

BRAND DEVELOPMENT PROPOSAL

ICOC

International Church of Christ

By

DesignCapital*

Strategic Graphic Design & Brand Development

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***First impressions**
last and a church's
brand presence
can literally be the
difference between
someone coming
to visit a church
or not.*

Benefits #1

of a Unified Global Identity for the ICOC

For Outsiders (Potential Visitors):

Confident and Comfortable

When outsiders are looking in and 'checking us out', be it online at one of our range of websites or platforms, an invitation card they have been handed on campus or the facebook page of one of our local churches; a professional, appealing and consistent brand identity will play an influential role in making them comfortable and confident to take the first step towards our 'community'. In today's digital era, people are 'self educating', taking upon themselves the role of investigating 'something new' before they take that first step. We need to take advantage of this reality and put our best foot forward in creating a convincing first impression.

*Effective branding for churches has never been more important. We live in a media-driven age where **first impressions last and a church's brand presence can literally be the difference between someone coming to visit a church or not.** A church 'brand' is so much more than just the logo. It's also the language that is used, the visual look and feel around the logo, the kinds of photos used. Ultimately a successful church brand can be defined by the power and focus of the story you tell.*

www.stevefogg.com

An Example of 'Well Branded' Church

Primary Brand



Regional or Sub Brands



Ministry Sub Brands



Benefits #2

of a Unified Global Identity for the ICOC

For Members (Insiders):

Confident and 'Proud'

It is not only beneficial to make a great first impression on potential visitors but it is also important to get all the members excited about their church's local and global identity! If this identity is strong, cool and appealing then it will have an impact on them 'wearing the brand proudly' so to speak. ie Members will possibly be more likely to direct people to the various websites and online platforms. Teens and Campus may feel more comfortable to wear their church TShirts socially. Members may be more motivated to hand out invitations due to the greater visual aesthetic etc. The ripple effect of the new brand will be felt on multiple levels within the church both locally and globally.

*If your church branding isn't locked down, you'll do what most churches do: create an array of different designs and publications that, together, say nothing about you. Unity in your branding communicates unity in your church. **Purpose in your branding communicates purpose in your church. Consistency in your branding communicates consistency in your church.***

www.prochurchtools.com

Benefits #3

of a Unified Global Identity for the ICOC

For Family Churches and Ministries

Consistent but still unique!

A unified and consistent, singular brand will serve as a solid 'visual foundation' for the unique sub brands required for our family of churches and ministries, which are very unique from each other, for eg ICOC Singles, ICOC Campus and ICOC Families. Ultimately (But it may take time to get there), the new brand identity should filter down through all the tiers of the various ministry groups carrying a 'title', even right down to the kidzone ministry of a family church. Granted it is a mammoth logistical undertaking, but to really present a united global brand, it will be necessary.



Consistent branding will trump trendy branding almost every time.

Imagine if McDonalds used different branding at different locations? The interesting thing is that while McDonalds always uses the same branding, their menus change based on an area's demographic. McDonalds understands that, while what they're serving may change from time to time, their branding must stay consistent to maximize their reach.

www.prochurchtools.com

Benefits #4

of a Unified Global Identity for the ICOC

For the Admin Team!

A Solid Foundation and Less Confusion

Most churches in our family of churches don't have the luxury of the services of a graphic designer to create all their communication material. And if they do, the designer has very little to 'base' their designs and layout on. With the rebranding process, each church's administration team could have a 'Brand Guideline Book' which will provide them with a visual foundation and 'ACTUAL' working templates like Letterheads, Email Signatures, Invites, Powerpoint Templates etc.

*Branding isn't just important for corporations, businesses, and other organizations. Churches can actually really benefit from branding too. At its core, branding is about identity. What is the identity of your church? Branding will convey a perception of your church to the public. What perception do you want the public to have? Just like any other organization, a place of worship should appeal to as many people as possible, both the older and the younger crowds. **Proper branding helps your church to be relevant in modern society.***

www.logoworks.com

Benefits #5

of a Unified Global Identity for the ICOC

For Google and Globetrotters!

Search Engine Optimisation and 'Findability'

By always having the 'ICOC' acronym associated with the title of a family church or ministry, it will make our churches and ministries more 'findable' on Global Search Engines. This will also have a benefit for disciples around the world who frequently travel and need to find an ICOC family church nearest to them. As the words in themselves are quite generic: 'Church of Christ', it makes sense to make more use of the acronym 'ICOC' across the board.



The marketing “rule of seven” states that a prospect must notice a brand or message seven times before they will take action. Consistent branding will help your potential guests recognize your church and feel more at ease about visiting. With so many churches, it is critical to stand apart...

www.worshipfacilities.com



Design: An Asset

Design well used, has the power to convey a message, portray an image, stir emotion and stimulate a response. Through careful use of colour, composition, font and iconography, a brand can be crafted into a persuasive mark and symbol that says everything it needs to in visually appealing and inspiring manner.

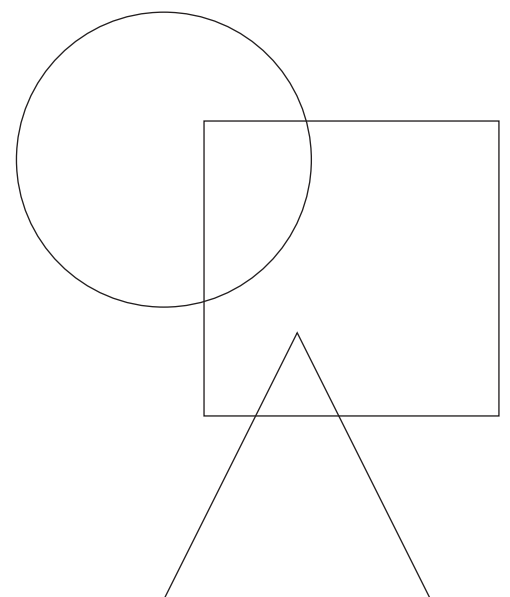
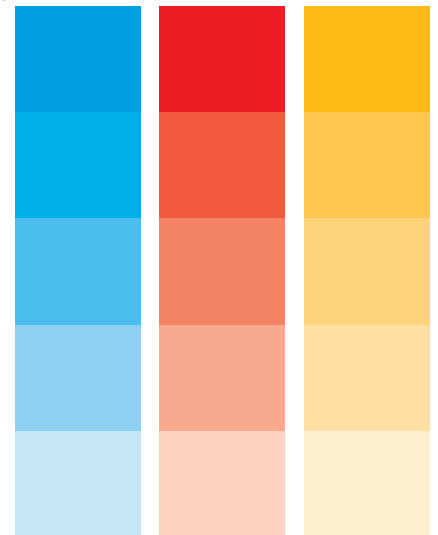
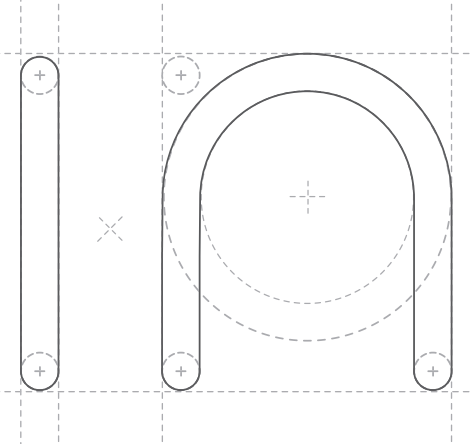
Colour

Different colours evoke different emotions. For example the colour blue is the colour of trust, responsibility, honesty and sincerity. It reduces stress, creating calmness. Blue relates to one-to-one communication, speaking the truth through verbal self-expression. It inspires higher ideals. Blue's wisdom comes from its higher level of intelligence, a spiritual perspective. Blue is the colour of the spirit, devotion and religious study. It enhances contemplation and prayer....

<http://www.empower-yourself-with-color-psychology.com/>

Composition

As with colour, different compositions convey different messages and evoke different emotions. For example a rectangular or square composition speaks of stability and strength. It is also quite masculine. Whereas a circle paints images of spirituality, completeness and community.



Design: An Asset

Font

When it comes to fonts the options are overwhelmingly diverse. They can be thick, medium, thin, light or ultra light, to name but a few. They could be italics, all-caps, sentence caps, lower case or combinations thereof. Then of course there is serif vs sans-serif. Once again, the right font needs to be chosen to portray the desired image and tonality. For example a font that is too heavy or thick, can make a brand (and therefore a church) 'appear' unfriendly and uninviting. Whereas a softer font would make a church appear more inviting and approachable.

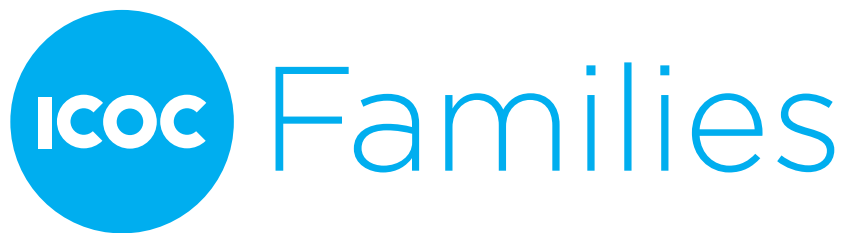
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Iconography

Sometimes an icon can be an actual symbol like a 'cross' or a 'tree' etc. It can also be a word, like for eg the 'Hillsong' brand may be a word, but it is designed so uniquely that the 'word' has become an 'icon' in itself. I believe that this may be the correct route for the ICOC brand to go. The ICOC could be designed in such a way that it becomes in itself 'iconic'



Possibilities with a consistent brand



Notice how something as simple as font choice
can set the 'tone' of the logo for that specific ministry

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When compared with current brands



Possible Primary Brand



When the ICOC stands alone, it can be a bit more defined, but when used as the overarching brand, as with Singles etc, it is used in its simplest form

Possible Primary Brand



An ultra simple circle has been used for all of its positive and relevant associations and also for its practicality for 'living' with all the sub brands

Blue has been chosen for all of its positive and relevant associations But can however be used in grayscale colours as well.

Using text with a circle can be quite challenging, so we have ran it around the logo to retain the powerful circle composition











