



CHURCH BRAND GUIDE

Clarify your vision. Grow your church.

www.churchbrandguide.com

ULTIMATE CHURCH BRAND GUIDE

Brand/Culture

A system of shared assumptions, values and beliefs that determine how people behave in an organization. It gets people from various background all on the same page.

To create a great culture we must define it. Culture is not scalable until it is defined.
This Brand Guide defines the Brand.



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Michael Persaud
Founder

Church Brand Guide is helps churches build clarity about who they are to help them build a brand that reaches the people of their community.

We provide free resources through our website, blog, podcast and social media to help church leaders get clear about their vision.

Church Brand Guide also provides creative services and brand strategy consulting to create logos, websites, graphics and videos to establish a church's brand identity.

Michael Persaud has been creating media professionally since 2004 with organizations around the country. In 2011 he started a creative agency that produced branding elements like strategy, websites, logos, graphics and video. In early 2016 he put together the Church Brand Guide podcast and blog to serve churches with information and resources to help them build a clear brand.

OUR BRAND STANDARDS

The church brand should convey our vision and our personality. In order to maintain a strong brand, it is important to look past just a logo and a name. Who we are, what we believe in, and those we serve all play an integral role in creating a comprehensive understanding of the true church identity. Realize that our brand is complex, and it is up to you to communicate it effectively.

1**BRAND IDENTITY****2****BRAND STRATEGY****3****BRAND VOICE****4****BRAND VISUALS****5****BRAND EXECUTION**



BRAND IDENTITY

Describe key aspects of how you do ministry.

Examples:

We are guest focused

We are a church where a seasoned believer can grow spiritually

We preach thought-provoking and engaging messages filled with truth and grace

We are a church that focuses on reaching kids and students in our community

We are a church where there is a tangible experience of God through our worship

We are a church that encourages people to have a personal devotional life

We are a church that motivates people towards a life of serving

We are a church that pushes people to grow in Life Groups

We are a church that is remarkably friendly

We have a culture of generosity

We are spiritual contributors not simply consumers

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BRAND EXECUTION



PURPOSE

WHY WE DO WHAT WE DO

Helping people live a better story.

MISSION

WHAT WE ASK PEOPLE TO DO

Helping people live a better story by knowing God, finding freedom, discovering purpose and making a difference.

VISION

WHAT WE AS A CHURCH HOPE TO CREATE

Change as many stories as we can with the life-giving message of Jesus.

OUR TARGET AUDIENCES

This is a description of the audiences we feel most equipped to reach in our community.

OUR CHURCH seeks to reach unbelievers and the de-churched who have a need for something greater in their life. We want to reach families and create a place where the whole family can feel like they belong. We do that through engaging, relevant weekend services, environment, small groups and programs.

FAMILY MINISTRIES

Describe the audience

We have great kids/students programs for parents to raise their kids with good values and provides opportunities to do things together as a family.

- Looking for guidance in raising their kids
- Want to connect with other parents
- Want their kids to have quality friendships
- Want their kids to have good moral values
- Looking for things to do with their kids
- Looking for guidance in raising their kids
- Looking for guidance in raising their students

What do they value

Un-churched & De-Churched

This is a place that is remarkably welcoming and friendly. People connect with each other in small groups and develop their relationship with God in a personal way. We provide a casual atmosphere where they feel welcome and alive when they walk in.

- Have had a bad church experience
- Once went to church but dropped out along the way
- Want to connect with people to form relationships
- Want their kids to have good influences

20s-40s

This is a place where people can grow in their faith as they become a part of something bigger than themselves.

- Share life with others in the same season of life.
- Want to feel motivated and encouraged through Biblical preaching
- Once went to church but dropped out along the way
- Want to connect with people to form relationships
- Want their kids to have good influences



OUR BRAND STRATEGY

Good brands should be more than the sum of the programs and services they provide. We serve a diverse community and this diversity must be reflected in our brand.

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BRAND EXECUTION

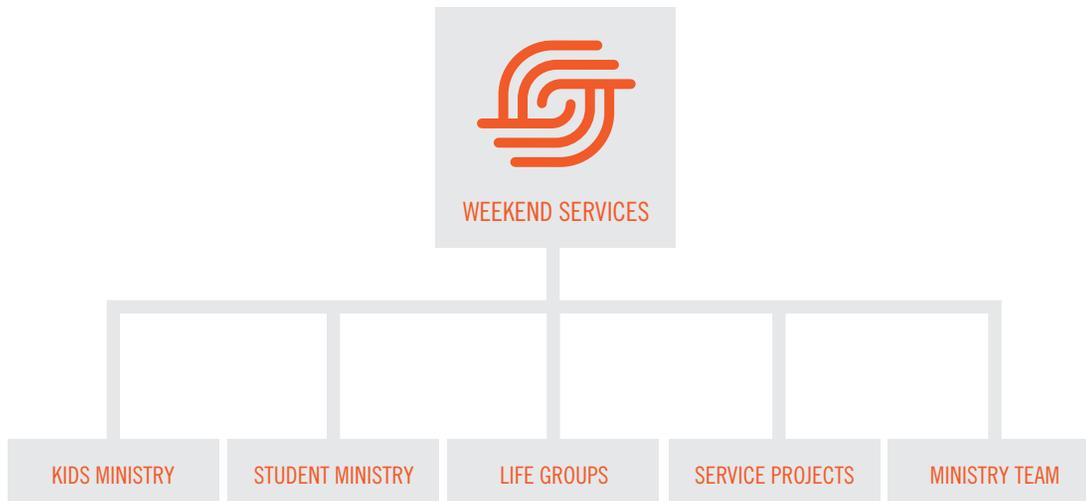
BRAND ARCHITECTURE

This shows our church structure and what we have in place to lead people toward growth in their relationship with Jesus. This chart shows our various sub brands to serve large grouping in the church. It's important to keep them all organized so as not to lose our brand essence.

OUR CHURCH seeks to reach unbelievers and the de-churched who have a need for something greater in their life.

TOUCHPOINTS

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touchpoints.



- Weekend Services
- Mid-week kids & students
- Life Groups
- Community Service Projects
- Video
- Social Media
- Website
- Mailer
- Auditorium Screens
- Flyers
- Posters and Banners
- Invite Cards
- Personal Invite



OUR BRAND VOICE

Communication is a very important aspect of any brand. The way we communicate sets the tone for how our audience feels about us. Not only will people have a clear idea of what YOUR CHURCH stands for, but they will also be able to easily connect with our brand.

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BRAND EXECUTION

BRAND PERSONALITY

Brand personality defines the voice and image. The brand is described in human terms because the personality needs to resonate with the people delivering the brand, as well as those experiencing it.

- Friendly
- Family-oriented
- Caring
- Adaptable
- Approachable
- Truthful
- Organic
- Optimistic
- Inclusive
- Welcoming
- Forward-thinking
- Loving
- Energetic
- Worshipers
- Community focused
- Grace-centered
- Generous
- Serving

EXPRESSING OUR MESSAGE

The voice consists of both messaging and tone. These two communication aspects come together to create an effective strategy when speaking to our community and members. We want to create clear and consistent messaging that reflects our brand personality.

What is our voice?

Our voice is what makes our personality stand out. The tone that we use to express our message should be:

- Positive
- Friendly
- Excellent
- Familiar
- Relevant
- Enthusiastic
- Consistent
- Clear
- Understanding



OUR BRAND VISUALS

Now that we understand the essence of THE CHURCH brand, we must also understand the specifics that build the base for it. Without the specifications that follow, we would not be able to create a cohesive and powerful brand.

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BRAND EXECUTION

LOGO

The logo is the embodiment of decades of tradition and family, coupled with our undying passion for people. It should be used consistently to foster brand awareness.

PRIMARY LOGO



SECONDARY LOGO



FONT SELECTION

CROSSROADS uses Proxima Nova as its primary font family. It should be used in all materials to maintain consistency in our messaging and branding. Proxima Nova Extra Condensed is to be used as a secondary font to accent information.

Proxima Nova Thin

Proxima Nova Regular

Proxima Nova Bold

Proxima Nova Extra Bold

Proxima Nova Black

Proxima Nova Extra Condensed Thin

Proxima Nova Extra Condensed Regular

Proxima Nova Extra Condensed Bold

Proxima Nova Extra Condensed Extra Bold

Proxima Nova Extra Condensed Black

LOGO VARIATIONS

Whether printed, in a video, or online, the logo is adaptable to any situation. These are approved logo variations.

Profile Logo



Dark background full color



Dark background / white



Light background / black



One color / dark background



One color / light background



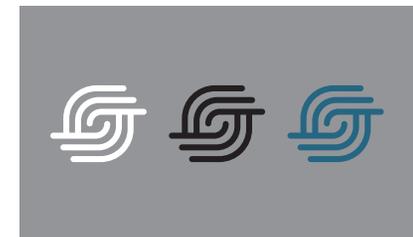
blue background



Mark



Mark one color



LOGO DON'TS

These are abuses we want to avoid with our logo.

Don't change the colors



Don't squish



Don't use a different font



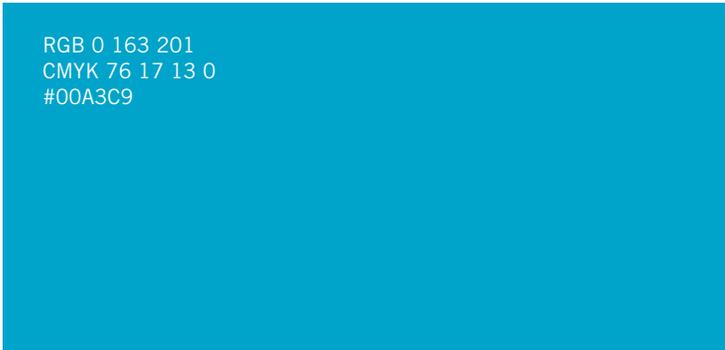
Don't rearrange



COLORS

Consistent use of the brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilized across all messaging mediums.

PRIMARY COLORS



RGB 0 163 201
CMYK 76 17 13 0
#00A3C9



RGB 0 97 118
CMYK 79 0 9 60
#006176



RGB 35 31 32
CMYK 0 0 0 100
#231F20

SECONDARY COLORS



RGB 104 167 65
CMYK 63 9 100 5
#68A741



RGB 255 210 0
CMYK 0 16 100 0
#FFD200



RGB 132 125 121
CMYK 49 45 47 9
#847D79



RGB 109 36 78
CMYK 51 94 42 31
#6D244E



RGB 121 83 162
CMYK 61 79 0 0
#7953A2



OUR BRAND EXECUTION

Establishing a strong and consistent first impression is very important in reflecting a cohesive brand. In this section we will explore how our brand is executed throughout our spaces, series, collateral materials and website.

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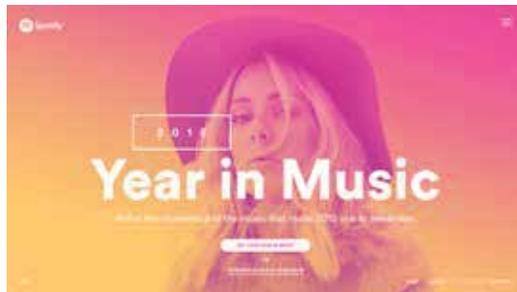
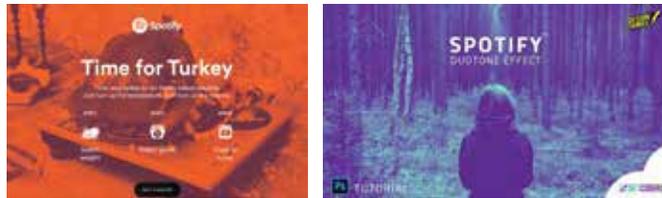
BRAND EXECUTION

GRAPHIC: DESIGN

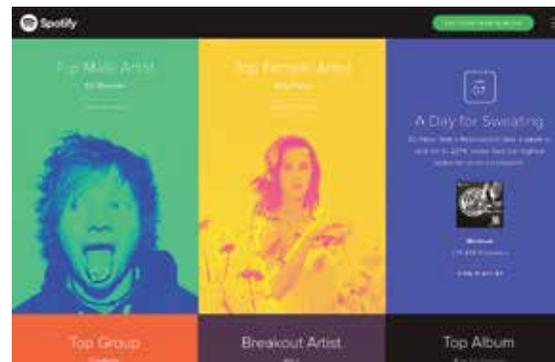
Graphic elements should reflect the personality of the church so people have a consistent experience from the moment they see a promotion to the point when they experience a service.

CROSSROADS graphics should include photography if possible. The designs are to be flat with a personality that is uplifting, worshipful or service oriented. Simple icons can be used.

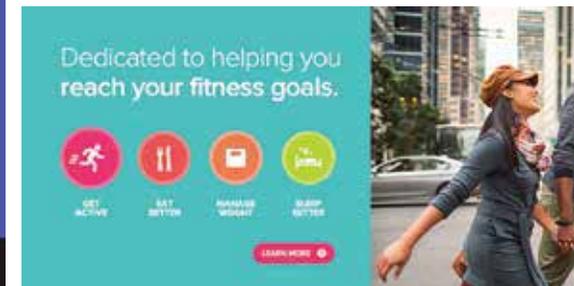
Duotone background with white text on top



Full color image with text on top



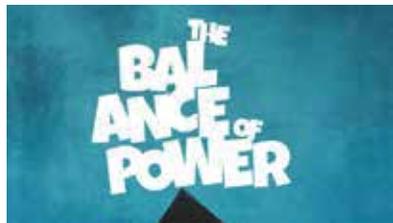
Strong grid structure



GRAPHIC: SERIES

Sermon series are one of the main components of a church's brand so the artwork needs to reflect the topic of the series as well as the personality of the church.

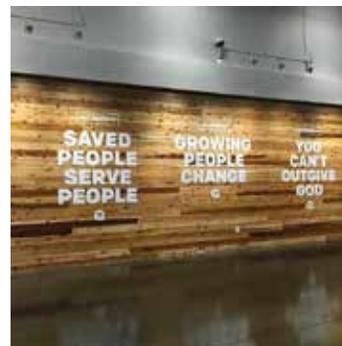
SERMON SERIES



GRAPHIC: FACILITY

Facility signs are a key part of welcoming people. The sign system should be very functional while being true to the personality of the church.

CROSSROADS signage has a flat feel with clear text. Graphics and photography applied to the walls are strong elements for the brand. The signs communicate vision.



PHOTOGRAPHIC AND VIDEO STYLES

The photos and videos should reflect the brand values and have a consistent feel over time based on the descriptions provided in this document.

PHOTOGRAPHY



Photos should show genuine emotions. The image should show a feeling or experience which is taking place. People should have smiles, be taken from flattering angles, and represent the community in a positive way.

- Slightly desaturated
- Selective focus
- Kids and student ministries
- Welcoming
- Greeters, ushers and other hospitality
- Show emotions
- Focus on a feeling rather than a person
- Show ministry taking place
- Capture worship and praise
- Show people interacting together
- Show features/benefits of the church
- Capture the experiences
- Pictures of environments

PHOTOGRAPHIC AND VIDEO STYLES

Videos should capture a moment and allow people to connect to the feeling of the moment. Audio, lighting and framing of the subject are necessary to get right to help people engage.

PROMO/HIGHLIGHT



- Genuine emotion
- Slightly desaturated
- Slight warm filter
- Pertinent background
- Lighting even with primary and secondary light sources
- Audio must be clean and clear by using good mics
- On location shoot if possible

VIDEO TESTIMONY



- Genuine emotion
- Slightly desaturated
- Slight warm filter
- Selective focus
- Pertinent background



- Lighting even with primary and secondary light sources
- Audio must be clean and clear by using good mics
- 2 camera set up if possible



- B-roll of pertinent situation to help the viewers engage with the story
- Voice over B-roll as you cut back and forth from the subject



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