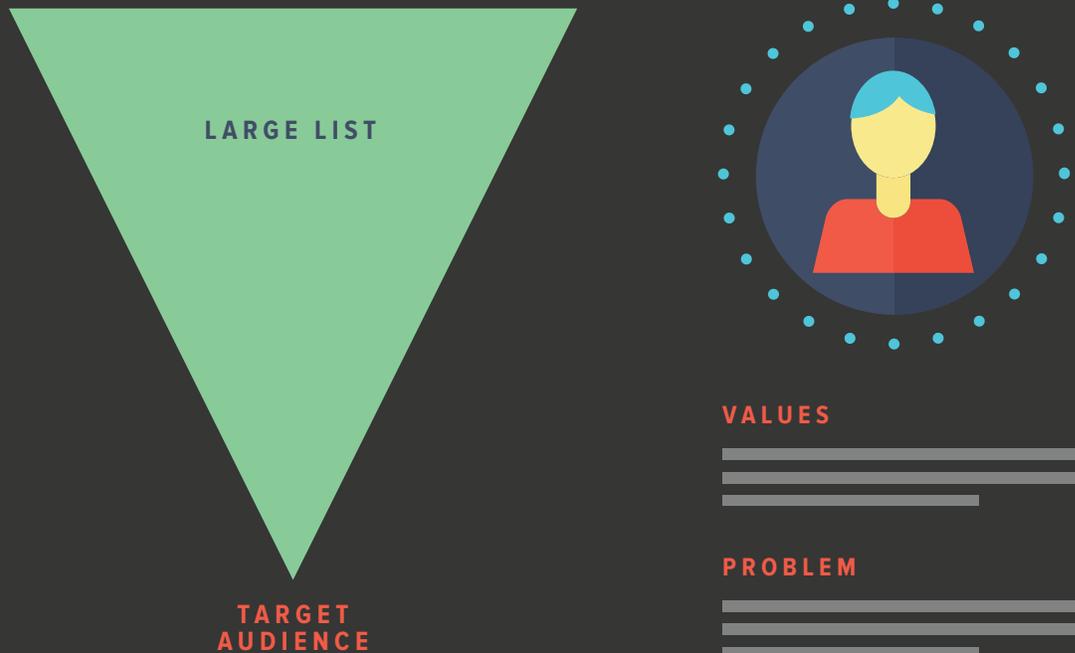
In this ebook, I will guide you to create a brand strategy that is proven to attract new people and I will guide you in creating the visual elements that make up your brand. You'll find some fantastic diagrams to help you understand the process and great examples so you can see how branding is implemented visually.

To establish your church's brand you'll need to start by betting these 3 visual elements right.

- 01 The logo - it's the most seen part of your brand**
- 02 The website - this is where people go first to decide if they will visit**
- 03 The signs - facility signs help people feel welcome and establishes the culture**

Define Your Target Audience to Reach More People

The branding process causes you to present your church in a relevant way. **A good brand is not about you, it's about the people you serve.**



Defining a target audience is a marketing concept where you describe a person who is the ideal customer for a product. **It helps to shape branding decisions** such as colors and fonts so the designs hit the mark.

Most churches struggle because the experience it provides does not have a focus. People may like what they see but no one really loves it.

A church can use a target audience to provide clarity in the experience it provides online and in person. **It creates alignment which builds trust** so people decide to be part of your church.

The challenge is to define what they fear about coming to church. Then communicate well to remove their fear so they will see that **your church is important to them.**

- 01** Start by listing out all the various types of people are in your community.
- 02** Narrow this list down to the most relevant audience to your vision.
- 03** Describe them in great detail to create an avatar.
- 04** Use this avatar to guide your decision making when it come to your messaging & design.

The result will be a consistent experience which builds trust and trust is attractive.

Help People Understand Your Church

A church is a wonderful place where people are able to know God, connect into a community, grow to become better and make a difference in the lives of others.

04 SIGNIFICANCE

NEXT STEPS

01 GOD

SERVE TEAM

04

01

WEEKEND SERVICE

Brand Strategy

GROWTH CLASSES

03

02

SMALL GROUPS

03 GROW

02 CONNECT

The problem many churches have is they are unable to simply communicate what a church is to the person who does not go to church. **People are confused as to why they need to be part of a church at all.**

What if you could help people understand that being part of a church is beneficial to them and that it is easy to achieve those benefits?

A good brand strategy makes it easy for people to understand what you offer. This results in people buying in. If it takes a long explanation to describe what a church is, people will not come.

Let people know with a simple phrase (or tagline) what the benefit is for being part of your church. This should be a simple 3 to 8-word non-religious statement.

Create simple steps for people to take in order to achieve the results you described in the tagline. This helps people know they are able to achieve it.

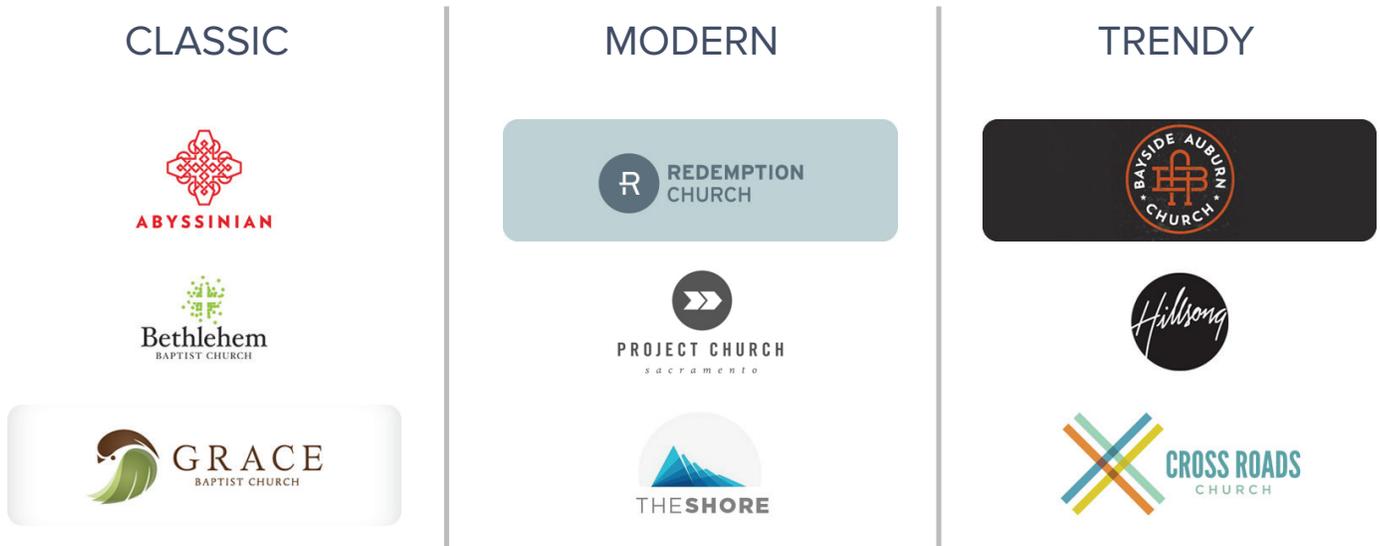
Here are 4 simple steps to describe what it looks like to be part of a church:

- 01 Know God** in our worship services
- 02 Connect into a community** through our small groups
- 03 Discover your purpose** through our growth classes
- 04 Make a difference** by serving others in the church

Confusion is the enemy of your vision, so make it simple for people to understand who you are.

4 Things Great Church Logos All Have In Common

The logo is the most seen item of your church's brand so it needs to be done right to represent you well.



SIMPLE DESIGN THAT IS UNIQUE THE VISION

A great church logo design is unique to the vision of the church. It should feel right to the church leadership but the most important thing is the people in the community need to relate to the design.

On the technical side, great church logo designs have these 4 things:

- 01 The logo design is as simple as possible
- 02 It is designed as a vector, not a pixel-based graphic
- 03 The design can be read at all sizes
- 04 It works on all types of media

The design needs to be a simple vector that is unique to your church.

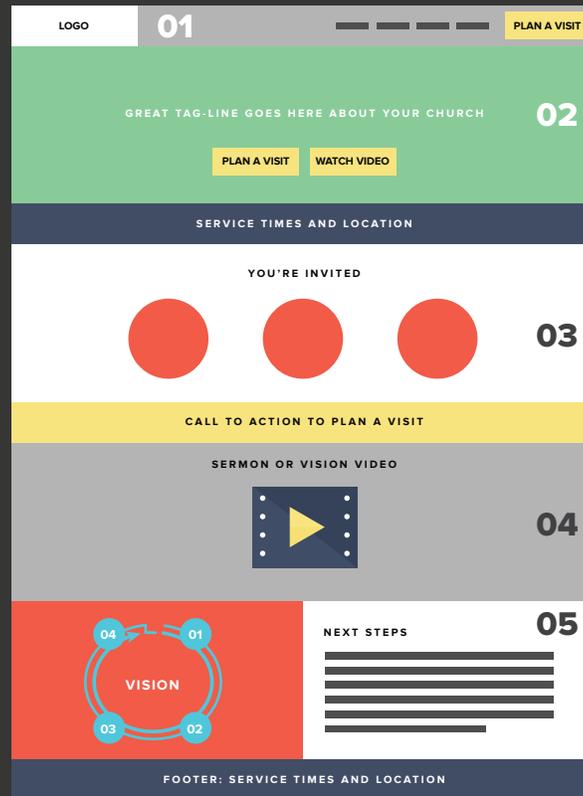
As part of an overarching brand, the logo design **needs to be accompanied by a brand guide document** showing how it should be used properly to build trust in the brand.

A brand guide must define the accompanying colors, fonts, and any variations of the logo design.

5 Things Effective Church Websites Do Well

Your church website is the front door where people go to decide whether they will come to your church. People do judge a book by its cover, so your site has to represent you well in how it looks and in the experience it provides.

Home
About
Leaders
Beliefs
Plan A Visit
Connect
Next Steps
Events
Groups
Teams
Kids
Students
Prayer
Contact
Messages
Give



01 Main Navigation

- Logo in upper left
- CTA buttons throughout

02 Banner

- Great “happy” image
- Clear tagline
- Call-to-action

03 Visitor Invite

- Service time & location

04 Message

- Link to sermons

05 Next Steps

Your website is an extension of your vision and values. It must be designed with excellence.

Church websites are typically unfocused and confusing because they are not designed with a specific purpose. These sites have too much content as they try to serve everyone within the church by providing information.

What if your church's website were designed to do a specific job? What if it were designed to be an invitation to get someone to come to a service?

It would become a tool that moves the needle toward growing your church as more people decide to come for a visit.

Here are 5 easy to implement things effective church websites do well:

01 The logo is in the upper right to allow people to know they are in the right place.

02 A tagline is in the top banner area to help people understand how we can help them.

03 It has great photos of the happy people of your church to allow the user to see themselves.

04 A clear call-to-action is presented for the user to visit by providing all the information they need to attend a service.

05 The design is mobile-friendly by avoiding large blocks of text and using images, icons, and videos. Most people will view the site on a smartphone.

When a church has a great website, it serves as a front door to welcome people to the brand. They are more likely to say “yes” to come for a visit because you can build trust with them.

Growing Churches Make A Great First Impression

People will come back to your church based on their experience within the first 7 minutes of them being there on your property. This is before they have had a chance to listen to a sermon or meet the pastor.



The experience they have will build or destroy their trust in your brand as soon as they enter your property. Affective church brands that are growing are very intentional about the environments guests encounter on their visit.

If your brand is welcoming to new guests, you'll need to create a flow from the parking lot to their seats using signs. **New guests want to be anonymous until they are comfortable to be noticed,** and a good brand allows for this.

Great navigation signs will help them get where they need to go without having to speak to anyone. Be sure to point people to key areas such as the auditorium, kids check-in, and restrooms. Go over the top with your directional signs to ensure the user experience is welcoming to the new guests.

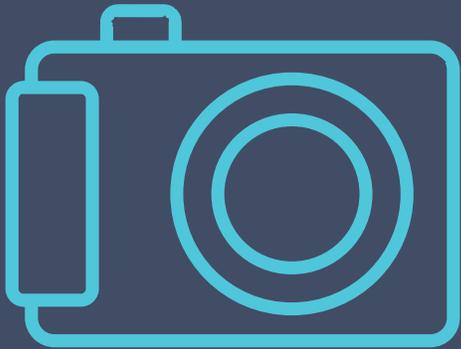
Many churches make a mistake because they create an experience around the regular attenders who already know where things are. Another common misstep is to assume people don't mind asking for help. **Most people are already uncomfortable coming to a new church, so serve them well by allowing them to stay anonymous until they are ready to be noticed.**

Use signs in the facility to communicate your vision and values so new guests can encounter them soon into their experience. **Their first impression shapes their view of your church.**

Make your signs beautiful, and in line with your branding, so you can position the church properly in the guest's minds. This will build trust in your brand, so they will decide to come back for another visit.

How To Create A Brand That Is Authentic

Great brands are genuine. Focusing on building a brand for your church will present your vision in a way that is authentic and attractive.



Be genuine in how you present your brand to build trust.

People want an authentic experience and they can tell when it's not.

This matters because people are looking for exactly what you offer, and when they see it, they will know your church is for them.

When a church is genuine, people will be more likely to join the church's mission because of what they experienced personally. They will want to contribute to the church to give that gift to other people.

When I guide churches through this branding process, we can discover who they are then present it visually with logo design, website, and facility signs.

A key to presenting a genuine brand is excellent photography. Make sure your website is filled with photos of actual church attenders in real church environments, so when people come for a visit, their experience is authentic. Here are 3 more tips:

- **Your ads need to have actual photos, not stock photos, as much as possible.**
- **Use stories of people from your church and testimonials as the content you post.**
- **Take video footage at your church, even if it's from a mobile phone.**

An authentic church is what people want to see to tip their decision-making process toward showing up to a service, and then, beyond just showing up, toward joining the church.

Get A Guide To Help You With The Right Playbook

Having a visual brand that accurately represents your value to the community is critical if you want to expand your reach. Most people think visual branding is just another necessary cost. But I've seen it's an investment that gets you a great return.



I was on staff at a large church in communications doing everything from graphic design, website, photography, and video. My work lacked a focus, and I felt like I was spinning my wheels most of the time. I did not know if I was actually making an impact because I did not have a plan. **I needed a proven playbook.**

Over the years, I learned about branding. I was able to put together a playbook that served as a guide creating a focus in my work that actually saw results. The events at the church had more people showing up than ever before, and we saw an increase in guests at our services. Memberships to the church went up as people were provided clear next steps. This was a fantastic feeling, and **now I want to be your guide to do the same thing.**

When your brand's visual design doesn't reflect your church's value, your perception gets tarnished. Beautiful visual designs that communicate your brand's value help you stand out in the community and grow your brand awareness.

It's so important in today's culture that:

- 01 Your logo is on point**
- 02 The website has a great user experience**
- 03 The facility presents well to your guests**

With a beautiful visual brand that helps you stand out in a crowded world, word of mouth starts to spread like never before. More people will invite their family and friends because they are proud to be part of your church.

With the Church Brand Guide Workshop, you'll get the full branding experience from a brand expert who has built hundreds of successful church brands. You'll have the visual identity you need to reach your city and represent your vision well.

Don't be one of those churches that church leadership expert, Cary Nieuwhof talks about, which is perfectly equipped to reach a world that no longer exists.

Get the Church Brand Coaching Workshop today and transform the perception your city has of your church.

www.churchbrandguide.com/workshop



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