



HOW TO CREATE YOUR CHURCH'S BRAND

A Guide to Putting Together an
Effective Perception of Your Church

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Your church's brand is defined as how your church is perceived. Not how you want it to be perceived, but how it is actually perceived.

This perception is established through consistent communication of your church's vision with media plus corresponding actions. By being intentional in defining what you would like your perception to be, you can create an alignment between your actions and your communication that will result in a strong brand.

When you are intentional about your brand it makes your vision sticky. An awareness is created that can appeal to the senses, causing your ministry to be memorable.

A brand expresses your approach; it showcases what your church is passionate about and what drives you as a ministry. It allows you to focus on certain audiences that you are equipped to reach so you can lean into your strengths.

What Is Your Vision?

Your brand is directly related to your vision. Without vision, you will have no direction to know how to act as a church or how to communicate with your audience. Without direction, you will be misaligned and essentially without purpose. Branding is largely about sending a clear message to a specific audience. You want to send a message that expresses your vision and how it addresses the needs of your target audience.

Before taking any creative steps, you must take the time to establish what defines you. This starts with a clear vision based on who you are called to reach. Churches are equipped to reach a certain group or groups of people as they lean into their strengths. When a church tries to appeal to everyone, it is not able to get the traction it needs to



grow into its full potential because of the lack of focus. Focus provides clarity, which people are able to support with their time, talent, and money.

Give people something to get behind, something they want to be a part of. When they are convinced that your ministry is worth investing in, they will get behind your vision and support you as you push toward your goals for the future.

Who Are You Called to Reach?

While reaching the entire world would be the ultimate accomplishment, it is not realistic for an individual church. People want to be engaged uniquely so a message designed for your chosen audience is much more effective to appeal to them. A campaign cannot be successful without a target to aim for.

Familiarity is created by the church understanding the needs of those it serves. When you speak someone's language, the chances are greater that the church will form and cultivate a relationship. Serving the needs of the community opens the hearts of those who are affected by your generosity. Compassion is a universal language that all people understand.

For example, Summit Park Church, located in the Kansas City area, is targeting young families who are far from God. The visual identity of the church does not have any religious references but is trendy with a lot of hipster design elements. The message the church focuses on is helping young people navigate the challenges of life. There is a large emphasis on kids, with money being spent to create warm and inviting classrooms. Occasional family events are put on throughout the year outside of service times. The music is guitar-heavy, and the most recent pop Christian songs are rotated into the mix.



Summit Park has identified its strengths and is leaning into its vision with great intensity. The main form of marketing the church invests in is social media, and it produces relevant media to feed to its audience beyond weekly messages. With its clear understanding of who it is called to reach, the church can make effective decisions on what to do and what not to do in all areas of operation.

This church was a plant that started a little more than two years ago with just over 40 people and it has grown to over 600 people weekly. It has leased a permanent space and is moving forward with plans to keep laser focus on its vision to reach young families in the area.

Disney World's Vision

Disney World's slogan is "The happiest place on Earth." In the book *Creating Magic*, Lee Cockerel writes about the four points of the Disney World brand that allow it to be the happiest place on Earth for millions of people each year.

1. Make them feel special
2. Treat them as an individual
3. Respect them no matter where they are from
4. Have your people well trained

These points are a vital part of the Disney World brand and serves to focus all team members on what is important. All decisions can be made in light of these values. They go far beyond media and into the culture of the organization. They cover operations in all areas of the company from ride operators at the theme parks, call center operators, hotel crews, landscaping crews, marketing departments, and other departments to give them a clear focus on what matters most to the company.



Churches, too, can reach their audience with a consistent message that can be applied to all areas of operation when they are able to define their brand.

What Is the Purpose of a Logo?

Designing a logo is the point where the creative process takes off. It is where your vision and the meaning behind your church culminate into a single visual element. The process takes professionalism, discipline, and patience.

A logo is an identifying mark that conveys the identity of a church. The main function is to elicit recognition and be an identifier to communicate a desired thought or feeling, and to generate a desired emotional response. A thought-provoking logo design can strengthen your brand image, giving you a psychological advantage in the minds of your audience. Your logo is the core of your corporate identity, defining and symbolizing the character of your church.

Visual Identity Is a Large Part of Brand

Out of all the senses, sight provides the most information. Images are remembered and recognized, which triggers association. Through repeated exposure, your church becomes memorable to your audience.

Your visual identity needs to be defined, beginning with your logo and continuing by defining brand colors and fonts in a branding document. This is a major part of the entire brand, which will be flushed out more fully with printed materials, video, and your web platform. When a brand document is in place, it allows for a consistency to be created across all media, which is important for your church to be memorable.

In a nutshell, a visual identity expresses who you are graphically across all forms of media. It is an important part of establishing a strong brand. You begin by deciding your



message internally, then you can create your corresponding visual elements to express who you are to your target audience.

Creating a logo that represents you well is the starting point of defining your brand. This process helps you define who you are called to reach by looking at what you are equipped with. A good design professional will be able to help guide you through this process by asking engaging questions that will guide the design.

Hire a Professional

When you choose a designer to create your logo, it is best to hire a professional. Professional designers understand what a logo requires to be fully viable. They are more likely to create something long-lasting, as opposed to a quick fix.

Condensing your vision, values, and ideas into a single design that properly conveys your mission is a complicated task. A designer will take the time to make sure the end result is superior.

A designer also can provide you with a branding document to serve as a guide. The branding document lays out guidelines for whoever will work with the logo in any way. This helps with long-term quality and consistency.

Why Your Brand Is Important

As a church, it is important to connect with people who need what you have to offer. God has equipped your church with a vision to reach people in a unique way, which can alter their lives. This is an important mission you must get right because lives depend on it.



When your church puts effort into aligning what you do with your vision, it will improve the effectiveness of how you spend your resources. You will become a better steward of what you have and will be able to reap benefits from it.

Having a good perception is immeasurable when it comes to the wonderful culture it creates. The right people are plugged into the work that is taking place, and new people are coming into the mix. You will have a sustained momentum that can be leveraged to move your people to do big things.

For example, Church on the Move in Tulsa, Oklahoma, has a strong brand of being an innovative church that people love to attend. Their brand is so strong that they can raise millions of dollars for all kinds of building projects, missions work, and community outreaches. The result is an amazing church community that has become a pillar of strength in that city and that has great influence across the country. The church is very strategic in how it leverages its brand, so every move they make has great impact.

Your church is too important to not have a strong presence in your community. God has given you a vision that has to be realized because there are people who are desperate for what your church has to offer.

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