



LEADERSHIP.
EXCELLENCE.
AGILITY.
DISCOVERY.

BRAND IDENTITY IN



**Melissa
Jackson
Director
of
Marketing**

20+ Years

Graphic Design

10 Years

Brand Development

5 Years

Strategic Marketing



Understanding Brand Identity





BRAND IDENTITY
is what you communicate
about your ministry



Be Unique. Be True.

Brand identity is the unique characteristics you want the audience to associate with your ministry



01

VERBAL

What they hear establishes trust

02

VISUAL

What they see tells a story

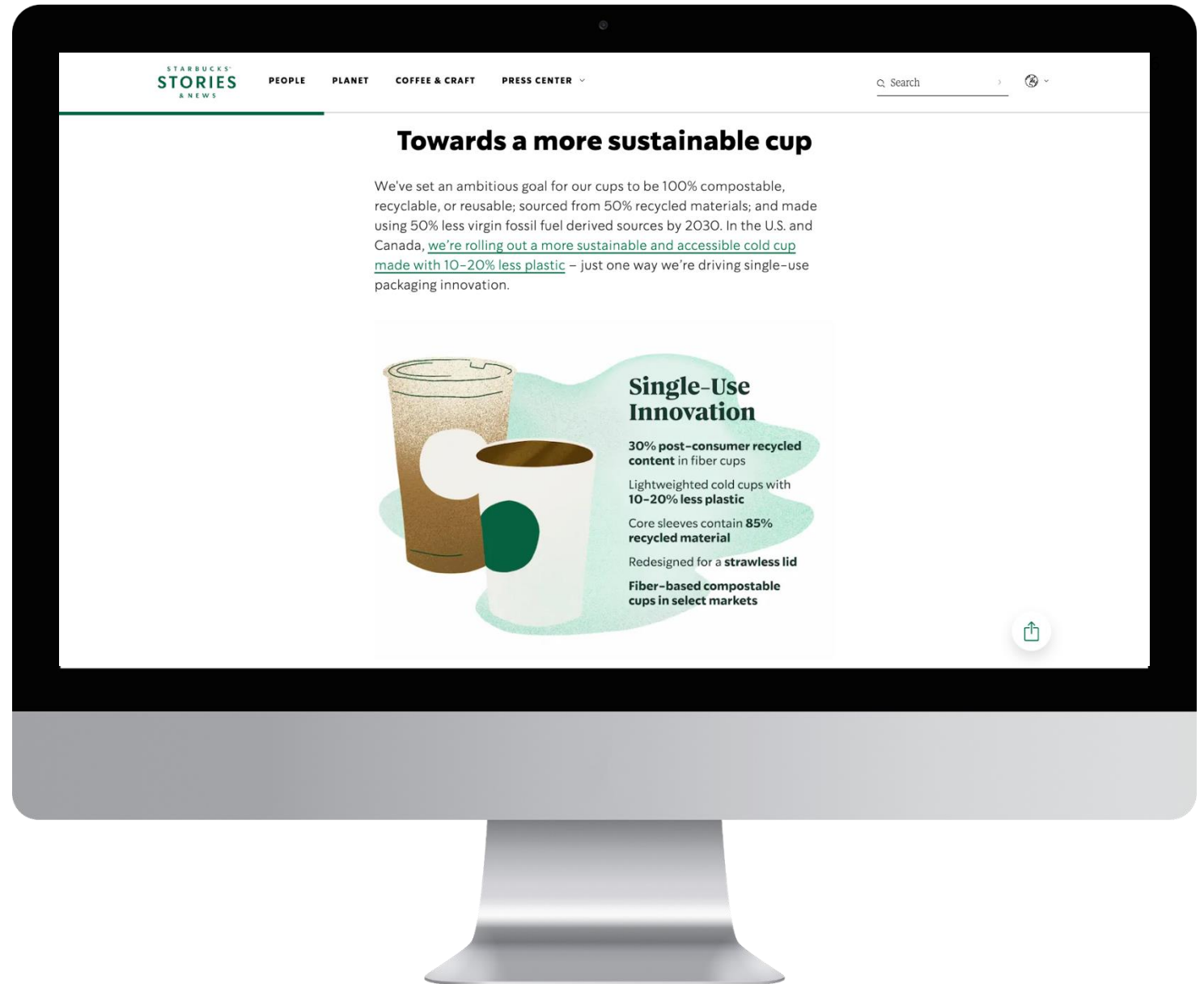
03

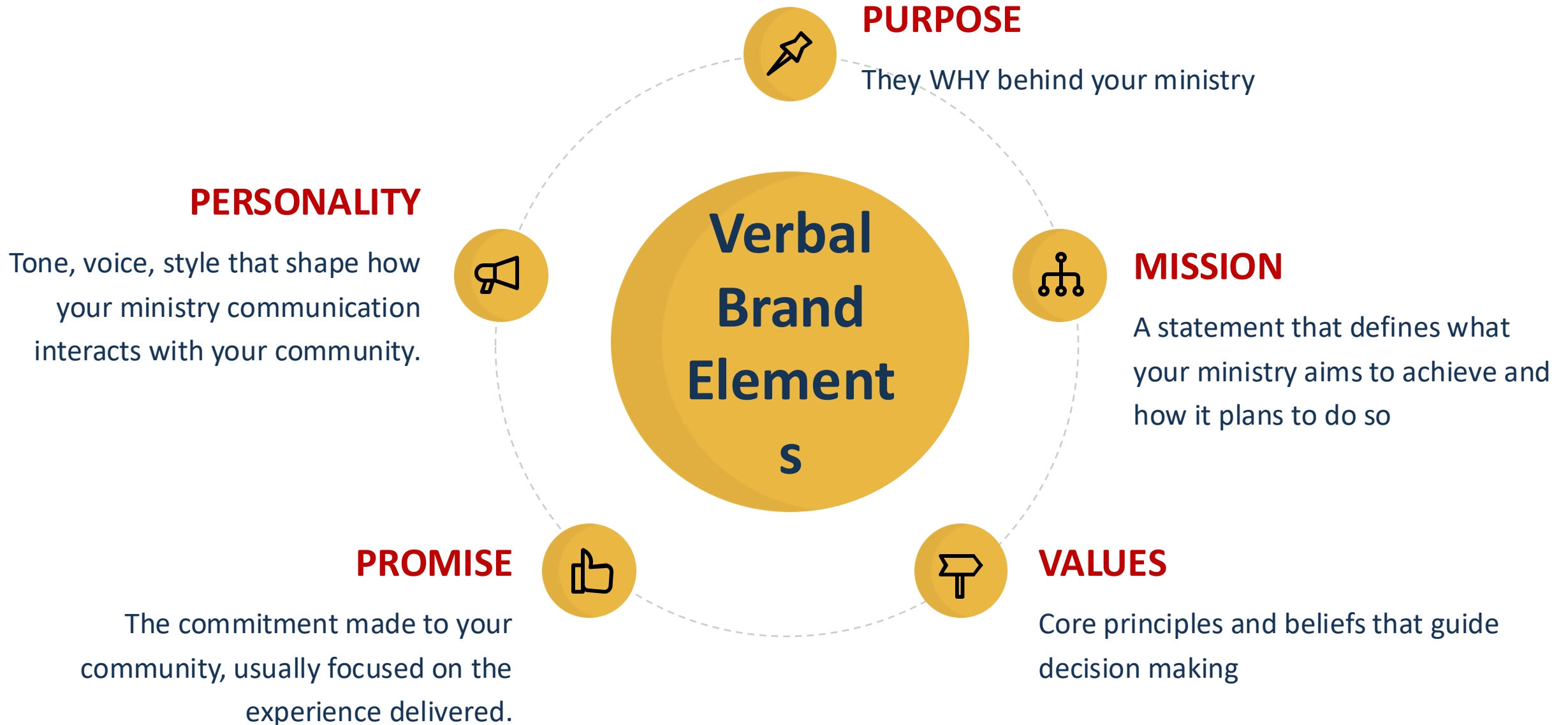
EMOTIONAL

How they feel matters

VERBAL WORDS

What they hear
establishes trust





BRAND IDENTITY WORKSHEET



1

Purpose

What is the core reason for your ministry's existence?

Questions to consider:

1. What ultimate impact do you want to achieve?
2. How does your ministry serve the community?



Mission

What is the primary goal your
ministry aims to achieve?

Questions to consider:

1. What are the key objectives of your ministry?
2. What activities of service do you provide?
3. How will you fulfill your mission?



3

Values

What principles and beliefs guide your ministry?

Questions to consider:

1. What are the beliefs and ethics of your ministry
2. How do values influence decision-making?
3. What values are non-negotiable?



Promise

4

What commitment do you make to
your community or congregation?

Questions to consider:

1. What unique value or experience do
you guarantee?
2. How do you want to be perceived by
others?
3. What assurances can people expect?



5

Personality

What human characteristics best represent your ministry?

Questions to consider:

1. How do you want people to feel?
2. What tone of voice should your ministry have?



VISUAL STORY

What they see tells a
story



DESIGN STYLE

Cohesive visual approach including elements like layout, color, and typography that help to define your ministry's personality

IMAGERY

Visual elements such as photos and graphics used to represent your ministry's identity and values

Visual Brand Elements

LOGO

A distinctive symbol or design to identify your ministry

COLOR PALETTE

A select range of colors used consistently to represent your ministry

TYPOGRAPHY

A style and arrangement of fonts used to enhance visual communication



Logo Development

Your logo is the visual cornerstone of your ministry's brand. It should be easily recognizable and reflective of your mission.



Brainstorm Symbols and Elements

Consider what symbols, icons, or imagery represent your ministry's mission, values, and community.



Sketch Ideas

Start with rough sketches. Don't worry about perfection—focus on getting ideas on paper.



Simplify

Choose a few of your best ideas and simplify them. A good logo is simple and works well in both color and black-and-white.



Color Palette

Your color palette should evoke the emotions and values you want to associate with your ministry.



Research Color Psychology:

Understand the emotional impact of colors. For example, blue can evoke trust and calmness, while red can signify passion and energy.



Choose Primary Color

Select a main color that reflects your ministry's identity.



Add Secondary and Tertiary Colors

Choose 2-4 complementary colors to create a cohesive palette.



Ministry Guide to Color Psychology



Typography Selection

Typography involves the fonts you use in your branding materials. Choose fonts that are readable and reflect your ministry's character.



Select A Primary

Font: Choose a font for headings and major text.



Select A Secondary Font:

Choose a complementary font for body text.



Consider Readability

Ensure the fonts are easy to read, both in print and on screens.

SERIF

Classic

Trust

Respect

Authority

Formality

Script

Elegant

Fancy

Creative

Personal

Happy

SAN SERIF

Modern

Straightforward

Trust

Sophistication

Cutting-Edge

DECORATIVE

Casual

Creative

Original

Flexible

Personal





Imagery Guidelines

Imagery includes photos, graphics, and other visual elements that you use in your branding.



Define Your Style:

Decide on the overall look and feel you want your imagery to convey (e.g., warm, welcoming, modern, traditional).



Select Imagery Types:

Choose the types of images that best represent your ministry (e.g., congregational photos, community events, abstract graphics).



Create Guidelines

Set guidelines for image use to maintain a consistent style.



Design Style

Your design style encompasses the overall aesthetic of your brand materials, including layout, spacing, and other design elements.



Identify Key Characteristics:

Determine the key characteristics of your design style (e.g., clean, minimalistic, vibrant).



Create Design Templates:

Develop templates for common materials like flyers, newsletters, and social media posts.



Consistency Is Key

Ensure all materials follow the established design style for a unified brand identity.

EMOTIONAL FEELINGS

How They Feel
Matters




Understanding Brand Equity





BRAND EQUITY

**is what people think
about your ministry**



Perception is

Reality.
Brand equity is shaped by how people perceive, recognize, and stay loyal to your ministry.

**01**

AWARENESS

How recognizable is your ministry

02

ASSOCIATIONS

What attributes, benefits, and emotions are linked to your ministry

03

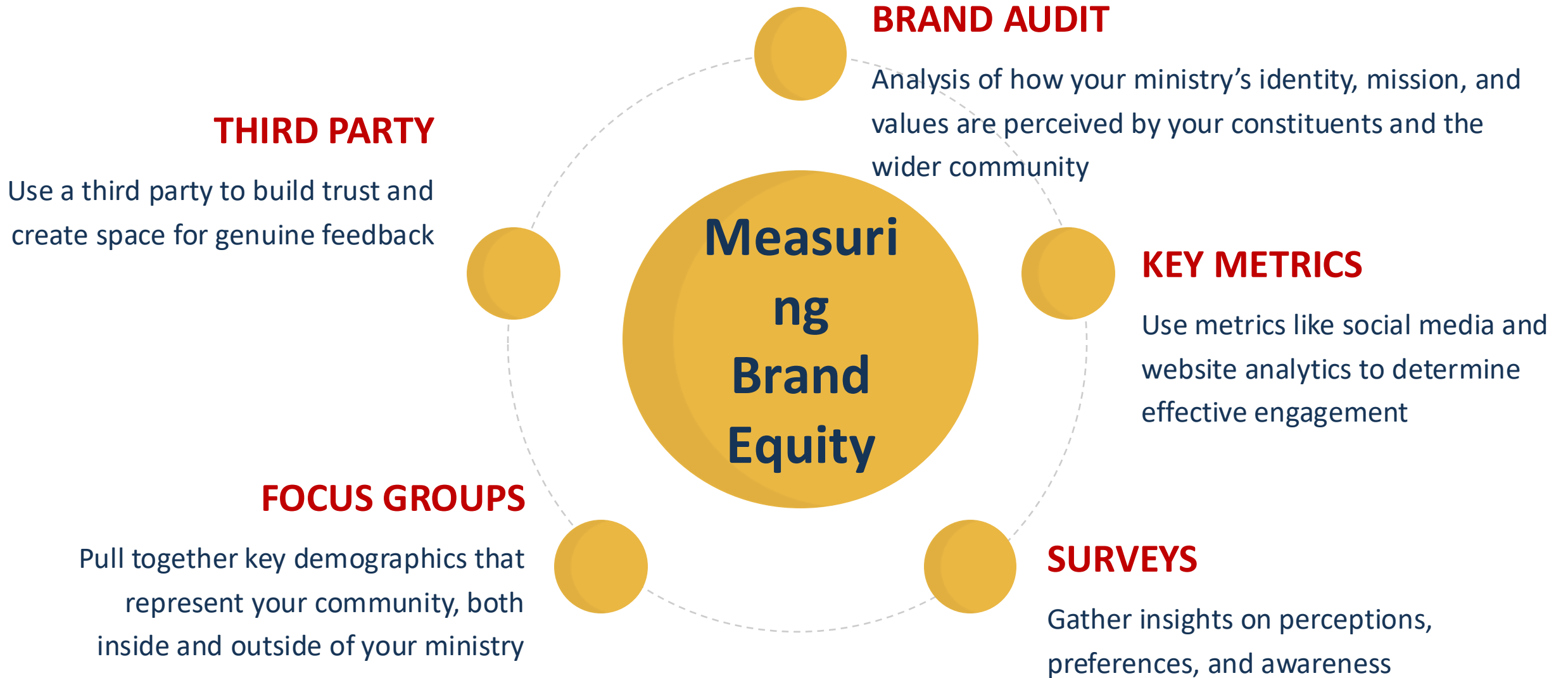
ATTITUDES

How does your ministry make people feel

04

ATTACHMENT

How loyal and committed are people to your ministry



BRAND EQUITY WORKSHEET



1

Mission

Write down your ministry's mission statement

Does it clearly reflect your purpose and values?



Vision

Write down your
ministry's Vision

statement
Does it inspire and
guide the future of your
ministry?

2





3

Logo

Describe your ministry's logo

Is your logo reflective
of your mission and
values?



4

Colors

List your ministry's
primary and secondary

colors

**Do the colors align with
the feelings and
messages you want to
convey?**

A decorative graphic on the left side of the slide. It features a circular shape divided into two main sections. The top section contains a color palette with various shades of yellow, orange, and green. The bottom section contains a collage of black and white typographic elements, including large letters like 'N', 'O', 'M', and 'W' in different fonts and sizes. A large yellow number '5' is positioned at the top of the typographic collage.

5

Typography

What fonts are you using in
your materials

Are the fonts
consistent across all
platforms

Social Media

List the social media
platforms your ministry
uses
**Is your branding
consistent across all
platforms**

6





7

Tagline/Slogan

Write down your ministry's
tagline/slogan.
**Is it memorable, and
is it true?**

Community

How does your ministry engage
with your local or digital

Are these efforts effectively
community
communicated through your
branding

8





9

Target Audience

Who is your primary target audience?

Is your branding and messaging tailored to reach them?

Action Plan

Based on the audit, outline 3
actionable steps to enhance your
ministry's branding

10



Color Usage All Inclusive Design

Adobe Color

Adobe Express

VistaCreate

Fonts

Dafont

FontSpace

1001FreeFonts

BeFonts

Canva

MiraCanvas

Resources

Creative Market

Raw Pixel

Adobe Stock

Stock Photos

Unsplash

RawPixel

Pexels

Pixabay





Thank You!



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FINANCE & ADMINISTRATION

General Council on Finance and Administration

THE UNITED METHODIST CHURCH