

An introduction to church branding

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The challenge to become known

'The church is the only institution that exists primarily for the benefit of those who are not its members'

William Temple, former Archbishop of Canterbury

'The church is the church only when it exists for others'

Dietrich Bonhoeffer

The challenge to become known

Branding is:

- **Building awareness**
Using every opportunity to highlight to the community that your church exists and why people should visit
- **Shaping perception**
Challenging people's perception of church, and their local church specifically, and suggesting what your church is like and does

The challenge to become known

Opportunities:

- Posters in the local community
- Parish or village magazines
- Banners outside the church
- Church noticeboards
- Leaflets/cards put through people's doors
- Emailing everyone the church has contact with
- Social media posts and updates
- Websites: your own and others

The challenge to become known

The best opportunity is always by
conversation



Logos

Logos – Why have one?

Logos are visual road signs that offer clues about your church's personality and character. They:

- give credibility and show professionalism
- inspire confidence
- convey that you are reputable
- give consistency across different activities
- make you more memorable
- differentiate your church from others
- inspire a sense of belonging

Logos

- **Simple**
one colour, minimal words
- **Legible**
reasonable font size, no overlapping of images & words
- **Versatile**
works centred or aligned, small or large, black & white
- **Unique**
different from other local churches and organisations

Logos – Modern examples



Logos – Norfolk examples



Logos – Norfolk examples



Making it happen

- Find a company who charge a fixed fee – be very clear what you get, e.g.
 - a. You place the order and complete a design brief
 - b. They present you with three logo ideas
 - c. A couple of rounds of logo development
 - d. You view final design and download/save it
- View their previous logo work
- Don't spend more than £350

Fonts

Fonts

- Use a limited number
- Is it legible from a distance?
- Ensure white space surrounds text
- Don't use block capitals

COMMUNITY MX

Community MX

Fonts

Sans-serif
e.g. Arial



Serif
e.g. Times New Roman



Fonts – visual association

Lords, Ladies and Gentlemen

WELCOME TO THE CIRCUS!

REST IN PEACE 1863

The Knights of Camelot

Trying to look handwritten

Youth Service tonight

Fonts

Clear

Arial

Gill Sans

Calibri

Century Gothic

Outdated

Times New Roman

Courier

Comic Sans

Papyrus

Straplines

Straplines – Why have one?

A few words which describes the essence of your church. They:

- are short
- are memorable
- can be descriptive or plant an idea
- are commonly used to highlight a message relevant in that season of the church's life
- are an opportunity to change a common misconception
- convey a tone of voice

Straplines – Some examples

- Grounded in the Word. Growing in Christ.
- Sharing the Good News
- Igniting a culture's passion for God
- Touching lives for change and hope
- Connecting a community to Christ
- Working together to reach people
- Proclaiming God's love
- Bringing people and God together

Straplines – Some more examples

- Loving God and loving people
- A diverse people. One faith.
- Helping people find direction
- Sharing Jesus in the community
- Real / Relational / Relevant
- A place to belong
- At the heart of our community
- A friendly, informal, family church

Posters & banners



Audience and Impact

Posters & banners

If you don't have:

- unlimited funds
- a graphic designer in your congregation

then

- focus on key events in your church calendar, and put effort and resources into ensuring their publicity is **outstanding**

Posters & banners

- Remove ALL unnecessary words:

"The Organ Recital will be held on Saturday 4th June 2016 in Taverham Village Hall, Sandy Lane, Taverham, Norwich, NR9 5ES"

- Organ Recital
- Saturday 4 June
- Taverham Village Hall

- Use one clear image

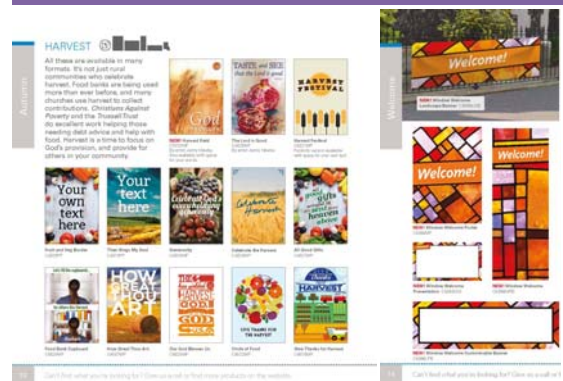


Images: stock images

Use stock images for quality

- lightstock.com ("Faith-Focused, Cheesy-Free Stock Photos")
- shutterstock.com
- rgbstock.com
- freeimages.co.uk
- Don't use images from Google

CPO / www.cpo.org.uk / 01903 263354



Banners are not costly!

- 6ft x 2ft = £18.08 (inc vat)
- 8ft x 2ft = £24.11 (inc vat)
- Includes free design service
- www.eSigns.co.uk – 0800 566 8402

Banners



We warmly welcome you this Christmas

Sunday 19 Dec	Christmas Eve	Christmas Day	Boxing Day
10.30am	3.30 & 5.00pm	8.00am	8.00am
Children's Nativity	Christingle	Holy Communion	Holy Communion
6.30pm	11.30pm	10.30am	10.30am
Carols by Candlelight	Midnight Communion	All Age Communion	Holy Communion

Noticeboards

St Edmund, King and Martyr

This church is part of Churches Together in Taverham, Drayton and Thorpe Marriott



Sharing Jesus in our Community

Sunday
8.00 a.m. Holy Communion
10.30 a.m. All Age Service on 1st Sunday
Family Communion on 3rd Sunday
Holy Communion on all other Sundays
6.30 p.m. Praise & Prayer on 1st Sunday
Julian Meeting on 4th Sunday

Wednesday 10.00 a.m. Holy Communion

There is provision for children every Sunday and activities, including Kidz Klub at other times.

Rector:
Rev Paul Seabrook 01603 868217

There is a very warm welcome for all who come into this church.

Details of Church Activities can be found on the board in the church porch.

For further information see www.taverhamparishchurch.org

Church Wardens:
Mr Bob Tyler 01603 868352
Mr Dan Gentle 01603 866441

St Edmund's TAVERHAM

Welcome

Sunday services at **8.00am** and **10.30am**

Sharing Jesus in our Community



www.stedmundstaverham.co.uk
Revd Paul Seabrook - 01603 868217



Welcome to All Saints Shipdham

We warmly welcome you to our services and other activities

Please see the notices in the porch for full details

Contact: The Revd Louise Alder 01362 821593
www.shipdham.org

