



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.

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BRAND IDENTITY

Describe key aspects of how you do ministry.

What is your approach as a church... to reach people where they are or to call people to where you are? (There is no wrong answer. You can fall anywhere in between.)

Who are you called to reach? Describe the ideal target groups for your church. This could be age based, value based or lifestyle based.

Rank your target audience in order of importance. (Use the next page)

- 1.
- 2.
- 3.

How do you want to be perceived by each audience?

- 1.
- 2.
- 3.

What do you ask people to do? (Mission)

Why do you do what you do as a church? (Purpose)

What do you as a church hope to create? (Vision)

What values guides your ministry and decision making? (Values)



Our Primary Audience

List all types of people who you are best equipped to serve

Longlist

List out all the options you can think of

Top 3

Narrow down your list to a focused few

Our Primary Audience Values

Of the top 3 audiences, describe their pain points and values

Audience 1:
Pain Points

Values

Audience 2:
Pain Points

Values

Audience 3:
Pain Points

Values



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.

What does your church do better than anyone else (churches or non churches)?

What values and beliefs unify your staff and volunteers and drives their performance?

List all the programs that allow you to do ministry.

Why was your church created?

What are your 3 most important goals?

What is unique about your church?

What values guides your ministry and decision making? (Values)

List all the ways someone can learn about your church.



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.

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.

What are some words that describe the personality of your church?

Our voice is what makes our personality stand out. What should the tone that we use to express our message feel like?



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.

If you could do or be anything in the future, what would it be?

Why would someone who is unchurched want to attend your church?

If you could communicate a single message about your church, what would it be?

How do you measure success?

What are the potential barriers to your success?

What are the trends and changes that affect your church?



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.

What other churches do you admire most and why?

What secular brands do you admire most and why?

Where will you be in 5 years?

Where will you be in 10 years?

How do you market your church?